



national





greening 2010 **overview**

The FIFA World Cup™ provided an unprecedented opportunity for South Africa to move the sustainability agenda forward across a broad range of sectors – from sustainable transport to energy efficiency, from biodiversity to water efficiency – to ensure a long-term sustainable legacy for Africa's first World Cup.



1.1 Introduction

THIS HISTORIC EVENT WAS, BY MOST MEASURES, AN UNDOUBT-ABLE SUCCESS AND ... WAS WIDELY DEEMED TO BE ONE OF THE MOST SUCCESSFUL FIFA WORLD CUPS EVER

TWENTY TEN WAS A BIG YEAR FOR SOUTH AFRICA, possibly the biggest since 1994 which saw the country's first democratic election. From the FIFA 2010 World Cup™ kick-off on the 11th June until the final whistle on the 11th July, the country was overtaken by the fever that only a football world cup can produce. Fans, including thousands of South Africans with no previous knowledge or enthusiasm for the game, packed the stadiums. Even when Bafana Bafana, the South African national team, was knocked out of the tournament, South Africans kept up the with the atmosphere, picking new teams to support and making visitors to the country feel welcome. Cars were decked with the South African national flag as well as those of the various (temporarily) adopted nations, while the *vuvuzela* and *makarapa* became common household items, albeit to some people's regret. This historic event was, by most measures, an undoubtable success and when the tournament was finished, the first football World Cup to be held on African soil was widely deemed to be one of the most successful FIFA World Cups ever.

However, moving beyond the enthusiasm and fun generated by the event, it is evident that the FIFA World Cup™ will result in a significant and long-lasting legacy for South Africa – from an infrastructural, economic, environmental and social

perspective – and one that will be with the country for decades to come. What is equally clear is that attached to this legacy are both positive and negative outcomes with serious consequences. For example, the environmental impacts experienced as a result of the World Cup are an inevitable consequence of hosting a mega-event of this scale: hundreds of thousands of visiting fans, resulting in increased waste generation, increased carbon emissions (further contributing to global climate change), and additional stress placed on South Africa's limited fresh water resources, not to mention the environmental impacts resulting from the construction activities that took place within the Host Cities (Figure 1).

On the other hand, the event has provided significant positive opportunities for the country to move the sustainability agenda forward across a broad range of sectors – from transport to water efficiency, from energy to biodiversity – and to do so at a national scale, thereby ensuring a long-term sustainable legacy from Africa's first World Cup. This opportunity has resulted in a multitude of projects whose fundamental objectives are to reduce the environmental impacts associated with the event and to maximise the opportunity to educate the public about sustainability issues. These projects have brought together diverse groups from across the stakeholder spectrum, including the Local Organising Committee (LOC), international donor agencies and governments, South African national government departments, provincial and local government, the private sector, the general public, volunteers as well as non-governmental organisations (NGOs). Their efforts focused on all stages of the event, namely: the planning stage in the years preceding the event; the operational stage during the event itself; and post-event, aiming to ensure a lasting positive impact long after the final game was over and the visiting fans returned home.

It is a primary objective of this report to recognise the efforts of these organisations and their dedicated staff who engaged in various projects across the country, and to explore and highlight the sustainable legacy resulting from their efforts.



Traditionally South African: The 'makarapa' hat makes an appearance on the world stage.



