

9 Appendix A: Overview of Policies and Legislation relevant to the Framework

Legislation	Cross-cutting issues						Sector-specific issues					
	SD	LUP	EM	HS	SE	SW	AQM	BIOD	WM	TRAN	RT	SP
ACTS												
Constitution of the Republic of South Africa, (Act 108 of 1996)	X	X	X	X	X	X	X	X	X	X		
National Environmental Management Act, Act No. 107 of 1998	X	X	X	X		X						
National Environmental Management: Waste Act, Act 59 of 2008;	X		X						X			X
National Environmental Management: Air Quality Management Act, Act 39 of 2004	X		X	X			X					
National Environmental Management: Biodiversity Act, Act 10 of 2004	X	X	X	X				X				X
National Environmental Management: Protected Areas Act, Act 57 of 2003	X	X	X	X								
Marine Living Resources Act (Act No 18 of 1998)	X		X					X				
Municipal Systems Act, Act no 32 of 2000	X	X		X								
National Heritage Resources Act, Act 25 of 1999		X										
National Forests Act, Act 84 of 1998												
National Water Act, Act 36 of 1998				X		X						X
Energy Act, Act No. 34 of 2008					X							
Electricity Regulation Amendment Act, Act No. 28 of 2007					X							
Electricity Regulation Act, Act No 4 of 2006					X							
National Energy Regulator Act, Act No. 40 of 2004					X							
National Land Transport Act, Act 5 of 2009				X						X		
Development Facilitation Act, Act no 67 of 1995	X	X										
Water Services Act, Act 108 of 1997	X			X								
Public Finance Management Act of 1999												X
Preferential Procurement Policy Framework Act, Act 5 of 2000												X
Broad Based Black Economic Empowerment Act, Act 53 of 2003												X
National Building Regulations and Building Standards Act, Act 103 of 1977					X							

Legislation	Cross-cutting issues						Sector-specific issues					
ACTS	SD	LUP	EM	HS	SE	SW	AQM	BIOD	WM	TRAN	RT	SP
Regulations												
NEMA 2010 EIA Regulations (No. R. 543)			X	X								
BILLS												
Land Use Management Bill (2008)		X										
POLICY												
White Papers and Green Papers												
White Paper on Tourism, the Development and Promotion of Tourism in South Africa (1996)											X	
White Paper on National Transport Policy (1996)										X		
White Paper on Environmental Management Policy (1997)			X									
White Paper on Energy (1998)					X							
White Paper on Renewable Energy Policy (2003, reviewed in 2010)					X							
Green Paper on Public Sector Procurement Reform (1997)												X
National Climate Change Response Green Paper (2010)	X	X										
SD - Sustainable Development; LUP - Landuse Planning; EM - Environmental Management; HS -Human Settlements; SE -Sustainable Energy; SW -Sustainable Water; AQ -Air Quality Management; BD –Biodiversity; WM -Waste management; TRA –Transportation; RT -Responsible Tourism; SP - Sustainable Procurement.												

10 Appendix B: Greening Guideline for the Built Environment

The following guideline is an extract from an article prepared by Jeremy Gibberd of the Council of Scientific and Industrial Research, entitled Sustainable Development Criteria for

Built Environment Projects in South Africa and published in the Human Settlements Review, Volume 1, Number 1, September 2010. It is based on research conducted for the Gauteng Department of Agriculture and Rural Development which required a set of sustainable development criteria for built environment projects requiring environmental impact assessments.

The Human Settlements Review is a publication of the Department of Human Settlements.

Land use and integrated development

Objective	Development should be integrated with existing and planned infrastructure and land use to ensure efficient systems and balanced use of land.
Criteria	Application
Spatial development frameworks	Proposed development can demonstrate it is aligned with the spatial development framework.
Environmental management	Frameworks: Proposed development can demonstrate that it is aligned with relevant environmental frameworks.
City development strategies	Developments should demonstrate that it is aligned with relevant city development strategies.
Urban development boundary	Developments should demonstrate that it is within the urban development boundary.
Existing and planned infrastructure	Proposed developments can demonstrate it will be integrated into and use existing or planned infrastructure such as roads, storm water drains, sewage systems, water and energy supplies. Through studies local authorities have accepted these findings.
Public transport networks	Through existing public transport routes access to the site can be easily achieved.
Complimentary social and economic land uses	Development demonstrates that it will compliment local land uses.
Building density	Development demonstrates that it will exceed the minimum building density requirements of relevant local policy and planning schemes.
Open spaces	The nature and type of open space provision in the development is aligned with local planning, policy and bylaws. Development includes the following minimum open space provision.
Type of development	Open space provision
Subsidy housing	20% of site area
Other residential	20% of site area
Business	20% of site area
Industrial	20% of site area

Where open space provision is specified by local municipalities these can be aligned with in preference to the above requirements.

Biodiversity

Objective	Development should be located where damage to natural environments and ecosystems is minimized. It should ensure that existing natural environments are preserved and take opportunities to strengthen this.
Criteria	Application
Sensitive areas	Proposed development demonstrates that it does not include any areas that could be defined as sensitive. If the development does include areas that may be defined as sensitive, the project demonstrates full compliance with all requirements of existing biodiversity assessments.
Greenfield sites	Proposed development can demonstrate that the site that will be used is not a green field site and does not provide valuable ecosystem services. The site proposed has been previously been built on or is already extensively disturbed. Where part of a proposed site is in a green field condition the proposed development retains and protects this within the proposed development.
Site clearing	Design and contract documentation indicating the following considerations
a. Site clearing	Large-scale clearing of the site is avoided and the area disturbed by development is minimised
b. Mature trees and natural features	Mature trees and natural features such as large rocks or outcrops are retained (see also MC Materials and construction for protection measures). Exception to this are trees which are invasive species and trees which are incompatible with the relevant town planning scheme.
c. Existing vegetation	Where existing indigenous vegetation is to be cleared and is of an appropriate quality, plants should be rescued and replanted, or propagated and replaced.
d. Locally indigenous planting	Planting schemes including locally indigenous plants proposed for the development. This demonstrates how local biodiversity and the creation of habitats will be supported.

Agriculture and landscaping

Objective	Development should not lead to a loss of agricultural land. Appropriate agricultural and landscaping should be integrated in developments to improve the provision of local fresh food and ecosystem services.
Criteria	Applications
Retention of agricultural land	Development should avoid sites with high agricultural potential and ensure that this land is retained for farming. The proposed development does not encroach on land identified by available agricultural potential atlases as land with high agricultural potential. Exceptions to this include the land within the urban edge that has high development potential such land located in a development node. Development nodes are defined in local Spatial Development Frameworks (SDFs).

Agriculture and landscaping

Environmental impacts of agriculture	Management plans that ensure that negative environmental impacts of agriculture are minimised. This may include plans to manage and monitor agricultural inputs such as fertilizer, herbicides and pesticides, in order to minimise negative environmental impacts. The use of organic and labour intensive farming methods.
Degraded or contained sites Planting	The proposed development is located on a degraded or contaminated site. Proposed remediation and improvement processes are outlined. The proposed development demonstrates how planting will be effectively integrated into the site. Planting will be determined by local circumstances, however the following guideline provision is proposed.

Green roofs

Proposed development demonstrates that the vegetation lost through development, or a substantial portion of this (over 40%) will be replaced in the form of green roofs.

Hard external surfaces	Large areas (over 500m ²) of impermeable external hard surfaces are avoided. This does not apply to strips of hard external surfaces (less than 15m in width) such as those used for roads and paths.
Environmental impacts of landscaping	Management plan that ensures that negative environmental impacts of landscaping maintenance are minimized. This may include plans to use landscaping that has minimal irrigation requirements, and to manage and monitor landscape inputs such as fertilizer, herbicides and pesticides in order to minimise negative environmental impacts. It may also include the use of organic and labour intensive methods.

