

UFI Sustainable Development Award 2017

Cape Town International Convention Centre | Sustainable Development Award 2017

Motivation

Cape Study: Cape Wine Expo

Introduction to the CTICC:

The Cape Town International Convention Centre (CTICC) is a destination of choice for conferences, exhibitions and business events on the African continent. Located in the foreshore business precinct in the city of Cape Town, South Africa, the centre is currently undergoing an impressive expansion project. The expansion – CTICC 2 – is set to further the centre's reputation for hosting the highest number of international conferences in Africa and will allow it to simultaneously host concurrent large-scale events across CTICC 1 (the original facility) and CTICC 2.

The CTICC's sustainability programme:

Sustainability in all its forms, that is, environmental, social and corporate governance, is more than a moral and reputational requirement. As a responsible corporate citizen, the CTICC places a priority on incorporating sustainable practices in every aspect of the work done at the convention centre. The CTICC has an existing waste management system and strategy that consists of the separation of recyclable, non-recyclable, compostable and hazardous waste.

The centre's commitment is encapsulated in its Nurture Our World (NOW) initiative. The initiative has a dedicated NOW team which comprises members from all the centre's departments and is chaired by the General Manager: Facilities & Operations. This team is mandated to:

1. Inform, drive, and monitor the CTICC's triple bottom line approach.
2. Oversee the design and implementation of sustainability initiatives that contribute to economic growth.



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3. Ensure the effectiveness of the centre's efforts to minimise its negative environmental impact while maximising the positive contribution it makes to a sustainable future for society and the environment.

To strengthen the centre's commitment to sustainability practices, it uses an Integrated Management System to ensure quality management, environmental responsibility, and health and safety. The centre followed an extensive regime to transform its work processes to internationally recognised system standards. The International Standards Organisation (ISO) has accredited the CTICC with:

- ISO 9001 (Quality Management)
- ISO 14001 (Environmental Management)
- OHSAS 18001 (Occupational Health & Safety)

Cape Wine Expo as a case study:

For the purpose of this submission, the CTICC will focus on the Cape Wine Expo as an example of how the centre works with stakeholders and clients to further sustainable development. The Cape Wine exhibition took place in the centre's most recently concluded 2015/16 financial year.

According to a study commissioned and publicised in 2015 by South Africa (SA) Wine Industry Information and Systems, the SA wine industry directly and indirectly employs approximately 300 000 people. The industry additionally contributes R36.1 billion to the gross domestic product.

Cape Wine is the flagship showcase of the South African wine industry and is attended by over 1 500 delegates. Hosted at the CTICC, the trade show takes place every three years and is presented by Wines of South Africa (WOSA), an industry organisation promoting the exports of South African wine in international markets. Cape Wine is one of the most successful international wine trade shows in the southern hemisphere and attracts over 300 exhibitors, and brings together the best of the wine industry with international as well as local buyers.

The roleplayers in this sustainable initiative was the CTICC (the venue), WOSA (the client), WISP/Green Cape (service provider), and The Green House (service provider).



WISP/GreenCape is a free facilitation service funded by the Department of Economic Development and Tourism, a division of the Provincial Government of the Western Cape, and is delivered by the sector development agency, GreenCape. The Green House is a consultancy in the sustainability arena.

Sustainability across the board is an integral part of WOSA's corporate mandate as an industry organisation. From the vineyards through to the exhibition halls it strives to always maintain a meaningful level of both environmental and social sustainability. WOSA's sustainability strategy is in-line with that of the CTICC, and client and venue were equitable partners in this endeavour.

The partners placed specific emphasis on diverting as much waste from landfill during the event. The aim was to reduce the impact on the environment and showcase how, through partnerships, it was possible in the exhibition space to reduce the impact on the environment by implementing specific initiatives at a world-class exhibition.

During the weeklong event, the centre and its partners implemented several initiatives to:

- Divert as much waste from landfill as possible and
- Reduce the event's carbon footprint.

It must be mentioned that the CTICC already has a functioning system to divert waste from landfill. However, it implemented additional initiatives to significantly increase waste diversion during the event.

