

Green Business Platform

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Who Am I?

- Chair of the Events Greening Forum
- Eventing is my life
- Greening is my passion

SCANDISPLAY



What is the Event Greening Forum?



Items to be covered

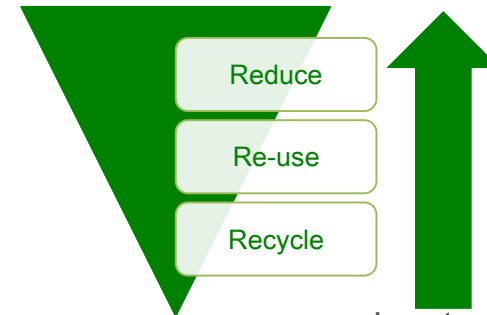
1. Lessons of a new Greenie
2. Greening Practices
3. High Impact Areas for Greening Interventions
4. Improving Profitability
5. Growth in greening awareness for events



1. LESSONS OF A NEW GREENIE:



Understand the three 'R's:



- Start somewhere:
 - My old car
- Don't be bamboozled into doing nothing:
 - Like BEE
 - Start somewhere



- It's not just about the trees:
 - Soweto Sewing Centre
www.sowetosew.co.za
- Make others aware:
 - Children
 - Office
 - Green agenda



Greening is happening whether you believe in climate change or not:

- We are running out of resources
- Carbon tax on cars
- Public transport
 - * Gautrain
 - * Rea Vaya
 - * My Citi
- Green Peace



Walk the Talk:

- Share lifts
- Recycle the towels



2. GREENING PRACTICES



Eco-procurement

Giving preference to products that are not harmful to the environment

- **Tip:** Low energy lighting – LED



Waste minimisation and management

Reduce consumption and recycle

- **Tip:** Temporary rigging points; waste of trussing. Ideally should have permanent points in venues.
- **Tip2:** office admin – print on both sides of the paper, then recycle



Water conservation

Clean, fresh water consumption has risen at a rate double that of the population.

Tip: Don't leave taps running.



Energy Efficiency

Since 1970, global energy use has increased by 70%, and most of the electricity generated in South Africa comes from non-renewable fossil fuels.

Tip1 Don't over-test – unnecessary wastage.

Tip2 Switch off lights.

Tip3 Use renewable energy.



Emissions reduction

Climate change and pollution.

Tip: Scan used City Power instead of generators at the 2010 PVA.



Emissions reduction

Estimated carbon emissions:

- Electricity: 0.99kg per Kwh
- Petrol: 1.15kg per Kwh
- Biodiesel: 0.8kg per Kwh



Biodiversity Conservation

Preserve the local flora and fauna.

Tip: When working in an outdoor venue, don't simply dig up the lawn / chop down plants / bulldoze. Consider long term repercussions.



Social and Economic development

Benefit the local community – stimulate economy and encourage development.

Tip: Use local workforce, e.g. Kreef tent hotel.

Tip2: Buy locally produced goods.



3. HIGH IMPACT AREAS FOR GREENING INTERVENTIONS



Venues and Accommodation

A. Selecting your venue for an event:

- Does the venue have an environmental policy in place?
- Does the venue have an eco – procurement policy in place?
- What recycling programmes do they have in place?
- Do you have access to natural light and ventilation. If not have they fitted energy –efficient lighting?
- Do staff receive environmental training?
- Is the venue close to public transport?
- What chemicals are used?



Venues and Accommodation Cont...

B. Hosting an open –air event, consider:

- The environmental impact policy
- The infrastructure to ensure that any possible negative impact is reduced.

Tip 1: Use biodiesel generators

Tip 2: request energy efficient audiovisual and lighting equipment

Tip 3: ensure the area is left in the same, or better condition



Venues and Accommodation Cont...

C. Selecting Accommodation

Accommodation establishments make heavy demands on natural resources and create large waste on a daily basis.



Thabo Eco Hotel



Accommodation Checklist

Question	Yes	No
Do you have an environmental Policy?		
Are you a member of the green rating system, such as FTSA, Green Leaf, Green Global, Heritage?		
Do you use biodegradable and/or non toxic cleaning chemicals?		
Do you have a recycling programme in place for major waste streams such as glass, plastic, tin paper?		
Do you implement a towel and sheet reuse policy for guest, and is this clearly indicated in rooms?		
Do you have low flow shower heads and aerators for guest rooms?		
Do you issue guests with key card linked to the lights and air conditioning in the rooms to help save electricity?		



Food & Beverage

Whenever people meet there is a need for food and beverages in some form or another.

- Tip 1:** Menus should cater for food that is in season
- Tip 2:** Try avoid food wastage – to do so determine exact numbers of guests/patrons
- Tip 3:** Buy bulk & buy reusable cutlery and crockery

Fun Fact: Meat production accounts for considerably more carbon emissions compared to non-meat products



Exhibitions

3. Exhibitions

Exhibitions provides the opportunity to do business as usual, or think twice about the environmental footprint.

- Tip 1:** Local suppliers are environmentally beneficial
- Tip 2:** Ensure your 'green' message is simple, clear and concise
- Tip 3:** Get Exhibitors to reuse the set up packing where they can



Marketing & PR

Marketing is an important aspect to events but should be done responsibly, as it contributes to the environmental impact.



4. IMPROVING PROFITABILITY



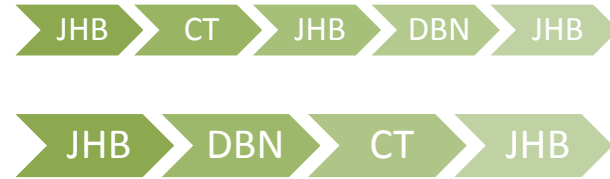
Energy Costs

- Heat Pump
- LED Lights



Transport Costs

Return trips



Other

- 3. Accommodation
 - Share rooms
- 4. Waste
 - Money Back
- 5. Biodiversity
 - Plant after events
- 6. What is Profitability ?



Natal Mahogany

Fever Tree



5. GROWTH IN GREENING AWARENESS FOR EVENTS



Awareness

- Copenhagen
- Cop17 – UN Climate Change Conference SA
- Topics – SAACI Conference
- EXSA Conference



Meetings Africa 2014: Meeting Area



Meetings Africa 2014: Meeting Area



Two Oceans - greening of sports events



Where do we want to get to?

- Awareness of Greening at all levels in our industry:
- Have to get management to buy in first...
Have to get to shop floor level



How do we achieve this?

1. Awareness

Created through events:
Earth Hour

2. Training

3. Information Sharing

4. Code of Conduct



1. Row your own Boat

- Inconsistent practices
- Different messages
- 'Through random efforts we achieve less'



2. Big Ships do the work

- We are doing it because we have to



Daunting



3. Dunkirk



We are all in Dunkirk



- Sustainable huge momentum
- Everyone involved
 - Big ship
 - Small ship



Dunkirk Effect



Thank You!

