

environment
& tourism

Department:
Environmental Affairs and Tourism
REPUBLIC OF SOUTH AFRICA

Come Play Green with Us

The 2010 FIFA World Cup will undoubtedly be a great football event, and to tourists an offering to their last wishes, but the Cup will importantly be hosted under excellent environmental stewardship. It will be a green Cup and will be used to raise awareness and to lay a foundation and set new and higher standards for greening future events in South Africa.

The greening of events, has gained momentum in the past five to ten years and host cities, countries and event organisers (like sports federations, exhibitors, governments) continues to organise their events in a manner which embraces the concept of sustainable development through initiatives, programmes and practices which has 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 committed to building a partnership and a coordinated network of actions of ensuring that we score green in 2010.

South Africa strive to remain on top of global environmental management best practice, lessons learnt from the 2006 Cup in Germany, the 2008 Beijing Olympic Games, and new initiatives will be combined to deliver a 2010 event with a minimum ecological footprint. This we will do through the development of a robust greening 2100 programme, working with all our host cities.

FIFA's mission statement for the 2010 World Cup includes three key messages "**Develop the Game**", "**Touch the World**" and "**Build a Better Future**" which illustrates the commitment with which FIFA takes its responsibility towards all factors in the hosting of its events, and that FIFA considers the legacy to be a critical component of hosting events.

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

Achievement of long term environmental sustainability goals and objectives are dependent on meaningful and sustainable partnerships - We call on all institutions, development agencies, FIFA sponsors, non-governmental organisations have mutual interests in seeing the successful implementation of a greening 2010 programme, to partner with us in delivering a world class African event.

This information brief is intended at highlighting our broad approach to developing a Greening 2010 programme and to call for expression of interest and participation in supporting South Africa to plan and implement an environment and sustainable programme for the 2010 FIFA world cup.

We require, partnerships through development assistance, corporate social investment and social accord to share best practice, build capacity, implement green capital projects, monitoring and evaluation, communications and stakeholder mobilisation, and general technical support.

This catalogue, a brief reflection on our approach and thinking on the key elements of the greening programme will guide you to identify with the programme and, we hope offer to support and play green with us.



Come play
green
with us

Who is who in the Arena



The Department of the Environmental Affairs and Tourism (DEAT) is the primary custodian for the protection, conservation and enhancement of the environment in South Africa. It is against the above background that it is befitting for DEAT to facilitate, coordinate and support the greening of the 2010 FIFA World Cup™.

It is acknowledged that hosting of the 2010 FIFA World Cup™ is the primary responsibility of FIFA, in carried out through the Organising Committee (OC) as well as the host cities. So greening of the tournament has to be done within the scope and parameters of FIFA.

The 2010 FIFA World Cup will be hosted in the following cities and stadiums, namely:

Host City

- Johannesburg
- Tshwane/Pretoria
- Rustenburg
- Nelspruit
- Mangaung / Bloemfontein
- Durban
- Cape Town
- Port Elizabeth
- Polokwane

Stadium Name

- Ellis Park & Soccer City
- Loftus Versfeld
- Royal Bafokeng Sports Ground
- Mbombela (new)
- Free State Stadium
- Moses Mabhida (new)
- Green Point Stadium (new)
- Nelson Mandela Bay (new)
- Peter Mokaba (new)

In order to carry through the Greening 2010 programmes, the host cities requires huge resources , support and assistance, and South Africa needs a partnership because the 2010 spectacular will indeed have impacts beyond the host cities.

