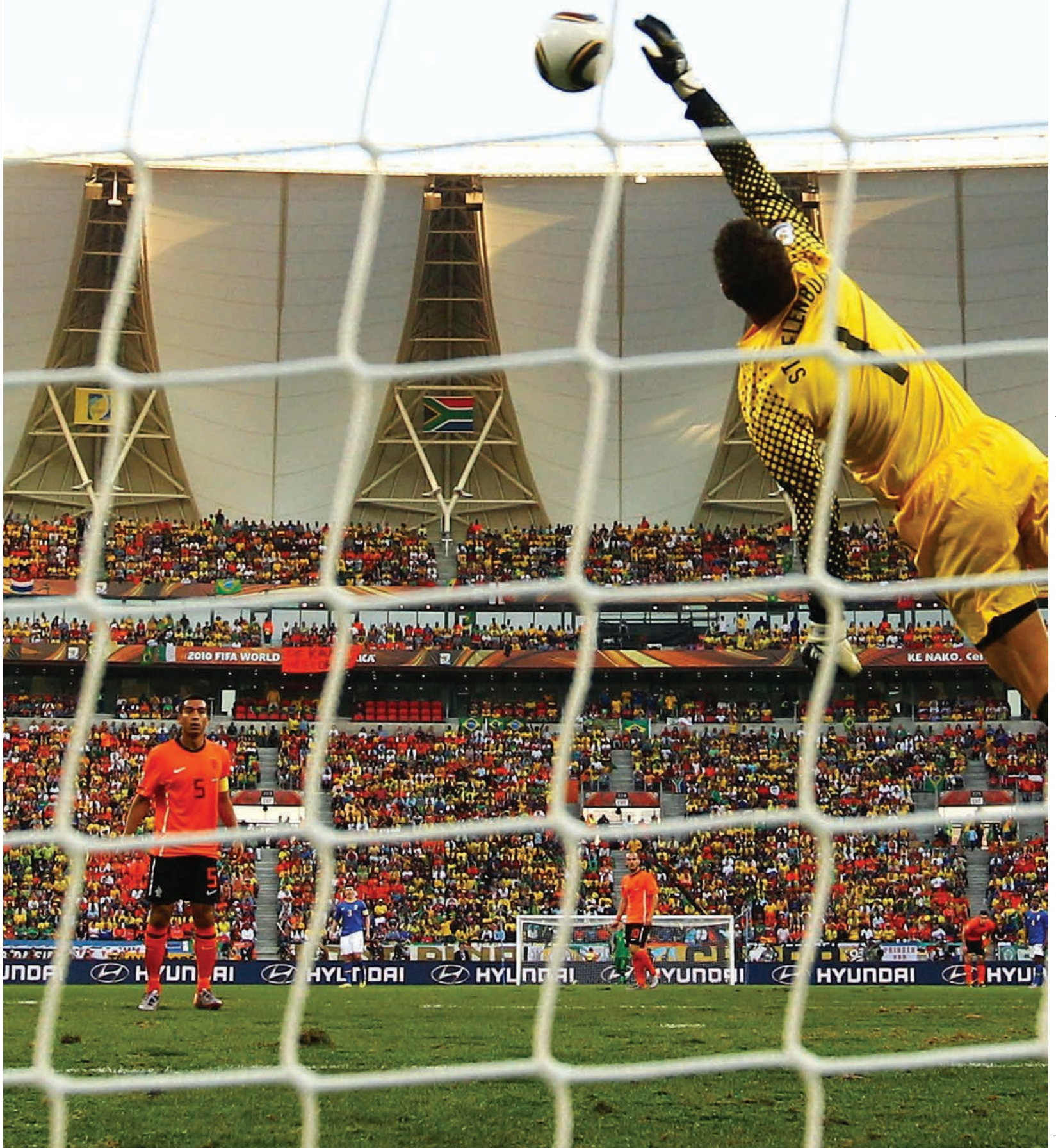




conclusion



For South Africans, the moment Sepp Blatter announced the winners of the bid for the 2010 FIFA World Cup™ marked the start of a common journey towards the greatest show the country has ever put on.





THE CHALLENGE OF THE
EVENT WAS CLEAR...**TO
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Certain events have the power to touch millions in an instant, and these universal common references are capable of uniting people across the globe. Many of us will have been asked where we were when the Berlin Wall fell. Most could tell you on what type of television set they watched Nelson Mandela take his first steps as a free man. Some could share how they learned of the ANC's banning, or where they were when humans landed on the moon.

