

UFI Sustainability Award: Meetings Africa

Scope and background

Meetings Africa is Africa's premier business events trade show. It is hosted annually at the Sandton Convention Centre in Johannesburg by the South African National Convention Bureau (SANCB), a division of South African Tourism.

Meetings Africa showcases Africa's diverse offering of business tourism services and products where African associations and meeting industry professionals can partner to develop the continent's business tourism sector.

In 2016, the show took place for the 11th time. The event kicked off with BONDday (Business Opportunity Networking Day) on Monday 22 February 2016. The day was designed to provide educational networking opportunities for the South African business events industry. The exhibition was officially opened on 23 February 2016, with the gala dinner taking place in the evening. The Green Stand and Green Hotel awards were presented on Wednesday, 24 February, the last day of the show.

The event's first eco audit took place in 2011 which provided the base line for measuring and evaluating future sustainability initiatives. The event was monitored for the 6th time in 2016.

In 2016, Meetings Africa implemented the Minimum Standards for Sustainable Events (which were compiled by the Event Greening Forum in 2015) for the first time. The Event Greening Forum is a South African non profit organisation which was formed in 2012 to promote sustainability in the local events industry.

The following greening initiatives (water consumption, waste minimisation, energy consumption, social and economic initiatives, eco-procurement) were implemented as in previous years. The team continues to strive to find new ways to improve on the sustainability of the overall event.

Implementation:

Social and Economic Impacts

The event supported local economic development and small enterprises in the following ways:

- The rolled carpets which were purchased for Meetings Africa 2016 were donated to a crèche in the Doomkop community just north of Middelburg.
- Hospitality students were recruited as volunteers at the show. This gave them valuable experience in the conference and exhibition arena as well as an opportunity to interact with the players in the industry.
- The Trees for All programme at Food and Trees for Africa (FTFA) is a programme that educates and improves the environments of schools and communities as a whole. FTFA procures trees from the closest nursery which not only assists in the growth of the local economy but lowers the carbon emissions generated from procuring the trees.

- FutureLink assisted with waste management for the fourth year in a row. FutureLink is an enterprise development initiative that provides cleaning services, and they have been trained in recycling and back of house waste separation. They also managed the bin placement and the measurement of recycled waste. This year the FutureLink team received additional training on project management and planning.
- Gifts for hosted buyers included locally made Shwe Shwe fabric wallets using recycled plastic, Shwe Shwe fabric travel tags, Shwe Shwe fabric aprons made by a local SMME, The Soweto Sewing Company, and embroidered pillow cases that were sourced locally.
- With support from SANCB, a free training session was held in November 2015 to educate exhibitors and suppliers on the importance of event greening, with several case studies presented on how to green stands and events.

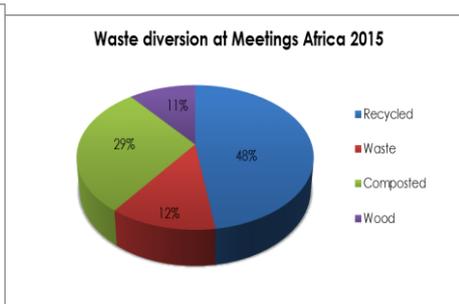
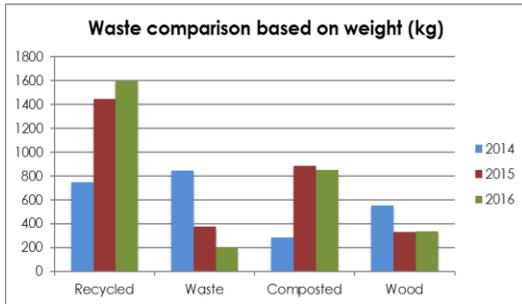
Implementation:

Environmental Impacts

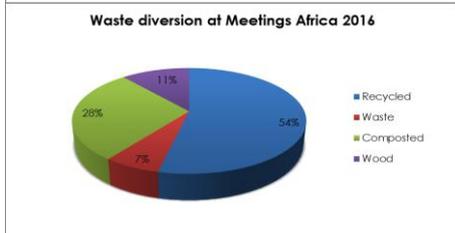
The Meetings Africa team continues to build on greening strategies from previous years.

Environmental strategies implemented at the 2016 event include:

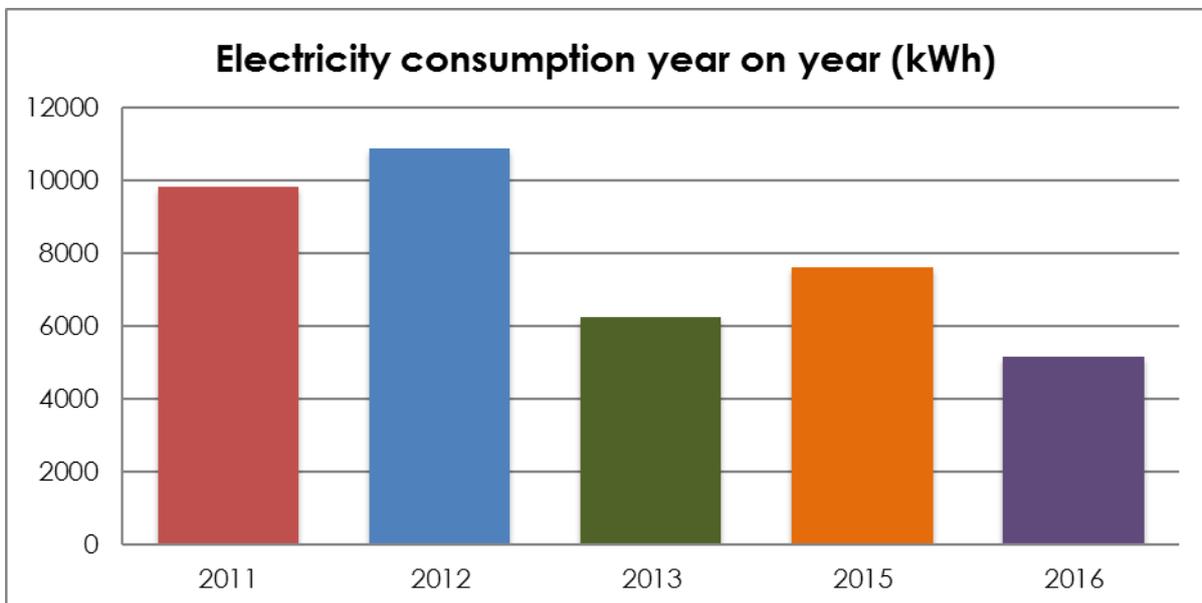
1. **On-line services manual:** In order to minimise unnecessary printing the organisers opted for an on-line services manual.
2. **Supplier Pledge:** Suppliers were encouraged to sign a 'green pledge' prior to the show. This not only increased awareness of the event's greening initiatives, but also encouraged suppliers to support the process. (Appendix B)
3. **Waste management:** Right from the planning through to implementation and wrap up, all role-players were required to consider how they could minimise waste. FutureLink has managed the waste over the last few years and were determined to reach their goal of 80% waste diversion from landfill in 2016.
 - A three bin system (recyclable, non-recyclable and food waste) was implemented throughout the venue and separation took place back of house.



There was an 82% diversion of waste in 2016 compared



- Energy:** Renewable Energy Certificates were sourced from Kukhanya Energy Services Solar PV Utility in KwaZulu Natal to power the show. In addition, exhibitors were encouraged to purchase 'mini' RECs. This not only created additional awareness of the sustainable objectives for the event, but allowed the Meetings Africa team to educate exhibitors, delegates and suppliers on the importance of sustainability and the easy ways this can be implemented into organisations and events.



- Water consumption:** Water coolers were provided throughout the venue to reduce the need for bottled water. The Meetings Africa team also implemented a R10 premium on bottled water for the second year running. In the first year a R5 premium was implemented. The revenue from the surcharge on bottled water was used in the carbon offsetting programme.

6. **Catering:** Locally produced and seasonal items were selected for the catering menus. Restaurants that don't buy local produce generally have a higher carbon footprint as the food is transported longer distances.
7. **Transport:** The use of local transport and car pooling was encouraged (where possible) for the duration of the event. The preferred hotels for Meetings Africa offered a shuttle service for delegates and hosted buyers, which aided in the reduction of the carbon footprint of the event. Hosted buyers from abroad were encouraged to book direct flights and purchase a tree to reduce their carbon footprint. In addition, HRG Rennies Travel offset an estimated 0.53 tonnes of carbon emission through Credible Carbon Solutions in Africa.
8. **Carbon offsetting:** There were two main offsetting programmes implemented at Meetings Africa 2016. The first was the tree offset programme with Food and Trees for Africa (FTFA), where a total of 78 trees were planted by Food and Trees for Africa to contribute towards offsetting the carbon footprint of this event. The second programme was the purchasing of Renewable Energy Certificates. A total of 11 RECs were purchased to power the show and a total of 15 'mini' RECs were purchased by exhibitors.
9. **Plants:** Exhibitors were encouraged to use indigenous and locally grown plants on their stands. It is important to protect indigenous species because they have often evolved to cope with particular conditions, circumstances or situations. All plants were rented from Tree-mendous, a plant rental company, so they could be reused at future events. Exhibitors that wanted a floral arrangement were offered potted succulents as a sustainable alternative to cut flowers.
10. **Fabric booths:** The package stands made use of fabric panels which are more durable than graphics printed on alternative substrates. This meant that exhibitors would be able to re-use their graphics at future events. Fabric graphics are also easily stored and transported which reduces the carbon footprint associated with their maintenance and transportation.
11. **Accommodation:** The preferred hotels for Meetings Africa were required to complete the accommodation checklist. Following this, a site visit took place with a meeting to further discuss the green initiatives implemented at the hotel. The hotel which ranked the best in terms of sustainability was awarded the Green Hotel Award on the last day of the event.
12. **12: Custom Stands:** Custom stands that had incorporated sustainable initiatives into the stand were entered into the Green Stand Awards and judged.

Conclusions:

Lessons and Next Steps

A number of green initiatives were successfully implemented in the exhibition component of Meetings Africa 2016.

It was encouraging to see how many exhibitors and suppliers participated in the sustainable initiatives set up for the event. We look forward to seeing the sustainability of the show gain more traction in 2017.

Lesson 1: Supplier and stakeholder education

With support from SANCB a training session was held for exhibitors prior to the event. By hosting training we are able to educate exhibitors and stakeholders, which will assist in the overall objective. Practical training was done with FutureLink which provided additional skills for the team to assist them in the monitoring of the waste management during the course of the event.

Next steps: Continue to provide annual training to exhibitors and extend this to suppliers and key stakeholders.

Lesson 2: Communication is key

In order to successfully carry out a 'green' event, the communication needs to be consistent to all parties involved, from the organiser to suppliers and delegates.

Next steps: Continue to provide exhibitors, hosted buyers, delegates and suppliers with greening tips that are easy to understand and implement.