Water, Sewage and Storm Water Runoff

Objective	Development should minimise the consumption of municipal portable water and the disposal of sewage into municipal systems. Increase storm water runoff and water pollution should be avoided.
Criteria	Application
Water efficient fittings	Efficient water fittings should be used in new development to avoid wasting potable water. Shower heads have a maximum flow rate of 10L /minute. Wash-handbasins taps have a maximum flow rate of 6L/minute. Toilets are not water based or are dual flush and do not exceed 3L (1/2 flush) and 6L (full flush). Waterless urinals are used or these have a maximum flush of 2L/flush.
Rainwater harvesting	Development demonstrates how it will use rainwater harvesting to reduce mains potable water consumption and include the following minimum provision. Where possible this capacity should be increased.

Type of development	Minimum rainwater harvesting capacity
Subsidy house	40L/m ² of gross floor area
Other Residential	40L/m ² of gross floor area
Business	20L/m ² of gross floor area
Industrial	10L/m ² of gross floor area
The above capacity can be provided individually (per building) or collectively in larger storage facilities such as large underground tanks	

Materials and Construction

Objective	Development should minimize the negative environmental impacts of construction and the consumption of resources. Positive social and economic impacts of construction and resources used should be maximised.
Criteria	Application
Sourcing of building materials	Procurement policy requiring 20% of materials (such as bricks, sand and cement) by weight used in construction to be sourced within 400km from site.
Sourcing of components and equipment	Procurement policy requiring 20% of equipment and components (such as electrical, mechanical and wet services materials and equipment and components such as doors and windows) by value to be sourced from within 400km of site.
Local jobs	Procurement policy that requires 80% of construction workers to be sourced within 50km of site.
Labour intensive construction	Design and construction strategies support the use of labour intensive approaches. Targets in terms of person years of construction work created per million rand construction spent should be provided showing how these compare favorably with best practice benchmarks. Best practice benchmarks can be obtained from organisations such as the Development Bank of South Africa and the Department of Public Works (Expanded Public Works Programme). Compliance with the Construction Industry Development Board (CIDB)'s labour intensive construction guides including 'labour-based methods and technologies for employment intensive construction works' and implementing labour intensive road works (CIDB 2005, CIDB 2007).
SMME support	Procurement policy supports the use of small and medium enterprises based within 50km of site. Compliance with the CIDB's guide for small and medium enterprises and contracting '3 R's basic guide for SMMEs' (CIDB 2003).
HIV/AIDS	Construction planning and contract documentation for the development comply with the 'specification for HIV/AIDS awareness' (CIDB 2003a).

Materials and Construction

Material Selection	Design specification and contract documents reflect the following material selection considerations. Embodied energy: Preference is given to materials that have consumed the least amount energy in their sourcing, manufacturing and transportation. Reused materials: Reused materials from the demolition of buildings, including crushed aggregate is used in new construction. Recycled content: Preference is given to materials that have recycled content over those that do not. Renewable sources: Checks and accreditations are in place to ensure that materials specified, such as timber, are from renewable sources. For instance, timber with Forest Stewardship Council (FSC) certification comes from forests where trees are replanted. Grown Materials: Where possible, renewable grown materials such as timber thatch, wool, and cork are used in construction. Insulation: Insulation that contains refrigerants or uses refrigerants in its manufacturing process is avoided. PVC: The use of PVC based materials and components to be avoided or minimized. Construction waste: A requirement of at least 30% of all construction waste to be recycled or reused is included in contractual documentation.
Soil Retention	Construction and contract documentation indicating the following considerations.
Protection of vegetation and natural features	Movement of Earth: Large-scale cut and fill operations and movement of earth are avoided. Soil Erosion: Soil erosion and sediments control plan for construction works which indicate measures such as mulching, seeding, vegetative filter strips, gabions and retention ponds to prevent soil erosion. Retention of topsoil: Where the topsoil is removed this is reused on site and not transported elsewhere. Construction and contract documentation provide for protection measures such as buffers, fencing and signage around trees, vegetation and natural features being retained on site.

Energy, Mechanical and Electrical Systems

Objective	Development should minimize the use of non-renewable energy and maximize use of renewable energy sources.
Criteria	Application
Urban heat island	Roof and external hard surfaces have an absorption value of less than 0.5. For further information see 'SANS 204, Energy Efficiency in Buildings standard' (SABS2009).
Urban heat island	Large areas of car parking or hard external surfaces (over 500m ²) should be avoided. If these cannot be avoided, a minimum of 20% of the area should be shaded, preferably by trees.

Energy, Mechanical and Electrical Systems

Site layout	Site layouts and modeling demonstrates that buildings have good access to fresh air, views and daylight. A minimum of 4m of clear external space (vegetation and open fencing can be located in this area but not solid walls or other buildings) immediately in front of windows in useable spaces should be provided. This does not apply to rooms not occupied on a continuous basis such as storerooms and toilets.
Orientation	The long section of buildings should be orientated to ± 15 degrees North and the extent of the façade facing north should be maximised while the length of façade facing east and west should be minimised.
Built form	Building plan depths should not exceed 15m, unless buildings have substantial atria or their particular function i.e. a cinema, requires this.
Glazing	Solar shading and glazing designed to comply with SANS 204 Energy Efficiency in Buildings standard (SABS 2009)
Thermal insulation	Insulation values of all elements of the building envelope (roof, wall and floors) meet 'SANS 204 Energy Efficiency in Buildings' Standard (SABS 2009)
Natural ventilation	Opening area in building envelope (such as opening windows) equivalent to a minimum of 5% of useable area.
Daylight	Daylight modeling showing that 80% of useable area within buildings has a 2% or higher daylight factor. A deemed to satisfy condition for this can be achieved where 8% of the useable area can be shown to be within 2h of an external window. Where h is the height of the external window.
Passive environmental control	Proposed buildings demonstrate use of passive environmental control strategies to reduce energy consumption.
Water heating	Water heating is achieved through solar water heaters or other energy efficient means of heating water provided
Electrical lighting	Internal electrical lighting power densities in the development comply with SANS 204 Energy Efficiency in Building Standards.
Electrical controls	Lighting controls such as motion sensors, timers and daylight switching are used to ensure lighting is only on when needed.
Swimming and ornamental pools	Avoidance of swimming and ornamental pools, unless these have no energy demands or these are met from renewable energy sources.
Energy consumption and peak demands	Proposed development confirms that it will comply with 'SANS 204 Standard on Energy Efficiency in Buildings' standard and achieve energy consumption and peak demand targets.
Renewable energy	New development demonstrates that 10% will be achieved onsite from renewable sources, with views of increasing capacity where possible.

Waste and pollution

Objective	New development should minimise the amount of waste diverted to landfill. Pollution should also be avoided.
Criteria	Application
Recycling provision	Provision for waste recycling made in the new development including recycling space of sufficient size and appropriately located to ease of use by occupants and recyclers.
Organic waste	Where possible, development proposals demonstrate how organic waste produced on site is recycled on site.
Recycling plans	Recycling plan which sets out waste minimisation, reuse and recycling targets and describes strategies and systems that will be used to achieve these including local recycling partners.
External lighting	Low level lighting and light fittings with hoods are used to avoid light pollution. In addition control such as timers and movement sensors are used to ensure lighting is only on when needed.

Local and economic development

Objective	Development should support diverse productive local economies that create work and sustainable enterprises.
Criteria	Application
Small enterprise development	The proposed development demonstrates that it will support existing or new or small or micro enterprises.
Job creation	The proposed development demonstrates that it will support a labour intensive approach and shows how employment created will be in line with local best practice.

