

- **Giveaways:** Trade shows and large consumer exhibitions usually have products or 'gimmicks' that they give away to visitors, and these are usually cheap and mass-produced. Encourage exhibitors to rethink their strategy, and rather give gifts made from reusable, recycled or recyclable materials. If these products are locally manufactured, it is even better, as it supports the local economy, and has a smaller carbon footprint.
- **Packaging:** Large volumes of waste are generated through over-packaging. Encourage exhibitors to keep the packaging material that was used at set-up, and use it again at break-down/strike of the exhibition.
- **Encourage recycling:** Waste management is usually the responsibility of the venue, but the exhibition organiser can influence the effectiveness of recycling at a specific event.
  - Reduce the amount of waste generated, by encouraging exhibitors to bring only what they require.
  - Encourage the reuse of items such as packaging material used for the transportation of an exhibition, or banners made for the exhibition.
  - Encourage visitors and exhibitors to return their badges/lanyards when they leave, so that these can be reused at future events.
  - Implement a multi-bin system in the exhibition area to encourage waste recycling at source.
  - Ensure that visitors are informed about the recycling programme, and that they know what to do – this information needs to be provided at the recycling station, together with clearly marked bins.
  - The golden rule is always to have a full set of clearly marked bins at each recycling station, and ensure that there are enough recycling stations – make recycling as easy as possible.
  - Recycling stations need to be placed close to where the waste is generated, such as where food is sold, or at security points.
- **Drink tap water:** Provide jugs with fresh water at staff and visitor canteens, instead of bottled water. Ensure that leftover water does not get thrown down the drain, but is used for cleaning, or the watering of plants. Provide enough water points at outdoor exhibitions or shows, and design these to catch runoff water. If possible, channel this greywater to a garden, but ensure that only non-toxic, biodegradable soaps are used.
- **Local is 'lekker':** Using local products and suppliers is environmentally beneficial, because it reduces transportation requirements and the associated environmental impact. It also supports the local economy, which in turn makes the area more desirable as an exhibition destination. In addition, it supports local economic development, which in turn assists in job creation and poverty alleviation.
- **Communication:** When all the hard work comes together during the actual exhibition, it is good to be able to share this with the visitors, so it is important to ensure that the 'green' message is communicated. This needs to showcase all the greening efforts behind the scenes, and give guidance to the visitors on what they can do to contribute. Exhibition organisers and exhibition venues should motivate the host/client to have a stand/table dedicated to event greening at the exhibition. It is not only educational, but also promotes event greening principles. Also consider hosting a competition, or providing a discount for the most sustainable exhibition stand.
- **Measure it – manage it:** To see exactly how effective your greening efforts are, you will need to measure all your greening interventions. Specifically keep track of the amount of energy used and waste generated. This information will indicate the carbon footprint, guide the final reporting of the event, and could be used to make certain improvements to future events.

## Marketing, PR and production

Large events usually require a large amount of marketing, which would include aspects such as media, communication, public relations and the associated production. It is an important aspect of an event, but should also be done responsibly, as it contributes to the event's environmental footprint. The following aspects should be taken into account:

- **Media:** Ensure that the media are informed about the greening strategy, and integrate it with the media strategy in an innovative way. For a press release, you can request that the media bring their memory sticks, or the information packs can be e-mailed to them or made available for download off the website.
- **Electronic media:** The internet and e-mail are powerful tools. Therefore, consider having an electronic marketing and promotion campaign. Use blogging or twittering as channels for discussion and feedback. A cyberspace media event can attract a lot of attention if it is done creatively, and avoids the need to travel, and saves time and resources. Add another dimension to your event, and create a 'second-life' persona for your organiser, which is a free, three-dimensional virtual world, where users can socialise, connect and create by means of free voice and text chat.
- **Reduce:** Printing of marketing and promotional information for an event should be kept to a minimum as the first step of smart resource management.
- **Reuse:** Branding and signage should be designed and written in a generic way, so that they can be reused for other meetings as well (i.e. do not date them).
- **Recycle:** If banners cannot be reused for meetings, ensure that they are distributed to small businesses, who use the banner material to manufacture products such as handbags.
- **Paper:** When printing programmes or promotional material, request paper with recycled content, or that was made from renewable sources such as sugarcane fibre (e.g. SAPPI Triple Green). It is best to get paper with a high 'post-consumer' waste content, and that is totally or elementary chlorine-free. Avoid glossy, full-colour publications, and request vegetable or soya-based ink, when possible.