Lesson 3: The reusability factor

The general meeting areas within the exhibition hall consisted of some of the same elements used in 2014. This included the up-cycling of materials such as the wooden pallets and tyres used for flooring, seating and tables. The lanyards from previous shows were used for seat webbing.

Next steps: Encourage more exhibitors to include recyclable, reusable or upcycled materials on their stands.

Lesson 4: Support local enterprises

Through the support of local enterprises, we are able to upskill and create jobs for the local economy. This has had a positive impact on the environment and the economy.

Next steps: Continue to opt for locally produced products for gifting and supplies at future shows.

Eco Audit Report for Meetings Africa 2016

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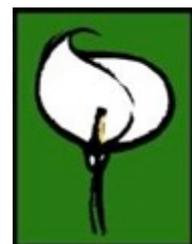


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1 Introduction

This document aims to provide feedback on the greening goals, objectives and initiatives for Meetings Africa 2015, as well as recommendations for the way forward.

1.1 Executive Summary

Meetings Africa 2016 strived to produce an event which delivered on the needs of the hosted buyers, while also taking sustainability principles and practices into consideration throughout the planning and implementation.

This started early in the process with getting buy-in and support from key service providers who were all expected to sign a commitment to support event greening. An educational workshop was held in November 2015 aimed at suppliers, including the venue, accommodation and other service providers. This provided information about event greening and encouraged suppliers to include sustainability aspects into their service offering.

Leading up to the event communication was sent out to exhibitors, participants and service providers providing guidance on what they can do to reduce their carbon footprint and how they can green their exhibition stands. They were also encouraged to buy trees or renewable energy certificates (RECs) to offset their carbon emissions related to participating in the event. The online services manual minimised the need for printing forms and executive stand fabric options were available to encourage the reuse of exhibitor's fabric graphics.

To ensure that the greening element was included into the general look and feel of the event the meetings areas showcased how materials can be re-used and the benefits of indigenous plants. This was complimented through the provision of water points and recycling stations throughout the venue. A full waste management system was implemented back of house, complimented by a Bokashi system for all the organic waste.

Catering also contributes to the overall environmental impact of an event and this year it was inspired by traditional food with locally sources fresh produce, with Biodiversity in Wines Initiative (BWI) certified wines.

Exhibition stands were also encouraged to implement greening principles and recognition was given through the "Green Stand Awards" for small medium and large stands. Winners were selected based on the EXSA / EGF Green Stand criteria and received a certificate of recognition and award handed over by SANCB.

The accredited hotels who accommodated the hosted buyers were all requested to provide information about their sustainability initiatives, followed by a site visit to verify these initiatives. It was encouraging to see what the different hotels were already

doing and recognition was given to the Maslow Hotel for their improved effort in comparison to the previous year. The Radisson also had bicycles for residents following on eco mobility week, Sandton Sun has an amazing cycad selection, while the Maslow has a wormfarm and rooftop herb garden. All these small gems contribute to the overall sustainability of the events industry and the hotels need to be encouraged to keep up the good work.

Eco procurement principles were included into some of the elements, such as the handmade Shweshwe aprons, but the procurement of items such as lanyards should also include eco procurement principles. Even when selecting standard items, the suppliers should be requested to provide information about their sustainability practices, just as is already done around the BEEE status. It should not be the only factor, but should be taken into consideration when making a decision.

In an attempt to reduce the overall carbon footprint for the event a total of 11 RECs were purchased from Kukhanya Energy Services (KES) Solar PV Utility in KwaZulu-Natal to the value of 11 MW, while a total of 78 trees were be planted by Food and Trees for Africa for this event. Mini-RECs and trees were made available to exhibitors to cover their own carbon off-set for the event.

Meetings Africa was also selected as a finalist in the 2016 UFI Sustainability Development Awards, recognising the work being done by SANCB in the events industry in South Africa.



Finalist in the 2016 UFI Sustainability Development Award

1.2 Report purpose, scope and boundary

The first eco audit of Meetings Africa was done in 2011 (baseline), and this is the sixth year that the event was monitored by an independent auditor. The reporting structure has been amended to reflect the draft minimum standards for sustainable events compiled by the Event Greening Forum.

The **scope of the report** is based on the principles of the Green House Gas (GHG) Reporting Protocol. The report draws **reporting boundaries** around those issues and activities where the event organisers had direct decision-making authority over (scope 1, as included in the budget for the event). It also reports on the amount of energy used (scope 2) and how this was managed, due to the important role that South African Tourism (SAT) plays in the events industry.

The content and structure of this document aims to follow internationally recognised standards for governance, transparency and reporting, and although it is based on the Global Reporting Initiative (GRI) reporting principles, it is not submitted as a GRI report.

1.3 Methodology

The report is based on interviews, on-site inspections and data capturing done before, during and after the event. Any assumptions are clearly indicated where specific data was not available. Photographs are also provided as supporting evidence and as reference for future events.

1.4 Event overview

Now in its 11th year, Meetings Africa 2016 is the African continent's largest trade show for the business events industry. Hosted annually by the South African National Convention Bureau (SANCB), a division of South African Tourism, this year's event provides a networking opportunity for the best and brightest minds in the global business events industry.

It has attracted more than 170 quality vetted hosted buyers from across the globe, all intent on pursuing business ventures with the best Africa has to offer. In recent years Africa has begun to be recognised as a sought-after destination by the global meetings industry. Meetings Africa has been lauded as the premier business event in this industry, showcasing Africa's diverse offering of services and products. Here African associations and meetings industry professionals can partner to help transform our continent.

Positioned as **“Advancing Africa Together”**, the sole ambition of the trade show is to contribute to the growth of Africa's potential as the world's fastest-growing and most sought-after business events destination.

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2 Sustainability approach

This was the sixth independent eco audit for Meetings Africa, following on the baseline done in 2011. The same greening principles were implemented as previous years, although the team continuously strives to find new ways to improve.

2.1 Background

Meetings Africa 2016 was hosted at Sandton Convention Centre (SCC) on 23rd and 24th February 2016, with BOND day on the 22nd February 2016. The event is owned by South African Tourism (SAT) and managed by the South Africa National Convention Bureau (SANCB).

The event was held in the main exhibition hall with some side meetings and social events for buyers, invited exhibitors and other invited guests. The exhibition was open

for visitors from 9am to 5pm on Tuesday and Wednesday, with a total number of 2570 participating in the event over two days. There were a total of 271 exhibitors in the exhibition area, with various other side events.

An overview of the numbers is provided below:



The table below provides an overview of participant statistics of hosted buyers (International and African Associations), visitors, media and exhibitors in comparison to previous years as provided by the event organisers:

Participant Statistics	2012	2013	2014	2015	2016
Hosted buyers	208	299	235	212	245
Visitors	1834	1278	1035	1556	1308
Media	155	166	149	199	137
Registered exhibiting personnel	837	859	841	883	880
Total number of people	3034	2602	2260	2850	2570
Registered exhibiting companies / stands	212	237	262	270	271

2.2 Strategy

The Meetings Africa Team built on the feedback from the previous years and the following green goals were confirmed for Meetings Africa 2016:

- Waste reduction: We aim to actively reduce the amount of waste generated prior to and during the event. Waste separation will be provided at source to raise awareness and reduce waste to landfill. Sub-contractors and exhibitors will be requested to reduce packaging and organic waste where possible. We aim to divert 80% of waste from landfill to recycling¹.
- Energy efficiency: We encourage energy efficiency through promoting the use of energy efficient technologies (lights and AV) and responsible use of electricity. Renewable energy will be sourced for the event through the procurement of Renewable Energy Certificates (RECs). The use of natural light and ventilation is encouraged where practical. We aim to reduce the overall energy consumption in comparison to the previous years².
- Water conservation: We aim to ensure that the water is used in a responsible manner. Participants and sub-contractors are encouraged to implement water conservation principles.
- Eco Procurement: We aim to ensure that the procurement of goods and services are done in a sustainable manner, promoting the use of local products that have a minimal negative effect on the environment.
- Transport management: We encourage public transport, efficient management of transport and the avoidance of non-essential flights so that air pollution (greenhouse gases) can be reduced³. We aim to offset our own transport emissions, implement a voluntary carbon offset programme and encourage visitors to offset their own travel related emissions.
- Accommodation management: We recommend accommodation that complies with minimum environmental standards and is within walking distance of the event venue.
- Communication, marketing and training: We aim to ensure that the event greening efforts are well communicated and marketed to appropriate target groups. We aim to encourage participation (exhibitors, visitors and

"The Meetings Africa team aims to showcase Africa as a premier business events destination that cares about its people and the natural environment. Through hosting the event in a responsible manner it reflects the importance of local economic development, as well as keeping up with international trends."

¹ Waste diverted from landfill has fluctuated annually since 2011 from 68%, 78%, 41%, 65% to 77% in 2015.

² RECs purchased has fluctuated annually since 2011 from 10, 11, 6, 11 to 8 in 2015.

³Due to the nature of the event we aim to increase the number of people attending each year, and we aim to increase the destinations where the people travel from, we realise that this will have a negative impact on the overall carbon footprint.

contractors) with the view of behaviour change and to raise the profile of the event. Staff and sub-contractors will receive event greening training.

- Social and economic development: We aim to promote local economic and social development within the host region. We encourage a triple bottom line approach where possible.
- Monitoring: We aim to ensure that the greening interventions are monitored and evaluated so that lessons learnt can be captured and improvements made. An open and transparent report will be made available after the event.

This year the focus was on testing the draft sustainable event standards compiled by the EGF, although the initiatives from previous years were still going forward. A workshop was hosted in November 2015 to encourage active engagement. The green stand award was again given in recognition of exhibitors' effort, while the greenest hotel award was handed out for the second time.

All major suppliers were again requested to sign a pledge to implement greening principles and practices. The aim was to encourage suppliers to consider what they could do, while encouraging an integrated approach.

2.3 Role-players

In any event, there may be a number of people that could be considered role-players in the overall event itself. Each of these role-players influence the overall impact the event has and each in turn can either contribute to a more sustainable event. The role-players for this event are outlined below:

- The Client / Event Owner: NCB and SAT
- The Event and Exhibition Organiser: Scan and Synergy
- Various contractor, service providers and suppliers (including but not limited to caterers, cleaning, security, AV, scaffolding, transport, décor, design, etc.)
- The Venue Operator: Sandton Convention Centre (SCC)
- Various exhibitors from around South Africa
- Various participants, both local and international representation

2.4 Principles

Sustainable Events are those which are planned and executed based on a commitment to the implementation of the following minimum set of principles:

- **Energy** efficiency and water conservation;
- The avoidance or reduction of **waste** and overconsumption (reduce, re-use, recycle);
- The use of local resources in a sustainable manner and **procurement** of suitable products and services;
- The selection of a suitable location and **venue** with minimum environmental impact;
- Reduction in **transport** requirements to reduce associated emissions;
- Encourage interaction with and benefits for the **local community**;

- The recognition of **environmental, social and economic impact** as a prerequisite;
- The **involvement and beneficiation** of people from the local community; and
- The **monitoring** of associated impacts and open disclosure of information relating to the event.

