

## 2019 UFI Sustainable Development Award | Best Sustainable Development Communication

### Introduction: CTICC corporate sustainability commitment:

The CTICC has a clear environmental policy and strategy, and strives to become a world leader in sustainability initiatives. Sustainability is central to every operation and decision at the centre, which has a dedicated sustainability team, Nurture Our World (NOW), who is mandated to ensure that practical objectives for a sustainable outcome are properly planned and achieved.

The CTICC's broader corporate sustainability is underpinned by ethical values and ethical business practices. Its adherence to the United Nations Global Compact principles also means operating in ways that meet international responsibilities of environmental sustainability.

According to the CTICC's Environmental Policy statement, the centre's objective is to ensure sustainable use of natural resources and prevent pollution; promote a work culture that achieves corporate targets through environmental awareness and provide active leadership and commitment in the field of environmental and social sustainability.

The CTICC's environmental sustainability objectives include tracking all sustainability activities to ensure that these activities have a significant impact on the organisation and promote sustainable events through early assessment. Also measurably build the CTICC brand as a world leader in sustainability while leveraging sustainability as a key compelling selling point for the CTICC.

The CTICC has made great strides in environmental sustainability in recent years and this success has become one of the CTICC's unique selling points. The CTICC continually improves its energy and water efficiency and also makes a concerted effort to raise awareness amongst staff to reduce their carbon footprint.

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The centre has been reducing its water consumption through its environmental sustainability practices for several years. In the 2017/18 financial year, the CTICC reduced its consumption by 30% and intends to continue to focus on water resilience plans to reduce its water dependency.

### **A review of the CTICC's initiatives, innovations and environmental investments:**

The CTICC is serious about environmental sustainability and decreasing its water footprint. With the drought currently being experienced, the CTICC has implemented centre-wide initiatives, as well as external and internal awareness activations which are targeted at CTICC clients, staff, visitors and local community partners (LCPs).

In the 2017/18 financial year, the CTICC proudly reduced its water usage by 30%. This was due to a significant push by the centre to create awareness amongst staff, clients and visitors, as well as changing the way the company behaves with special emphasis placed on reducing and recycling water.

The CTICC looked closely at where it could reduce its water use in all its venues and how it could invoke the same passion it has to reduce its water footprint with its clients, staff, visitors and LCPs. Several areas were identified and research done on where the centre could not only reduce its water usage but also recycle water for reuse at a later stage. Included in these was an innovating approach to producing its own potable water.

### **Innovation: The installation of the CTICC's reverse osmosis plant**

In 2017, the CTICC initiated a process of investigating a long-term solution to reducing its water consumption.

The centre appointed an engineer to investigate various alternatives for water saving including grey water recycling. After extensive and thorough research the engineer concluded that a reverse osmosis plant was the most feasible option for the CTICC. In 2018, the process to install the reverse osmosis plant started.

The centre had two 50-metre deep boreholes drilled on its premises. Each borehole consists of a borehole pump. The borehole pumps consist of long-lasting components that are robust enough to withstand the corroding elements of seawater. The borehole extract process allows the centre to extract seawater, mountain water and ground water for purification and is able to pump 4l of water per second. The extracted water is stored in a seawater tank. From the seawater tank, the water moves to the reverse osmosis plant for purification. The purified water (potable water) is SANS 241 compliant. The potable water is stored in two 200kl storage tanks and these tanks have a combined storage capacity of 400kl, and serve as storage depending on the centre's water needs.

The potable water produced services both of the CTICC's buildings - CTICC 1 and CTICC 2 - and is used for drinking purposes, cooking, internal and external cleaning, irrigation, and in the HVAC cooling system. The initiative has also allowed the centre to create water neutral events and to alleviate the strain on the municipal water supply.