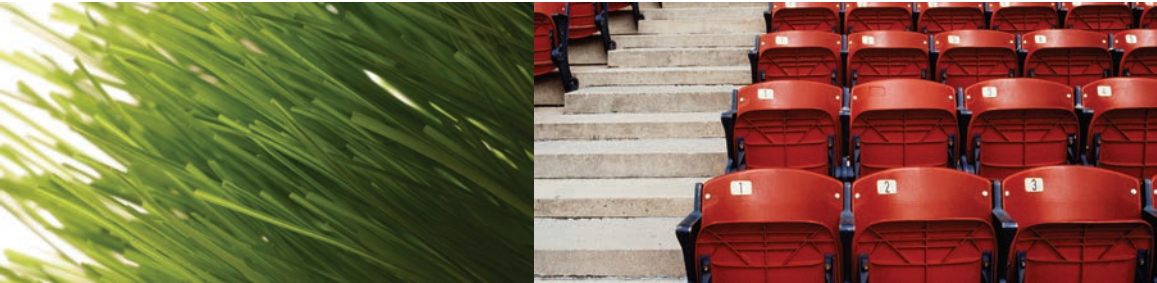
points to ponder



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Our Programme Themes



Greening of the 2010 FIFA World Cup™ will entail the incorporation of sustainable development principles into planning, execution, reporting and monitoring of the post event outcomes.

Central to greening of the 2010 FIFA World Cup™ are the following fundamental principles.

- Environmental best practices – reduce negative environmental effects by employing technologies and behavioural practices that minimize waste, energy usage, and air and water pollution, by utilizing resources sustainably and conserving biological diversity;
- Social and economic development - select options that raise public awareness of environmental issues, involve communities in all levels of decision-making, create local jobs, and stimulate urban economies;
- Education and awareness - communicate and explain greening plans and their benefits with the aim of changing public attitudes and future actions;
- Leaving a positive legacy - ensure that both the short and long-term impacts of decisions and actions in producing a major event lead to a substantial improvement in environmental sustainability.

We have, based on current competencies and national priorities identified a set of key themes which will form the substantive backbone of our greening programme.

These themes reflect areas in which we can make the most practical impact, and importantly mobilise a wide range of partners and public participation. The themes have been briefly scoped and will further be defined to detail in the business plans of the various host cities and provinces.

**an opportunity
not to be missed**



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Partnerships for 2010 and the Environment

The Local organising Committee of the 2010 FIFA World Cup has recognised the need to include sustainability principles in the hosting of the world football spectacular in South Africa in 2010.

The hosting of the 2010 World Cup through environmental benchmarks will enhance the cities', provinces and our country's committed path to sustainability, to raise public (and visitor) environment consciousness and set in place infrastructure and processes which can deliver a lasting sustainability legacy , long after the final whistle has been blown.

The following generic requirements should be met in partnering with us in delivering a green 2010 :

- Clear implementation plan for achieving the goals;
- Solid base of institutional ownership, joint commitment and understanding;
- Clear roles and responsibilities;
- Sufficient resources committed from all partners;
- Appropriate level of formality;
- Clear and enforceable levels of accountability;
- Appropriate indicators to monitor and improve the success of the partnership.

There are numerous forms which the Greening 2010 partnerships can take, including but not limited to:

- Service Level Agreement (SLA) or Performance Agreement;
- Letter or Statement of Intent;
- Memorandum of Understanding (MoU) or Memorandum of Agreement (MoA);
- Partnership Charter; Framework of Agreement;
- Principal-Agent Agreement;
- Code of Conduct or Good Practice

There will be different forms of partnerships at different levels of the Greening 2010 initiative. For instance, there will be partnerships amongst and/or between different government departments such as DEAT and DoT; DEAT and DWAF, etc and between government departments and private sector organizations or UN agencies such as between GEF/UNDP and DoT, DME and Eskom, LoC and DEAT, etc or between host cities and service providers such as City of Johannesburg and a recycling company X, etc.

We are calling for partnerships, support and advice through the following implementation mechanisms

- Communications Support
- Technical Assistance
- Monitoring and Evaluation
- Project design Implementation and Review
- Capacity Transfer

We call upon key role players, international aid agencies, FIFA sponsors, research institutions to partner with us. It is important for us and those who share with us a vision of "an environment is in everybody's game" to offer their support , expertise, skill , resources, advise and ensure that in South Africa we do indeed host a successful FIFA 2010.

The benefits of a green FIFA World Cup must be felt even after the final whistle and by people and planet alike.