An innovative, fun and 'green' way of doing signage



Scatter cushions that were used as décor during the 2008 International Association for Women's Rights Conference were given to the organising committee as gifts



The launch of the Cape Town Green Map was done on a virtual platform where media and interested parties received information electronically. [www.capetowngreenmap.co.za](http://www.capetowngreenmap.co.za)



- **Delegate bags:** If a delegate bag or gifts are needed, ensure that these are produced locally. Choose natural rather than synthetic materials. If possible, try to obtain bags made from recycled material, and make sure that they can be reused after the event. Give delegates the opportunity to return their delegate bags after the conference, so that these can be donated to poorer communities.
- **Delegate bag contents:** Inserts into delegate bags, such as sponsor flyers and tourism information, should be kept to a minimum. Rather arrange a display table at registration, with all the information available, so that participants can decide what they want. Other inserts, such as printed programmes, should be kept to a minimum and made available on request only. Conference/event programmes can be displayed on plasma screens around the venue, or a copy of the full programme can be put up in central areas.
- **Digital information:** Provide participants with a CD or USB stick with all the conference material, to avoid printing. If you produce CDs, ensure that the covers are made from biodegradable materials.
- **Photography:** All photographs should be in digital format. If photos are to be sold to participants at the event, display them digitally rather than in print format.

## Transport

Transport requirements for events produce high levels of carbon emissions, and consume large amounts of energy. Some small changes can have a big impact on the carbon footprint of an event, and can reduce harmful emissions. With international or national events where many people have to use air travel, transport can account for most of the emissions. Even with local events, the transport emissions can be high due to the use of single-occupancy vehicles. Transport is therefore an important area for greening interventions, with the main objective to reduce harmful carbon emissions.

- **Reduce:**
  - Minimise the need for travel when selecting the venue, for example by holding meetings at the hotel where participants are staying.
  - Select venues for social events that are within walking distance from hotels, or arrange group transport for participants.
  - Time events so that travel occurs during off-peak rather than peak hours.
  - Provide walking options by creating safe pedestrian routes with maps.
  - Venues could promote cycling by providing safe bicycle parking facilities.



Cape Town has its own transport company owned and operated by women. Their fleet includes vehicles powered by liquefied petroleum gas and biodiesel (second-generation cooking oil). Cycle cabs are used in Cape Town to provide non-motorised transport. By supporting this initiative you cut down on carbon emissions and support the local community.

- **Flying:** When flying is necessary, suggest airlines with good environmental policies, and provide opportunities for travellers to offset their carbon emissions. Some airlines, such as Kulula, KLM and Virgin Atlantic, have an additional option for carbon offsetting when booking a flight.
- **Transfers:** Airport transfers can be well intended, but if they are not properly coordinated, they can significantly increase the event's carbon footprint. Provide clear instructions to staff, delegates and suppliers about the transport arrangements, and encourage transfers at specific times rather than upon arrival of each guest.
- **Car-pooling:** Create incentives for locals to form car pools, such as free parking if there are more than two people in a car. Also consider using a web-based car-sharing scheme.
- **Tours:** Tours and site visits should clearly state the minimum number of people to make the tour viable, so that buses do not drive around empty. Alternatively, the bus size should be adapted to the number of people.
- **Alternative fuels:** Consider the use of alternative vehicle technologies or fuel sources, such as ethanol, biodiesel, or electric or hybrid vehicles, for VIPs or high-profile requirements.
- **Parking:** When allocating parking for large events, ensure that parking areas are created where they will cause the least damage to the natural environment.



