4.8.2 Promote responsible tourism and establishing a uniform accreditation system

The draft National Minimum Responsible Tourism Standard, which is under the custodianship of the South African Bureau of Standards (SABS), has strengthened the Responsible Tourism Guidelines developed in 2002. The responsible tourism standard is comprised of 39 guidelines, which are divided into four categories.

Table 4.1: Overview of draft National Minimum Responsible Tourism Standard

A. Sustainable Operations and Management

- The organisation has a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, socio-cultural, quality, health and safety issues.
- The organisation makes publicly available its Responsible Tourism Policy and information about its associated activities.

B. Economic Minimum Criteria for Responsible Tourism

- The organisation employs people from the local area, with a particular emphasis on historically disadvantaged groups and women, including in management positions.
- The organisation purchases local and fair trade services and goods, where available, and set targets for improvement.

C. Social and Cultural National Minimum Criteria for Responsible Tourism

- The organisation provides opportunities for visitors to purchase local products and services.
- The organisation provides a 'Code of Behaviour' for visits to local cultural, historical and religious sites or communities, developed in conjunction with the affected communities.

D. Environmental National Minimum Criteria for Responsible Tourism

- The organisation measures water consumption, indicating all sources as percent ages of overall consumption and adopts measures to decrease overall consumption and improve re-use of waste water.
- The organisation implements a solid waste management plan, with quantitative goals to minimise waste.
- The organisation contributes to the support of local biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.

New and existing green tourism rating systems will be required to align their criteria to the National Minimum Responsible Tourism Standard.

4.8.3 Greening tourism organisations and businesses

The greening of tourism organisations and businesses is a voluntary measure undertaken by those businesses which either ascribe to responsible tourism principles because it makes good business sense and or because of increasing demand by clients, and in particular, international visitors who ascribe to responsible tourism principles.

- *Rating Systems*

Currently South Africa has the following sustainably-orientated tourism rating systems that cover the spectrum of accommodation types.

Table 4.2: Existing Green Tourism Rating Systems

Fair Trade in Tourism South Africa

A non-profit organisation that promotes sustainable tourism development. It certifies tourism businesses that operate in an ethical and socially-responsible manner.

Greenleaf

A non-profit organisation and focuses on the environmental responsibility of wilderness areas and lodges.

Heritage SA

A private organisation that concentrates on large hotels and conference centres and their respective environmental management measures.

Tafelberg in Cape Town...

Incentivising Responsible Tourism

The Imvelo Responsible Tourism awards, which were initiated to coincide with the World Summit on Sustainable Development (WSSD) in 2002, exemplify how responsible tourism can be promoted.

The awards recognise tourism and hospitality businesses that make a real, measurable and sustained contribution to responsible tourism. The awards are in line with the responsible tourism guidelines for the South African hospitality industry and the United Nations World Tourism Organisation's code of ethics. The Federated Hospitality Association of Southern Africa (FEDHASA) is the custodian of the Imvelo Awards.

Table 4.3 indicates the seven categories of Imvelo awards which assess a tourist operation's contribution to responsible tourism:

These awards, which have come to be highly respected in the hospitality and tourism sectors, illustrate positive ways of incentivising responsible tourism. These awards and the draft minimum standard are further supported by ongoing awareness-raising campaigns undertaken by the Department of Tourism among tourism operators on sustainable use of resources such as energy and water.

In conclusion, the tourism industry is closely associated with the events industry and any serious commitment to achieve event greening requires the greening of the tourism industry. This is progressively happening in South Africa through the establishment of several green rating systems targeting different hospitality segments, the development of the responsible tourism standard, the establishment of the Global Sustainable Tourism Council, and the recognition system through the Imvelo Awards.