Local and economic development

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Criteria	Application
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Job creation	The proposed development demonstrates that it will support a labour intensive approach and shows how employment created will be in line with local best practice.

Transport and routes

Objective	Development should reduce reliance on cars and ensure that energy efficient, environmentally friendly forms of transport are encouraged.
Criteria	Application
Public transport	Development demonstrates that people who work and live in the development are located within 1,200m of scheduled public transport (bus or train). Where public transport is not available, a green transport plan is developed which demonstrates how car usage will be avoided and energy efficient transport used. This could include agreements with minibuses or bus operators and provide details on how other criteria in this section would be achieved.
Walking	Provision of dedicated accessible pedestrian paths on the site linking buildings to each other and to public transport nodes on public highways.
Cycling and walking routes	Cycle routes along dedicated cycle paths and clearly demarcated cycle lanes are provided for at least the equivalent length of vehicular roads provided within the estate. Cyclist and pedestrians are given priority at all crossings points and junctions and measures such as signage and traffic calming features are incorporated into roads to ensure that drivers acknowledge this.
Cycling facilities	<i>Work environments:</i> Secure cycling parking is provided for at least 3% of the building occupants. <i>Residential environments:</i> At least one secure parking point per unit is provided.
Local facilities	Access to following local facilities is provided
Type of development	Local facilities
Subsidy housing	Access to the following facilities within 750m can be demonstrated: bank (or bank ATM), crèches, food retail and leisure and recreation facilities
Other residential	
Business	Access to the following facilities within 400m can be demonstrated: bank (or bank ATM), crèches, food retail or café/restaurants.
Industrial	
Working facilities	Access to the following local facilities is provided.
Type of development	Working facilities
Subsidy housing	Access to business to a business centre/facility with video/tele-conferencing/internet, meeting rooms and printing facilities within 1,200m of every residential unit.
Other residential	
Business	Accesses to broadband/video/ tele-conferencing within 400m of any office work environment accommodating more than 5 people.
Industrial	

Health and Well Being

Objective	Development should support the health and well being of people on site and in neighboring communities.
Criteria	Application
Daylight	Eighty percent of all usable space within buildings should achieve a 2.0% daylight factor. This can be demonstrated through daylight modeling. Alternatively, an acceptable deemed to satisfy condition is to demonstrate that eighty percent of the usable area within 2.5H of an external window, where H is the height of the head of the window.
Ventilation	All buildings have ventilation openings (such as an opening window) of at least 5% of the associated usable floor.
Views	Eighty percent of all usable area within buildings is within 6m of an external window and has a direct line of site to this. An unobstructed space of 4m is provided externally in front of windows (vegetation and open fencing can be included but not solid walls and other buildings) to ensure that the view of the external space is adequate.
Indoor air quality	The specification of materials for buildings in the development should avoid materials and finishes that would have a negative impact on indoor air quality.
VOCs	Some carpets, adhesives and paints have volatile organic compounds (VOCs) which are off-gassed, negatively affecting air quality. Products with no or low VOCs are specified.
Formaldehyde	Formaldehyde similarly can be off-gassed from composite boards and timber products, negatively affecting indoor air quality. Products with no or low formaldehyde are specified.
Exercise and recreation facilities	Access to following local facilities provided:
Subsidy housing	Access to the following facilities within 1000m from residential environment can be demonstrated: park/gym/walking or running trails.
Other residential	
Business	Access to the following facilities within 400m from work environment can be demonstrated: park/gym/walking or running trails.
Industrial	Not applicable.

Education and Ongoing Learning

Objective	Development should support education and ongoing learning of people on site and in neighboring communities.
Criteria	Application
Type of development	Exercise and recreation facilities
Subsidy housing	Facility for education and ongoing learning that can accommodate 5% of the residents will be made available in week day evenings and during weekends. A facility of this nature should be available within 1,000m of every resident.
Other residential	
Business	Facility for education and ongoing learning that can accommodate 5% of the workers will be made available A facility of this nature should be available within 400m of every workstation.
Industrial	
Primary schools	Primary school facilities are located within 2,250m of all family dwellings along a safe walking route
Secondary schools	Secondary school facilities are located within 1,500m of all family dwellings along a safe walking route
Site operation worker training	Proposed development demonstrates that human resource policy will include a requirement for site operation workers to access accredited education for a minimum equivalent of 5% of working hours.
Construction worker training	Construction contract documents indicates a requirement for construction workers to access accredited education for a minimum equivalent of 5% of working hours

Housing

Objective	Development should support Inclusionary Housing and ensure that people who work on site do not have to travel long distances to access affordable housing.
Criteria	Application
Affordable housing	The development demonstrates everyone working on the site that needs affordable housing is able to access this within 10km of the site
Inclusionary housing	Inclusionary housing is integrated in the development in line with the inclusionary Housing Policy and local compulsory prescriptions.

Social Cohesion and inclusion

Objective	Development should support social cohesion and benefit the full diversity of the population.
Criteria	Application
Sporting and recreation facilities	Affordable access to sporting and recreational facilities in the development is provided for local communities as well as for people within the development.

Social Cohesion and inclusion

Health and education facilities	Affordable access to health and education facilities in the development is provided for local communities as well as for people within the development.
Children and youth facilities	Affordable access to children and youth facilities in the development is provided for local communities as well as for people within the development.
Natural, cultural and historical landscapes	Access is provided to the local community as well as for people within the development to natural, cultural and historical landscapes located within the development.
Inclusive and accessible facilities	The new development demonstrates that the facilities will be inclusive and able to accommodate the full diversity of the population.
Information about the development	Inclusive participatory processes are planned that respond to local communities and take into account issues such as language, income, education and disability.

Management and monitoring

Objectives	Sustainable development targets that reflect the South African context should be set for the development. Management and monitoring should be carried out to ensure that these are achieved.
Criteria	Application
Development conditions	Development should make the Record of Decisions (ROD) and other development conditions readily available to the local community through a website or other means. Information and reporting on compliance should also be made available through the same means.
Environmental Management plan	The plan should cover both construction and operational phases. Environmental Management Plan includes sustainable development criteria from the guide and show how these will be achieved.
Environmental control officer (ECO)	An Environment Control Office is appointed for the development. The ECO reports on the achievement of ROD development requirements, the EMP and sustainable development targets to management (and possibly to relevant stakeholders such as the future homeowners, the local community and local authorities) Reports are developed on a monthly basis during construction phases and on a two monthly basis during operation of the development.
Operational performance	Building uses guides are developed for occupants of buildings to ensure that systems designed to support sustainability are maintained and operated optimally.
a. Operational performance	Facilities management manuals and monitoring requirements to ensure that systems designed to support sustainability are maintained and operated optimally. As minimum, energy, water and waste performance against targets should be reported on.
Independent certification	Commitment by developer that independent environmental rating or certification such a 'Greenstar' rating or 'Fair Trade in Tourism' certification will be achieved.

11 Appendix C: Green Driving Code

In the chapter on Event Greening, the role of 'green' driving was highlighted. This appendix contains a list of tips that is relevant to both private and public forms of transport, seeking to reduce all vehicle emissions in a few simple ways. The application of eco-driving principles is one way in which the use of motorised vehicles can be enhanced.

1. Drive smoothly

Try to avoid harsh acceleration and braking - pulling away too fast can use up to 60% more fuel.

2. Change gears efficiently

Changing gear at 1,500 to 2,500 rpm can save up to 15% on fuel - and reduce emissions by the same amount.

3. Be aware & take defensive action

Look ahead and anticipate road conditions and other people's actions - this reduces the need for hard braking and acceleration, and so will help you drive more efficiently and safely.