At Velo Mondial 2006 delegates used these bicycle taxis to get around – pedal power

## Green fuel

- Ethanol is an alcohol fuel made by fermenting and distilling starch crops, such as corn.
- Biodiesel is a diesel replacement fuel manufactured from vegetable oils or animal fats.
- Hybrid-electric vehicles combine the best features of the internal combustion engine with an electric motor, and can significantly improve fuel economy, without sacrificing performance or driving range.
- Fuel-cell vehicles (FCVs) are electric motors powered by fuel cells, which produce electricity from the chemical energy of hydrogen – the only by-product of a hydrogen fuel cell is water. However, many challenges must be overcome before FCVs are mass-marketed and sold locally.
- The "Joule" is South Africa's first electric vehicle. [www.optimalenergy.com](http://www.optimalenergy.com)



At the 2006 ICLEI World Congress, delegates received maps and directions for safe pedestrian routes to encourage walking instead of driving to the venue.

Ensure that **drivers are trained** to drive fuel-efficiently. Consider the following driving tips:

- Observe the speed limit, as this influences fuel economy – use cruise control wherever you can.
- Avoid aggressive driving, such as hard acceleration and braking.
- Remove excess weight from vehicles, such as extra items in the boot.
- Drive smartly – plan and combine errands to make as few trips as possible.
- Avoid the use of the air conditioner, if possible.
- Avoid excess idling of the vehicle.

The ongoing **maintenance of your vehicles** could also impact on fuel efficiency:

- Get regular tune-ups and maintenance checks.
- Keep tyres properly inflated and aligned.
- Use the recommended motor oil.
- Replace clogged air filters.

## General

Besides the main focus areas mentioned above, there are many other areas in which valuable changes and improvements can be made. This section examines the following additional elements:

- Audiovisual and information technology (AV and IT)
- Décor
- Entertainment
- Office
- Registration

## Audiovisual and information technology (AV and IT)

Special events generally require high-impact AV and IT, which can use a lot of energy. Lighting is used to create a specific atmosphere, or to get a message across, which is usually a key requirement of the host. If this can be avoided, it would reduce the carbon footprint of the event. Alternatively, however, it is important for the sub-contractors to have an environmental policy in place, and to ensure its implementation in their day-to-day work.



The 2002 World Summit on Sustainable Development (WSSD) consumed enough electricity to provide 100 homes with free power for a year, and created more carbon and waste in ten days than what the whole of Johannesburg produces in a month.

- **Efficient lights:** Encourage the use of LED lights, where possible; they are very useful for lighting effects, as they can change colour.
- **Monitor:** Employ a power monitoring system to identify consumption peaks and levels.
- **Procurement:** Purchase energy-efficient and lower power-consumption equipment, and include green purchasing principles in specifications for new equipment. Consider the use of laptops instead of desktops, as laptops are more energy efficient. Encourage the use of equipment with energy-efficient ratings, such as ENERGY STAR®-certified devices ([www.energystar.gov](http://www.energystar.gov)). Also use rechargeable batteries.
- **Dispose:** Make sure that your cartridges and old IT equipment are disposed of safely, as these items are considered electronic waste (or e-waste) ([www.ewasa.org](http://www.ewasa.org)).
- **Screen savers:** Remove computer screen savers so that monitors can go into standby mode earlier and use less power.
- **Power off at night:** Turn off all unnecessary computers, printers, power supplies and other equipment overnight.
- **Inform:** Provide staff training on energy efficiency, so that it is standard practice to switch off equipment when not in use.
- **Electronic:** Use the internet to disseminate information, rather than printing and distributing paper.
- **Travel:** Consider the use of video conferencing or Skype to reduce the need for travel.
- **Innovation:** Consider the use of Blackle ([www.blackle.com](http://www.blackle.com)) – an energy-saving Google search engine with a black background and greyish-white font colour – for search results that require less energy than the regular white Google screen. Alternatively, try Ecocho ([www.ecocho.eu](http://www.ecocho.eu)), which is a Yahoo-based search engine that offsets its emissions by planting trees.