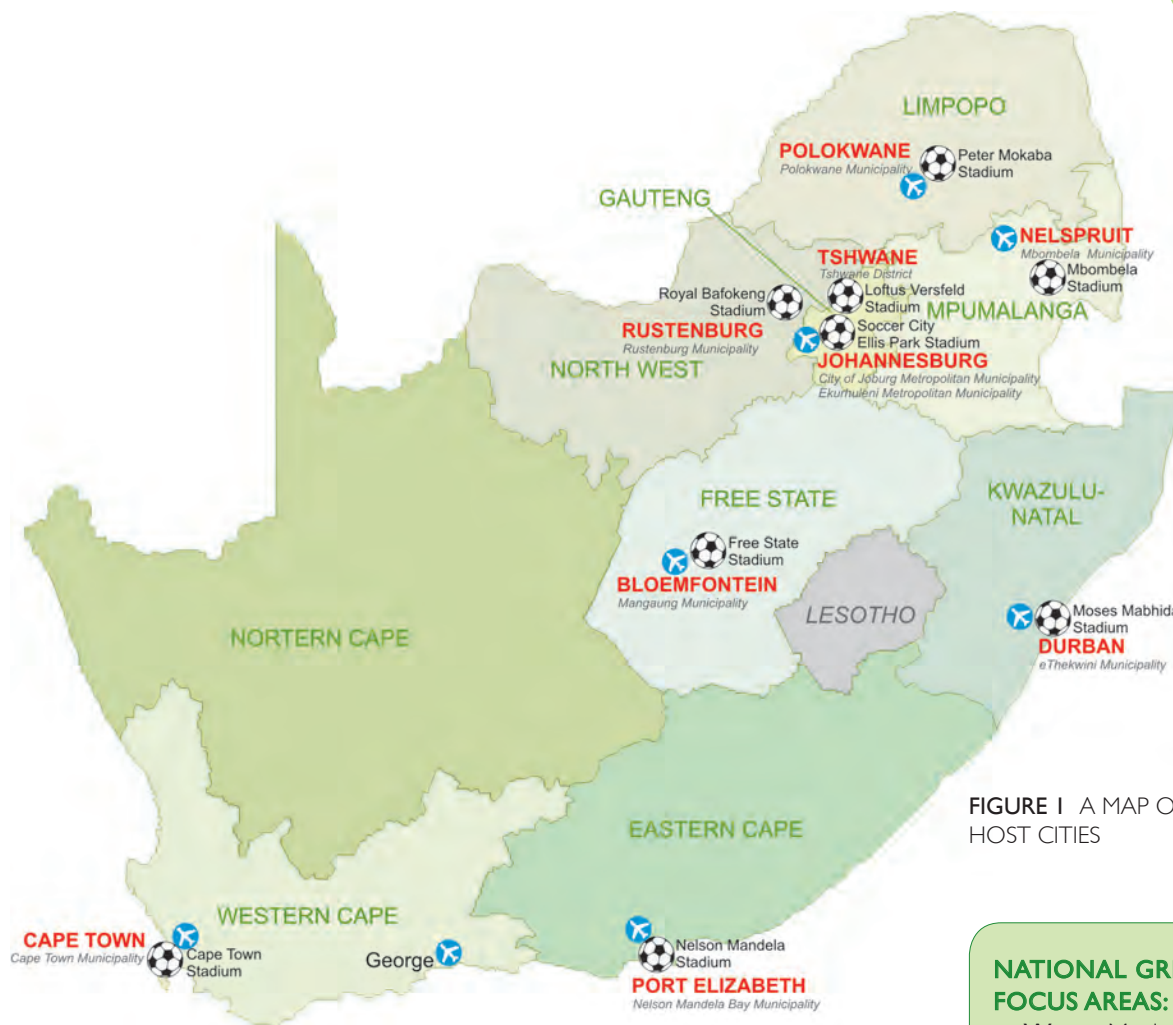


FIGURE 1 A MAP OF SOUTH AFRICAN HOST CITIES

1.2 The FIFA World Cup™

1.2.1 Introduction

The FIFA World Cup™ is the biggest sporting event in the world, and with an estimated audience of 700 million people watching the 2010 final, certainly the most widely viewed. It had its inaugural match in Uruguay in 1930 and has continued every four years, with the exception of the Second World War years of 1942 and 1946. Eighty-one years later, and of the nineteen football world cup events held to date, sixteen of them have been held in either Latin-America or Europe. The first World Cup to be held outside of these two regions was the 1994 event hosted by the USA. This was followed by joint hosts Japan/South Korea in 2002 (Asia's first world cup) and now South Africa in 2010, bringing the game to the African continent for the first time.

1.2.2 Institutional framework for hosting the FIFA 2010 World Cup™ and environmental obligations

The multifunctional body responsible for organising the staging and hosting of the event was the Local Organising Committee (LOC). The LOC included representatives from FIFA, the South African Football Association (SAFA), the SA Government, Host Cities, labour and business. As official hosts of the FIFA World Cup™, SAFA and SA Government were signatories to the Hosting Agreement and List of Requirements, containing seventeen explicit and legally binding guarantees. These agreements committed South Africa to ensuring that the event would meet the necessary standards set by FIFA, in all regards, for the successful hosting of the tournament. Despite the extensive scope of these agreements, it should be noted that environmental obligations played only a minor role in terms of the legal requirements imposed by FIFA on the host nation.