4. Don't rev

Avoid revving the engine unnecessarily - this wastes fuel and increases harmful emissions.

5. Limit your speed

Observe the speed limits - by driving fast you increase the emissions from the vehicle and optimise your fuel consumption - while avoiding speeding fines and accidents.

6. Know where you are going to

Plan your journeys by getting an exact address and familiarise yourself with directions to avoid getting lost - you will have a more relaxing journey and waste less fuel.

7. Idling in traffic jams

If stuck in a traffic jam for more than a couple of minutes, turn off the engine to cut exhaust emissions and conserve fuel.

8. Keep your cool

Using air vents rather than opening windows reduces fuel consumption by 4%, while air conditioning can increase fuel consumption by up to 2 litres per 100km; only use the air-conditioner when really necessary and switch it off at regular intervals.

9. Travel light

Do not over-fill the fuel tank with as this adds unnecessary weight.

10. Tune-up

Service your vehicle regularly to keep it running optimally.

11. Hyper-miling is hip

Bring your vehicle slowly up to speed and try to maintain a smooth cruising speed by using the accelerator as little as possible.

Source: www.thegreencab.co.za



12 Appendix D: Greening Guideline for Events Greening

11.1 Background

Event greening refers to the process of incorporating socially and environmentally responsible decision making into the planning, organisation and implementation of, and participation in, an event whether large or small. It includes sustainable development principles and practices into all levels of event organisation, and aims to ensure that an event is hosted in a responsible manner. It represents the total package of interventions at an event, and needs to be done in an integrated manner. Event greening should start at the inception of the project, and should involve all the key role players, such as clients, organisers, venues, subcontractors and suppliers. These Event Greening Guidelines have been compiled to assist with the practical implementation of event greening principles.

The anticipated outcomes of a green event can be summarised as follows:

- To improve the resource efficiency of the entire event and supply chain management;
- To reduce negative environmental impacts, such as carbon emissions, waste to landfill, and the effect on biodiversity;
- To increase economic, social and environmental benefits (triple bottom-line);
- To enhance the economic impact, such as local investment and long-term viability;
- To strengthen the social impact, such as community involvement and fair employment;
- To improve sustainable performance within an available budget;
- To present opportunities for more efficient planning and use of equipment and infrastructure;
- To reduce the negative impact on local inhabitants;
- To protect the local biodiversity, water and soil resources;
- To apply the principles of eco-procurement of goods and services;
- To raise awareness of sustainability issues among all role players; and
- To ensure that the aims and objectives are clearly defined and measured

11.2 Event Greening Practices

Greening requires the incorporation and application of environmental principles and best practiced into planning and practice. It means taking into consideration the environmental impacts of decisions taken and investments made, and ensuring that the negative environmental impacts of these decisions are minimised. In so doing, natural resources are conserved; they are also used more efficiently, and less pollution is produced. Furthermore, it seeks to ensure that the impacts of greening are beneficial from both a social and

economic point of view through community involvement and local economic development. Event greening aims to achieve these three objectives simultaneously through responsible event management where the overarching principle is sustainability.

When hosting a large or small event there are many different areas that could be addressed, however the following greening practices are strongly recommended as part of event greening:

- Energy efficiency, carbon and climate change,
- Waste minimisation and management,
- Water conservation,
- Sustainable procurement,
- Responsible tourism,
- Protecting and enhancing biodiversity, and
- Sustainable transportation.

Although the principles and practices can be applied to almost any business scenario, the high impact areas for greening the events industry could include the following:

- Venues and Accommodation,
- Food and Beverages,
- Exhibitions,
- Marketing, Public Relations and Production,
- Transport, and
- General support.

11.3 Guidelines

The following guidelines provide a brief overview of the main actions that could be implemented as part of an event greening strategy:

11.3.1 Planning

- Consider greening principles from the start of planning your events.
- Appoint a greening champion / team to manage your greening action plan.
- Compile an action plan with responsibilities, timelines and budget.
- Compile a mechanism to monitor progress and evaluate success.

11.3.2 Eco-Procurement

- Select a venue with an environmental management plan which supports your greening action plan.
Include eco-procurement principles into all decision-making.
- Give preference to environmentally friendly products such as re-usable cups, Biodegradable packaging, Bio-diesel, Forest Stewardship Council (FSC) paper,
- South African Sustainable Seafood Initiative (SASSI), WWF's Biodiversity and Wine Initiative etc.
- Give preference to environmentally certified suppliers
- Give preference to local suppliers and products
- Apply the rule of avoid, reduce, reuse and recycle.

11.3.3 Accommodation

- Request the environmental management plan from the accommodation facility
- Select accommodation that is close to conference / meeting / event venue
- Select accommodation that actively promotes eco-procurement, waste reduction, energy efficiency and water conservation.

11.3.4 Decor

- Consider using decor made from environmentally friendly and/or recycled products
- Use energy efficient lights (such as LED) for decor
- Avoid the use of products that will have a negative impact on the environment and that will involve animal cruelty.

11.3.5 Entertainment

- Select local entertainers / avoid additional flights associated with entertainment
- Involve entertainers in your green campaign messaging – they need to understand it and help convey the message.

11.3.6 Equipment: Audio-Visual (AV) and Information Technology

- Appoint an AV team that can implement energy efficient principles and has access energy efficient equipment
- Select the use of energy efficient lights, such as LED lights
- Select the use of equipment with good energy efficient ratings.

11.3.7 Exhibitions

- Include greening guidelines into the exhibitor packs to provide clear guidance to exhibitors
- Ensure that a waste reduction and management plan is implemented
- Ensure that energy efficiency measures are implemented
- Consider 50% lighting during set-up and strike
- Consider the use of renewable energy certificates.

When building a stand:

- Consider using environmentally friendly or recycled materials to build and for decor for the stand
- Reduce hand-outs, rather refer visitors to your website or collect their e-mail addresses and forward information to interested parties
- Consider using undated generic branding (i.e. banners) with minimal panels to replace at future events.

11.3.8 Food and beverages

- Request caterers to preferably use local, seasonal and organic food
- Ensure that all fish comply with the SASSI guidelines – SA Sustainable Seafood Initiatives
- Avoid the use of disposable crockery / cutlery / glasses / serviettes, but rather opt for re-usable products
- If disposable products (cups, cutlery) needs to be used, consider biodegradable options and ensure that it goes for composting
- Provide fresh water in jugs instead of bottled water.

11.3.9 Marketing, Public Relations and production

- Ensure that your marketing and promotions plan include information on your greening actions (be careful of green washing)
- Consider an electronic marketing campaign with minimum printing to reduce wasted paper
- Avoid printing glossy documents that can't be recycled
- If printing is required, request environmentally friendly paper with soya based ink and ensure it is printed double sided
- Select gifts that are locally produced, functional and durable
- Ensure that branding and signage is designed so that it can be re-used – avoid using dates.

11.3.10 Office

- Ensure that your office has an environmental policy that supports the event greening principles
- Implement eco- procurement, waste reduction, energy efficiency and water conservation principles at your office
- Consider your printing needs: Use FSC approved, chlorine free, recycled paper and print double sided
- Encourage all staff to actively participate in the greening principles and practices
- Consider doing only online invitations and confirmations where possible

11.3.11 Staff and/or sub-contractors

- Train staff in event greening practices
- Select staff from the local communities to encourage capacity building and local economic development
- Plan staff shifts according to the available bus and train schedules, or provide suitable transport

11.3.12 Transport/Travel

- Request the environmental management plan from the transport supplier
- Consider providing bus transport instead of single occupancy vehicles
- Avoid air travel as far as possible – consider video conferencing or connecting to a speaker via satellite
- Participate in a local carbon off-set programme to compensate for travel needs
- Encourage incentives for car-pooling.