For South Africans, the moment Sepp Blatter announced the bid winners of the 2010 FIFA World Cup™ marked the start of a common journey towards the greatest show the country has ever put on. The 11th of June 2010 marked a turning point in the rich and varied history of South Africa. The challenge of the event was clear: Firstly, to confound the critics and demonstrate that Africa was ready to host the world's most cherished sporting event; and secondly, to harness the energy, momentum and high spirits in such a way as to maximise the long term benefit to the country and to people.

Those individuals within each Host City, tasked with incorporating greening initiatives into host city planning during the extensive preparations, in many ways went above and beyond in efforts to incorporate policy which aimed to create a truly sustainable event. The projects outlined in the preceding chapters have illustrated just how ambitious and comprehensive some of these plans have been. Against some considerable odds – from logistical headaches, to financial setbacks – the municipalities pulled off a great success story. The 2010 FIFA World Cup™ is a study in South Africa's trademark talent for overcoming obstacles, finding ways around problems, and the can-do attitude for which it is famous.

Hopefully this report has gone some way to showing those that experienced the World Cup just how much more went into it than what was visible from ground-level. Beyond the soccer, beyond FIFA, and beyond 2010, these projects are about a better future for South Africa, and what it means to create a sustainable legacy.

The objectives in review

MAINTAINING MOMENTUM FOR THE PROMOTION OF SUSTAINABILITY

BEYOND 2010: The DEA's National Greening programme served as an overarching guideline in support of the Host Cities in their quest for sustainability. For reasons outlined earlier, setting quantitative targets would have been unrealistic and counter-productive. However, the efforts of each city in the journey towards sustainability are certainly worth highlighting.

No wasted opportunity

The National Greening Objectives for waste:

- Minimise waste generation
- Maximise waste sorting, re-use and recycling.

Never before has the South African public been so conscious of sustainable waste management. Visible and easy-to-use waste management systems meant that people understood, on a practical level, the simple things that can be done to make a big difference.

Clean-up campaigns, two-bin systems, the use of recyclable materials – and the various other initiatives – had the dual advantage of substantially reducing the event's carbon footprint while at the same time pushing the country towards a culture of waste minimisation.

Lighting the path towards an energy-efficient future and alternative-source power

National Greening Objectives for energy:

- Minimise consumption of energy
- Maximise use of renewable energy.

Any event of this scale is going to be incredibly energy intensive, and any host country has to go to some lengths to ensure that, in accordance with FIFA directives, there are





no disastrous power outages or shortfalls. For South Africa this was an area already fraught with the pressures of over-extension of the electricity grid and power generation infrastructure. It was unquestionable that, wherever possible, steps needed to be taken to change the way South Africans consumed energy – by changing the dominant paradigm of high energy consumption.

In some ways, South Africa’s response was somewhat mixed, with some stadiums adopting sophisticated and revolutionary energy-efficient designs and others representing missed opportunities. Initiatives like the Coega Windfarm in Nelson Mandela Bay, the nationwide GEF-funded solar power street greening programme and the Mbombela solar initiative represent modest, but extremely important strides towards the goal of sustainable energy generation, and the start of the move away from coal-powered electricity. While South Africa still has a long way to go before it joins the ranks of some nations in terms of renewable energy, these developments are most encouraging. Moreover, the energy efficiency techniques employed at some stadiums will inform standards for future building construction.

Making inroads into green mobility

National Greening Objectives for transport:

- Minimise use of private vehicles to access 2010 events and games
- Maximise availability, accessibility and efficiency of public transport systems
- Reduce carbon emissions from public transport systems
- Maximise access for pedestrians and cyclists, and provide appropriate surfacing and lighting.

There can be no question that the people of South Africa embraced every new transportation provision on offer. From shuttle services to “park and ride” and park and walk” facilities, to pedestrianised walkways and bicycle-friendly routes, people responded with enormous enthusiasm, flocking in their droves to take advantage of the various new and slick operations. Many people took the trains for the first time in years, while municipalities invested substantial amounts of money in new public transport schemes.

The need for a functional and accessible public transport system has been mounting in urgency for years, and represents a concern both social and environmental. Calculations made before the World Cup took place foretold some alarming levels of carbon impact associated with travel to the event. This was a forgone conclusion and simply a matter of geography, with South Africa being about as far away from other football-loving nations as could be.