NATIONAL GREENING 2010 FOCUS AREAS:

- **Water:** Maximise efficiency in water usage and protection of natural resources
- **Energy:** Maximise efficiency of energy usage and renewable energy
- **Transport:** Maximise the availability, accessibility and efficiency of public transport systems
- **Waste:** Minimise waste to generation
- **Biodiversity:** Maximise protection and enhancement of biodiversity and ecological systems
- **Carbon Footprint:** Minimise the carbon emissions associated with the event
- **Tourism:** Maximise sustainable tourism offerings in South Africa
- **Communications and Awareness:** Maximise the showcasing and awareness raising of greening initiatives to the public.





The Vancouver 2010 Winter Games aimed to set a new benchmark for the greening of mega-events.



JULIAN DICKS

1.3 A brief history of greening large sporting events

THE 1996 WINTER OLYMPIC GAMES IN LILLEHAMMER, NORWAY ... BECAME THE SITE OF THE WORLD'S FIRST "SUSTAINABLE EVENT" IMPLEMENTED ON A LARGE SCALE, AND SET THE BENCHMARK FOR FUTURE EVENTS



INITIATIVES TO REDUCE THE ENVIRONMENTAL IMPACTS of large sporting events have their origins off the football field and nearly two decades ago. In June 1994, UNEP and the International Olympic Committee (IOC) formed a partnership to integrate environmental issues into the Olympic movement. This was inspired by the 1994 Lillehammer Winter Olympics in Norway which was a showcase for "green" event management. The Lillehammer games are widely regarded as the being the world's first "sustainable" event to be implemented on a large scale and set the benchmark for future events. That same year, at the IOC's 100 years celebration in Paris, the Environment was added as the 'Third Dimension' to the Olympics in addition to Sports and Culture. This provided much of the impetus leading to the establishment of the World Conference on Sport and Environment, the first being held in Lillehammer in 1996. Since 2007, environmental issues and sustainable development have also been incorporated into the Olympic Charter; and the incorporation of environmental concepts is now obligatory for prospective nations submitting bids and hosting the tournament. The profile of environmental and sustainability issues within the Olympic movement has received a high degree of attention: the Sydney 2000 Olympics championed itself as the 'greenest' Olympics ever, while the Beijing Summer Olympics in 2008 received much media attention (both good and bad) around its efforts to combat the extreme levels of air pollution endemic to the city. Most recently, the Vancouver 2010 Winter Games aimed set a new benchmark for the greening of mega-events.

It was only in 2006 that a host country, Germany, elected to incorporate sustainable practices into the core principles for the hosting of a FIFA World Cup™. The 2006 initiative, dubbed 'Green Goal 2006', aimed to make the World Cup more environmentally sustainable in the areas of water, waste, energy and transport. The onus for integrating environmental issues into the event relied upon the voluntary efforts



undertaken by the host nation. Green Goal 2006 was largely driven by the German Organising Committee, strongly supported by the German Government, the World Wildlife Fund (WWF) and the United Nations Environment Programme (UNEP). It was further supported by the voluntary participation of FIFA, corporate sponsors, local government and other key stakeholders and its success has raised the benchmark for future FIFA World Cup's™ in terms of sustainability.

1.4 Greening the 2010 FIFA World Cup™

THE DEPARTMENT OF ENVIRONMENTAL AFFAIRS (DEA) was involved in World Cup preparations and planning from the beginning. On 14 December 2006, Minister Marthinus van Schalkwyk announced that South Africa was committed to learning from the German 2006 World Cup experience and that the DEA (known at the time as DEAT, or the Department of Environmental Affairs and Tourism) would collaborate with FIFA and the LOC to implement the Green Goal plan for the 2010 FIFA World Cup™. In 2007, the DEA committed itself to implementing a country-wide event greening programme.

The institutional arrangements for Greening 2010 were co-ordinated through sub-structures of the LOC, as shown in Figure 2. The Environmental Forum, a sub-structure of the LOC's Legacy Committee, functioned as a steering committee where National Greening 2010 activities were planned, coordinated and monitored. It was chaired by the LOC's Environmental Manager, with support from the DEA.