Table 4.3: Overview of the Imvelo Awards' Assessment Criteria

Categories	Application
Best Social Involvement Programme	Examples of corporate and social responsibility that could include community investment initiatives, local outsourcing, community health, welfare and education activities, promotion of local SMME enterprises as well as local HIV/Aids and other social initiatives are considered.
Best Practice - Economic Impact	The economic impacts of tourism on local communities will be recognised, including local purchasing and economic practices, employment equity, Black Economic Empowerment, employee training and development of and adherence to general and industry-specific legislation.
Best Overall Environmental Management System	This category is judged on the application and success of an existing overall environmental management system. Entries illustrate compliance across performance areas such as resource management, procurement, waste management, human resource development and the overall environmental management plan.
Best Single Resource Management Programme	Recognition of operational efforts being made to reduce and manage water, energy or waste. Businesses may submit entries in one or more of these sub-categories.
Most Empowered Tourism Business	The extent of transformation in order to create a more competitive industry through embracing previously marginalised participants. The demonstration of how the entrant has addressed empowerment and contributed to a globally competitive, demographically representative tourism industry is considered.
Investor in People Award	The need for well trained, educated and developed individuals in the tourism industry is the focus of this award. Consideration is given to the extent to which the entrant has taken practical steps to develop the human resource component of their business, focusing on the efforts that have been made in excess of any national minimum standards or guide lines.

4.9 Sustainable Transport

Transportation is similar to that of tourism in the sense that whilst it is not directly part of events management, it is closely associated with events and efforts to produce green events can be compromised as a result of the transport-related carbon footprint.

Previous studies, such as the Independent Environmental Assessment for the Beijing 2008 Olympic Games, have shown that transport to, from and within an event is responsible for the largest amount of carbon emissions. Event organisers are thus encouraged to consider how best to implement sustainable transport options during the planning stage.

All forms of motorised transportation add significantly to the carbon footprint of an event in the following order of magnitude captured in the table below:

Table 4.4: The ranking of different forms of transport in terms of lowest carbon emissions factor.

Ranking	Form of transport	Carbon emissions factor (kgCO2 / passenger-km)
1	Road bus	0.049
2	Luxury bus	0.061
3	Rail	0.119
4	Luxury rail	0.148
5	Private road travel	0.190
6	Air	0.363

Source: Feasibility study for a Carbon Neutral 2010 FIFA World Cup™ in South Africa

Table 4.4 which provides the estimated carbon emissions and the carbon emissions factor (kg CO2/passenger-km) of different forms of travel, illustrates that air travel has by far the highest emissions factor – nearly twice as high as that of the next lowest ranked form of transport, private road travel. The fact that air travel makes up the largest part of an events carbon footprint is backed up by the carbon footprint of the Beijing 2008 Olympic Games, which showed that air travel made up 75.9% of its carbon foot print.

By using these emissions factors as a point of reference, three main objectives in relation to reducing carbon emissions associated with transportation arise:

- Promote the use of non-motorised transportation;
- Promote greater use of lower carbon emitting motorised transport; and
- Consider alternatives to transport, such as video conferencing.

4.9.1 Promoting the use of non-motorised transportation

Non-Motorised Transport (NMT) refers to walking and cycling instead of driving. NMT, if properly implemented, has the potential to save energy, improve air quality, reduce noise pollution, reduce traffic congestion and generally improve the physical environment –potentially, it is one of the most powerful greening tools of the framework.

When selecting a venue for an event, the organiser needs to consider appropriate accommodation that is preferably within walking distance, as this is the most obvious way to reduce transport requirements and thus carbon emissions of an event.

NMT has more potential for success during events than in everyday life because during an event, the time constraints of everyday life are generally removed. However, this is only if NMT is made a safe, viable option for event participants. Tourists are also generally more likely to walk in an attempt to explore their new surroundings.

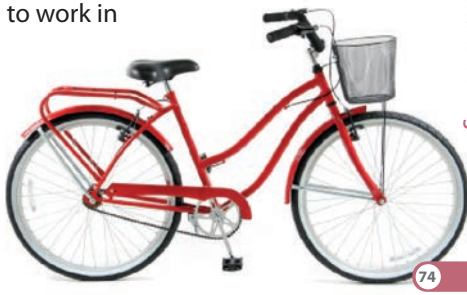
Intervention: Popularising NMT

Some recommendations for making NMT a more attractive idea to visiting event participants include:

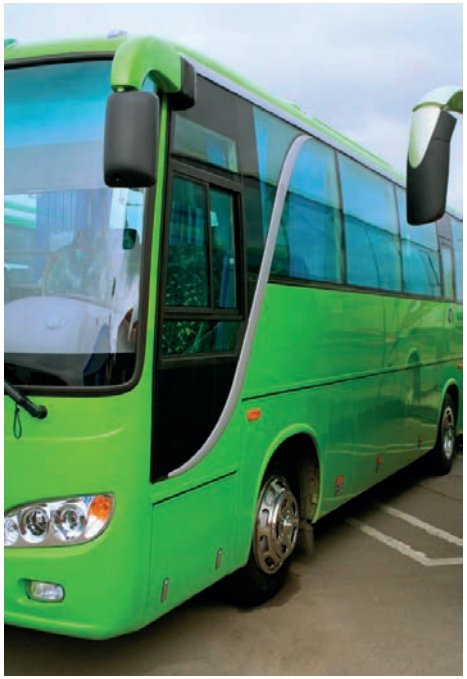
- Ensure that the event is within reasonable walking distance to the majority of hotels, lodges and other places of accommodation that participants are likely to use. This will require forward planning and liaison with tourist businesses in the proposed event area;
- Make all areas surrounding tourist businesses and the event location safe for walking.
- Event organisers can hire security guards to patrol the said areas and even escort groups of tourists to and from the event. Incentives should be given to event organisers seeing as they are providing two services, namely crime prevention and reduction of transport related carbon emissions; and
- Arrange bicycles for rent at places of accommodation and installing bike racks outside venues.

Since NMT infrastructure is typically the responsibility of municipal transport departments, event organisers are required to work in conjunction with municipalities in identifying the need for such infrastructure.

These investments are not simply for the fulfilment of green events, but leave a positive legacy for a pedestrian oriented public as is the case in South Africa.



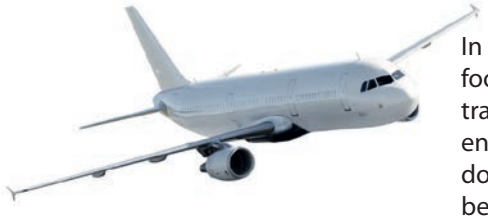
4.9.2 Promote greater use of sustainable transport



An important supplement to non-motorised transport is the use of public transport, which relies on provincial and municipal investment in integrated rapid public transport networks. Metropolitan municipalities, for example, in the development of their integrated transport plans are making significant investments in mega-transport projects. The Gautrain, for example, will go a long way to making rail travel the popular, greener choice for commuters in Gauteng. This investment is complimented by the Rea Vaya Programme, which is the introduction of the Bus Rapid Transit (BRT) system that aims to provide safe, green inter-city public transport.

The carbon profile of public transport is influenced by the energy efficiency of the fleets. Whilst fleets must comply with the Euro II standard, it is desirable for municipalities to comply with more stringent provisions such as the Euro IV standard. Tourist organisations that operate transport services are also encouraged to invest in vehicles that have high energy efficiency performance.

Coupled with the investment in energy efficiency vehicles is the use of alternative, cleaner fuels. Diesel, itself, has been required to be 'cleaner' by reducing its sulphur content, which is important for improved air quality. There are also options to use compressed natural gas (CNG) and liquefied petroleum gas (LPG) or biofuels. Food security should always be taken into account when considering biofuels and it is best if this could be made from a non-food source such as algae or spent oil.



In terms of air travel, which has the highest carbon footprint, there is international and domestic air travel to be considered. Unfortunately for the environment, with the advent of a choice of cheap domestic airlines, air travel within South Africa has become a popular and more affordable way of travel.

From the data in Table 4.4 if bus and rail travel were used instead of domestic air travel, then carbon emissions would be greatly reduced.

Whilst air travel can be considerably more expensive than rail, bus and private road travel because of cost (rail and bus travel are significantly cheaper), it is preferred because it is considered a more convenient, safer and quicker mode of transport. Especially during an event like the FIFA 2010 World CupTM where fans needed to travel long distances within a short space of time, bus and rail travel would have been too slow to be considered.

Some domestic air travel may be negated by selecting an event location that is closest to the majority of its participants, for example, not hosting a business conference in Cape Town for business men and women that live in Johannesburg. Confining an event to one city would negate the need for inter-city travel, whether by air or otherwise.

