

## Launch of the Host City Cape Town Green Goal Legacy Report

*The spoken word shall prevail.*

A year ago today, FIFA awarded South Africa "9 out of 10 - a summa cum laude with highest praise" for the country's efforts in hosting the 2010 FIFA World Cup™. South Africa became only the third host country since 1930 to attract more than 3 million paying spectators; the showpiece was responsible for the word "vuvuzela" being entered into the Oxford English Dictionary and the FIFA World Cup™ showcased South Africa and Host City Cape Town to the world in a way that no other event had done previously.

What the 2010 FIFA World Cup™ demonstrated is that when South Africa's decision makers are united by a common cause they are capable of much more than has become the accepted norm. The ability to galvanise action to achieve the extraordinary and re-imagine and reconfigure social and infrastructural impediments to development, proved that a mega-event could be a major catalyst for re-development in the city and the region.

Much of the focus of the 2010 World Cup was on event logistics, construction of the stadium, the Fan Fest and Fan Walk, accommodating the teams and visitors and ensuring a positive impact from the event on nation building and tourism. However, the most important issue for developing countries, like South Africa, is not only to successfully host mega-events, but rather to leverage social, economic and environmental sustainability through the opportunities that these events offer.

And in this respect, the Green Goal programme achieved many noteworthy suc-

cesses. Host City Cape Town exceeded the national targets for waste-to-landfill reduction and the use of public and non-motorised transport by a large margin, significantly reducing the environmental impact of the event. Throughout the World Cup one of the important successes was the manner in which good waste management added to the general tourist appeal and fan experience. The Cape Town Stadium achieved an estimated 15% saving in electricity use and a 27% reduction in water use. Dual-flush toilets, low flow showerheads and taps were installed, while spring water from Oranjezicht on the slopes of Table Mountain irrigates the Green Point Urban Park, saving 580 million litres of drinking water per year. Carbon mitigation projects such as the retrofitting of street and traffic lights, the installation of energy efficient floodlights at Philippi Stadium and the supply of solar water heating to 540 low-income homes in Darling, compensated for 95% of the events carbon footprint.

The 2010 FIFA World Cup™ also provided an extraordinary opportunity for the visibility, branding and communication potential of the event to be mobilised for greater environmental and sustainability awareness. The Green Goal programme used the platform afforded by the World Cup to communicate, promote and mainstream sustainability among local fans, as well as to encourage behaviour change, and to inspire a shift towards more sustainable lifestyles.

In the words of Andy Goth, a British fan visiting the Green Goal Expo at the FIFA Fan Fest™, "the bottom line is that we've got to make use of sport and football as a driving force for environmental change. We'd be stupid not to. It doesn't take a think tank to

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see that sports stars hold a powerful influence over kids and adults around the world. Harnessing that influence is vital if we want to enjoy World Cups and the planet in years to come."

But of course that is easier said than done and it took the combined effort of a committed team, over a period of 4 years, to realise the objectives of the Host City Cape Town Green Goal 2010 programme. I was present in 2008 when the Green Goal Action Plan was launched. The Plan described the 41 projects that would reduce the environmental impact of the event. I also officiated at the handover of the Green Goal Progress Report in 2009, which reviewed and monitored these projects against the targets and milestones, and highlighted any gaps in implementation so that corrective action could be taken ahead of the World Cup. And now, in 2011, our collective efforts have resulted in the publication of the Host City Cape Town Green Goal 2010 Legacy Report, which documents the environmental measures instituted by Host City Cape Town, assesses their effectiveness and emphasises the lessons learnt, all of which will be useful for those planning future events in Cape Town as well as for the organisers of future World Cup and other major sporting events.

It may be hard to get our minds around it - but the world's future may well be decided in four months time when South Africa hosts the 17th Conference of the Parties (COP17) in Durban. Climate variability and changing weather patterns will affect each one of us - and sustainability must be at the heart of everything we do. It will not be easy to achieve greater resilience and resource efficiency, nor will it be to create a lower carbon city and region that is adapting well to the impacts of climate change, protecting its vulnerable citizens and building an economic future based on clean development, localisation and jobs for all. But we must do so. To use World Cup imagery: the world got a yellow card in Copenhagen and Cancun and the referee's hand will edge toward the red one if we fail to deliver in Durban and beyond. Perhaps there are lessons to be learnt from the Green Goal process?

When reviewing the Legacy Report, one reaches the conclusion that it took new models and the stretching of horizons to ensure a positive and lasting environmental legacy. It also took partnerships between the City and the Province and the likes of the Konrad Adenauer Stiftung (KAS) and Sappi and others, organisations that were willing to fund and support an experimental programme that might not even have worked. Additionally, it took idea people who didn't get shot down by naysayers and people who said that they had "been there and done that."

A fitting end to these collective efforts was the recent acknowledgment of the Host City Cape Town Green Goal programme when it was awarded the International Olympic Committee (IOC) Sport and Environment Award at the IOC 9th World Conference on Sport and Environment held in Doha, Qatar. Nominated by FIFA, the award recognised the efforts of the Host City to mitigate negative environmental impacts of the World Cup and to maximise the positive environmental and social legacy.

Ladies and gentlemen, the environmental baton passed from Germany in 2006 was placed firmly in our hands and through innovative thinking, strong partnerships and the support of everyone involved we have taken positive steps forward. When comparing the 2006 Green Goal programme to that of 2010, it should be remembered that Germany is a relatively well-resourced country and, thus, for any city in South Africa to have a comparable level of achievement is highly commendable. Most guests here this morning have either contributed materially to the programme or will be in a position to assist with event greening in the future. I want to commend everyone involved for lending his or her talents and energy to ensuring the achievement of the 2010 FIFA World Cup™ environmental legacy for the benefit of both current and future generations.

Thank you.