The Environmental Forum included representatives from FIFA, the LOC, DEA, Department of Water Affairs and Forestry (DWAF), provincial governments, the

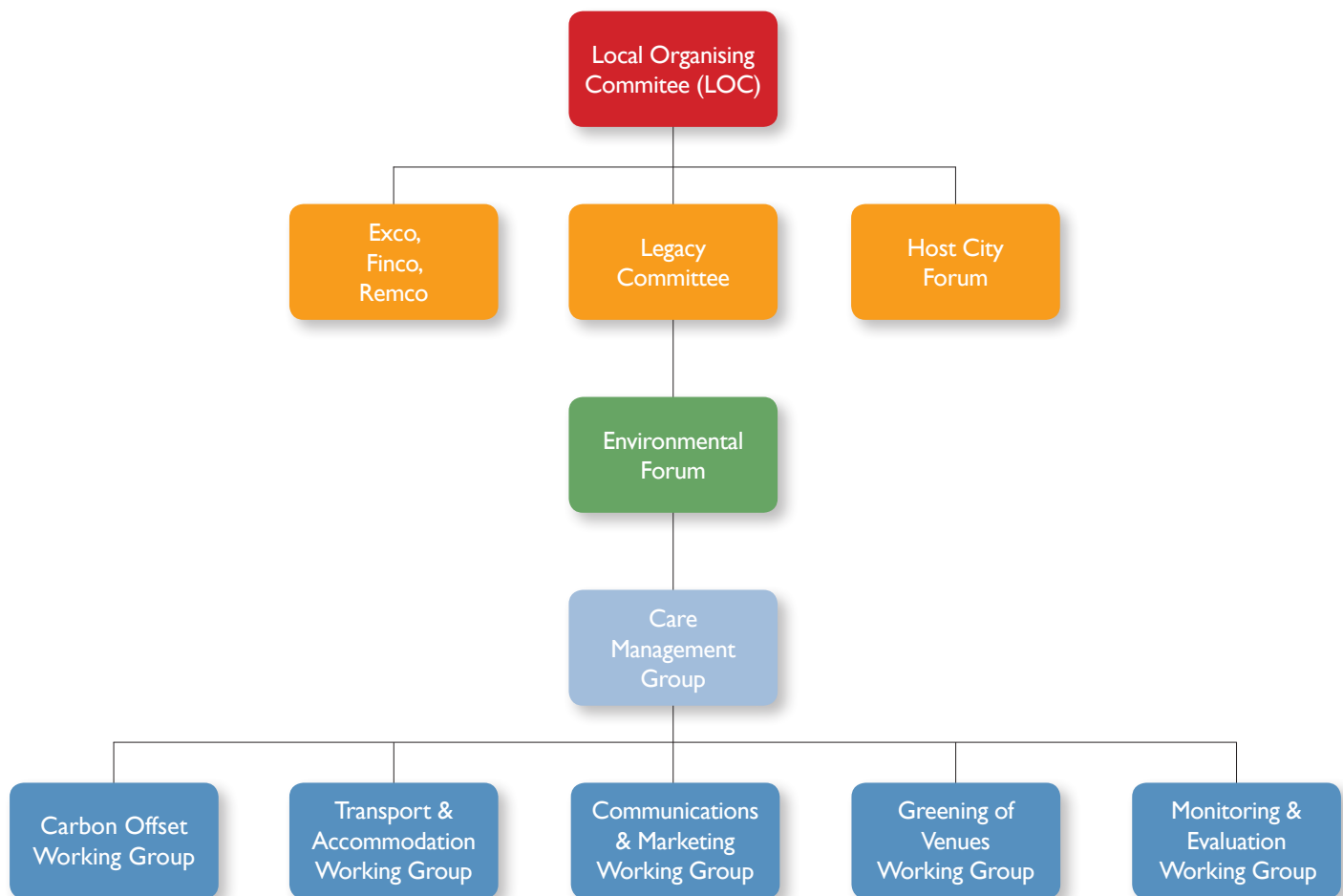


FIGURE 2. RELEVANT STRUCTURES OF THE 2010 FIFA LOCAL ORGANISING COMMITTEE



The Green Goal Action Plan.

nine Host Cities, international resource agencies such as the International Union for the Conservation of Nature (IUCN), UNEP, the United Nations Development Programme and Indalo Yethu (a joint initiative of the DEA and the Wildlife and Environment Society of South Africa (WESSA) to promote environmental awareness and activism amongst South African communities, the business sector and government.