11.3.13 Venues

- check if they have an environmental policy and management programme in place
- check on the status of their waste management and recycling programme as it is best when an on-site recycling waste minimisation plan is implemented:
 - avoid the purchase of products in the first place
 - implement a recycling system with clearly marked recycling bins
 - request that packaging is reduced to the minimum for products ordered
- check if they use energy efficient lights
- check if you could use natural light and ventilation
- consider off-setting the energy use by purchasing renewable energy certificates (RECs)
- consider the use of bio-diesel in generators.

When using an outside venue and erecting marquees check that the possible negative impact on the environment is minimised.

For larger events over 5000 or sensitive locations it is necessary to do an environmental impact assessment study an energy efficiency plan should be implemented:

11.4 Additional resources

- Enviropaedia – www.enviropaedia.com
- Event Greening Forum of SA – www.eventgreening.co.za
- Food and Trees for Africa – www.trees.co.za
- Fairtrade in Tourism SA (FTTSA) – www.fairtourismsa.org.za
- Green Meeting Industry Council (GMIC) – www.greenmeetings.info
- GreenStuff for Hotels – www.greenstuff.co.za
- SASSI – www.wwfsassi.co.za or www.wwf.org.za/sassi
- Smart Living Handbook – www.capetown.gov.za/environment
- Smart Events Handbook - www.capetown.gov.za/environment
- The Story of Stuff – www.storyofstuff.com
- UN Global Compact – www.unglobalcompact.org
- Urban Sprout – www.urbansprout.co.za
- Worldwide Fund for Nature (WWF) – www.panda.org



Appendix E: Monitoring of the stadiums and host cities for 2010 FIFA World Cup™

The following monitoring tool is an example of how the greening performance of the 2010 FIFA World Cup™ was monitored and may be adapted for use in other sporting and large events. The use of monitoring is essential in establishing the footprint of an event and the absence of accurate data affects the ability to report on the social and environmental footprint of an event and to gauge whether interventions were successful or not.

A) *Matrix for Stadium monitoring at the host cities*

- 1 Building/Rebuilding of the stadium
- 2 Energy management
- 3 Waste management
- 4 Water management
- 5 Sustainable transport
- 6 Carbon offset
- 7 Sustainable procurement

Summary of indicators for environmental monitoring at the host cities

Themes	Green Goal 2010	National targets for 2010	Interventions	Achievements
1. Upgrade/ Construction of Stadium	Green Design and Construction	x	e.g. - saving of costs - saving of resources - saving of material - saving of waste - saving of energy	e.g. - multi-purpose use - learning from 2010 - achievements after 2010 - use of the stadium after 2010
2. Energy Management	Renewable energy and energy efficiency	5%	e.g. - use of energy saving lighting - periodical lighting - Use of fluorescent lighting	e.g. - use of energy saving lighting - creation of periodical lighting and eco-friendly light system
3. Waste Management	Minimization of Waste in Total - Avoidance, reduction, reuse and recycling of material Composting	20%	e.g. - action plan on waste management - composting system - system on efficient waste separation and compaction	e.g. - feasible transport and recycling of waste - multi-use recycling facilities (MURF) - education of more staff on waste
4. Water Management	Minimization of water usage: - By technology - By practice	10%	e.g. - installation of sustainable sanitary items - dewatering roof construction	e.g. - little use of water - reuse of grey water - use of rain water - collection of water in bins and cisterns

Themes	Green Goal 2010	National targets for 2010	Interventions	Achievements
5. Sustainable Transport	Reduction of emission by using public transport (Park-and-ride) Promotion of non-motorized transport	50%	e.g. - extension of public transport system - park and ride system - attraction of public transport - Transport Action Plan for 2010	e.g. - attraction of population to use train and public transport - sharing of vehicles and taxis - promotion of non-motorized transport - proper park-and-ride system

1. Upgrade/ Construction of Stadium

Construction Process	2008	2009	2010	Beyond 2010 (additional measures)
Recycling of material (type of material, location)				X
Reuse of material (location)				
Construction material and resources from SA				X
Transport of material and resources (distances, transport methods,...)				
Sustainable measures in and around the stadium (ponds for rainwater collection, cisterns, dewatering system at the roof...)				
Green surrounding (planting of trees, urban park, flowers, ponds,...)				

Notes:

- What has already been implemented?
- What is planned to be implemented until 2010 or beyond 2010?
- Matrix as a starting point to get an overview of the situation and infrastructure (stadium and surroundings)
- Next step: creation of an extended matrix due to the current situation of the host city with a separate baseline study
- Creation of an action plan
- Implementation and monitoring process
- Review of the monitoring due to requirements

2. Energy Management

2.1 Energy consumption within a host city and stadia/surroundings

Energy consumption	Per match/ stadium	Per match/ outside and fan parks	Per match/ total	Total whole FWC 2010	Building manage- ment (2006 – 2010)
Floodlights	MWh	MWh	MWh	MWh	MWh
General lighting	MWh	MWh	MWh	MWh	MWh
Private suites (fridge, microwave, TV, lights, fan, air-con, kettle, heating food)	MWh	MWh	MWh	MWh	MWh
Air-conditioning, Ventilation and Heating	MWh	MWh	MWh	MWh	MWh
Office/management (fridge, microwave, TV, lights, fan, air-con, kettle, heating food)	MWh	MWh	MWh	MWh	MWh
Kiosks and food preparation (stove)	MWh	MWh	MWh	MWh	MWh
Hot water in change rooms	MWh	MWh	MWh	MWh	MWh
Media centre (sound system, scoring ads,...)	MWh	MWh	MWh	MWh	MWh
Other	MWh	MWh	MWh	MWh	MWh
Fan Parks/ PVAs (cameras, electricity)	MWh	MWh	MWh	MWh	x
Training sites	MWh	MWh	MWh	MWh	x
Total consumption	MWh	MWh	MWh	MWh	MWh

Notes:

- Different calculations and listings of indicators are possible, e.g. Lifts, refrigerators, ice machines, big screen, broadcasting due to the infrastructure and type of energy to be used

2.2 Energy consumption by means of energy supply

Energy	FWC 2010 (per stadia/match/host city)	Total amount (all matches)	Average
Power	MWh	MWh	MWh
Diesel generators	Diesel litres	liters	liters
Gas	MWh	MWh	MWh
Other energy suppliers (green energy)	x	MWh	MWh

Calculation and conversion: 1kg/l tons of diesel/ oil equivalent (toe) = 11,63 kWh

2.3 Target and outcome for 2010

Energy saving target (amount)	Energy saving target (%)	Saving outcome (amount)	Saving outcome (%)
	10% energy saving		%

3. Waste Management

3.1 Types of waste by amount

Waste management	Per match/stadium	Per match/other venues (PVA, fan parks)	Per match/ total	Total FWC 2010
Recyclables	t or m ³	t or m ³	t or m ³	t or m ³
Glass (bottles, other glass)	t or m ³	t or m ³	t or m ³	t or m ³
Metal (cans)	t or m ³	t or m ³	t or m ³	t or m ³
Paper (cardboard, serviettes)	t or m ³	t or m ³	t or m ³	t or m ³
Plastics (PET, LD)	t or m ³	t or m ³	t or m ³	t or m ³
Non-recyclable (to landfill site)	t or m ³	t or m ³	t or m ³	t or m ³
Organic waste	t or m ³	t or m ³	t or m ³	t or m ³
Construction material and waste	t or m ³	t or m ³	t or m ³	t or m ³
Total	t or m³	t or m³	t or m³	t or m³

Notes:

Options for recycling:

- Recycling by wholesaler in contract with catering
- Extra recycling with special rates for FWC 2010 on long-term basis (prices are per kilo or item)
- Recycling of biodegradable waste on special sites (worm-farm)
- Installation of MURFs (multi-usable recycling facilities) at the stadium

3.2 Waste production by type of waste

Waste	Recyclables	Non-recyclables	Biodegradable waste	Construction material	Waste in total
Amount per match	t or m ³	t or m ³	t or m ³	t or m ³	t or m ³
Amount in total FWC	t or m ³	t or m ³	t or m ³	t or m ³	t or m ³

3.3 Waste calculation per match

Waste in total (per match)	Recyclable waste (per match)	Waste without recyclable (per match)	Waste reduction (per match)
Amount in t or m ³	t or m ³	t or m ³	t or m ³
Amount in %	%	%	%

3.4 Target and outcome for 2010 for waste minimization

Waste minimization target (amount)	Target for 2010 (%)	Outcome for 2010 (amount)	Outcome for 2010 (%)
	20% waste saving		%

4 Water Management

4.1 Calculated water consumption

Water consumption	Per match/ stadium	Per match/ other venues (fan parks/ PVAs)	Per match total	Total whole FWC 2010	Construction Process Process (2006 – 2010)	Type of water (rain water, drinkable water, grey water)
Urinals	m ³	m ³	m ³	m ³	m ³	
Toilets	m ³	m ³	m ³	m ³	m ³	
Hand wash basins	m ³	m ³	m ³	m ³	m ³	
Cleaning (buckets)	m ³	m ³	m ³	m ³	m ³	
Catering	m ³	m ³	m ³	m ³	m ³	
Hot Water (Showers & baths)	m ³	m ³	m ³	m ³	m ³	
Pitch Irrigation	m ³	m ³	m ³	m ³	m ³	
Irrigation outside stadium	m ³	m ³	m ³	m ³	m ³	

4.2 Water consumption calculated by type of water

Water consumption	FWC 2010 (per stadia /match/host city)	Total amount (all stadia and matches)	Average
Potable water	t or m ³	t or m ³	t or m ³
Non-potable water	t or m ³	t or m ³	t or m ³
Pitch irrigation	t or m ³	t or m ³	t or m ³

4.3 Calculation for water saving

Water	Water consumption	Re-use of water (greywater)	Water saving
Amount in t or m ³	t or m ³	t or m ³	t or m ³
Amount in %	%	%	%

4.4 Target and outcome for 2010 for water conservation

Water saving target (amount)	Water saving target (%)	Outcome for 2010 (amount)	Outcome for 2010 (%)
	10% saving		%

5 Sustainable Transport

5.1 Overland transport to host city (public visitors only)

Modes of transport	Car/rental car	Airplane	Train	Overland Bus	Minibus-Taxi	Metered Taxi
Spectators	%	%	%	%	%	%

5.2 Transport from location of spectator to stadium (national and international public visitors only)

Transport	Car	Train	Bus	Minibus-Taxi	Metered Taxi	Non-motorized	Motorbike
Spectators	%	%	%	%	%	%	%

5.3 Transport Calculated by Modes of Transport (percentage)

Transport	FWC 2010 (per stadia/ match/host city)	Total amount (all matches and host cities)	Average
Public transport	%	%	%
Private transport	%	%	%
Non-motorized transport	%	%	%

5.4 Transport Divided by Transport and Sustainable Transport

Transport	Transport (total) (to Stadium, from stadium, PVAs, fan parks, hotels)	Sustainable transport (non-motorized/ PT)
Amount of spectators		
Amount in percentage		

5.5 Target and Outcome for 2010

Sustainable transport target (amount)	Sustainable transport target (%)	Outcome for 2010 (amount)	Outcome for 2010 (%)
	50% saving		%

Notes:

- Visitors to the fan parks only are being calculated in separate tables

6. Carbon Offset

6.1 Energy consumption and CO₂ emission during the FWC planning until 2010

Carbon Offset	FWC 2010 (per stadia/match/ host city)	Total Amount (all stadia and matches)	Average
Local Transport	t CO ₂	t CO ₂	t CO ₂
Energy by Accommodation/ Hotel	MWh	MWh	MWh
Stadium Energy	MWh	MWh	MWh
Stadium construction	MWh	MWh	MWh

Notes:

- Conversion: 1kWh energy = 800g CO₂ emission
- Carbon offset excluding international transport
- Calculations see 1.2 and 1.5

6.2 Summary Carbon Footprint/ per Host City

Component	Emissions (tCO ₂ e)	Share (%)
International transport	tCO ₂ e	%
Inter-city transport	tCO ₂ e	%
Intra-city transport	tCO ₂ e	%
Stadia constructions and materials	tCO ₂ e	%
Stadia and precinct energy use	tCO ₂ e	%
Energy use in accommodation	tCO ₂ e	%
Total excluding international transport	tCO ₂ e	%
Total including international transport	tCO ₂ e	%

6.3 Recommendations for Carbon Offset footprint and reduction of CO₂ emission

Carbon Offset	FWC 2010 (per host city/ match/stadia)	Total amount of saving (all matches and host cities)	Average of saving
Renewable energy	%	%	%
Efficient technologies	%	%	%
Compensation of carbon programs	%	%	%
Gold Standard	%	%	%

Notes:

- Carbon offset programs with a duration of more than 10 years beyond 2010
- Purchase of carbon credits
- Programs of compensating carbon emission (Norway, Finland as financial source)

Carbon offset target (amount)	Carbon offset target (%)	Outcome for 2010 (amount)	Outcome for 2010 (%)
A carbon-fair event %			

B) Conclusion and Summary – Matrix for environmental monitoring

Concluding summary of the targets and outcomes for Green Goal 2010

Green Goal 2010	Target for 2010 (amount)	Target for 2010 (%)	Outcome for 2010 (amount)	Outcome for 2010 (%)
Energy		5% energy saving		%
Waste		20% waste reduction		%
Water		10% water saving		%
Transport		50% use of public transport		%
Carbon Offset		Carbon-fair event		
Sustainable procurement		Sustainable event		

14 Appendix F: Green Procurement Criteria for Products

Green products are produced in a way that consumes fewer natural resources, involves less energy and water and minimises hazardous and other waste. They may require less energy to operate, contain fewer toxic or hazardous substances, or be recyclable. They generally offer long-term cost savings through efficient use of energy, longer lifespan and the production of less toxic waste that is expensive to transport, dispose of and obtain permits for. When assessing how green a product is, consider all aspects of the product's lifecycle; including the acquisition of materials, manufacturing, distribution, use, maintenance and disposal (see Pollution Reduction in section 2.3 for a list of substances to avoid, p.34). Also calculate the total annual cost of the product across its lifetime to identify value for money. Questions to ask when assessing products are:

Certification

- Has the product been certified by a credible institution?
- Does the national government in the host region or an internationally recognised specialist in the field support the certification?
- If not, what are the requirements for certification?
- Why has the product not been certified?

Acquisition of Materials

- Were natural resources used in the product sustainably harvested?
- Were other materials used produced in an environmentally responsible manner?
- Were materials purchased from small, medium, or micro-enterprises

Manufacturing

- Were products from threatened plants or animals, or resources from threatened environments used to manufacture the product?
- Were recycled materials used to manufacture the product?
- Were production methods energy, water and resource efficient?
- Were production methods designed to minimise waste and pollution?
- Was the use of toxic and hazardous materials minimised?
- Was hazardous waste disposed of safely?
- Are staff informed about environmental practices in place?
- Do manufacturers comply with human health standards and practice employment equity?