## Décor

Special events usually require special décor to create a relaxed or themed atmosphere. There are many ways in which this can be done, and some can have a negative impact on the environment. Consider the following aspects when planning and implementing the décor for your special events:



People's waste is turned into beautiful lamp shades and chandeliers



The décor for the Green Building Council of South Africa (GBCSA) conference comprised indigenous, sustainably harvested flowers (proteas) as well as apples. After the event, the apples were donated to Dassenberg Horse Rescue Centre, which provides aid to horses that suffer from maltreatment and cruelty.

- **Inform:** Ensure that décor sub-contractors apply sound environmental principles when creating and installing décor for your event.
- **Innovative:** Use innovative materials for furniture or partitioning. Examples include Xanita board ([www.xanita.com](http://www.xanita.com)), which is locally manufactured from recycled paper, or Primwood ([www.primwood.co.za](http://www.primwood.co.za)), which is made from recycled plastic. Also consider the use of soya candles instead of normal wax candles.
- **Energy efficient:** Ensure that energy-efficient lights are used for décor, where possible. LED lights can be used very effectively for different colour displays.
- **Floristry:** If possible, use potted plants instead of cut flowers, as they can be reused if well maintained. Where flowers are used, they should preferably be locally grown and sustainably harvested. For more information on suitable species in your area, access the website [www.plantZAfrica.com](http://www.plantZAfrica.com).
- **Reuse:** Choose decorations, carpets and signage that could be reused at future meetings.
- **Gifts:** When giving gifts, ensure that these have a purpose and message – once again, it is best if they are locally manufactured from natural material, and are durable. Skip gift-wrapping altogether, or be innovative and create your own gift wrapping by using other paper materials, like old newspapers or old maps.
- **Environmental impact:** Check if an Environmental Impact Assessment (EIA) is required if marquees or tents are erected, to ensure that the natural environment is not damaged.
- **Animal cruelty:** Avoid the use of products that could involve animal cruelty, such as animal skins.

## Entertainment

- **Local is 'lekker':** Choose local entertainers so as to cut down on air travel, and support the local industry.
- **Involve entertainers:** Ensure that entertainers are aware of the greening strategy, and negotiate for them to participate in the greening programme by educating visitors from the stage.
- **Biodiesel:** Large events will require a lot of AV equipment, and generators will most likely have to be provided to ensure uninterrupted power supply throughout the event. Consider using generators that run on biodiesel, because it is biodegradable and non-toxic, and reduces CO and CO<sub>2</sub> emissions by approximately 50% and 78% respectively.
- **Noise pollution:** Consider how to reduce noise pollution when hosting an event with loud, continuous entertainment.



Handbags from a local skills development and job creation organisation



Use local entertainers

## Office

- **Procurement:** Consider the following when procuring goods and services:
  - Purchase products that are environmentally friendly, with a high recycled content.
  - Request suppliers to eliminate packaging, and use the minimum necessary for product protection.
  - Look for ISO14000-compliant products and services.
- **Printing:** Consider the following when producing print materials:
  - Ensure that every committee member prints out his own documents if necessary for meetings. Rather use a data projector and laptop to project the same information to all members at the same time, instead of printing out a document for each person.
  - Minimise paper use – keep electronic copies of all correspondence. If you have a proper e-mail, folder and file management system on your laptop, it should be fairly easy to find and process documents.
  - Choose paper with a certified recycled content if printing is needed; print on both sides of paper, and format documents for efficient paper use, i.e. smaller font, margin, etc.
  - Ensure that printer settings are in accordance with your needs; set up the black-and-white printing option as a default setting, and print on both sides of paper.
  - Ensure that staff members know how equipment such as photocopiers work, so that paper is not wasted.
  - Use refillable ink cartridges for printing.
  - Try and phase out photocopying. If necessary, photocopy on demand only.
- **Meetings:** Laptops make it easy to take your preparation work to a meeting, instead of printing it.
- **Natural light:** If possible, choose an office space with natural light and ventilation.
- **Reduce, reuse and recycle:**
  - Ensure that there is a proper multi-bin system in the office, with clearly marked bins for paper, plastic, glass, tin and non-recyclables, and make sure that staff members understand the recycling system. Waste bins for paper (either to be reused or recycled) should be clearly marked, and close to printers, photocopiers, etc.
  - Use porcelain, glass and stainless-steel cutlery and crockery – avoid plastic and polystyrene.
  - Arrange for water coolers or fresh water in your offices – avoid the use of bottled water or paper cups for water coolers.
  - Train the staff to get into the habit of switching off lights in the rooms/venues when they exit, and switching off equipment that is not in use.
- **Staff:** Consider the following with regard to human resources:
  - Ensure that staff members are aware of the environmental policy, and that the necessary training is provided for them to understand the process and applications.
  - Use local staff, and where necessary, provide training to empower them to do the necessary work.
  - Ensure that staff shifts are planned according to available bus and train schedules.