For more information contact the Call centre 086 111 2468 or e-mail green2010@deat.gov.za

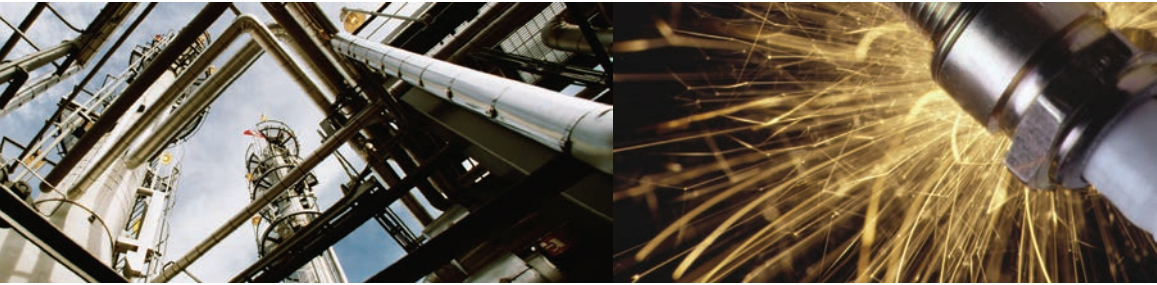
energy



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Theme 1



Theme 1: Energy

Awareness of energy efficiency should be promoted in planning for and hosting this event in order to save energy consumption and change the way people use energy. Energy saving technologies, management systems and behaviour should be adopted in all aspects of planning, operation, management and maintenance and decommissioning of this event's infrastructure.

This theme area includes:

- Designing new buildings along 'green building' guidelines to be as energy efficient as possible, or to use renewable energy.
- Designing new public transport systems and interventions to be energy efficient or to use renewable energy.
- Use of energy efficient appliances (including retrofitting where necessary).
- Use of renewable ("green or alternative") energy sources, such as wind or solar energy wherever possible (e.g. solar water heaters for showers at the stadiums, offices, etc).
- Selection of appropriate service providers (transport) that will minimize the energy required for transporting visitors during the event and that will use bio-diesel, non-motorised or other forms of energy efficient transport.

Selection of appropriate service providers that will minimize the energy required by visitors through installing energy efficient and renewable systems in their premises and raising awareness will indeed be one of the programmes' key focus areas.

water



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Theme 2



Theme 2: Water

Our water is our life - Interventions to use water efficiently and to promote awareness and behaviour change around water use and management, including water demand management and water efficiency technologies should be key to all aspects of this event.

Water usage in all aspects of planning, operation, management and maintenance and decommissioning should be minimized and monitored.

This principle includes:

- Developing new buildings along 'green building' guidelines to be as water-efficient as possible, including use of low flow water saving toilets and use of waste water (grey water) or rain water wherever possible.
- Selection of appropriate service providers (hotels and venues) that will minimize the water required by guests through installing water saving showers and toilets and raising awareness around issues such as only changing bedding and towels on request.
- Water usage in all aspects of planning, operation, management and maintenance and decommissioning should be minimized and monitored.

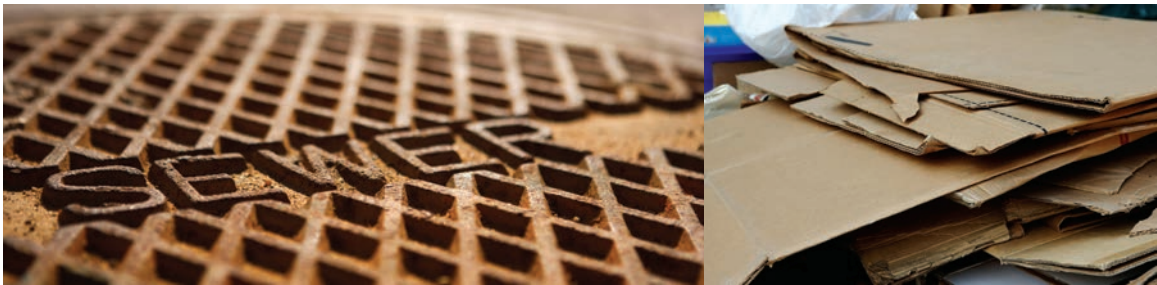
waste



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Theme 3



Theme 3: Waste

The organization and management of 2010 FIFA World Cup™ should be geared towards waste avoidance, and where this is not feasible, waste minimization, reuse and recycling. This will be achieved through raising public awareness of environmental issues, and waste management practices in particular.