The Environmental Forum contained a core management group which coordinated and oversaw the work streams of five working groups, which covered carbon offsets, transport and accommodation, communications and marketing, greening of venues and monitoring and evaluation, respectively.

The DEA, supported by the LOC Environmental Forum and various other partner organisations, prepared a number of key national guidance documents in support of the greening of the

World Cup. These included:

- The National Greening 2010 Framework (DEAT, 2008a)
- Guidelines for the Greening of Large Sports Events, with a focus on the FIFA World Cup™ (DEAT, 2008b)
- Feasibility Study for a Carbon Neutral 2010 FIFA World Cup in South Africa (DEAT, 2009a)
- Stadium Baseline Report for Green Goal 2010 (LOC, 2008b)
- Greening of Large events: A Volunteers Guide
- “Sustainability audits” of four of the main stadiums
- Business plans for three Host Cities (with assistance from DEA).

While some cities, notably Durban and Cape Town, took the initiative to begin developing their own greening programmes ahead of LOC and DEA guidelines, it was clearly understood that cooperation between all levels of government was to be critical to a successful National Greening 2010 programme.

Partnerships and assistance, in some cases financial, were also critical in developing the guidance documents. Partner organisations included NGOs such as UNEP, United Nations Development Programme (UNDP), Global Environmental Facility (GEF), donor nations (notably the United Kingdom, Denmark, Germany and Norway), other national government departments, Eskom (the national electricity generator), the Central Energy Fund (CEF), several corporate sponsors, the LOC, as well as provincial governments and Host City municipalities.



STEPHEN LAMB

The Green Goal stand at the Cape Town city centre fan fest.



1.5 Branding of 2010 FIFA World Cup™ Greening Initiatives

SEVERAL BRANDS WERE ADOPTED for the promotion of greening initiatives undertaken for the 2010 FIFA World Cup™. EThekweni Municipality adopted “Greening Durban 2010” as their brand, while Cape Town adopted FIFA’s “Green Goal 2010”. Initially the DEA and LOC, along with other municipalities and government organisations, also adopted FIFA’s “Green Goal 2010” brand (with a set of “Green Goal 2010” targets being developed nationally). However as preparations for the greening of the World Cup progressed, the DEA identified the need for an independent brand that could work alongside these others, ensuring continuity post-2010 as well as being liberated from the commercial restrictions. Hence the DEA elected to develop the National Greening brand in order to reflect the broader programme for promoting sustainability in South Africa, both for the 2010 FIFA World Cup™ and into the future. The term “national greening” had been used in various policy and guidance documents previously (for example in the National Greening 2010 Framework, however it had not been envisaged as a brand *per se*. While the other brands focused on the 2010 FIFA World Cup™ exclusively, the National Greening brand intends to maintain its momentum for promoting sustainability far beyond 2010.

As the National Greening brand is intended for use on a national basis and beyond 2010, the launch of the brand itself represents a significant legacy project for South Africa. The brand has the advantages of communicating a unifying message around sustainability and being open to all South African authorities (whether national, provincial or municipal) thereby providing these bodies with access to a brand that can benefit from economies of scale in terms of promoting their messages and gaining visibility. The National Greening brand itself was officially unveiled on the 18th of May 2010.



THE NATIONAL GREENING BRAND INTENDS TO MAINTAIN ITS MOMENTUM FOR PROMOTING SUSTAINABILITY FAR BEYOND 2010

1.6 2010 World Cup Legacy Trust

ON 14th DECEMBER 2010, the South African government and FIFA unveiled a 2010 FIFA World Cup Legacy Trust. The trust’s objectives are to promote education, health, humanitarian activities and football development in the South Africa. Following on from FIFA’s pledge to ensure that the country continues to benefit from the 2010 World Cup, FIFA has contributed US\$100-million to the legacy trust. Projects aimed at benefiting the public will be submitted to the trustees (drawn from FIFA, government, SAFA and the private sector) for review and will be selected in the areas of football, education and development, healthcare and humanitarian activities. As a first project financed by the trust, FIFA purchased 35 of the World Cup team buses and a fleet of 52 vehicles, which were handed over to SAFA for the transport of their regional teams. While sustainability and the environment are not an explicit part of the Legacy Trust’s criteria for project selection, the initiative is notable for supporting sustainable development in South Africa in the broader sense.