Recycling bins at the Green Building Council of South Africa offices

## Registration

- **Electronic:** Preregistration, confirmations and delegate/guest correspondence should be done online and electronically.
- **Inform:** Provide advice to participants on 'green behaviour' by e-mailing them tips on what to do before and during the event:
  - Only print what you need.
  - Bring your own pen and paper to the event.
  - Reconsider your travel mode to the event – consider car sharing, public transport, etc.
  - Stay in one of the recommended hotels that operate in an environmentally responsible manner.
  - Turn off lights and all electrical appliances when leaving your hotel room for the day.
  - If the hotel offers an eco-option of not having sheets and towels changed every day, choose it.
  - Recycle your waste, where possible.
- **Reuse:** Conference participants should be provided the opportunity to return their name badges and bags once the event finishes. Badge holders can be reused for community training programmes, and bags could be given to community schools.

## WHEN SHOULD AN EVENT-GREENING EXPERT BE HIRED?

Consider hiring a consultant specialising in event greening if you are faced with the following:

- **Lack of expertise:** A consultant can carry out the first emissions inventory, simply check results, and/or train the employees of the organisation to do the inventory in the future. Consultants can also perform specialised activities, like carrying out an energy audit, suggesting reduction initiatives, and providing information about payback, financing, and government and utility incentive programmes.
- **Lack of time:** If staff members are too busy, a consultant could help fill the gaps, or perform most tasks associated with the programme.
- **The need for verification:** If independently verified results are important (e.g. if the event is making a public announcement about its initiative), consultants can be hired to plan and carry out the emissions inventory, or alternatively and more affordably, just to verify the results.
- **Potential cost implications:** The credibility of data becomes important when money is at stake, for example, capital investment might be required to comply with regulations or penalties can be incurred.



A recycling centre at the 2008 Actuarial Society of South Africa Convention encouraged delegates to return their name badges and delegate bags for re-use.



## RESOURCES

### GLOSSARY

**Anthropogenic (global warming)** – (global warming) caused by human activities.

**Back-of-house sorting** – when no recycling bins or multi-bin systems are provided for guests/delegates/visitors, and waste has to be separated behind the scenes into different waste streams, such as glass, paper and plastic. This can be done either on-site, or off-site at a material recovery facility (MRF). Compare to 'separation at source'.

**Baseline** – a minimum or starting point used for comparisons.

**Benchmark** – a standard or point of reference against which things may be compared or assessed.

**Best practice** – the most efficient (least amount of effort) and effective (best result) way of accomplishing a task, based on repeatable procedures that have proven themselves successful over time for large numbers of people.

**Biodiesel** – a diesel fuel substitute produced from renewable sources, such as vegetable oil, animal fat or recycled cooking oil. It is important that it be produced from non-food sources to ensure food security.

**Biodiversity** – Biodiversity (biological diversity) encompasses the variety of all living organisms and communities, including terrestrial, marine and other aquatic ecosystems, and the ecological complexes of which they are part. It is the 'natural wealth' of the earth that supplies all our food and other natural resources. This is also called the 'web of life', on which we depend.

**Biodegradable** – a substance or object that is capable of being decomposed by bacteria or other living organisms.

**Carbon contribution** – a payment made for the specific purpose of reducing a carbon footprint of a person or event. This could be either voluntary or compulsory (green tax).

