

section 2: the south african context

2.1 South Africa: A sporting venue

South Africa's climate makes it a popular location for large sports events and since the advent of democracy it has seen an increasing number. This includes both national events, such as the Pick 'n Pay Argus Cycle Tour or Comrades Marathon (some of which attract numerous international participants), as well as international events, such as the World Cups of Cricket, Rugby, Soccer, Golf, etc.

The most significant of these is the 2010 FIFA World Cup™ which will be the largest sporting event yet to be hosted in this country.

Major sporting events are an important component of tourism, and if South Africa wishes to retain a strong share

of this market, it is imperative that it takes cognisance of the international trends on greening. The purpose of this document is therefore to provide guidance to the organizers, host cities, service providers and other stakeholders on how to go about greening large sports events in South Africa so as to ensure that environmental and sustainability considerations are routinely integrated into all such events.

These guidelines have been informed by the Generic Principles of Greening outlined in the IUCN's (2003) Greening the WSSD: Lessons Learnt document (see "The Generic Principles of Greening" box on the right).

The Generic Principles of Greening

- **Environmental Best Practice.** Reduce negative environmental impact by employing technologies and behavioural practices that: conserve water; use energy efficiently; minimise and manage waste and pollution; use resources sustainably; conserve biological diversity; and prevent resource loss and degradation before they occur.
- **Social and Economic Development.** Promote social and economic development through environmental best practice. Select environmental best practice options that also raise awareness, involve communities in decision-making, conserve cultural diversity, improve human health, create jobs and stimulate local economies.
- **Education and Awareness.** Communicate greening plans and progress to relevant audiences. Explain why greening is taking place and why it is beneficial to the audience. Aim to change behaviour.
- **Monitoring, Evaluation and Reporting.** Assess the effectiveness of greening activities throughout and after the greening process. Make people accountable for their actions and encourage constant learning by communicating findings.
- **Leaving a Positive Legacy.** Ensure that both the short and long-term impacts of decisions and actions are positive. Implement activities that lead to sustainability.

Source: IUCN, 2003

2.2 The legislative framework

The South African Constitution adopted in 1996, includes a Bill of Rights which provides that "... everyone has the right to an environment that is not harmful to their health or well-being." It further gives government the responsibility to take reasonable measures to ensure that the environment is protected for the benefit of present and future generations, and to "... prevent pollution and ecological degradation; promote conservation; and secure ecologically sustainable development and use of natural resources while promoting justifiable economic and social development."

These provisions - recognised as being amongst the most progressive in the world - signal a clear commitment to sustainable development and provide the basis for ensuring that environmental

concerns are addressed in all sectors of the economy.

They are supported by a number of other laws, including:

- National Environmental Management Act, NEMA (Act 107 of 1998)
- National Environmental Management: Biodiversity Act (Act 10 of 2004)
- National Environmental Management: Protected Areas Act (Act 57 of 2003)
- National Environmental Management: Integrated Coastal Management Bill of (2007)
- National Environmental Management: Waste Management Bill (2007)
- National Environmental Management: Air Quality Act (Act 39 of 2004)
- National Water Act (Act 36 of 1998)
- National Sport and Recreation Act (110 of 1998)
- Municipal Structures Act (Act 117 of 1998)

- Municipal Systems Act (Act 32 of 2000)

2.3 Implementing sustainable development

South Africa has also demonstrated its commitment to the principles of sustainable development in a number of other ways:

2.3.1 Implementation of a Greening Programme during the 2002 **World Summit on Sustainable Development (WSSD)** which included the following:

- eco procurement,
- recycling of waste,
- the offsetting of carbon emissions, and
- the use of green energy.

One of the outcomes of the WSSD was the compilation of event greening guidelines in a book called "Leaving a positive legacy" which was produced by the IUCN in 2003.



Newlands Cricket Stadium, Cape Town

It should be noted that although these guidelines have a specific focus on large events, and in particular the 2010 FIFA World Cup™, the principles and strategies described can, and should, be applied to any sporting event.

2.3.2 The development of a Framework document to outline **South Africa's National Vision for Sustainable Development**. It highlights principles, analyses resource, economic and social trends, identifies strategic priority areas as well as a set of implementation measures that will facilitate the development of a national strategy and action plan.

It identifies a number of priority areas for strategic intervention, including:

- enhancing systems for integrated planning and implementation;
- sustaining ecosystems and using resources sustainably,
- investing in sustainable economic development and infrastructure,
- creating sustainable human settlements,
- responding appropriately to emerging human development, economic and environmental challenges.

Proposed implementation mechanisms include the creation of an appropriate institutional framework, developing an action plan, ensuring ongoing communication and consultation with government and broader society and a robust monitoring, evaluation and reporting system, including indicators to measure progress to wards sustainability.

2.4 Sport and sustainable development

Section 12 of South Africa's National Sport and Recreation Act of 1998 states that:

- all sport and recreation activities must be conducted in such a way that the environment is not adversely affected;
- that the governing body responsible for any sport or recreational activity must lay down guidelines which are aimed at the protection of the environment.



The National Department of Environmental Affairs and Tourism (DEAT) - as the responsible authority for both sustainable development and tourism - has taken the lead in the development of greening guidelines for large sports events, and in particular, to ensure that 2010 FIFA World Cup™ is a green event and contribute to a green legacy.

DEAT's vision for 2010 states that: "Greening the 2010 FIFA World Cup™ will help to change people's mindsets, promote sustainable development principles and encourage pro-active local level initiatives to reduce the negative impact of the games and enhance short and long-term environmental, social and economic benefits."

As part of the Greening 2010 initiative, Greening Principles have been identified to ensure that trade-offs are made in a manner that recognizes the sustain-

ability requirements of 2010-related activities. These greening principles are based on the three dimensions of sustainable development, namely economic growth, social development and environmental protection, and have been endorsed in the DEAT Business Plan for the Greening of the 2010 FIFA World Cup™. They include:

- Sustainable procurement
- Sustainable construction
- Waste reduction and management
- Water conservation and management
- Energy efficiency
- Air quality management
- Biodiversity conservation
- Social development
- Sustainable tourism
- Participation, communication, skills transfer and public awareness.
- Monitoring, evaluation and reporting
- Leaving a positive Greening Legacy

The DEAT 2010 Greening Business Plan also outlines the following **Greening Objectives**, with one of the primary goals being the off-setting of carbon emissions:

- Waste management: waste minimization, sorting at source, waste avoidance, recycling and re-use, redirection, composting, job creation, art from waste,
- Transport and mobility: Use of non-motorized transport, cycling and pedestrian friendly routes,
- Employment and business opportunities: waste collection and sorting, catering services, accommodation, sight seeing, energy services,
- Water and waste water management: Management of water usage in stadiums, use of waterless urinals, use of grey water, rain water harvesting, water recycling,
- Energy efficiency: energy efficient stadiums, retrofitting of street lights with energy-efficient bulbs, solar-powered fan

parks and street lights use of energy,

- Biodiversity conservation and management: protection of fauna and flora, and natural habitats, marketing and branding of conservation areas,

- Awareness and communication: Branding of Greening 2010, posters, greening video clip, local radio programs, schools environmental programs, training of services providers, billboards.

Achievement of these objectives will require an environmentally conscious public and activities should be implemented in the context of awareness raising campaigns around the broader objective of sustainability.