This involves interventions to minimize waste generation in the planning, operation, management and maintenance of events, and includes waste prevention (avoidance), waste reduction, waste re-use, and recycling. A further aspect is minimizing the environmental and health impacts by reducing toxicity, and ensuring environmentally sound treatment and disposal of remaining waste.

This theme area includes:

- Reduction of waste as part of sustainable procurement interventions and improved resource management. For example, using a website for tournament news, registration and e-mail for communication rather than paper whenever possible, printing double-sided to minimize the amount of printing and distributing presentations and memos electronically.
- Use of re-usable items, permanent cutlery and crockery is better than disposable items. Other examples include printing on the reverse side of paper that has been used and providing a water dispenser with bottles rather than with disposable cups.
- Recycling and separation of waste at source to promote recovery of recyclable products in the waste stream. This can be achieved through using a twin-bin or multiple-bin system.

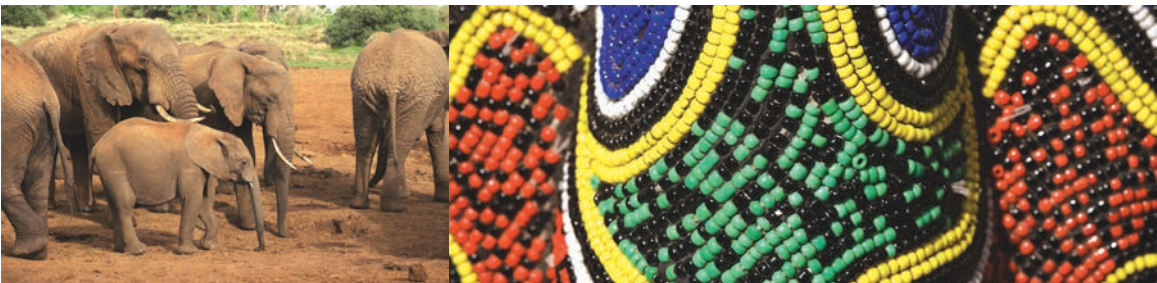
tourism



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Theme 4



Theme 4: Tourism

Responsible Tourism is the key guiding principle for tourism development and implies a proactive approach by tourism industry partners to develop, market and manage the tourism industry in a responsible manner through the promotion of balanced and sustainable tourism and focus on the development of environmentally based tourism activities. It implies the responsibility to respect, invest in and develop local cultures and protect them from over-commercialization and over-exploitation. It also implies the responsibility of local communities to become actively involved in the tourism industry, to practice sustainable development and to ensure the safety and security of the visitors.

Key elements of theme area are:

- Avoid waste and over-consumption
- Use local resources sustainably and maintain and encourage natural, economic, social and cultural diversity
- Assess environmental, social and economic impacts as a prerequisite to developing tourism
- Market tourism that is responsible, respecting local, natural and cultural environments
- Monitor impacts of tourism and ensure open disclosure of information

The programme will aim to gather commitment to the principle of responsible tourism and urge role players to will undertake the actions to facilitate its implementation including through consideration of additional incentives and green grades for environmentally responsible tourist facilities, products and services.

biodiversity



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Theme 5



Theme 5: Biodiversity

Pressures our biodiversity can compromise its integrity, environmental medium like water and forests, parks and general green spaces needs to be considered and be integrated into urban redesigns to ensure that impact of our biodiversity and habitats of our species are conserved.

This theme area includes:

- Arranging tours to local biodiversity conservation and natural heritage projects / hotspots.
- Promoting the sustainable use of biodiversity, by generating income, jobs and business opportunities in ecotourism and related business networks during the 2010 FIFA World Cup™ and beyond.
- Ensuring the stadiums use indigenous plants inside and outside the venues.
- Awareness raising initiatives targeted towards natural heritage, biodiversity value, use and conservation (visits to botanical gardens and natural heritage museums could be considered, where feasible).
- Highlighting major innovative biodiversity initiatives within the host region.