**Carbon emissions** – carbon dioxide (CO<sub>2</sub>) is the greenhouse gas most emitted by human activity, and therefore often is the focus of discussions on greenhouse gas emissions. The other greenhouse gases are often referred to in terms of 'CO<sub>2</sub> equivalents' or 'carbon emissions.'

**Carbon footprint** – the total impact of a person, group or event relating to the amount of carbon dioxide emitted due to the consumption of fossil fuels. Compare with ‘ecological footprint’.

**Carbon-neutral event** – when net greenhouse gas emissions are zero; thus, all the activities related to an event are measured, so that carbon emissions can be reduced where possible, and all unavoidable emissions that cannot be reduced through behavioural changes can be offset through a reputable carbon offsetting programme.

**Carbon offsetting** – the process of calculating the greenhouse gas emissions generated by activities such as travelling and use of electricity, and then paying for those emissions through a donation to a project that reduces carbon in the atmosphere by an equivalent amount.

**Certified and credible** – officially recognised, convincing, and supported by known facts.

**Climate change** – the gradual increase in global temperature (warming) due to change in the composition of the earth’s atmosphere. Humans have contributed to climate change, largely by burning fossil fuels, clearing land, and increased farming, which has exacerbated the greenhouse effect.

**Composting** – the processing of organic waste in the presence of oxygen, resulting in a soil conditioner that can be used as a valuable source of nutrients for plants.

**Dual or multi-flush toilets** – toilets that have the option of releasing half a flush or a full flush of water to encourage water conservation.

**Ecological footprint** – a measure of human demand on the earth’s ecosystems, so that it is possible to estimate how much of the earth (or how many Planet Earths) it would take to support humanity, if everybody lived a given lifestyle. Compare with ‘carbon footprint’.

**Eco-procurement** – giving preference to the procurement of products and services that do not have a negative impact on the environment.

**Ecosystem** – a system where organisms live, and in which they interact with each other and their environment.

**Event greening** – the process of incorporating socially and environmentally responsible decision-making into the organising, implementation and participation of an event.

**Event-greening practices** – the actual application of sustainable living principles relating to event management, such as energy efficiency and waste reduction.

**Fair-trade** – an internationally recognised approach to trading that aims to ensure that producers in poor countries get a fair deal, including a fair price for goods and services, decent working conditions, and a commitment from buyers to provide reasonable security for the producers.

**Food miles** – the distance food is transported from its production source until it reaches the consumer.

**Forest Stewardship Council (FSC)** – a non-profit organisation devoted to encouraging the responsible management of the world’s forests. Consumers wishing to support healthy forests and communities should look and ask for the FSC label when purchasing wood or paper products.

**Fossil fuels** – a natural fuel, such as coal or gas, formed in the geological past from the remains of living organisms.

**Global warming** – the effect of climate change that is currently experienced, mainly due to excess greenhouse gases from burning fossil fuels.

**Green electricity** – also called “green power” is electricity which is derived from renewable energy sources and which is generated in a sustainable manner.

**Green rating system** – a system to standardise environmental best practice in the industry.

**Greenhouse effect** – as greenhouse gases accumulate in the atmosphere it acts like a blanket, so that less heat escapes creating a greenhouse effect for the earth.

**Greenhouse gas (GHG)** – a gas that contributes to the greenhouse effect (global warming) by absorbing infrared radiation. The main greenhouse gases are carbon dioxide, methane, nitrous oxide, ozone, water vapour and chlorofluorocarbons.

**Greening practices** – see ‘event-greening practices’.

**Greywater** – wastewater generated from non-industrial activities relating to laundry, dishwashing and bathing, and that can be recycled on-site for uses such as landscape irrigation and constructed wetlands.

**Landfill site** – a scientifically chosen, designed, engineered and managed location for the disposal of waste by burying it (generally called a rubbish dump).

**Legacy project** – a project initiated or supported through funding and actions relating to a specific event, with the aim to reduce the negative impact of the event.