2.5 Recommendations

It is recommended that the South African National Convention Bureau (SANCB) continues to encourage the implementation of sustainability principles at future Meetings Africa events through the implementation of the sustainability strategy and green goals. This needs to be included into the planning, implementation and reporting of the event to ensure success.

The most critical point is the appointment of key service providers, so these greening requirements need to be included into initial terms of reference and contractual agreements for future events. It is recommended that the greening requirements be included into all future contracts as a key deliverable for service providers working on Meetings Africa for SANCB.

It is further recommended that key role players, such as the venue, accommodation and other service providers, work closely with SANCB to determine how they can jointly reduce the potential negative impact of the event and build a better future for the meetings industry in South Africa.

3 Event implementation

3.1 Waste management

“We aim to actively reduce the amount of waste generated prior to and during the event. Waste separation will be provided at source to raise awareness and reduce waste to landfill. Sub-contractors and exhibitors will be requested to reduce packaging and organic waste where possible. We aim to divert 80% of waste from landfill to recycling.”

3.1.1 Waste minimisation

Right from the start through to implementation and wrap up all role-players were required to consider how they could minimise waste. The cleaning team have done the waste management the last few years and were adamant to reach their goal of 80% waste diversion from landfill this year.

3.1.1.1 Infrastructure and decor:

The theme to reduce and reuse came through in the décor and infrastructure again, specifically in the pause areas. Refurbished wooden pallets were used as floorboards, tables and walling, while tyres were used to make chairs,

3.1.1.2 Delegates pack and lanyards:

It was the second year that no delegates packs were handed out, which eliminated the additional paper content traditionally placed in the bags and placed a larger focus on the electronic App. This was received remarkably well by delegates, exhibitors and hosted buyers.

3.1.1.3 Promoting drinking water:

This year the surcharge on bottled water was R10 and the income was allocated towards the carbon-offset programme. This year 225 bottles of water were sold and R2250 was raised, compared to the sale of 38 bottles, which raised a total of R190 during the previous year (at R5 per bottle).

3.1.1.4 Gala dinner décor:

No cut flowers were used at the gala dinner, only dried Protea' and succulents that were all taken back and reused after the event. This reduced the overall amount of organic waste.

3.1.2 Enterprise development

FutureLink assisted with the waste management for the fourth year in a row. They are an enterprise development initiative that provide cleaning services, and have also been trained in recycling and back of house separation. They also managed all the bin placement and measurement of recycling. This year the team got additional training on systems management and planning. They did a great job and it is encouraging to see them develop over time.

3.1.3 Recycling

A three-bin system was once again implemented throughout the venue during the event with recycling (plastic, paper and tin cans), organic waste (food and biodegradable packaging) and waste to landfill (rubbish). Bins were placed throughout the venue and separated back of house.

Large marked wheelie bins (240 litres) were used during the build-up and break down to encourage separation at source. These bin sets provided for recycling of wood, plastic, paper and cardboard, and general recycling/reuse materials (such as carpeting), as well as the disposal of general waste.

The cleaning team, FutureLink, did the cleaning on the floor and took the waste to the separation area. Waste was sorted into plastic, paper, cardboard, tin cans, glass, wood, organic waste and general waste. The materials were placed in clear bags, weighed, marked indicating that they had been weighed, and then taken down to the SCC's waste management area. Whilst different bins were in place, further sorting was required due to the misuse of the bins attributed to lack of awareness by the visitors and some of the operational staff. The FutureLink team did a great job at separating waste and managing the bokashi.

3.1.4 Organic Waste:

Earth Probiotic measured implemented a full bokashi system for the second year, but it was the third year that the organic waste was measured. Earth Probiotic worked with the SCC and FutureLink team. Organic waste was collected from the exhibition area and the gala dinner and placed in dedicated bins. The organic waste collected included compostable cups, compostable food containers, wooden utensils, serviettes, flowers and left-over food. This was measured and removed by the Earth Probiotic team for composting.

3.1.5 Recommendations

While the waste management system worked like a well-oiled engine this year, it is the result of continuous improvement by the waste team working closely with the SCC. The following basic recommendations are made for future events:

- Build on the experience from this year to once again implement a **three-bin system for separation at source** for recycling, organic waste and waste to landfill (rubbish). Suitable infrastructure and staff need to be provided.
- Provide **clear visual communication** for delegates so that they can understand what is expected from them. Because many delegates are not familiar with bagasse or PLA, they might think it needs to be recycled when it can actually be composted. It is important that this is clearly communicated to all the visitors and exhibitors.
- When appointing the **cleaning and waste management team** it should be clearly outlined that they need to implement separation at source and that all

waste, recycling and organic waste should be measured. They also need to work closely with the SCC facility management team to ensure that recycling and organic waste does not go to landfill.

- The **service providers** and sub-contractors need to be informed about what is expected from them around their own waste management.
- **Roles and responsibilities need to be confirmed** for the different role players over the different functions (build up, actual event, social events and break down). This should include the responsibilities of the catering, cleaning and recycling teams, as well as the venue.
- The cleaning team requires **annual training** around what is expected from them because the team changes every year. This should also include the catering team.
- Better **briefing** of all role-players (including the cleaning and catering teams) regarding the bins and the correct utilisation thereof is needed as some of the service providers are not used to doing recycling.

3.2 Energy

We encourage energy efficiency through promoting the use of energy efficient technologies (lights and AV) and responsible use of electricity. Renewable energy will be sourced for the event through the procurement of Renewable Energy Certificates (RECs). The use of natural light and ventilation is encouraged where practical. We aim to reduce the overall energy consumption in comparison to the previous years⁴.

3.2.1 Minimising energy consumption

Energy consumption was again encouraged through providing exhibitors with tips and requesting them to switch off appliances when not required. During build up and breakdown only half of the lights were used, with air conditioning only used during the actual show to help reduce consumption. It was encouraging to see the increase in the number of stands with LED lights, including the standard packages.

3.2.2 Energy metering

It is important to meter the energy consumption and this data is provided by the venue, Sandton Convention Centre. In addition to the metered consumption in the halls, 30% is added to account for the additional unmetered consumption in the hallways and kitchens. Details are in section 4 under performance, but there are concerns around the quality of the data received and it is recommended that the SCC be encouraged to review their internal data management processes.

3.2.3 Promoting renewable energy

Exhibitors were again given the option (via the exhibition manual) to buy renewable energy certificates (RECS) and/or trees to contribute towards the offset of the overall

⁴A total number of ten RECs were purchased in 2011 and eleven in 2012 and six in 2013.

carbon footprint for the event. This is a practical way for exhibitors to contribute towards the mitigation of their carbon footprint for this specific event.

While the overall cost per REC was R400, while mini-RECs were sold at R30 per 9m² to enable an exhibitor to buy a mini-REC for their stand. This was done purely for internal administration purposes, because there is no smaller REC unit.

While there was a reduction in the number of mini-RECs compared to last year (dropped from 23 to 15), there was a significant increase in the number of trees bought by exhibitors to off-set carbon emissions (climbed from 22 to 60).

List of exhibitors that bought trees and / or RECs:

Exhibitor	Trees	Mini-RECs
Compex	2	1
Concept G	10	-
De Hoek Country Hotel	1	1
Double Tree by Hilton CT Upper Eastside	2	-
Event Greening Forum	1	1
EXSA	1	-
Lumi	1	-
Nelson Mandela Bay	1	1
Northern Cape Tourism Authority	1	1
Pure Grit	1	1
Scan Display	2	2
South African National Convention Bureau	0	1
Synergy Business Events	1	1
The Forum Company	2	2
The Sandton Indaba	1	1
Tshwane City	10	-
United Nations Economic Commission of Africa	2	1
Vermont Leathercraft Manufacturers	1	1
Walthers	10	-
SAT	10	-
<i>Surcharge on bottled water</i>	18	-
TOTAL	78 Trees	15mini-RECs

Note: 1 REC = 13,3 mini RECs

Each of the exhibitors received a small, framed certificate for their stand to provide recognition towards the procurement of RECs for the show.

3.2.4 Renewable energy

11 RECs were purchased to the value of 11 MWh from Kykhanya Energy Services Solar PV Utility in KwaZulu Natal. This contributes towards promoting renewable energy options in South Africa. The exhibitors contributed towards two of these RECs through buying 15 mini-RECs and the organising team covered the remaining cost.

3.2.5 Recommendations

The following recommendations are made for improvement of energy efficiency in the future:

- It is recommended that **only LED lights be allowed** on exhibition stands, both for standard and custom-built stands.
- The venue and service providers should be required to encourage **energy efficiency practices** through implementing standard operating procedures such as switching off lights and appliances when not required and using 50% lighting when possible.
- It is recommended that **exhibitors be given the option of buying RECs or trees** to contribute towards the offset of the overall carbon emissions for the event.
- It is recommended that the **SCC be encouraged to review their internal energy data management** so that they can provide clients with accurate energy consumption data for carbon foot printing purposes.

3.3 Water consumption

“We aim to ensure that the water is used in a responsible manner. Participants and sub-contractors are encouraged to implement water conservation principles.”

It was the second year that a premium was paid for bottled water, which contributed to the carbon off-set programme. A total of 225 bottles of water were sold, which contributed R2 250 toward planting of 18 trees, at R125 per tree.

In addition to this, water coolers were provided to reduce the need for bottled water. Some stands were still distributing bottled water, but it seems to have reduced compared to previous years. It should however actively be discouraged through the exhibition manual in the future.

Additional water was required for toilet facilities, cooking and cleaning. Unfortunately, it was not possible to get accurate readings on the direct or indirect water consumption from the SCC.

3.3.1 Recommendations

The following recommendations are made for improvement of water conservation in the future:

- The conference organisers should continue to **provide water coolers** instead of bottled water for delegates and also highlight the fact that we have clean potable water in South Africa.
- Provision of **bottled water** should be discouraged through adding a premium on bottled water that is used towards an environmental concern.
- Exhibitors should be **discouraged to provide bottled** water to visitors.