4.9.3 Alternatives to travel

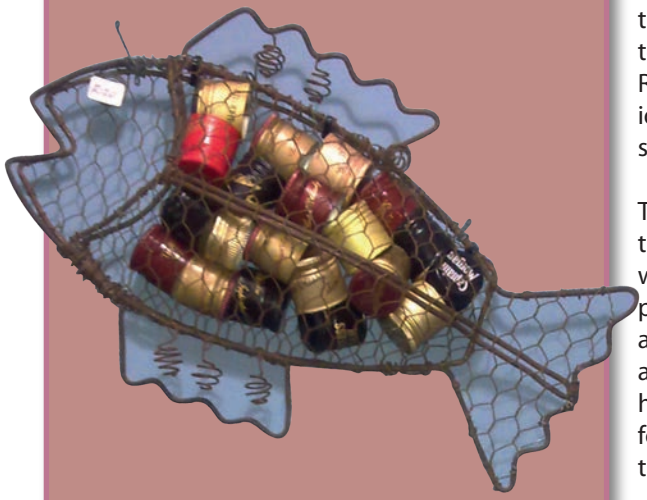
Event organisers can assist to reduce transport related costs through promoting video streaming of international speakers. When planning an event these aspects need to be taken into account, specifically because the transport has such a large impact on events.

In conclusion, the vision for green transportation forms part of a longer-term planning and investment horizon requiring both integrated transportation planning and sound procurement choices. Transportation plans factoring in NMT infrastructure and which are then integrated into municipal Integrated Development Plans (IDPs), are essential as is the procurement of green public vehicles such as the Euro IV buses that comply with international emission standards.

These investments are not simply for the fulfilment of green events, but leave a positive legacy for a pedestrian oriented public as is the case in South Africa. It is also a matter that far surpasses event greening and is at the heart of sustainable urban planning, as discussed in the chapter on Greening the Built Environment. In essence, green transport during an event is generally a manifestation of existing excellence in transportation planning although an event such as 2010 FIFA World Cup™ may accelerate the prioritisation of particular projects such as BRT and park and ride facilities.

Defining Sustainable Procurement

Sustainable, green or eco procurement is the practice of giving preference to products that are not harmful to the environment. It also supports the concept of local economic development through the procurement of local goods and services due to reduced transport costs.



4.10 Sustainable Procurement

Sustainable procurement has a significant influence on the greening of events and is a key element for implementing change, because this is usually the point at which decisions are made.

It applies to most thematic areas discussed in this chapter. In relation to waste management, the quantity of waste produced can be greatly reduced where waste can be re-used or recycled. Waste minimisation is also promoted through the use of recycling materials, such as steel and cement, during the construction of a venue. Green energy may be procured through the purchase of Renewable Energy Certificates according to the system. Furthermore, investment in solar water heaters and photovoltaic panels as part of on-site energy generation also contributes significantly to the hosting of a greener event. The conservation of biodiversity may be assured through the procurement of natural products that have been certified through reputable accreditation scheme. Greener transport options include a preference for lower carbon emitting forms of transport, energy efficient cars, and buses that comply with the Euro V standards. In respect to tourism, there is an expected shift towards more responsible forms of tourism once the draft National Minimum Standards for Responsible Tourism is published and will assist in the identification and choice of tourism facilities that ascribe to sustainable development principles and practices.

The choice of venue requires consideration of elements such as the initial building material during construction, its energy and water consumption, operations (including use of cleaning products), its relationship with the environment (protecting and enhancing biodiversity) and its location in relation to available modes of transport. Event organisers, on the other hand, will focus more on consumables (menu, stationary, gifts for delegates), equipment and logistical arrangements during the event.

Sustainable procurement encourages one to purchase only what is needed, and to consider innovative alternative options that will provide high environmental performance and waste minimisation. This decision-making process is supported through the establishment of standards and certification systems, which ensures credibility and reliability and minimises the risk of 'greenwashing'. Furthermore, sustainable procurement can be enforced through government regulation. Under consideration by National Government, for example, is the inclusion of requirements to procure goods from localsuppliers and that have been locally manufactured as a mechanism to support local economic development.

The objectives of sustainable procurement in relation to event greening are:

- To promote the re-use and recycling of products and materials;
- To promote sustainable design and production of goods;
- To procure products and services that will have the least possible negative effect on the environment; and
- To source local goods and services.

4.10.1 Re-use and recycling of products and materials

There is an important distinction between sustainable procurement and sustainable purchasing as the ultimate objective of sustainable procurement is to keep purchasing to a minimum by determining whether new products are in fact needed or if old and or used products can be used in their place.

'Old products', in this context, can mean left over products and materials from previous events, owned by the same event organisers/managers or unused and reusable products that need to be bought from other organisations.