Measures taken by the CTICC to reduce waste:

1. Briefed the dedicated Waste Champion Team (a multi-stakeholder body at the CTICC that champion event waste management) on the event's sustainability goals and actions to be taken.
2. Briefing of relevant service providers:
 - Staffing Direct/Workforce (waitrons and facilities staff who deal with waste)
 - Servest (cleaning staff who deal with waste)
 - Wasteman (waste service provider who controlled the waste room)
 - Ywaste (organic waste service provider)
3. Using a Waste Champions Whatsapp group to identify and solve potential waste issues immediately.



4. At the waste room, waste was separated into various bins, and all organic waste was sealed in drums with bokashi powder, which breaks down food waste.

The role played by WOSA:

The client requested two additional skips: one for PET/plastic bottles and one for glass. Acquiring the additional skips was essential for the diversion of waste. The Cape Wine trade show produces large amounts of glass and PET/plastic bottle waste.

The role of WISP/GreenCape:

WISP/GreenCape helped to identify business opportunities arising from the exchange of unused or residual resources including waste materials, energy, water, assets, logistics and expertise, between companies. This therefore enhanced business profitability and sustainability. WISP identified MPact, a cardboard recycler, to assist with the recycling of Xanita board. Importantly, WOSA specified that the exhibition stands were to be made out of recyclable Xanita board.

Keeping accurate waste records:

The CTICC employed the following techniques to accurately measure recorded waste:

1. Wheelie bins, positioned at various waste-collection areas, were bar-coded, weighed and scanned when returned to the waste room.
2. Skip volumes were recorded through pro-forma invoices presented to the CTICC.
3. WISP coordinated the records of waste removed by its various solution providers.

How the carbon footprint was reduced:

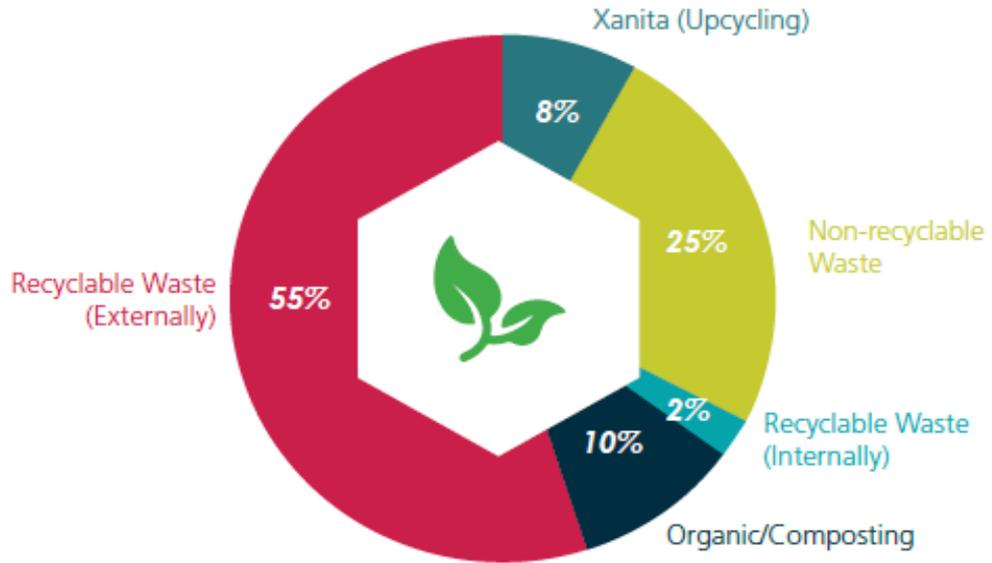
Looking at the figures above, the diversion of waste not only reduced landfill volumes but also the carbon footprint. By using a calculator developed by The Green House, WISP was able to calculate the amount of life cycle greenhouse gas savings associated with industrial symbiosis material exchanges. Based on the calculation, the emissions savings was equivalent to 2 743kg CO₂.

Waste-to-landfill diversion achievements:

Through the waste management actions at Cape Wine, the CTICC and its partners achieved a 74.6% diversion rate.



Waste-to-landfill diversion



In conclusion:

This case study provides the CTICC with an important baseline with which to go forward when hosting exhibitions. The centre now has tangible results which it can present to existing and future clients to prompt them into action to decrease their carbon footprint, manage waste and increase their environmental sustainability. Achieving a 74.6% diversion from landfill, which equated to over 10 metric tonnes of diverted waste, of which three quarters were glass and PET/plastic bottles collected in the skips during this exhibition, illustrated the importance of the client's buy-in and how it assisted in achieving environmental goals and a modest end-result.



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