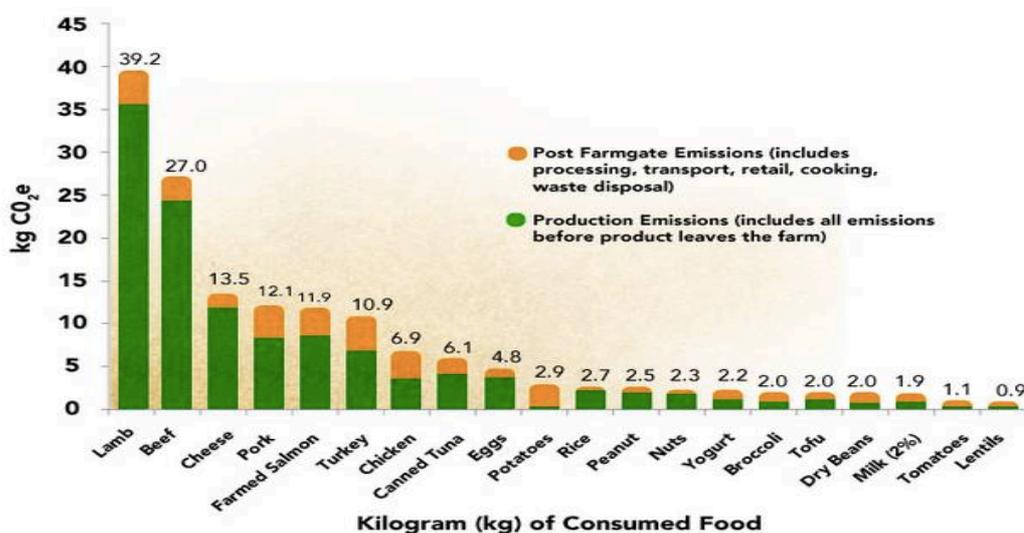
3.4 Eco procurement

“We aim to ensure that the procurement of goods and services are done in a sustainable manner, promoting the use of local products that have a minimal negative effect on the environment.”

3.4.1 Catering

The SCC was very helpful with preparation of food, with a focus on locally sourced and produced meat, vegetables and fruit. Seasonal fruit and vegetables were served where practical.

One oversight was the serving of lamb at the gala dinner (albeit Karoo lamb), which has a high carbon footprint compared to other meat. Studies have shown that lamb produces on average 39,2kg CO₂ emissions per kilogram, compared to beef at 27kg CO₂, pork at 12,1kg CO₂ or chicken at 6,9kg CO₂ emissions per kilogram. While the actual carbon footprint of food is not calculated into the carbon emission of the event, it should be kept in mind and in future lamb should be avoided where possible. Local options such as Karoo lamb, local wild warthog, grass-fed beef and similar ecologically-suited options have smaller carbon footprints allocated.



<http://grist.org/food/protein-the-lay-of-the-lamb/>

3.4.2 Paper usage

As was done previous years, the event organisers provided delegates with a show guide and daily newspaper.

Show guide: A total of 3000 copies were printed of the A5 booklet with 72 pages on Hi Q Matt paper - 115 gsm for content and 200 gsm for cover. This calculated to a total of 216 reams of paper, which is the same as last year.

Daily news: Three issues of the dailies were printed as outlined below, which calculated to a total of 68 reams of paper, the same as last year.

- Day 1: 750 copies with 8 pages
- Day 2: 1000 copies with 16 pages
- Day 3: 1000 copies with 12 pages

It is recommended that the organisers need to make a concerted effort to **promote electronic media** to allow for a reduction in paper use at future events and consider reducing the print run size of the daily news.

3.4.3 Bags, lanyards and shirts:

No conference bags were handed out for the second year in a row and there were no complaints, while it provided both financial and environmental benefits. Lanyards and shirts were procured from Amrod which is level 4 BEEE accredited, but they do not seem to have any sustainability statement or reporting. It is recommended that eco procurement principles are included into all main event purchases. The organisers' shirts were replaced this year with new shirts and was made from a combination of cotton and polyester procurement from Amrod.

3.4.4 Gifts:

Gifts for hosted buyers included shweshwe wallets from recycled plastic, shweshwe travel tags, beaded selfie sticks, shweshwe aprons made by Soweto Sewing Company and embroidered pillow cases. The gala dinner gift was a maiden condiment spoon.

3.4.5 Recommendations:

The specification and procurement of goods and services are a key aspect to be taken into consideration and can have a huge impact on the overall environmental impact of an event.

- It is recommended that organisers and exhibitions should specifically request **local gifts and incentives** as an integral part of showcasing South Africa.
- Gifts should also be **practical and durable**, but lightweight to allow international guests to travel home with them. Care should be taken to avoid green-washing around items that claim to be "green".
- The environmental impact of production items, such as lanyards or crew clothes, should also be specified to be **locally manufactured and eco-friendly**.

3.5 Transport

“We encourage public transport, efficient management of transport and the avoidance of non-essential flights so that air pollution (greenhouse gases) can be reduced⁵. We aim to offset our own transport emissions, implement a voluntary carbon offset programme and encourage visitors to offset their own travel related emissions.”

3.5.1 Public transport

The Gautrain is recognised as a practical, safe and effective way for international delegates to travel from the airport to Sandton and it was once again promoted as a key mode of transport. The gala dinner was at the same venue, so no transport was needed.

3.5.2 Bus service

A bus shuttle service was made available for guests to ensure safe travel between the Gautrain, hotels and SCC. Some shuttles were on standby, while others provided dedicated transfers, such as to and from the gala dinner. The transport included shuttles from the Gautrain to hotels (arrivals and departures), shuttles between the hotels and SCC (50 pax per hour with 3x Quantum's), dedicated transports for Gala Dinner at SCC, North West University students (NW University to Balalaika), Garden Court Dinner transfer and Maropeng Day Tour.

Based on the information provided by the service provider, HRG Rennie's Travel, a total estimated distance of 2600km was travelled, with an estimated 0,53 tonnes of carbon emissions equivalent as calculated and offset by HRG Rennie's through Credible Carbon (www.crediblecarbon.co.za) at the end of each year. Information provided by Kevin Estment, Logistics and Transport Manager at Rennie's Travel.

3.5.3 Flights

Flight details and related carbon emissions are provided under section 4.

3.5.4 Recommendations

- **Direct flights in economy class** should be booked where possible.
- The use of **public and efficient transport** should be encouraged where practical to reduce the overall carbon footprint.
- Service providers (flights and local transfer) should provide **detailed information** that can be used to calculate the carbon footprint.
- Delegates and exhibitors should be encouraged to **offset the carbon emissions** relating to their flights, which could be done through planting trees.
- To enable the hosting of a **carbon neutral event** all flights will need to be offset.

⁵Due to the nature of the event we aim to increase the number of people attending each year, and we aim to increase the destinations where the people travel from, which we realise will have a negative impact on the overall carbon footprint.

3.6 Accommodation management

“We recommend accommodation that complies with minimum environmental standards and is within walking distance of the event venue.”

Meetings Africa strives to promote event greening and realise that an important aspect of the overall event is the accommodation of the guests. The six “official” hotels were required to submit a greening questionnaire and this was verified with a site visit, including Balalaika, Garden Court, Maslow, Radisson Blu Sandton, Sandton Sun and Sandton Towers.

Annexure A provides a summary of the feedback received based on the questionnaires sent out. While this is a very simply YES or NO comparison, it does ask specific questions that allow for comparison between the different hotels, it does however not provide any depth or verification.

Overall there is an awareness of the importance of implementing sustainability principles and practices within the hotels, and most of the hotels are putting in effort to save electricity and reduce water consumption. We do however want to highlight a few gems that we found:

- The Radisson Blu Sandton has two bicycles that they make available to guests.
- The Intercontinental Towers has one of the largest collections of cycads in Southern Africa
- The restaurant at Sandton Sun provides a menu with local and seasonal food items, and implement a Bokashi system for managing any food waste.
- The Garden Court helped to set up a SMME to provide room cleaning services instead of appointing a large corporate to do this and also encourage internship programmes.
- The Balalaika has a carbon offset programme in place through the Green Dream programme.

While all the hotels are doing much more than this, we want to focus on the **Maslow Hotel** because of their marked improvement in comparison to last year with substantial supporting documentation:

- They have now managed to change all their down-lights to LEDs and installed low-flow showers throughout the hotel.
- They have an on-site water bottling station that provides both still and sparkling water in reusable glass bottles.
- They have large gardens with indigenous plants that are irrigated very early in the morning.
- They have a comprehensive recycling system in place.
- They decant and donate all unused amenities to local charities.
- They have a herb garden used by their chef on a daily basis, and have recently established a wormfarm to reduce organic food to landfill through creating compost that can go back into their gardens.

It was recommended that the Maslow Hotel receive the Greenest Hotel Award in recognition of their concerted effort and marked improvement, but other hotels also showed a significant commitment towards sustainability.

3.6.1 Recommendation:

With the award being given out the second year in a row it was interesting to see how the hotels showed greater commitment towards sustainability. It is recommended that this continue into the future because it gives hotels an incentive to review their own policies and practices and benchmark with other hotels.

3.7 Communication, marketing and training

“We aim to ensure that the event greening efforts are well communicated and marketed to appropriate target groups. We aim to encourage participation (exhibitors, visitors and contractors) with the view of behaviour change and to raise the profile of the event. Staff and sub-contractors will receive event greening training.”

3.7.1 Training and awareness raising

Effort was placed on raising awareness around the importance of event greening and what the events team is doing to implement a green event. During November 2015 an educational session was held for the service providers to highlight the importance of sustainability and provide practical examples of what can be done.

Training was again provided to the FutureLink team, but this year it focussed on the waste management systems and preparation from a business point of view. It highlighted the benefits of recycling and explained the value of different types of waste, which the team leaders could then convey to their team members. The Earth Probiotic team provided training to the SCC staff and FutureLink team on the use of bokhashi. The increased results show that the training and support provided was useful and the data captured was up to standard.

3.7.2 Electronic communication

The Meetings Africa website used the same format as the previous year with a page that was dedicated to greening (see annexure of screen shot). It included tips for exhibitors and guests, while the daily news provided information on the greening initiatives that were implemented. Electronic media including the event website, Twitter, Facebook, Google Plus, You Tube, Flickr, Lanyrd and LinkedIn were all promoted extensively.

Emails were also sent out on a weekly basis prior to the event to visitors and exhibitors providing guidance on what they can do to contribute to the event greening. Information was also included into the show guide and daily newspaper.

3.7.3 Stand awards

It is the third year that Meetings Africa is hosting the green stand awards to give recognition to the exhibitors who go that extra "green" mile. The three categories included small stands (up to 15m²), medium stands and large stands (above 40m²).

As in the past, our adjudication criterion is based on the EXSA Green Stand Award criteria that include aspects such as design, materials, operations and transport. It also considers the social element and recognises innovation.

It was encouraging to receive written motivations from exhibitors to outline what they had done to green their stands, which goes to show that more thought and effort is going into making our events more sustainable. Where just five years ago LED lights were the exception, they have now become the norm!

Small stand runner up: Pure Grit Project and Exhibitions Management

- Stand from recycled wooden pellets
- Air plants that don't need to be watered
- LED lights
- Bought trees and RECs

Small stand special mention: EXSA for their effective use of Xanita board

Small stand winner: Ripcord Promotions

- First time that a stand has signage outlining their greening initiatives
- Reused last year's banners for cushions and carpet
- Furniture from reused wooden pellets
- Aluminium frame with striking design that will be used afterwards
- LED lights
- Bought trees and RECs

Medium stand runner up: Johannesburg Expo Centre

- They focused on reuse of aluminium and other standard objects
- All of the printing had been done on recyclable and biodegradable paper by using Roland Eco Solvent Inks.
- The stand accessories including the flooring and furniture have previously been used and will continue to be used on future projects.
- LED lights
- They also implement these greening principles in their venue at the Expo Centre.

