



Chapter Seven

# CONCLUSION

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*The National Greening Framework for Event Management and the Built Environment is the articulation of an emerging body of knowledge and practice straddling several sectors that are concerned with ensuring positive social and environmental outcomes.*

The framework itself addresses both greening policy, objectives and practice and concludes with a set of appendices that offer further guidance for the achievement of greener outcomes which demonstrated the legacy whose benefits will be shared by all.

The National Greening Framework is embedded in a far wider policy environment which attends to the dual and interrelated challenges of climate change and the greening of the economy. Appropriate and co-ordinated responses to climate change require significant adaptation and mitigation practices that have implications for both event management and the built environment. One of the main areas is the use of sustainable transportation as transportation is a major contributor to carbon emissions. The carbon footprint of events and the built environment can be improved dramatically through increased investment in sustainable, reliable and affordable public transportation measures.

Greening of the economy not only seeks to produce goods in a more resource efficient way but also to produce goods and services that support greener outcomes such as recycled paper and solar water heaters. The greener production methods are, the greater the availability of green goods and services. Therefore, the easier it is to practice greening principles until it becomes a standard practice and not an add-on or unique feature.

South Africa fortunately has both the policy and infrastructure to support this transition to a green economy to the benefit of events and the built environment. In each of the sectors addressed in this framework, there are steady advances being made and when knitted together, the overall result is a progressive move to sustainability. In spite of positive policy developments and the move to adopting an appropriate national response to climate change, there remains major obstacles to the full and sustained internalisation and further application of greening principles and practice. The lack of awareness of the benefits

and importance of seeking positive social and environmental outcomes in both the management of events and the built environment is to be addressed. Furthermore, the perception that conducting or implementing “green” is more expensive and therefore discriminatory, denies the true costs of producing goods and services. There is major scope for raising awareness about the true costs and benefits of delivering goods and services that are aligned to greening principles and practices. Generally, greening is still treated as an add-on and is yet to be mainstreamed.

Much of the success of the National Greening Framework is dependent on the awareness and understanding of the need to apply greening principles and practices across the different sectors addressed by the framework. Once this understanding is in place, the next important step is addressing how greening can be achieved in existing and planned initiatives so as to leverage on planned investments. Coupled with this step is identifying opportunities for the inclusion of environmental criteria in both public and private procurement. Lastly, the role of communications needs far greater emphasis. Any intervention must be supported by innovative and appropriate communications. Drawing on lessons learnt with respect to environmental campaigns in South Africa, interventions must be adequately supported through communications which, in turn, make most sense when supported by a practical intervention.

The future for the greening of events and the built environment has a strong foundation as a result of the priority placed on greening during the 2010 FIFA World Cup™ and is gaining further traction as South Africans pursue development options with minimal negative environmental impacts and which maximise our likelihood of an improved and sustained standard of living for all.