Distribution

- Is packaging minimised?
- Can packaging be reused or locally recycled by the end user?
- Do manufacturers accept packaging for reuse?
- Is packaging made of recycled materials?
- Is the transport strategy designed to minimise waste and pollution and use energy efficiently?
- Are transport suppliers small, medium, or micro enterprises?

Use and Maintenance

- Does the product have a long lifespan?
- Are clear operating and maintenance instructions available?
- Can the product be easily and cost-effectively maintained and repaired?
- Can the product be upgraded easily?
- Is the product designed to use resources efficiently?
- Is the product designed to minimise waste?
- Is the product less polluting than its competitors?
- What is the payback period of the product?

Disposal

- Is the product or are its parts reusable? Can it/they be sold?
- Is the product recyclable or biodegradable?
- Is it recyclable locally?
- Can the product be returned to the manufacturer for reuse or recycling?
- Does the product contain any banned or restricted substances?
- Does the product contain hazardous materials requiring special disposal?
- Do disposal methods include small, medium, or micro enterprises?

Source: *Leaving a Greening Legacy, Guidelines for Event Greening, Department of Agriculture, Conservation, Environment and Land Affairs*



15 Annexure G: Communications Strategy for the National Greening Framework

1. Introduction

The Communications Strategy has been developed for the promotion of the National Greening Framework with the view to mainstreaming sustainable development principles and approaches in relation to the built environment and events management. This framework also addresses sustainable procurement and communications and awareness as vital supporting components of achieving greener events and the built environment. Both events and the built environment are heavy consumers of resources, typically have large carbon footprints and are capable of leaving very negative social and environmental legacies. The rationale for the Framework is to create awareness about why it is important to include greening principles in planning and some practical suggestions about how to go about it.

The National Greening Framework is a junction between policy and practice, exploring the policy that can give rise to sustainable development outcomes, both in relation to the built environment and the greening of events. It demonstrates the symbiotic relationship between greening of events and greening of the built environment. On the one hand, the extent of the greenness of an event is greatly influenced by the extent to which sustainable development principles have been integrated into the planning and management of the built environment. On the other hand, hosting a major international event such as the FIFA 2010 World Cup™, can act as an accelerator for infrastructural developments and create an assortment of positive legacy projects that will leave an enduring green footprint in each of the nine host cities.

2. Problem Statement

The National Greening Framework is a knowledge product that needs to be distributed to identified target groups to stimulate and support an increasing trend towards the greening of events and the built environment. There is a need to popularise the contents of the National Greening Framework and to seek traction for its ideas amongst communities of professionals who are involved in either events management or the built environment. It is to build a consciousness about the impacts that their activities have from a sustainable development perspective and provide a foundation for adapting practices to achieve a more positive, enduring result. A communication strategy is

required to ensure that the intended target audiences are aware of the document and be able to utilise it as a desirable reference amongst an array of literature available on greening.

3. Aims & Objectives

Aims

The primary aim of the communications strategy is to ensure that both targeted and non-targeted stakeholders are able to access the National Greening Framework.

Objectives

The first aim will be achieved by:

- Identifying all the relevant target groups and designing a distribution strategy so that they are able to access the National Greening Framework and
- by developing a distribution campaign for non-targeted stakeholders. The second aim will be achieved by providing a selection of channels through which readers of the framework may submit comments on the framework and recommendations for its improvement.

4. Stakeholder Identification

As a general statement, the Framework embraces a number of sectors (energy, water, biodiversity, transportation, the built environment, tourism, procurement, communications) creating a potentially very diverse audience for the framework. This communications strategy will identify the main target audiences for the NGF as well as identify a wider distribution strategy but this does not detract from the fact that the framework has a bearing on a vast number of interest groups. The main target audience are discussed here and to follow is a table identifying some of the organisations to which the NGF must be sent.

Municipalities

As an entity, municipalities are one of the prime target audiences for the National Greening Framework for the following reasons:

1. As an entity, municipalities are a major target audience since they are largely responsible for the development of the built environment.
2. They are property owners who own a large number of buildings that can be greened.
3. They are the custodians of some of the major venues that are used for events; they can influence outdoor events through permit systems; and they can influence the manner in which the private sector develops new venues or refurbishes existing venues.
4. They also procure goods and services for which they can include greening criteria in the tender specifications.

Potential recipients of the National Greening Framework include:

Political Representatives

- Ward Councillors,
- The Mayoral Committee.

Community Representatives

Ward committees.

Municipal Officials

- IDP Managers,
- Urban Planners,
- Parks Managers,

- Basic Services Managers (water, electricity, refuse collection),
- Sustainable Development co-ordinators,
- Community liaison Officials,
- Asset Managers,
- Events Managers,
- Supply Chain/Procurement Managers.

There are two options for distribution and awareness-raising of the document to municipalities. The document can either be distributed through the South African Local Government Association or directly to the municipalities themselves. If the latter option is pursued, it is recommended that a database is drawn consisting of the individuals who represent the positions above and that either a CD or a copy is sent directly to those individuals. This should be accompanied with a covering letter that also provides information about how the framework can be accessed via the DEA website and how comments on the strategy can be received by the Department. From the perspective of hosting awareness-raising campaigns, it would be advisable to host workshops at district level.

Provincial Government

As with municipalities, the National Greening Framework has widespread application to provincial government. Where municipalities fail in their constitutional duties, provincial government has the power to step in and it has oversight of municipalities' performance. Other reasons that provincial government is an important target audience include its roles in respect to:

- Tourism,
- Environmental Affairs,
- Transport, especially in relation to the promotion and facilitation of public, transportation and non-motorised transportation,
- Procurement/supply chain Management.

A similar approach as suggested in relation to municipalities can be applied to provincial government whereby the relevant committees and officials dealing with NGF subject matter can be identified and a hard and soft copy sent to them individually as well as a covering letter, explaining the process for receiving comments on the NGF.

With respect to Environmental Affairs, the NGF can be popularised through the existing intergovernmental channels: Co-ordinating Environmental Committee (CEC), MINMEC, MINTEC and the MINTEC Working Group meetings.

National Government

It is further advised that the document be circulated internally within the Department of Environmental Affairs.

A briefing with the call centre operators should also be required so that they are able to inform any people who contact them about greening that they are able to refer them to the document on the website.

In respect to the remainder of the National Government, it will mainly be targeting those organising events, communicators and supply chain managers. As with municipalities and provincial government, a distribution database should be drafted so that hard copies and CDs can be sent to specific individuals. The same applies to all the parastatals.

Agencies/Parastatals/statutory councils

There are a number of agencies, parastatals and statutory councils that have are able to influence the greening of the built environment and events management, especially from a tourism perspective.

It will also be important to raise awareness of the bodies that impact and influence property development such as the National Home Builders Registration Council (NHBRC), the Construction Industry Development Board (CIDB) and professional associations for architects and town planners. A joint presentation to representatives may be considered.

Private sec

The main focus of the private sector in relation to the NGF are those involved in the events industry whether they be event organisers, facility managers or venue developers/refurbishers. Here the suggested approach is to engage with these professionals through their industry associations. For event organisers and their suppliers, there is an existing forum which is focused on greening, the Event Greening Forum, which would be an ideal forum through which to raise individuals' and companies' awareness of the NGF.

In terms of the built environment, it is recommended that property developers and managers are targeted and they can also be reached through their industry associations.

Civil society

Potential interest in the NGF includes universities, research bodies and researchers, consultancies and consultants, NGOs and CBOs, the media, potential business owners and tourism operators and individuals who are simply concerned about the environment. To reach such a wide audience, a media campaign is recommended that can reach an extended audience.