That was an unavoidable reality, but one that was given due attention and addressed in the form of investigating numerous offset programmes. Difficulties regarding funding have limited the impact in this area, however long term reduction in carbon intensity of the South African transport system has been improved through various transport initiatives, many of which were accelerated in anticipation of the World Cup. The Rea Vaya BRT system, the Gautrain and infrastructural upgrades such as high occupancy vehicle lanes are all significant changes that have implications for improved quality of life for generations to come. In reality, the 2010 FIFA World Cup™ provided the momentum to take public transport developments out of the conceptual stages and make them a reality.

Safeguarding the source of life

National Greening Objectives for water:

- Minimise consumption of water (improve conservation of water)
- Maximise rainwater capture and grey-water recycling
- Protect wetlands
- Minimise pollution of water resources.

Stadium design once again took the lead in this area. These colossal structures and their surrounds would require huge volumes of water, both for the building stages and their functioning during and after the World Cup. The key was to move away from a grossly wasteful use of potable (drinking quality) water for functions where non-potable water (whether stormwater, recycled “greywater”, or groundwater) would do. It was here that some of the finest examples of sustainable water systems can be seen, with the design of new stadiums or retrofitting of existing ones to maximise water efficiency. The kind of comprehensive consideration applied to water efficiency solutions,



Pedestrianisation of the Moses Mabhida Stadium.





WHEN IT COMES TO THE QUESTION OF 'LEGACY', ALTERING THE WAY IN WHICH PEOPLE PERCEIVE, THINK AND BEHAVE IS THE ONE ACHIEVEMENT THAT EXCEEDS ALL OTHERS



which saw ecological sanitation systems in the form of reedbed filtration of stormwater, large-scale recycling of irrigation water, rainwater capture, engineering projects to make use of unutilised lake and spring water, and the selection of indigenous drought tolerant plants for landscaping, is the kind of big-picture approach that is required for truly sustainable development. Smart and timely interventions saw that 80% of the water used at the pitch at Soccer City is recycled, 30% of the concrete mix used for the Peter Mokaba Stadium was recycled, and an intelligent pitch irrigation system at the Princess Magogo Stadium that allows for the reclamation and reuse of 50-60% of the water used.

While these developments are indeed encouraging and worthy of commendation, the country still faces some deeply distressing prospects regarding water availability in the near future, and the unfortunate truth is that, as is so often the case, a number of schemes were unable to reach fruition due to a lack of funding. However, where there was national or donor funding, Host Cities took action on some innovative and promising projects – the resurrection of the Oranjezicht Springs in Cape Town and greater attention being paid to wetland rehabilitation. With some luck, the halted projects, such as the augmentation of the North End Lake in Nelson Mandela Bay, will soon secure the funding they need to reach fruition.

Turning over a new leaf

National Greening Objectives for biodiversity and the urban environment:

- Maximise protection and enhancement of biodiversity and ecological systems
- Maximise recreation and tourism experiences associated with biodiversity.

The beauty of urban greening initiatives is that, like developments in the transport sector, they are plainly visible to the public and are accessible to all. Promoting a culture of environmental awareness involves encouraging individuals to enjoy what nature has to offer. Tourists travel from all over the world to experience the exquisite natural gifts of the country, but many residents of this majestic country seldom have the opportunity to take advantage of those same joys.

While biodiversity took a back seat to more urgent issues like waste management and water efficiency, the area was given attention in the form of a number of ambitious initiatives. Host Cities focused on urban landscaping and the creation of public parks and encouraging activity in these spaces. In the creation of connections between recreational pursuits and green spaces, we see moves towards long-term, integrated sustainability. Other projects achieved notable clean-ups of riverine habitats and restoration of wetlands, which are so critical to the world's biodiversity.

As with a number of the sectors covered in this report, the promotion of biodiversity, and the projects that have been rolled out for its nurturing, have immediate benefits socially and long-term benefits such as carbon reduction, flood mitigation and water resource protection, not to mention the benefits for animals whose habitats have been disrupted being given the chance to flourish in restored forests and wetlands.

If you build it, they will come

National Greening Objectives for sustainable tourism:

- Maximise energy and water use efficiency in all hotels, guest houses and B&Bs
- Minimise waste generation in hotels, guest houses and B&Bs, and maximise waste sorting, re-use and recycling
- Establish an environmental rating system based on clear criteria and standards
- Maximise opportunities to sensitize visitors to the need to conserve water and energy.