Medium stand special mention: Legends for their reuse of their stand

Medium stand winner: The Forum Company

- Most of the elements were reused from last year, and even those were reused from previous events or from their venue
- They proactively reduced their paper by providing memory sticks
- Their furniture is from their venue and the carpet from the chef's kitchen
- They used minimal printing, while wall décor will be used afterwards at their venue
- They used LED lights and screens
- A deciding factor was however that they had also purchased RECs and trees to offset their carbon emissions

Large stand special mention: Gauteng Convention & Events Bureau (event partner)

- Their entire structure was built using recycled and refurbished materials
- Design elements from previous years have been reused again with minor amendments
- Up and over beams from recycled unvarnished and unpainted plywood
- Plants provided by Treemendous and will go back into their stock for future reuse
- Only water based PVA paint used on structural elements
- LED lights, with no TVs, fridges or coffee machines

Large stand winner: Tshwane Convention and Visitors Bureau

- They specifically used an SMME company to design and build their stand
- The use of fabric was an effective yet lightweight option for creating effect
- They provided memory sticks to reduce the amount of printed collateral
- Furniture was hired locally
- Energy efficient lights

Recognition needs to be given to SANCB for their greening efforts and initiatives. All the criteria considered by the judges were taken into consideration with the design of the SANCB stand. It is recommended that they submit this for the EXSA Green Stand Awards.

3.7.4 Décor

The décor used in the pause areas were refurbished from previous years, while more focus was placed on the selection of potted plants including *Clivia*, *Chlorophytum* (hen and chicken), *Plectranthus* and *Sanseveiria* tall green. Various reusable items were also used as décor in the buyers lounge.

3.7.5 Recommendations

The following is recommended around communication, marketing and training:

- Training should be provided every year for the **service staff** to ensure that they understand what greening is, why it is important and what they need to do during the event to assist with the implementation.

- The use of **electronic media** should be encouraged.
- Guidance needs to be given to stand builders and exhibitors on what they can do to **green their stand**. A short checklist might assist to promote implementation. The green stand award should be done next year again.
- Décor around the show, such as in the meeting areas, should consider innovative ways to **re-use existing materials**. This needs to take into account the show breakdown and storage of items.
- Local an indigenous potted **plants** need to be provided where possible.

3.8 Social and economic development

“We aim to promote local economic and social development within the host region. We encourage a triple bottom line approach where possible.”

Having FutureLink as the preferred service provider four years in a row goes to show how social and economic development can be done in a practical manner if suitable training and support is provided. They did an excellent job this year again and it is recommended that they promote themselves as a company who can provide waste management for green events.

Food and Trees for Africa agreed to plant a total of 78 trees in disadvantaged communities to offset the carbon footprint of flights. The single use carpets were once again collected and distributed to a crèche in the Doornkop community just north of Middleburg.

3.9 Monitoring

“We aim to ensure that the greening interventions are monitored and evaluated so that lessons learnt can be captured and improvements made. An open and transparent report will be made available after the event.”

The event was monitored with on-site verification of the various aspects outlined in this report. It is recommended that this report be made available to the public and that the recommendations are included for the planning of future events.

4 Sustainability performance

4.1 Greening initiatives

The following provides an overview of some of the greening initiatives that were implemented during MA2016:

- An educational workshop was held with suppliers to promote event greening.
- With regards to the exhibitor stands:
 - All hired plants were indigenous and locally grown;
 - Greening tips were made available for exhibitors on the website, social media platforms and via email;
 - Exhibitors had the option to buy trees and RECs to offset their carbon offset for participating in the event;
 - LED lights were used throughout the show; and
 - Green stand awards were given out in recognition of the effort of the exhibitors.
- The Green Hotel Award was given in recognition of the effort of the Maslow hotel for their sustainability efforts.
- Visitors were encouraged to drink water from the water fountains rather than bottled water, using recyclable cups, with a levy on any bottled water sold.
- A full waste management system was implemented, including recycling and composting, with a total of 93% of the waste diverted from landfill, up from 89% last year.
- Recycled content was used for the décor in the pause areas.
- Catering
 - Seasonal, organic and locally produced fresh produce
 - Variety of vegetarian options on offer
 - Sourced SASSI approved seafood, Fairtrade coffee and BVI wines
 - Sold bottled water at a R10 premium – an additional 18 trees were procured for the carbon footprint offset
 - Used Bokashi for food waste
- Twelve renewable energy certificates (RECs) were procured to offset the carbon emissions of the energy used during the event.
- 78 trees were planted by Food and Trees for Africa in various communities in Gauteng to offset the carbon emissions of the flights.
- Compostable food waste was donated to a community project with food gardens
- All carpeting was donated to a disadvantaged crèche in Doornkop.

4.2 Carbon footprint

The overall carbon footprint is calculated based on the same principles as previous years to allow for a year on year comparison. The basic methodology used is the Greenhouse Gas (GHG) Protocol. The table below provides a year on year comparison of the different indicators:

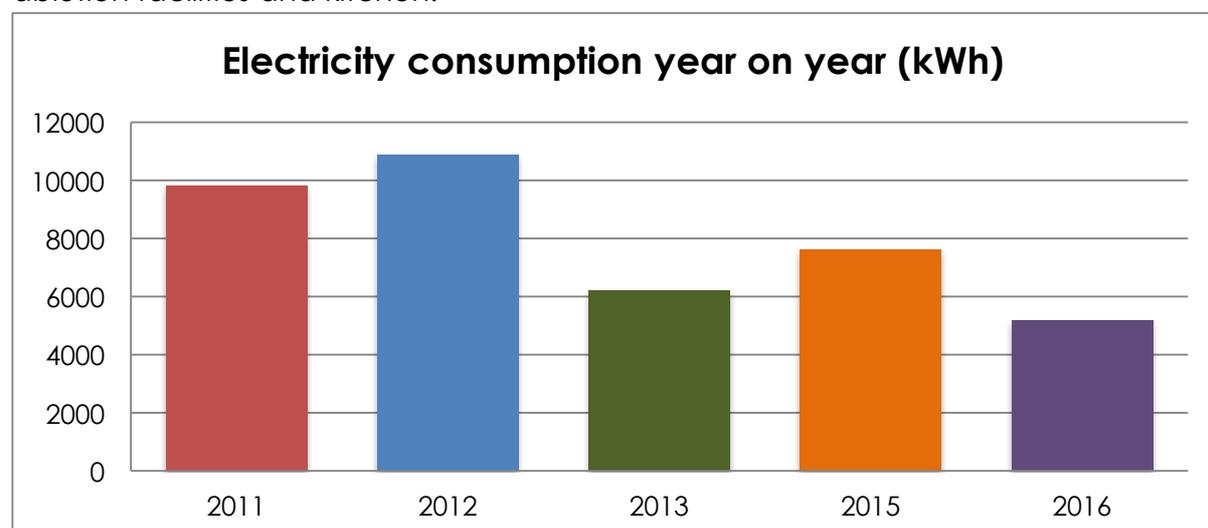
Indicator	2012	*2013	*2014	2015	2016
Number of participants	3 452	2 602	2 260	2 850	2570
Energy in ton CO ₂ eq	10.8	6.2	6.5	7.5	5.1
Print Media in ton CO ₂ eq	1.3	1.4	1.5	1.6	1.6
Limited transport, excl flights in ton CO ₂ eq	3.1	No data	None	None	0,5
Flights in ton CO ₂ eq	1 962.4	698.5	1 264.6	1 395.6	1 319.4
Total Carbon Equivalent in ton CO₂eq	1 977.6	706.1	1 272.6	1 404.7	1 326.7
Carbon emissions per person in ton CO₂eq	0.57	0.27	0.56	0.49	0,52

* Note that updates were made based on updated data received. Energy usage for 2014 is only an estimate.

The flight emissions consistently form the largest portion of the overall contribution towards the carbon emissions for the event. The total number of participants decreased compared to previous years, while the overall emissions (1327 tons CO₂eq) and the carbon emissions per person increased from 0,49 to 0,52 tons CO₂eq per person.

4.3 Energy

Although it was the first year that the SCC provided detailed data on the actual consumption relating to the event, there are still concerns around the data as it did not correlate to previous years and there were discrepancies with regards to the factor used to determine the actual consumption. Consumption is based on the actual utility bill received from SCC for the hall, plus 30% to cover a portion of the additional building consumption related to the event including passage ways, ablution facilities and kitchen.



The total electricity consumption for the event and the consumption in the office prior to the event was calculated at 5180 kWh, which equates to 5128 kg Co₂eq and could be offset through the procurement of 6 RECs (6 MWh of electricity generated by renewable energy).

It is however recommended that the SCC be advised to review their mechanism for provided energy consumption data to clients so that it is more accurate and can be compared year on year for events. As a major venue in Johannesburg they need to take responsibility for managing indicators within their control to contribute towards event greening in South Africa.

There is a concern around the accuracy and metrics of data provided by the SCC

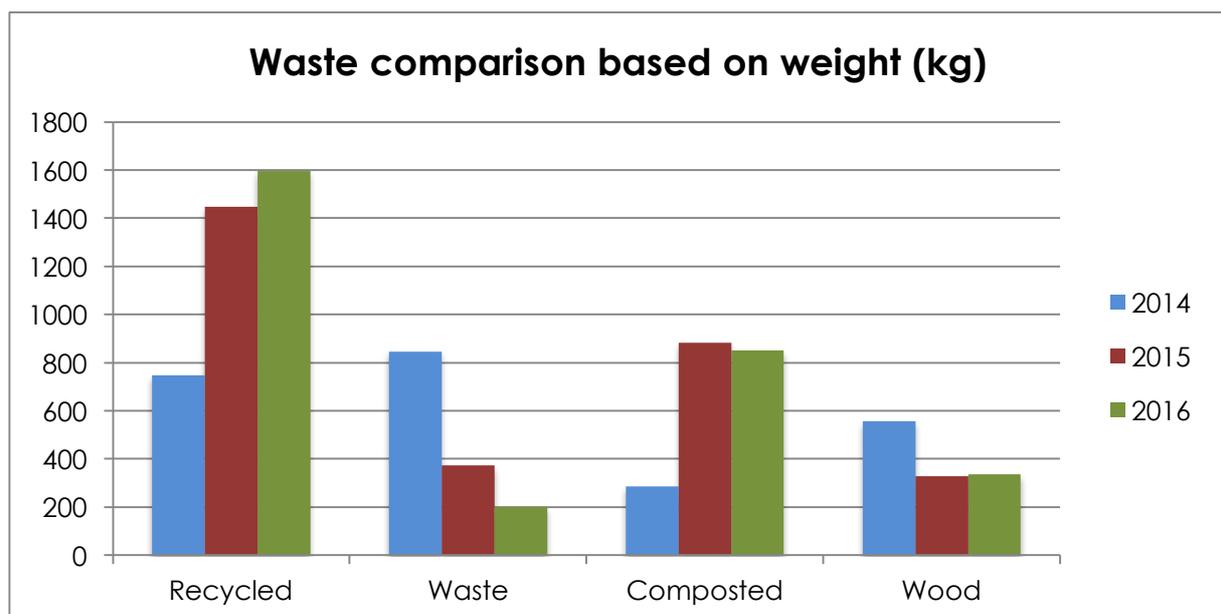
4.4 Waste

There were three main waste streams as outlined below:

- Recycled: cardboard, paper, tin cans, glass, plastic (sheets, bottles and bubble wrap)
- Organic waste: compostable cups and food containers, wooden utensils, serviettes, flowers and left over food (wet waste)
- Waste to landfill: general waste, yellow tape from back of carpets, carpet off cuts.
- Wood: While wood can technically be recycled, it does depend on the type of wood and the collectors' ability to remove and recycle these items

While the overall amount of waste reduced there was an increased in waste diverted from landfill

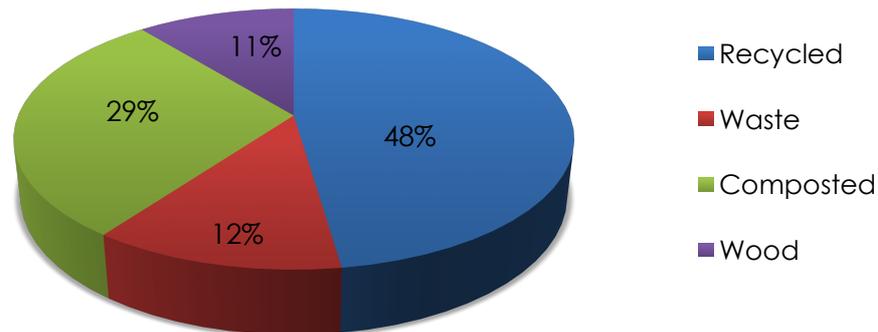
The table below provides a **comparison of types of waste** based on weight between 2015 and 2016. While the amount of waste reduced, the amount of recycling increased and composting essentially remained the same.



The two graphs below provide a comparison of the waste ratio over the last two years. During 2015 plastic was the most significant type of recyclable (925kg), followed by cardboard (261kg), tin cans (99kg), paper (94kg) and glass (67kg). Plastic included plastic bottles, sheets of plastic and bubble wrap.

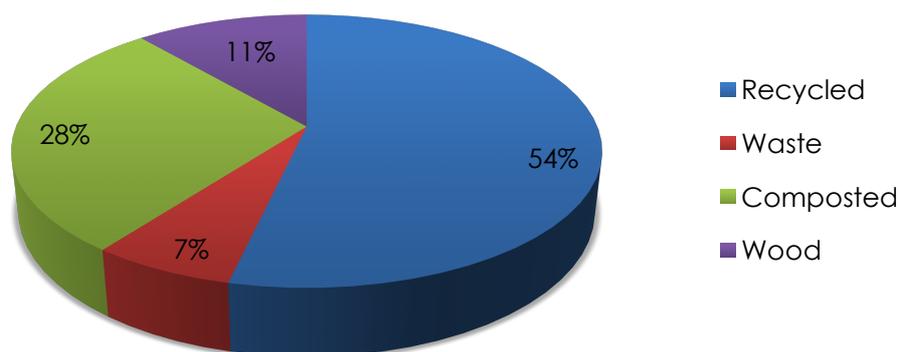
Waste diverted from landfill increased from 77% to 82%

Waste diversion at Meetings Africa 2015



The comparative chart for 2016 shows a nice reduction in waste to landfill (from 12% to 7%) while the recycling increased (48% to 54%) and the rest essentially remained the same based on the total weight.

Waste diversion 2016 at Meetings Africa 2016



It is recommended that the events industry does more research around different types of wood that is used within the industry and how this can be recycled. Types of wood include:

- Medium-density fibre-board (MDF) made from fine wood chips glued together with lignin and wax (paraffin) with a smooth, dense and homogeneous surface.
- Particleboard is made by hot compression of wood particles, mixed with binding agent and forming the mixture into a sheet. It is waterproof, strong and easy to handle, but formaldehyde resins are used to bind the wood.
- Melamine faced chipboard (MFC) is mostly used to make office furniture.

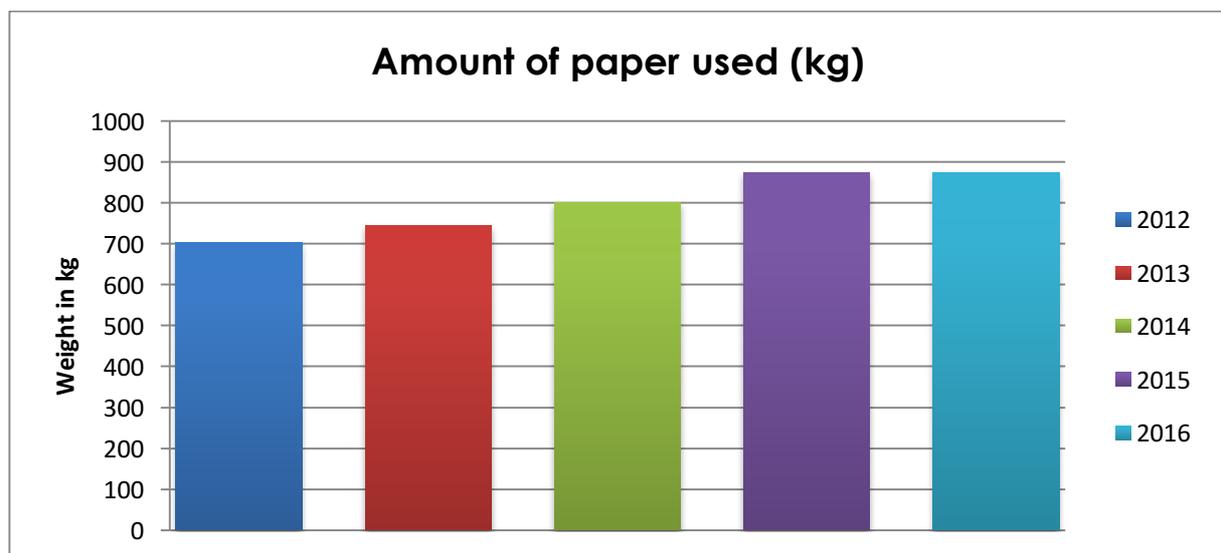
Review types of wood used within the events industry and better recycling options

4.5 Print media

The print run for the event directory (3000 copies) and the daily newsletter was the same as the previous year, which resulted in a total consumption of 380 reams as outlined below.

Print Media	2012	2013	2014	2015	2016	
Total A4 reams of paper	306	324	348	380	380	reams
Carbon Equivalent for print	1314	1391	1494	1632	1632	kg CO ₂ eq
Number of trees for print media	37	39	42	46	46	trees

The graph below indicates a slower increase in paper consumption, but this could ultimately be reduced through the trend of using more electronic communication.

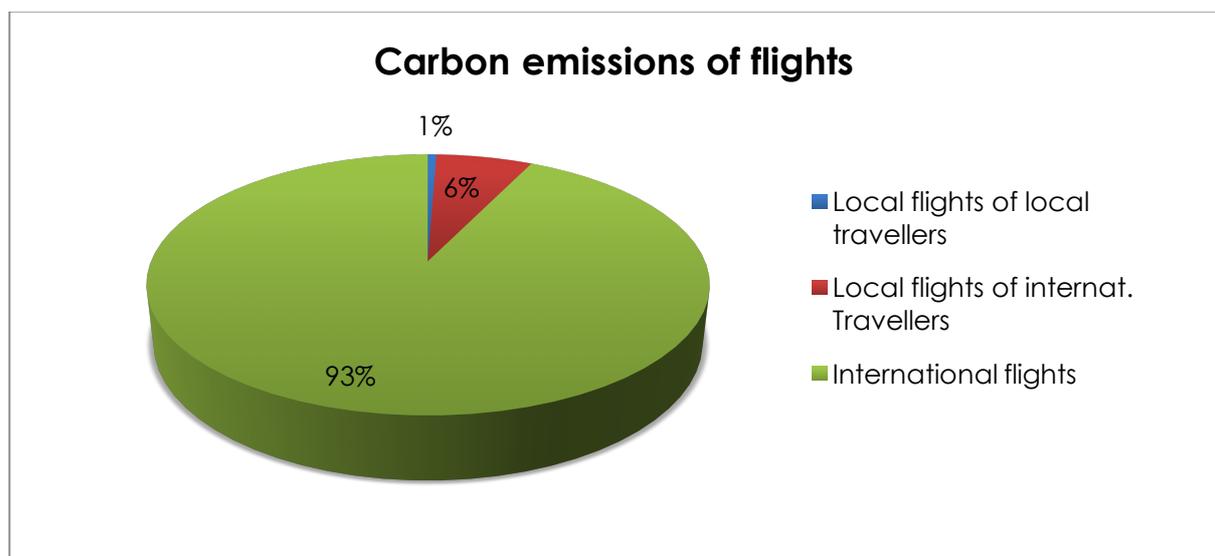


4.6 Flights

The flights remain the largest portion of the carbon footprint, including both local and international flights. A total of 233 were sponsored to travel and this led to a total of

1319 tonnes of CO²eq. This includes numerous additional flights within South Africa to allow hosted buyers to visit different parts of the country.

Most of the hosted buyers were international delegates and their international flights accounted for 93% of the flight emissions, while 7% was due to local flights. The total amount of carbon emissions equivalent for all the flights relating to Meetings Africa 2015 was calculated at 1319,4 ton CO²eq.



It is recommended that delegates be encouraged to take responsibility for offsetting their own flight emissions, which could be done through a local Verified Carbon Standard (VCS)⁶ programme.

4.7 Carbon offsetting

It was the second year that exhibitors had the opportunity to contribute towards the offset of their own carbon emissions through purchasing renewable energy certificates (RECs) or trees. It was included into the exhibition to encourage uptake, yet more marketing is needed to encourage exhibitors to take responsibility. A notice was set up in the meeting area to give recognition to the green contributors, but this could receive more focus in the future.

⁶The VCS programme ensures all carbon credits are real, measurable, additional, permanent, independently verified, unique and traceable. All approved projects are registered in the VCS' online registry, ensuring a transparent chain of custody, from issuance through to retirement - see www.v-c-s.org

For administration purposes the concept of a “mini-REC⁷” was brought in at Meetings Africa in 2014. This allowed the organisers to sell mini-RECs to exhibitors based on the size of their stand and is a mechanism to promote renewable energy within the events industry. While a full REC costs R400, a mini-REC was sold at R30 for an exhibition of 9m². 12 RECS were sources from Kukhanya Energy Services (KES) Solar PV Utility in KwaZulu-Natal. KES provides electricity services to more than 35 000 households in rural communities that currently do not have access to grid electricity.