Table 1. Identification of organisations to be targeted for the distribution of the natural greening framework:

	(Indoor) Air Quality	Biodiversity	Built Environment & Green Buildings	Communications & Awareness	Energy	Events Management	Procurement	Transportation	Tourism	Waste Management	Water
National Government	Department of Environmental Affairs	Department of Environmental Affairs	Department of Co-operative Governance & Traditional Affairs	Government Communication & Information System	Department of Energy	Sports and Recreation	All national government departments	Department of Transport	Department of Tourism	Department of Environmental Affairs	Department of Water Affairs
	Department of Health	Department of Agriculture, Forestry and Fisheries	Department of Human Settlements	Department of Higher Education		All other national departments	National Treasury				
			Department of Public Works	Department of Basic Education							
			National Treasury (Neighbourhood Development Grant)	Education Training & Development Authority							

	(Indoor) Air Quality	Biodiversity	Built Environment & Green Buildings	Communications & Awareness	Energy	Events Management	Procurement	Transportation	Tourism	Waste Management	Water
		Environmental Affairs	Public Works	All provincial departments		All provincial departments	All provincial departments	Transport	Tourism	Environmental Affairs	Water Affairs
Local Government	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities
Agencies/Parastatals/statutory councils		South African National Biodiversity Institute	NHBRC	Media Development & Diversity Agency	Eskom	Services Sector Education & Training Authority	South African Bureau of Standards	Arrive Alive	Provincial Tourism Authorities	Buyisa e Bag	Water Research Commission
		South African National Parks	Construction Industry Development Board	Education, Training and Development Practices Sector Education and Training Authority	South African National Energy Research Institute			South African National Roads Agency Limited (Sanral)	Local Tourism Authorities		
			South African Council for Planners	Indalo Yethu				Urban Transport Fund	Culture Arts, Tourism, Hospitality and Sport Sector Education and Training Authority		
			South African Local Government Association					Road Accident Fund	South African Tourism/Tourism Grading Council of South Africa		
								Passenger Rail Agency of South Africa			
Industry Associations		South African Landscaping Institute	South African Institute of Architects		South African National Energy Association	Event Greening Forum		South African National Taxi Council	Federated Hospitality Association of Southern Africa	Institute for Waste Management for South Africa	Landscape Irrigation of South Africa
		Institute for Landscape Architecture in South Africa	South African Association of Professional Planner		South African Wind Energy Association	South African Association for the Conference Industry		South African Transport and Allied Workers' Union	Southern African Tourism Services Association	National Recycling Forum	

	(Indoor) Air Quality	Biodiversity	Built Environment & Green Buildings	Communications & Awareness	Energy	Events Management	Procurement	Transportation	Tourism	Waste Management	Water
		Landscape Irrigation of South Africa			Southern African Alternative Energy Association	Exhibition Association of Southern Africa		National Taxi Drivers' Organisation	Heritage SA	Collect-a-can	
					Renewable Energy Association	Institute of Events Management			Greenleaf	The Glass Recycling Company	
						Technical Production Services Association			Fair Trade in Tourism South Africa	Packaging Council of South Africa/Recovery Action Group	
										Paper Recycling Association of South Africa	
										Petco	
										Plastics South Africa / S A Plastics Recycling Organisation	
										Polystyrene Packaging Council	
										Tetrapak	

5. Channels of Communication

The focus of the communications strategy is to ensure that both targeted and non-targeted stakeholders are aware of the National Greening Framework, are able to access it with ease and are able to engage with its content. In the section 4 a selection of target audiences were identified and possible communications approaches suggested. The main objective is to be able to inform organisations and individuals of the existence of the NGF and how to access it. The required communications channels to do so will be reinforced in this section.

Generic Intervention: Website

The framework must also be uploaded to the DEA website. Links identified target audiences' websites is recommended. Some of the organisations will typically download the framework themselves Announcement of the NGF on the GCIS website and a link to the document will also be required.

Generic Intervention: DEA Toll-Free Call Centre

The DEA call centre operators will be notified of the National Greening Framework, its basic contents and how it can be accessed.

Generic Intervention: CDs and hardcopies

Due to the expense and environmental implications of printing hard copy versions of the NGF, even if using green paper, the preference is for making the NGF available in soft copy using CDs. CDs should be distributed to individuals and organisations captured in the database described below.

Generic Intervention: Marketing Materials

A one page leaflet or pamphlet should be drafted and laid out and used to promote the NGF, explaining its content and how it can be accessed. A poster can also be designed and used at events to draw attention to the NGF.

Generic Intervention: Establishing a System for receiving feedback on the NGF

It is further recommended that the document is to be updated as policy and practice evolve. Its evolution will be informed by a mechanism to receive comments on the document so that its improvement is based on well informed, practical perspectives. An email address can be set up on the DEA website to which comments can be sent. It is important that this email address is manned, that comments are acknowledged and that a system is set up for the management of those comments.

Targeted Distribution: Distribution database and distribution of framework

A database must be drawn up of targeted individuals based in organisations' whose mandates overlap with the sectors addressed by the NGF. Once the database is drawn up, CDs and a covering letter, specifying the relevance of the content to the identified stakeholder, can be drawn up and distributed (posted or hand delivered).

Targeted Distribution: Presentations

The Department can present the NGF to selected audiences as a way of promoting the NGF. These can be identified from the distribution database and stakeholders can be grouped according to influence and similarity of interests. Presentations can also be made to existing intergovernmental fora discussed above.

Targeted Distribution: NGOs

Information about the framework can be distributed to the NGO and CBO community through the SANGONET database. It is a very affordable way of distributing information to the NGO and CBO community.

Non-targeted distribution

To ensure a wider awareness and access of the framework, a non-targeted distribution of the framework can happen in a number of ways:

1. Media strategy
 - Press releases prepared and distributed by DEA Communications Directorate
 - Radio interviews with stations such as SAFM, Radio Sonder Grense (RSG), Talk 702, Cape Talk, Khaya FM, Lotus Radio etc.

If there is an interest in the NGF, the media will also come forward for interviews and it will be important that a DEA spokesperson is able to address the media on the NGF. Therefore the messaging for the NGF must be addressed as part of this communications strategy.

2. Commemorative days/weeks/months/years

Distribution of NGF CDs and marketing pamphlets at relevant functions such as events held around commemorative events is an effective non-targeted method of distribution. The schedule of international and national days, weeks, months and years can be accessed from the official government portal (www.gov.za). The schedule of regional events is also published on the same portal.

3. COP 17 and other national conferences and exhibitions

- Exhibitions and distributions of the NGF on CD at expos and conferences such as the Green Building Conference held on an annual basis.
- Distribution of CDs at the Climate Change Provincial Summits and COP17 as well as a poster that can be exhibited.

6. National Greening Brand



The 'face' of the National Greening Framework is the National Greening brand. This brand represents the aims and objectives of the National Greening Programme developed by the National Department of Environmental Affairs. It symbolises the values of both the National Greening Framework and the National Greening Programme, which are sustainability, collaboration, participation and communication. The application of the National Greening brand is to be associated with the Department's efforts to support and nurture extensive and sustained greening practices in South Africa.

7. Conclusion

This communications strategy describes the importance of planning a well thought out distribution strategy for the NGF as there are numerous documents developed by the public sector, very few of which are properly distributed. In terms of the private sector, it is well organised through industry associations, which should be positively utilised to disseminate the information on the NGF to its members, achieving a snow-ball effect.

Department of Environmental Affairs
Private Bag X447
Pretoria
Tel: +27 12 310-3911
Fax: +27 12 322-2682

Callcentre: 086 111 2468
callcentre@environment.gov.za
www.environment.gov.za



environmental affairs

Department:
Environmental Affairs
REPUBLIC OF SOUTH AFRICA