Importantly we will need to ensure that the hosting of 2010 FIFA World Cup™ minimizes its impact on biodiversity (the natural environment) Make visitors to the host cities aware of the importance and value of biodiversity in ecosystem functioning as well as its contribution to human health and wellbeing. Highlight local biodiversity and natural heritage hotspots. Highlight biodiversity conservation measures both onsite and within the host region.

infrastructure



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Theme 6



Theme 6: Infrastructure

All elements of construction related to hosting the 2010 FIFA World Cup™ should be 'green', including passive design (energy efficient, etc) and the use of environmentally-appropriate construction materials. This should apply to all the stadiums that are still under construction, as well as modifications to existing ones.

This theme area includes:

- Green architecture in the design buildings or to inform the design;
- Auditing stadiums, and other structures to identify opportunities for energy and general resource efficiency;
- Identifying appropriate construction materials and ensuring that these are used preferentially in the construction process;
- Installing energy efficient lighting, heating, water-systems and other services in new buildings; and
- Retrofitting old buildings to be more 'green' wherever possible.

Infrastructure for the world cup like Stadia, Fan Park, media centres, Team Camps etc will obviously remain standing for decades after the Cup. The built environment for the cup should demonstrate not only architectural leaps, but resource efficiency and durability, with minimum short or long term implications.

carbon offsetting



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Theme 7



Theme 7: Carbon Offsetting

The theme area includes

- The well defined carbon credit system
- A system of calculation of a carbon footprint of the event
- Carbon offset linkages in biodiversity, transport, energy thematic areas
- A global effort to demonstrate the case for carbon neutrality in major events.

This theme area will indeed demand internal collaboration, and a programme well designed to demonstrate everyone's role and responsibility. It is this kind of programme that we will require the greatest support from development agencies and donor partners.

**participation
communication
education
public awareness**



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Theme 8



Theme 8: Participation, Communication, Education & Public Awareness

We need to encourage the public, visitors, service providers and industries involved in the event, to actively participate in the greening process. Service providers, sponsors and visitors should be informed of what has been done to green the event and where possible trained in relevant aspects of greening. The broader public needs to be aware of greening plans around the event in order to raise awareness and facilitate behaviour change beyond those directly participating in the event.

This thematic area includes:

- Development and implementation of a broad communication strategy and action plan
- Mobilisation of news agencies, television networks and Involving local media before, during and after the event
- Mobilisation of a team of ambassadors " Team Green 2010" to further endorse the programme and volunteers to drive some of the programmes at host city level
- Certificates and accreditation for industry participants and service providers who meet certain 'green' criteria.

The communications are will need huge financial resources, as well as in kind contribution through airtime, advertorial, editorial and general media activism. It will also require the use of other forms of communications channels like youth and schools programmes. It is this are where the greening programme can mobilise action and create a larger network of partnerships in action.

The road ahead



Since the 1994 Winter Olympics in Lillehammer, Norway followed by Sydney, Australia, Summer Olympics in 2000, the Korea/Japan 2002 World Cup football and the 2006 World Cup Soccer in Germany as well the 2006 Melbourne Commonwealth Games comprehensive environmental action was planned and implemented at a large scale from event to event.

With the 2010 FIFA World Cup™ less than three years away, as the host country, South Africa is presented with unique planning opportunities and challenges. The opportunities provided in terms of development and poverty upliftment is immense, but so too, is the need to ensure that such interventions are sustained beyond 2010.

In achieving our key thematic targets our programme will depend on the following competencies

1. Communications and Stakeholder relations
2. Technical Expertise
3. Monitoring and Evaluation
4. Project design Implementation and Review
5. Technology Capacity Transfer
6. Sustainable Procurement
7. Financing and Development Aid

The road map towards a comprehensive programme begins with confirmation of support and partnerships from within and outside South Africa and it will culminate into the adoption of a South Africa 2010 Greening programme with national targets, host city plans, proposal on legacy projects, and commitment to provide empirical impact reports after the event. The period leading to 2010 will be utilised to mobilise partners to support the implementation of the greening 2010 programme, to conduct final baseline studies and set national targets, finalize and implement all host city plans and programmes to score one green goal.

For more information contact the Call centre 086 111 2468 or e-mail green2010@deat.gov.za

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