



SMART EVENTS HANDBOOK

Greening guidelines for hosting sustainable events in Cape Town



CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

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SMART EVENTS HANDBOOK

Greening guidelines for hosting sustainable events in Cape Town

Endorsed by



SMART EVENTS HANDBOOK

Published by the City of Cape Town

First edition June 2010

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ISBN 978-0-9802784-5-3

This book is printed on SAPPi Triple Green paper, an environmentally-friendly paper stock made from chlorine-free sugar cane fibre to support sustainable afforestation in South Africa.



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Message from the Mayor of Cape Town

The 2010 FIFA World Cup™ will give Cape Town an opportunity to show the world that it can successfully host major international events that also leave a positive environmental legacy. To achieve this, Host City Cape Town is implementing Green Goal 2010, the official greening programme of the tournament.

The development of the Smart Events Handbook is one of the Green Goal legacies, which will provide guidance to the events industry for hosting events in a more sustainable manner. Events draw people, who need transport and accommodation that leads to economic growth. Events do however also require resources such as energy and water, while creating waste and pollution. As much as we need events in Cape Town, we also need these events to be hosted responsibly.

Event greening is the process of incorporating socially and environmentally responsible decision-making into the organisation, implementation and participation of an event. Regardless of the size or type of event, you can make a difference to ensure that it is done in a responsible manner. We host many large and small events in Cape Town every year and I would encourage you to consider how you can incorporate event greening as you plan your next event.

Let's work together to ensure that all Cape Town events become green events.

Dan Plato
Executive Mayor

ACKNOWLEDGEMENTS

This handbook was developed on behalf of the City of Cape Town by Steadfast Greening with design by Joom Design Studio.

Compiling a handbook of this nature requires research, comment and advice from a variety of sources.

We acknowledge with thanks all who have contributed to the information contained in this handbook:

- Cape Town International Convention Centre (CTICC) - Dirk Elzinga and Shaheen Jutzen
- City of Cape Town - Environmental Resource Management, Communication, Economic Development, Electricity, Solid Waste, and Water and Sanitation Departments
- Expo Promotions - Anita Peterson
- Karin Diederichs & Associates - Karin Diederichs
- Scan Display - Justin Hawes
- Steadfast Greening - Grace Stead
- Vineyard Hotel & Spa - Robyn van Oudtshoorn

... and many other individuals from the meetings, incentives, conference and events industry who attended the workshops and provided valuable input.

The following organisations have provided valuable input, as well as formal endorsement of this handbook:

- Certified Meeting Professional (CMP) Network South Africa
- Event Greening Forum
- Exhibition & Event Association of Southern Africa (EXSA)
- Federated Hospitality Association of Southern Africa (FEDHASA)
- International Festivals and Events Association Africa (IFEA)
- Services SETA
- Southern African Association for the Conference Industry (SAACI)
- Technical Production Services Association (TPSA)

Thank you to individuals and organisations that provided images, with special recognition to:

- African Agenda Conference Design & Management
- CTICC
- Cycle Cabs
- Derek Main Photography
- Enchantrix
- Green Building Council of South Africa (GBCSA)
- Green Home
- Heath Nash Design
- Intelligent Marketing
- Joom Design
- Learn to Earn
- Olly Molly
- Steadfast Greening
- The Green Cab
- Twine Fabrics
- Vineyard Hotel & Spa
- Wiehahn Diederichs

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WHO SHOULD USE THIS BOOK

The Smart Events Handbook has been produced by the City of Cape Town to encourage event greening for all events hosted in the city. It can be used for a range of events, such as meetings, conferences and exhibitions, and applies equally to large sports events and small local community initiatives.

The handbook is aimed at the following main groups:

Event organisers – conferences, meetings, seminars, workshops, festivals, exhibitions

Venues – hotels, convention centres, and other venues where events are held

Suppliers and sub-contractors – infrastructure, audiovisual equipment, transport, products

However, the handbook is not intended for professional event organisers only, but also for people arranging small informal events at schools or in their local community. It provides an overview of the main aspects that need to be considered, though innovation continues to broaden the scope.

HOW TO USE THIS BOOK

The book is divided into four sections with practical tips for implementation:

- | | |
|-------------------|--|
| WHAT? | Basic information about event-greening principles and practices |
| WHY? | Benefits of event greening, and the environmental impact of events |
| HOW? | Practical information on how to get started, and what you need to consider |
| RESOURCES: | Additional information, with a glossary and useful websites |

Events can have a large environmental impact and therefore it is important to understand the basic principles and reasons why we need to change our actions. This needs to become an integral part of our planning and implementation at a micro level, but we also need to understand the bigger picture and an event's relation to global warming.

It is advisable that this handbook be read together with the Smart Living Handbook and the Smart Office Handbook for more detailed information. The Smart Living Handbook can be downloaded from the City of Cape Town website, <http://www.capetown.gov.za/smartlivinghandbook>.



INTRODUCTION

The Smart Living Handbook was developed for Cape Town households, with a focus on the efficient use of natural resources such as water and energy, the reduction of waste, and the protection of our natural biodiversity. It has been successfully used to train and raise awareness among City of Cape Town staff, in schools, communities and the corporate sector in Cape Town.

As part of the 2010 FIFA World Cup™ Cape Town Green Goal Initiative, the City of Cape Town decided to also compile a Smart Events Handbook to guide event organisers, venues, suppliers and sub-contractors in planning and implementing events in a sustainable and responsible manner. It aims to promote resource efficiency and sustainability in every organised event in Cape Town.