The following operational initiatives were implemented and the CTICC:

- Stopped the supply of water to all bathrooms wash basins and offered waterless sanitiser as a safe and hygienic alternative. Water to the ablution facilities were turned back on, however, at a reduced pressure, toward the end of 2018 when the City of Cape Town relaxed water restriction levels.
- Installed 20 water-smart showerheads in all staff ablutions.
- Installed rain water storage tanks which are able to hold up to 265 000ℓ of water. The rain water which is captured is used for the irrigation of indoor plants, cleaning, and in winter, the cooling towers of the centre's central air-conditioning system.
- Captured the condensate from the CTICC's air-conditioning units. This amounts to an estimated 20 000ℓ of water per week, which is used for internal and external cleaning.

The CTICC not only implemented practical water initiatives within the centre, but also created internal and external awareness campaigns aimed at staff, clients and visitors. These initiatives provided information on the state of water scarcity in the City of Cape Town and the Western Cape Province, the dam levels, as well as how clients, staff and visitors can save water, and water measurements tools. These are the internal and external awareness campaigns that were activated:

- **Digital communication:** The CTICC created special digital media content. Included was the creation of a special water page on the CTICC website. Social media played an important role in spreading and raising awareness. Social media across all CTICC social media platforms – Facebook, LinkedIn, Twitter and Instagram – reflected the centre's commitment to raising awareness around the city's water challenge. The CTICC's social media platforms provided valued information on how its followers could save water as well as what the centre was implementing to do the same. The CTICC's social media water content and images across all its platforms reached 51 475 followers. It is important to note that the content was organic and not paid for and boosted.
- **Water-wise menus:** The challenge of water scarcity provided an opportunity for the CTICC's Food & Beverage department to think out-of-the-box when producing menus and cooking food. Reducing the department's water usage included carefully thinking about the cuisine options the centre offered its clients. Careful thought went into the centre's water footprint

in the production of top-class cuisine with CTICC chefs developed water-wise menus that opted for food that required less water to prepare or grow.

- **Internal and external water awareness posters:** The CTICC designed and developed internal water awareness posters that were posted in and around the CTICC's administration areas, venues and parking areas. These posters, encouraged staff and visitors to stay within the water level restriction parameters set by the City of Cape Town, as well as providing details on how they can reduce their water use. Information on the posters included:
  - The water restriction level which Cape Town is currently adhering to.
  - The amount of water each person is allowed to use.
  - Dam levels.
  - How people can calculate their water usage.
  - Information contact details.

#### **Corporate Social Responsibility awareness drive with CTICC local community partners:**

The CTICC's sustainability initiatives purposefully involve its local community partners, who work closely with communities on the ground, to extend its reach and influence. The centre initiated several corporate social responsibility water activations with its LCPs. The activations were conducted during South Africa National Water Week from 18 – 24 March 2018 and International Water Day which takes place annually on 22 March. The CTICC completed the following activations:

- The CTICC, through its Ikhaya Le Themba LCP, donated 50ℓ of hand sanitiser and ten hand sanitiser dispensers to Yomelala Primary School in Khayelitsha, Cape Town. The CTICC's maintenance staff was at hand to install the dispensers at the school. In addition to the donated items, the CTICC provided the school with water awareness posters.
- In another activation, the CTICC donated X40 5ℓ bottles of water, X10 20ℓ of water dispensers, X150 bottles of 5ℓ bottled water, and four water awareness posters to another of its LCPs, Mothers Unite.
- The centre donated cow manure to LCP, Abalimi Bezekhaya. The cow manure assisted the urban farmers to keep their garden soil moist during the dry months.

#### **Conclusion:**

The CTICC has been proactive in its efforts to reduce its water consumption - this is evident with the 30% reduction in water consumption. The centre knows that the number of events hosted, as well as the amount of people coming through its doors, is an opportunity to work harder to lessen its water use and inform clients, visitors and staff about the scarcity of water in the city. With the

installation of its reverse osmosis plant and by reducing the strain on the city's water resources, the CTICC is effectively giving the city more water to provide to its citizens or distribute to other resources. The CTICC will continue to strive to decrease its water footprint and set realistic targets to decrease its water consumption by even more than 30%

