



GUIDELINES FOR THE GREENING  
OF LARGE SPORTS EVENTS, WITH A  
FOCUS ON THE FIFA WORLD CUP™

come play GREEN with us



**environment  
& tourism**

Department:  
Environmental Affairs and Tourism  
**REPUBLIC OF SOUTH AFRICA**

## foreword

The 2010 FIFA World Cup™ will undoubtedly be a spectacular football event. This is an amazing opportunity for South Africa and the African continent to host an event of this magnitude and that in itself is a great achievement. We will be proudly hosting a green 2010 FIFA World Cup™ and will use this opportunity to raise awareness and to lay a foundation and set new and higher standards for greening future events in South Africa.

Event greening has steadily gained momentum in the past decade. Host cities and event organizers continue to organize their events in such a manner that embraces the concept of sustainable development. This is done through successfully implementing initiatives, programmes and practices which have a minimum or neutral impact on the natural resource base.

The Department of Environmental Affairs and Tourism (DEAT), the lead government agency responsible for promoting sustainable use and protection of our natural resources, has proudly committed to building a partnership and a coordinated network of actions that would ensure that we score green in 2010.

South Africa strives to remain on top of global environmental management best practice through lessons learnt from the 2006 World Cup in Germany, the 2008 Beijing Olympic Games and new initiatives which combined, will deliver a 2010 event with a minimum ecological footprint.

FIFA's mission statement for the 2010 World Cup includes three key messages "Develop the Game", "Touch the World" and "Build a Better Future."

South Africa's Greening 2010 programme will therefore be a demonstration and contribution to the quest to raise awareness, minimize waste, diversify and use energy efficiently, consume water sparingly, compensate our carbon footprint, practice responsible tourism, and construct our infrastructure with future generations in mind. These greening initiatives look beyond the actual timeframe of the sporting activity and include concerns for post-event, environmental, social and economic impact of the event on the immediate and extended environment.

This guideline will provide a brief reflection of our approach and thinking on the key elements of the greening programme. It is based on the lessons learnt from the greening of several international or large sporting events. The following key thematic areas have been included:

- Climate Change and Energy
- Waste Minimization and Management
- Water Conservation and Management
- Sustainable Procurement
- Biodiversity
- Transport
- Design and Construction



Achievement of long term environmental sustainability goals and objectives are wholly dependent on meaningful, sustainable and mutually beneficial partnerships. We therefore appeal to all institutions, development agencies, FIFA sponsors, and non-governmental organizations that have a mutual interest in seeing the successful implementation of a greening 2010 programme, to play green with us so that we can deliver a world class African event.

I am confident that South Africa is on track to meet this challenge. We are firmly committed to the sustainable management of our environment in 2010 and beyond.

Yours sincerely

A handwritten signature in black ink, which reads "Marthinus van Schalkwyk". The signature is written in a cursive, flowing style.

MARTHINUS VAN SCHALKWYK MP  
MINISTER OF ENVIRONMENTAL AFFAIRS AND TOURISM



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\* [Sugar cane fibre. Chlorine free. Sustainable forestry.]



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Department:  
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**REPUBLIC OF SOUTH AFRICA**

National Department of Environmental Affairs and Tourism  
Private Bag X447, Pretoria, 0001

Tel: 012 310 3911  
Fax: 012 322 2682  
Call Centre: 086 111 2468  
[www.deat.gov.za](http://www.deat.gov.za)