A total of 12 RECs and 78 trees were purchased to offset some of the carbon emissions for the event

A total of **78 trees will be planted** by Food and Trees for Africa to contribute towards the offset of the carbon footprint for this event. This includes the trees purchased by the exhibitors (60 trees), the contribution from the sale of bottled water and the balance covered by the organisers (18 trees). The following table provides an indication of uptake of trees (by exhibitors and by the overall event), as well as the procurement mini-RECs by exhibitors and RECs by the overall event since 2014. Note that the mini-RECs are a sub-set of the RECs and not additional.

	Exhibitor Trees	Other Trees	Mini-RECs	RECs
2014	9	11	11	11
2015	22	11	23	11
2016	60	18	15	12
Total number of trees		131		
Total mini-RECs procured by exhibitors			49	
Total RECs procured by event				34

Rennies also offset the carbon emissions related to the local transfers between the hotel and SCC. This was calculated as 0,53 tonnes of carbon emissions equivalent based on 2600km as calculated and offset by HRG Rennies through **Credible Carbon** (www.crediblecarbon.co.za).

⁷ This term “mini-RECs” was coined by the Meetings Africa EGF team to find a suitable solution for exhibitors to actively contribute towards supporting renewable energy.

5 Minimum standards

Events are often, by their very nature, high impact and transient with both positive and negative social, environmental and economic impacts. The Event Greening Forum (EGF) developed minimum standards to provide event organisers and professional service providers with guidance in the organisation, planning, management and reporting of more sustainable events.

Although these standards are currently only in *draft* format, they have been compiled as input into the future establishment of a national standard for sustainable events in line with SANS 1-1:2012. They represent the minimum that an event organiser should do to demonstrate a commitment to hosting a sustainable event, although organisers are encouraged to go beyond this and demonstrate best practice.

This section outlines how Meetings Africa implemented the draft minimum standards, although it was done prior to the development of the implementation guide for minimum standards. The principle of continuous improvement has been implemented over the last few years, with annual audits and recommendations. The principles as outlined in the minimum standards have been included into their event strategy (see point 2.2).

5.1 Sustainable operations and management

The organiser compiled and communicated a sustainable event policy taking into consideration the different sustainability aspects and ensuring that the event complied with local legislation. A management system was implemented in line with the policy, providing suitable procedures for evaluating the effectiveness and suitable measurement systems to allow for a critical review and continual improvement. All relevant legislation was complied with.

Staff, suppliers and exhibitors participated in training and awareness which promoted the implementation of the policy. The policy was made publicly available and information was provided about its associated activities. The promotional materials provide an accurate and complete reflection of the event, and did not promise more than could be delivered and not make misleading claims.

An independent auditor was appointed to conduct internal monitoring and record all non-conformances or any incidents that may occur. The organiser requested participant and visitor feedback around the event greening.

The venue already provided suitable arrangements to ensure access and facilities for people with disabilities and special needs.

5.2 Environmental Criteria

The organisers requested all main service providers to sign a pledge to implement sustainability principles and practices, including responsible purchasing. Section 3 of this report provides information about the **sustainability practices implemented**, while section 4 of this provides an overview of the **event performance**, including energy consumption, waste generated and the associated greenhouse gas emissions (GHG).

The essential services were provided by the SCC, working close with the events management team around waste management and energy reduction. Unfortunately the venue could not provide any details on the amount of water used, but this would have been minimal (restrooms, catering and cleaning only). The event did not create any additional noise, light, runoff, erosion, ozone-depleting compounds or pollutants. There was no trade or display of listed, endangered or threatened species or other wildlife.

Exhibitors were encouraged to use potted plants or sustainably harvested indigenous plants for décor. There were no negative effectors on the local ecosystems. Effort was placed on making the participants aware of the environmental, social and economic objectives of the event and encouraged visitors and exhibitors to reduce their impact through participating in the carbon offset programmes.

5.3 Social and Cultural Criteria

The event was hosted at the Sandton Convention Centre (SCC) which has no negative impact on any local history, archaeology or culture.

5.4 Economic Criteria

The event supported local economic development and small enterprises in the following manners, including environmentally friendly and ethical products:

- Appointment and training of FutureLink to provide waste management services contributed to local employment opportunities.
- Soweto Sewing Company is a local empowerment company which was requested to make shwe-shwe aprons for guests, but more gifts could have been procured from local empowerment companies.
- There was no child labour, forced labour or exploitation of staff. Unfortunately, no wage information was provided.

There is however scope to grow this element in the future to encourage local economic development.

5.5 Summary

Although the current draft minimum standards have been complied with, the implementation guidelines have not been compiled yet, so there is no way to confirm this.

6 Recommendations

The following provides a summary of the different recommendations outlined in this report.

6.1.1 Waste Recommendations:

While the waste management system worked like a well-oiled engine this year, it is the result of continuous improvement by the waste team working closely with the SCC. The following basic recommendations are made for future events:

- Build on the experience from this year to once again implement a **three-bin system for separation at source** for recycling, organic waste and waste to landfill (rubbish). Suitable infrastructure and staff needs to be provided.
- Provide **clear visual communication** for delegates so that they can understand what is expected from them. Because many delegates are not familiar with bagasse or PLA, they might think it needs to be recycled when it can actually be composted. It is important that this is clearly communicated to all the visitors and exhibitors.
- When appointing the **cleaning and waste management team** it should be clearly outlined that they need to implement separation at source and that all waste, recycling and organic waste should be measured. They also need to work closely with the SCC facility management team to ensure that recycling and organic waste does not go to landfill.
- The **service providers** and sub-contractors need to be informed about what is expected from them around their own waste management.
- **Roles and responsibilities need to be confirmed** for the different role players over the different functions (build up, actual event, social events and break down). This should include the responsibilities of the catering, cleaning and recycling teams, as well as the venue.
- The cleaning team requires **annual training** around what is expected from them because the team changes every year. This should also include the catering team.
- Better **briefing** of all role-players (including the cleaning and catering teams) regarding the bins and the correct utilisation thereof is needed as some of the service providers are not used to doing recycling.

6.1.2 Energy Recommendations:

The following recommendations are made for improvement of energy efficiency in the future:

- It is recommended that **only LED lights be allowed** on exhibition stands, both for standard and custom-built stands.
- The venue and service providers should be required to encourage **energy efficiency practices** through implementing standard operating procedures such as switching off lights and appliances when not required and using 50% lighting when possible.

- It is recommended that **exhibitors be given the option of buying RECs or trees** to contribute towards the offset of the overall carbon emissions for the event.
- It is recommended that the **SCC be encouraged to review their internal energy data management** so that they can provide clients with accurate energy consumption data for carbon foot printing purposes.

6.1.3 Water Recommendations:

The following recommendations are made for improvement of water conservation at future events:

- The conference organisers should continue to **provide water coolers** instead of bottled water for delegates and also highlight the fact that we have clean potable water in South Africa.
- Provision of **bottled water** should be discouraged through adding a premium on bottled water that is used towards an environmental concern.
- Exhibitors should be **discouraged to provide bottled** water to visitors.

6.1.4 Eco Procurement Recommendations:

The specification and procurement of goods and services are a key aspect to be taken into consideration and can have a huge impact on the overall environmental impact of an event.

- It is recommended that organisers and exhibitions should specifically request **local gifts and incentives** as an integral part of showcasing South Africa.
- Gifts should also be **practical and durable**, but lightweight to allow international guests to travel home with them. Care should be taken to avoid green-washing around items that claim to be "green".
- The environmental impact of production items, such as lanyards or crew clothes, should also be specified to be **locally manufactured and eco-friendly**.

6.1.5 Transport Recommendations:

Transport is still the largest contributor to the carbon footprint of the event and should be managed pro-actively through the following recommendations:

- **Direct flights in economy class** should be booked where possible.
- The use of **public and efficient transport** should be encouraged where practical to reduce the overall carbon footprint.
- Service providers (flights and local transfer) should provide **detailed information** that can be used to calculate the carbon footprint.
- Delegates and exhibitors should be encouraged to **offset the carbon emissions** relating to their flights, which could be done through planting trees.
- To enable the hosting of a **carbon neutral event** all flights will need to be offset.

6.1.6 Accommodation Recommendations:

With the award being given out the second year in a row it was interesting to see how the hotels showed greater commitment towards sustainability. It is recommended

that this continue into the future because it gives hotels an incentive to review their own policies and practices and benchmark with other hotels.

6.1.7 Communication and Marketing Recommendations:

The following is recommended around communication, training and marketing:

- Training should be provided every year for the **service staff** to ensure that they understand what greening is, why it is important and what they need to do during the event to assist with the implementation.
- The use of **electronic media** should be encouraged instead of printed media.
- Guidance needs to be given to stand builders and exhibitors on what they can do to **green their stand**. A short checklist might assist to promote implementation. The green stand award should be done next year again.
- Décor around the show, such as in the meeting areas, should consider innovative ways to **re-use existing materials**. This needs to take into account the show breakdown and storage of items.
- Local an indigenous potted **plants** need to be provided where possible.

6.1.8 Monitoring Recommendations:

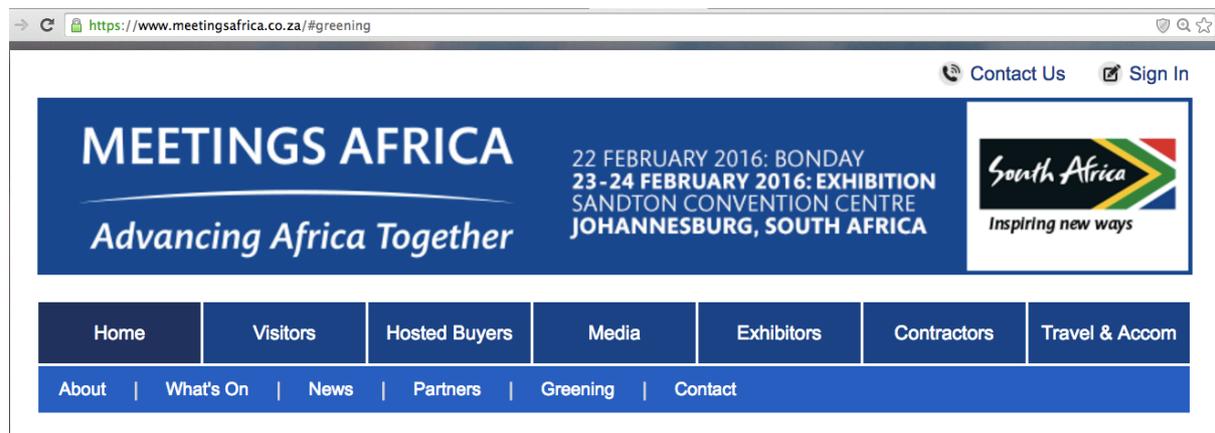
It is recommended that this report be made available publicly to ensure transparency and that the event be monitored in the future to allow for year on year comparison.

