

MEDIA RELEASE

Launch of the Green Goal Progress Report by Host City Cape Town for the 2010 FIFA World Cup™

15 September 2009

Progress with the hosting of a green 2010 FIFA World Cup™, reducing the carbon footprint and making Cape Town and the Western Cape a sustainable home and destination was highlighted during the launch of a Green Goal progress report today.

Executive Mayor Dan Plato and Premier Helen Zille hosted the launch at the Cape Town Hotel School Restaurant.

The progress report documents the implementation of the 2010 Green Goal programme since the launch of the Green Goal Action Plan on 17 October 2008. The report is a product of co-operation between the Provincial Government of the Western Cape and the City of Cape Town and was made possible with the support of the Konrad-Adenauer-Stiftung (KAS).

A total of 41 projects are being implemented across nine target areas to achieve the objectives of the 2010 greening programme.

The nine target areas are:

1. Energy and climate change

Minimise the carbon footprint of the 2010 event

2. Water
Minimise the use of potable water and promote conservation of water resources
3. Integrated Waste Management
Reduce, reuse and recycle waste
4. Transport, mobility and access
Promote energy efficient and universally accessible mobility and minimise air pollution
5. Landscaping and biodiversity
Promote indigenous landscaping and enhance biodiversity
6. Green building and sustainable lifestyles
Promote environmental awareness, sustainable lifestyles and environmentally efficient building practices
7. Responsible tourism
Promote responsible tourism for 2010 and beyond
8. Green Goal communications
Communicate the message of Green Goal to residents and visitors
9. Monitoring, measurement and reporting
Monitor, measure and report on progress with the implementation of Green Goal

More than 80% of the Green Goal projects have commenced, with the remaining projects in final planning stages.

The Executive Mayor of the City of Cape Town, Dan Plato, emphasised that, “the City is serious about reducing the carbon footprint of the 2010 event and conserving environmental resources. The iconic new Stadium has incorporated many of the world’s best “Green” technologies in its construction, ensuring that energy and water consumption is minimised and waste reduced to a minimum. A generous grant from the Urban Environmental Management Programme of the Danish Royal Embassy will further assist us in reducing some of the carbon emissions linked to the event”.

The Mayor highlighted some of the actual projects outlined in the Green Goal Action Plan, including scoping of an ECO centre within the Green Point Park. “The City is also establishing an indigenous biodiversity garden in the Green Point Park which will be created by restoring a portion of the park to its original ecosystem and offering recreational and educational benefits” said the Mayor.

Premier Helen Zille spoke about a “2010 green legacy” and mentioned a number of projects identified in the Green Goal Action Plan for the 2010 FIFA World Cup™ that would have a long-term benefit to residents. “More trees, increased waste reduction and recycling, energy and water saving technologies, increased use of non motorized transport, infrastructural development that benefits all communities and encourages responsible tourism will be some of the long-lasting benefits from the 2010 FIFA World Cup™ that residents of the Western Cape will enjoy long after the event has come and gone”, said the Premier.

Premier Zille noted that the construction of infrastructure projects, including the stadium and new transportation networks; comply with rigorous national environmental legislation. “Host City Cape Town has already scored an important green goal by adhering closely to the EIA requirements for the stadium and the redevelopment of the Green Point Common, as demonstrated by internal and external environmental audits”.

Premier Zille noted that improvements in public transport will result in more efficient energy use, will impact positively on air quality, and reduce carbon emissions by, for example, cutting traffic congestion. However, the carbon footprint of hosting the World Cup in South Africa is still expected to be approximately 8 times higher than the carbon footprint of the World Cup in Germany 2006. She appealed to FIFA to contribute towards mitigating the event's carbon footprint, as it did for the previous World Cup in Germany.

“New and existing accommodation establishments can also play an important role in advocating the message of environmental action to their clients, further contributing to what responsible tourism is all about and cultivating a lasting green legacy. The GreenStaySA programme is working with accommodation establishments to integrate environmental considerations in their daily operations”, said the Premier.

Mike Marsden, City of Cape Town Executive Director: Service Delivery Integration said that the Green Goal Progress Report marked another important milestone in Cape Town's preparation to host one of the greatest sporting events in the world. “The report is an indication of Cape Town's commitment to the success of the event. All the pieces of the 2010 jigsaw are now falling into place, including event greening. If there was ever any doubt or hesitation over the readiness of the City to host the 2010 FIFA World Cup™, I can give you the assurance that we will meet and surpass the targets and tasks set by FIFA. Funding to the value of R6.2 million, for the implementation of the 41 Green Goal projects, has already been identified by the City. An additional R4.5million has been allocated to the city beautification programme. This investment has already leveraged more than R8million in grant funding to ensure the best possible delivery of Green Goal 2010 outcomes” said Mr Marsden.

Mr Ike Ndlovu, Environmental Manager of the 2010 FIFA World Cup™ Organising Committee South Africa (LOC) emphasised the need for host cities to integrate event greening principles in their preparations for the World Cup. He commended the Cape Town on the progress made since the launch of the Green Goal action plan 11 months ago and offered the support of the OC to achieve the ambitious goals set by Cape Town to ensure a green event.

The German Consul General, Mr Hans-Werner Bussmann, handed over custom-made Green Goal themed makarapas to the speakers.

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