The tourism industry in South Africa is showing no signs of slowing down, but getting the ball rolling on sustainable policy in the sector is taking a little longer to catch up. There is, however, a growing population of informed travellers who are aware of initiatives like GreenStaySA and other sustainable tourism accreditation schemes. Possibly the most laudable accolade for the country is the certification programme Fairtrade Tourism South Africa, the first organisation of its kind worldwide. While these initiatives reflect a relatively small proportion of the industry in total, their resourcefulness and sheer innovation are a reflection of true visionary spirit.

With increased awareness, the future of sustainable tourism promises job creation, poverty alleviation, BEE stimulation and SMME development.





Changing the things we can & offsetting those we can't ✈️

National Greening Objectives for carbon emissions

- Minimise carbon emissions; and
- Where carbon emissions cannot be eliminated, maximise benefits to South Africa by setting up carbon-offset programmes within South Africa or in African countries.

The carbon footprint the 2010 FIFA World Cup™, taking into account energy, waste, transport, biodiversity and tourism, is massive. It was predicted long before the advent of the 2010 FIFA World Cup™ that it would have the highest ever release of carbon emissions of any World Cup. The numerous projects highlighted in the chapters that preceded this were all, to some degree, motivated by a desire to mitigate these emissions. South Africa is a developing country and so is beleaguered by numerous concerns calling for attention, and carbon offsetting does not always enjoy priority status ahead of others like improving employment and basic housing conditions. South Africa has not, as yet, been required to commit to binding carbon reduction targets under UNFCC Kyoto Protocol. Despite this, and the absence of direct formal carbon-offsetting policies from FIFA, the country rose to the occasion in demonstrating its ability, and sense of responsibility, to attempt to reduce the carbon intensity of the event as far as practically possible.

For these reasons, the efforts of Host Cities to mitigate emissions are all the more praiseworthy. The Host City of Durban was outstanding in its pursuit of a carbon neutral event, and it has been truly exceptional in its efforts to offset the emissions resulting from the 2010 World Cup. This status – as South Africa's only carbon neutral host city – is yet to come to fruition as the identified carbon offset projects go through final approval. However the commitment demonstrated by eThekweni Municipality is likely to see carbon neutrality become a reality in about three years.

The inalienable fact, however, is that many opportunities to offset the World Cup carbon emissions were lost due to a lack of funding. The country has learned that financial support needs to be secured upfront if these projects are to be successful.

When knowledge is power 🖐️

National Greening Objectives for communications and awareness:

- Inclusive information sharing about what is being done through Greening 2010 and why it is done
- Outreach to residents and visitors beyond matches, fan parks and events
- Sensitisation of vendors and service providers to Greening 2010 objectives
- Involvement of schools and the youth
- Showcasing and explanation of water-wise technologies, energy-efficient appliances, and waste-recycling initiatives
- Communicating to the FIFA Family and others, including sponsors.

The focus areas listed above were addressed with great care, effort and attention, and each initiative was in itself of enormous value to the development of South Africa and the environment. When it comes to the question of a 'legacy', altering the way in which people perceive, think and behave, is the one achievement that exceeds all others. The varied communications and awareness campaigns, targeting both schools and adults alike, ensured that many South Africans were made aware of environmental and sustainability issues around them, often for the very first time.

The 2010 FIFA World Cup™ was the country's chance to shine, and shine it did, for the world audience, but more lastingly so, for the South Africans who lived it. From volunteer ambassadors who held forth on the many splendours of their country, to the catchphrase "Ke Nako" (meaning 'we can'), South Africans came together to show the world, and themselves, what this country is capable of, and what it can become. The country took centre stage and demonstrated its ability to host a spectacular event. The world watched intently for one month, but it was the attention of the people who live in South Africa that truly experienced the uniqueness of the World Cup, from the moment it was announced and into the future. The vision of those who worked tirelessly to realise the successes of the World Cup has meant that not only will 2010 live on as a happy memory of a joyous occasion, but that the people of South Africa now live in a country slightly different than it was before, and one which is more aware and committed to a path of sustainable development than ever before.



Coca-Cola™ provided 10 Host City stadiums with collection bins and plastic polyethylene terephthalate (PET) bottles and also sponsored a number of projects in the run up to the 2010 FIFA World Cup™ as part of the Coca-Cola™ National Schools Recycling Programme.

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