7 Annexures

7.1 Hotel questionnaire feedback summary

Questions	Balalaika	Garden Court	Maslow	Radisson Blu Sandton	Sandton Sun	Sandton Towers
Do you have an Environmental Policy? If "yes" please provide a copy.	2	1	2	1	1	1
Are you a member of a green rating system such as FTTSA, Green Leaf, GreenStaySA, Green Globe or Heritage? Please provide information if "yes".	0	0	0	1	0	1
Do you have an Environmental Management System (EMS) in place such as ISO 14000? Please provide certification / information if "yes".	0	1	1	0	1	1
Do you have an Eco Procurement Policy in place, giving preference to environmentally friendly and locally sourced products / services?	0	1	1	1	1	1
Do you use biodegradable and / or non-toxic cleaning chemicals?	0	0	0	1	1	1
Do you have a recycling programme in place for major waste streams such as glass, tins, plastic, paper and organic waste? Please provide details if "yes".	1	1	3	2	2	2
Do you provide soap and shampoo products in bulk refillable dispensers? If individual bathroom products are provided, do you ensure that they are not replaced before they are empty and that containers can be re-used?	2	2	2	1	2	2
Do you implement a towel and sheet- re-use policy for guests and is this clearly indicated in all of the rooms?	1	1	1	1	1	1
Do you have low-flow showers and aerators on taps for guest rooms?	1	1	1	1	1	1
Are all toilets water efficient (e.g. fitted with interruptible flush systems, small cisterns, displacement devices or if <i>flushmaster</i> type, then set optimally) ?	1	1	1	1	1	1
Do you have energy-efficient lighting such as CFLs (compact fluorescent light) or LEDs in all easy access areas?	1	1	2	2	1	1
Do you issue guests with a key card <u>linked</u> to the lights and air-conditioning in the rooms to help save electricity?	0	1	1	1	0	0
Do you make use of renewable energy sources such as RECs?	0	0	0	0	0	0
Do you provide a paperless check-in, check-out and billing process?	0	0	0	0	0	0
Do you use eco friendly paper that is FSC approved with recycled content?	1	1	1	1	1	1
Do your staff members receive environmental training?	0	1	1	1	1	1
Do you inform your guests about your environmental initiatives?	1	1	1	1	1	1
Do you request guests to assist you in saving water and electricity?	1	1	1	1	1	1
Do you promote the use of 'green' taxi operators or pedicabs (bicycle taxis)?	0	0	0	0	0	0
Are you within safe walking distance of the conference centre?	1	1	1	1	1	1
Do you use waterwise plants in your garden area?	1	1	1	NA	1	1
Other:Maslow = herbs & wormfarm, Radisson = bicycles, SandtonSun = cycads	0	0	1	1	1	0

7.2 Greening Communication



The Meetings Africa team aims to showcase Africa as a premier business events destination that cares about its people and the natural environment. Through hosting the event in a responsible manner, it reflects the importance of local economic development, and keeps abreast of international trends.

To learn more about green events please [click here](#) to view Gauteng Tourism Authority's Gauteng Green Events Guidelines. (ed: Note that this link did not work.)

As part of the Meetings Africa Stand Awards, we have a category dedicated to Best Green Stand. We have provided the EXSA judging criteria [here](#) for you to follow. To have your stand judged, please complete the judging criteria in the online services manual.

For the second year running, there will be an award for the Most Green Hotel. This will be awarded to one of the Meetings Africa 2016 hotel partners.

Top 15 Green Tips for Exhibitors

1. To offset your carbon footprint, consider purchasing a tree for only R120 excl VAT. After the event, the trees will be planted in a local community in partnership with Food & Trees for Africa (FTFA) as part of the Meetings Africa 2016 CSI initiative. In 2015, 33 trees were planted at Winnie Ngwekazi Primary School, a community in Soweto.
2. Reduce your use of energy by choosing energy-efficient technology for your stand, such as LED lighting or energy-efficient plasma screens. Also consider switching off your power to the stand at night.
3. Did you know that you can buy renewable energy for 9m² for only R30 excl VAT. This is another way that you can offset your carbon footprint at Meetings Africa 2016.
4. Don't forget to enter the Green Stand Awards if you think your stand is a good example of an eco-friendly display. Find out how to enter in the exhibitor manual.
5. Encourage your staff to car pool to reduce their carbon footprint. It will also alleviate the parking congestion at the Sandton Convention Centre and will save you money!
6. If you are from out-of-town, why not make use of the Gautrain and shuttle services when getting around. This will also go a long way to reducing your carbon footprint.
 - o [Click here](#) for more information and to view the Gautrain schedule.

7. Make the most of your time at Meetings Africa by planning meetings around the show. With so many key players in one location at the same time, the show provides the perfect opportunity to meet, and thereby decrease your need for future travel and your carbon footprint.
8. Encourage your staff to drink the filtered tap water that is freely available on the exhibition floor, rather than bottled water. Do not serve bottled water on your stand. This will also reduce the waste generated at the event.
9. As implemented in 2015, there will be a R10 surcharge on bottled water. This money will be donated to the event's carbon-offset programme after the event.
10. Encourage your staff to use the recycling bins at the show. They will be clearly labelled but sometimes people throw the wrong waste in the wrong bin – this can contaminate recyclables and render them non-recyclable e.g. if food waste contaminates paper waste.
11. If you choose to have rolled carpeting on your stand, this can be donated to a charity after the show. In 2015, the carpets were donated to Loveness Creche and Tabernacle Christian Academy in Ivory Park.
12. Avoid having printed hand-outs on the stand. Rather share information electronically with visitors to your stand.
13. If you want to give gifts to people visiting your stand, try to procure locally-produced items, and in the process support our local economy. A comprehensive database of local suppliers can be found [here](#).
14. Green your stand by choosing an eco-friendly design. If you are using a shell scheme stand, then opt for eco-friendly accessories or the executive package with fabric graphics that be re-used at future events.
15. Select indigenous and locally-grown plants for your stand. A range of indigenous plants is available including: Yellowwood, Natal Mahogany, Mother-in-law's Tongue and Chlorophytum.

Top 7 Green Tips for Hosted Buyers and Delegates

1. To offset your carbon footprint, consider purchasing a tree for only R120 excl VAT. After the event, the trees will be planted in a local community in partnership with Food & Trees for Africa (FTFA) as part of the Meetings Africa 2016 CSI initiative.
2. Encourage your staff to car pool to reduce their carbon footprint. It will also alleviate the parking congestion at the Sandton Convention Centre and will save you money!
3. If you are from out-of-town, why not make use of the Gautrain and shuttle services when getting around. This will also go a long way to reducing your carbon footprint.
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4. Make the most of your time at Meetings Africa by planning meetings around the show. With so many key players in one location at the same time, the show provides the perfect opportunity to meet, and thereby decrease your need for future travel and your carbon footprint.
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7.3 Renewable Energy for Meetings Africa 2016

For the last five years, Meetings Africa has been run on renewable energy through the procurement of Renewable Energy Certificates.

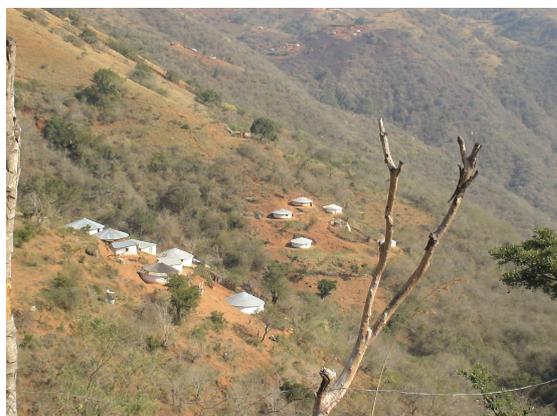
Renewable Energy Certificates (RECs), also known as Green Tags, Renewable Energy Credits, Renewable Electricity Certificates or Tradable Renewable Certificates, are tradable, non-tangible energy commodities that are proof that 1 megawatt-hour (MWh) of electricity was generated from an eligible renewable energy resource. These certificates can be sold and traded or bartered, and the owner of the REC can claim to have purchased renewable energy.

This year, the Meetings Africa team sourced renewable energy for powering the show from Kukhanya Energy Services (KES) Solar PV Utility in KwaZulu-Natal. KES provides electricity services to more than 35 000 households in rural communities that currently do not have access to grid electricity.

KES is supplying communities with 'Solar Home Systems' leased to the homeowner at a minimal fee which covers the operational costs of supplying the service, including full maintenance and replacement of batteries.

The electricity service allows for telecommunications including TV, radio and cell phone charging, as well as lighting. Furthermore, the company employs 100 people from the local communities to manage and maintain the system.

Through the procurement of these RECs from the KES project, Meetings Africa has contributed to sustainability and the upliftment of the local community and the Solar PV Utility project.



**Event Greening Pledge for
Meetings Africa 2016
by Rennies Travel**

MEETINGS AFRICA
Advancing Africa Together



I, Kathy (name of individual), representing the Rennies Travel, hereby commit to pro-actively implementing the following principles and practices to assist with the event greening of Meetings Africa 2016:

- Waste reduction: We understand that Meetings Africa aims to actively reduce the amount of waste generated (80% to be recycled) prior to and during the event. We will endeavour to assist with this in our own operations and preparation through considering aspects such as reduced packaging and printed materials, and re-using and recycling waste materials where possible. We will inform our staff about the recycling initiatives and actively support the principles of "reduce, reuse and recycle" through rethinking the way in which we do things.
- Energy efficiency: We understand that Meetings Africa encourages energy efficiency through promoting the use of energy efficient technologies (lights and AV) and the responsible use of electricity. We will pro-actively assist with energy efficiency wherever we can, specifically if we are providing any energy related services such as lighting, AV and heating or cooling (food and beverages), by including the best technology available into our technical specifications.
- Water conservation: We understand that Meetings Africa aims to ensure that the water is used in a responsible manner. We will inform our staff about the water conservation initiatives and actively support the implementation.
- Eco Procurement: We understand that Meetings Africa aims to ensure that the procurement of goods and services are done in a sustainable manner, promoting the procurement and use of local products that have a minimal negative effect on the environment. We will include this into our procurement process through actively requesting it, and asking our suppliers for additional environmental information.
- Transport management: We understand that Meetings Africa encourages public transport, efficient management of transport and the avoidance of non-essential flights so that air pollution (greenhouse gases) can be reduced¹. We aim to reduce our own transport emissions through effective planning and by reducing unnecessary travel and transporting of goods.
- Communication, marketing and training: We understand that Meetings Africa aims to ensure that the event's greening efforts are well communicated and marketed to appropriate target groups. We pledge to inform our staff and any sub-contractors with the view of behaviour change.

Kathy

¹ Due to the nature of the event we aim to increase the number of people attending each year, and we aim to increase the destinations where the people travel from, which we realise will have a negative impact on the overall carbon footprint.