**Multi-bin system** – waste bins providing more than one option for responsible waste disposal, e.g. separation of glass, paper, plastic or tin; dry waste and wet waste, or recyclables and non-recyclables.

**Non-renewable resource** – a natural resource that cannot be produced, regrown, regenerated or reused on a scale that can sustain its consumption rate indefinitely, such as fossil fuels. These resources often exist in a fixed amount, or are consumed much faster than nature can recreate them, such as coal, petroleum and natural gas.

**Organic food** – food that is grown or raised without synthetic fertilisers, pesticides or hormones.

**Organic or biodegradable waste** – waste that typically originates from plant or animal sources, and can be broken down by other living organisms. When organic waste is processed in anaerobic digestion (without oxygen), it produces methane gas, which is valuable if harnessed, but a dangerous greenhouse gas if not used effectively. See ‘composting’ for ‘aerobic digestion’ (with oxygen).

**Pedicab** – a small, pedal-powered vehicle serving as a taxi in some countries.

**Recycled content** – when a product is partially made out of recycled material, i.e. a portion of the content of the material has been recycled.

**Renewable energy** – energy that is generated from renewable resources, such as wind, solar, geothermal, biofuels, etc.

**Renewable energy certificates (RECs)** – a mechanism for purchasing green or renewable electricity in units of megawatt hours, in a manner that stimulates investment in renewable energy projects.

**Renewable resources** – resources that are naturally replenished when harvested sustainably, such as fish or timber. (Also see ‘Forest Stewardship Council (FSC)’, which is similar to the Marine Stewardship Council.)

**Resource efficiency** – the management of raw materials, energy and water in order to minimise waste, and thereby reduce cost. It is not just an environmental initiative; it is also an important business process that could save your organisation a lot of money.

**Separation at source** – when waste is separated at the same place where delegates/public throw it away, by providing a multi-bin system, such as for recyclables (glass, plastic, tin), paper and non-recyclables.

**Single-occupancy vehicle** – when only one person drives in a car, instead of car sharing.

**Southern African Sustainable Seafood Initiative (SASSI)** – an initiative that aims to improve the conservation status of overexploited seafood species, by educating and raising awareness among all participants in the seafood trade – from wholesalers and restaurateurs through to seafood lovers.

**Supply chain** – the sequence of processes involved in the production and distribution of a commodity.

**Sustainable development** – development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.

**Sustainably harvested** – the process of growing and collecting crops without depleting future resources, also not catching fish during their breeding season.

**Tap aerator** – a small device on a tap to restrict water flow without reducing water pressure, thereby helping to conserve water.

**Threatened or endangered** – living organisms at serious risk of extinction (plants, animals, birds, etc.).

**Triple bottom-line** – a balance between environmental protection, social development and economic benefit; also referred to as ‘planet, people and prosperity’.

**Twin-bin system** – the concept of having two bins next to each other for separate waste types, such as recyclable (dry) and non-recyclable (wet) items.

**Voluntary carbon emission contributions** – when delegates/visitors/guests pay a voluntary monetary contribution towards a legacy project, to offset their carbon emissions.

**Wastewater** – water that has been affected in quality, and cannot be used for human consumption.

**Water-wise plants** – plants that are indigenous to the region that do not require additional watering during the regular rainfall patterns.

## WEBSITES

Atmosfair carbon calculator	<a href="http://www.atmosfair.de/en/home/">www.atmosfair.de/en/home/</a>
Blackle – Google-based search engine	<a href="http://www.blackle.com">www.blackle.com</a>
Cape Town Green Map	<a href="http://www.capetowngreenmap.co.za">www.capetowngreenmap.co.za</a>
Carbon calculator for the South African market	<a href="http://www.90x2030.org.za">www.90x2030.org.za</a>
Certified Meeting Professional (CMP) Network SA	<a href="http://www.cmpnetworksa.co.za">www.cmpnetworksa.co.za</a>
Collect-a-Can	<a href="http://www.collectacan.co.za">www.collectacan.co.za</a>
Convention Industry Council (CIC) Green Meeting Report	<a href="http://www.conventionindustry.org/projects/green_mtgs.htm">www.conventionindustry.org/projects/green_mtgs.htm</a>
Ecocho – Yahoo-based search engine	<a href="http://www.ecocho.eu">www.ecocho.eu</a>
Energy Star	<a href="http://www.energystar.gov">www.energystar.gov</a>
Event Greening Forum for South Africa	<a href="http://www.eventgreening.co.za">www.eventgreening.co.za</a>
E-waste Association of South Africa	<a href="http://www.ewasa.org">www.ewasa.org</a>
Exhibition and Event Association of South Africa (EXSA)	<a href="http://www.exsa.co.za">www.exsa.co.za</a>
Fair-trade	<a href="http://www.fairtrade.org.za">www.fairtrade.org.za</a>
Fair Trade in Tourism South Africa (FTTSA)	<a href="http://www.fairtourismsa.org.za">www.fairtourismsa.org.za</a>
Federated Hospitality Association of South Africa (FEDHASA)	<a href="http://www.fedhasacape.co.za">www.fedhasacape.co.za</a>
FEDHASA Imvelo Awards	<a href="http://www.imveloawards.co.za">www.imveloawards.co.za</a>
Food and Trees for Africa	<a href="http://www.trees.co.za">www.trees.co.za</a>
Forest Stewardship Council (FSC)	<a href="http://www.fsc.org">www.fsc.org</a>
Green Building Council of South Africa (GBCSA)	<a href="http://www.gbcsa.org.za">www.gbcsa.org.za</a>
Green Business Directory for South Africa	<a href="http://www.goinggreen.co.za">www.goinggreen.co.za</a>
Green Meeting Industry Council (GMIC)	<a href="http://www.greenmeetings.info">www.greenmeetings.info</a>
GreenStaySA	<a href="http://www.greenstaysa.org.za">www.greenstaysa.org.za</a>
Heritage SA	<a href="http://www.heritageza.co.za">www.heritageza.co.za</a>
International Festivals & Events Association (IFEA)	<a href="http://www.ifea.com">www.ifea.com</a>
Marine Stewardship Council (MSC)	<a href="http://www.msc.org">www.msc.org</a>
Paper Recycling Association of South Africa	<a href="http://www.prasa.co.za">www.prasa.co.za</a>
PET-plastics recycling in South Africa	<a href="http://www.petco.co.za">www.petco.co.za</a>
Renewable energy certificates (RECs)	<a href="http://www.greenenergy.com">www.greenenergy.com</a>
Services SETA	<a href="http://www.serviceseta.org.za">www.serviceseta.org.za</a>
South African Bureau of Standards	<a href="http://www.sabs.co.za">www.sabs.co.za</a>
Southern African Association for the Conference Industry (SAACI)	<a href="http://www.saaci.co.za">www.saaci.co.za</a>
Southern African Sustainable Seafood Initiative (SASSI)	<a href="http://www.wwfsassi.co.za">www.wwfsassi.co.za</a>
Technical Production Services Association (TPSA)	<a href="http://www.tpsa.co.za">www.tpsa.co.za</a>
The Glass Recycling Company	<a href="http://www.glassrecyclingcompany.co.za">www.glassrecyclingcompany.co.za</a>
The Next Industrial Revolution	<a href="http://www.thenextindustrialrevolution.org">www.thenextindustrialrevolution.org</a>
The Story of Stuff	<a href="http://www.storyofstuff.com">www.storyofstuff.com</a>
Urban Sprout	<a href="http://www.urbansprout.co.za">www.urbansprout.co.za</a>
<b>Smart Living Handbook</b>	<b><a href="http://www.capetown.gov.za/smartlivinghandbook">www.capetown.gov.za/smartlivinghandbook</a></b>

The City of Cape Town and key industry role players have recognised the role of event greening and encourage the proactive implementation at small and large scale events.

The Smart Events Handbook can help you to host your events in an environmentally and socially responsible way.

Learn about the different practices and processes, with practical tips which focus on high-impact areas of events.



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