

Launch of the Host City Cape Town Green Goal Legacy Report

The spoken word shall prevail.

45 million persons recently voted Cape Town the world's number one visitor destination for 2010. Not surprisingly, increasing numbers of organisations are looking to Cape Town to host their event. Some events linger for months in the memory. But only one has delivered such a powerful legacy, that it seems like yesterday, certainly not 365 days ago, that we were enjoying the spectacular final between Spain and Holland on the big screen at our Fanfest at the Grand Parade. I can almost hear those vuvuzelas even now – still can't get them out of my head! We all have a favourite World Cup story.

When I announced my Mayoral Committee this year, I emphasised that our vision for Cape Town rests on five pillars: building an opportunity city; a safe city; an inclusive city; a caring city; and an efficient city. For me, a strong indicator of the success of Host City Cape Town's Green Goal Programme is its clear link with each of these pillars.

Starting with the fifth pillar...

- The Danida-sponsored carbon mitigation projects significantly reduced our 2010 carbon footprint and moved the City towards greater energy efficiency – an efficient city
- Several of Host City Cape Town's Green Goal projects supported disadvantaged communities, including introducing solar water heaters to low income houses in Darling – a caring city

- The broad stakeholder workshops which undergirded the Green Goal programme facilitated the involvement of a multitude of groups and organisations – an inclusive city

- While not specifically a Green Goal project, the success of the visible policing initiative during the five weeks of the world cup pointed the way towards the future – a safe city

- and perhaps more than anything else, the ability of Host City Cape Town's Green Goal programme to capitalise on the moment in time, demonstrated the benefits of the first pillar- an opportunity city.

Award winning Green Goal programme

There are many reasons why the 2010 FIFA World Cup made such a deep and positive impression – but today we are here to focus on just one of those – that of the multi award-winning Host City Cape Town Green Goal programme, through the launch of the Green Goal Legacy Report. And right at the outset, let me pause to congratulate the Green Goal team on winning no fewer than three significant national and international awards, namely

- the Impumelelo Silver Sustainability Award for its Green Goal workshop series and Action Plan;
- Certificate for the "Best Practice Model for Environmental Sustainability" awarded at the SA – German Chamber of Commerce and Industry gala dinner; and
- The International Olympic Committee's Sport and Environment award for its

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July 13, 2011

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excellent work “to mitigate the negative environmental impacts of the World Cup and to maximise the positive environmental and social legacy.”

Partnerships - key to success

Of course, Host City Cape Town includes both the City and the Province and one of the reasons for the outstanding success of the ambitious Green Goal programme is undoubtedly the close cooperation between the City and the Province with regards the planning, implementation and now evaluation of the programme. Having now had a foot in both camps, I am delighted at this level of cooperation and would like to see it continue in other areas of service delivery.

Apart from local and provincial synergy, without a few key partnerships, Host City Cape Town's Green Goal programme would not have reached the same heights. First and foremost I must pay tribute to the Konrad Adenauer Stiftung, or simply KAS as we have come to know them. KAS stepped up at the outset – when Green Goal was only an idea within the Environment Workstream Business Plan - and enabled a series of important stakeholder workshops to take place. These workshops proved the building blocks which led to the development of the Green Goal Action Plan, which gave life to the 42 projects, chosen after a careful prioritisation process at the workshops. The award-winning workshops also made it possible for civil society organisations, academic institutions and the corporate sector to make meaningful contributions to Host City Cape Town's Green Goal programme.

But KAS also did the hard yards and stayed on board throughout the project, including doing late night duty at the iconic Green Goal stand at the Fanfest on the Grand Parade. (If any of you missed out on visiting this exhibit, built largely of milk crates, there is a great photo on pages 44 to 45 of the legacy report.)

Danida's Urban Environmental Management programme proved flexible enough to allow substantial investment into Host City Cape Town's projects. Premier Zille recognised

the significant carbon challenge when she stated at the launch of the Green Goal Progress Report, 9 months before kick-off: “Carbon emissions during the 2010 event will remain one of the biggest environmental challenges for Host City Cape Town.” Funding from the Royal Danish Embassy made it possible to considerably reduce our carbon footprint through retrofitting certain council buildings with energy efficient measures, installing LED lights both in the Green Point Stadium and at our traffic intersections, installing solar water heaters in Darling and constructing a hydro-electric turbine to generate electricity within the wonderful, new-look Green Point Park.

Sappi is the biggest name in forests and paper in South Africa and they were also a significant name in Host City Cape Town's Green Goal programme. Their involvement from the time of the workshops led to their buying into the Green Goal vision and supplying the paper for the production of all of its significant documents, including this eye-catching and important publication we are launching today.

While Cape Town was at the vanguard of greening the FIFA World Cup, leading the way in many areas and ultimately earning international recognition for its work, I am proud that Cape Town was also a strong team player nationally. Gauteng-based officials from the national Department of Environmental Affairs and the environment desk of the Local Organising Committee participated in most of our preparatory workshops, building capacity of the national Green Goal programme, and were invited as speakers at several of our launch events. In addition, Host City Cape Town helped to facilitate workshops at national level, building the capacity of other municipalities.

Green Goal Programme – 42 projects

The 130 page Green Goal legacy report captures well the spirit and intent of the “triple bottom line” philosophy, describing projects which influence and are affected by the natural, social and economic environments. These projects were carefully prioritised by

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diverse stakeholders, demonstrating inclusivity, strategy and clear intent.

Of the 42 projects, no fewer than 17 are legacy projects, meaning that their contribution to residents and visitors will be felt long after the completion of the FIFA World Cup. Remarkably not one of the projects has received an "F" for "failed"! 31 have been completed, 8 are listed as "completed and ongoing", three are partially completed and one is "underway". Further, the strong delivery of these projects by the Green Goal team, strongly supported by City and Provincial line functions and external partners, enabled Host City Cape Town to meet and exceed all targets set by the Local Organising Committee at national level. This demonstrated an enviable degree of success by the Green Goal team, ably led by Green Goal manager, Lorraine Gerrans.

Time constraints prevent me from highlighting individual projects – we have in any event already heard about many of these from. But I want to briefly highlight two important areas of international concern which I have noted support several of the high profile Green Goal projects, and these are Climate Change and Biodiversity. In both these areas Cape Town is playing a leading role.

The significant investment in clean and green technologies to minimise the carbon footprint of our 2010 stadiums and other operational areas of the World Cup demonstrates Cape Town's strong commitment to climate change issues. Climate Change invariably impacts people in poverty much more severely and I am pleased to learn that a new collaboration between the City and Province (and other partners) exists around a campaign focused on the critically important "COP 17" climate change meeting in Durban at the end of the year. Keep a look out for "Climate Smart Cape Town" in the months to come.

Who has not yet visited our captivating biodiversity showcase garden at Green Point Park? The public opening of the park and garden with a free concert earlier this year marked perhaps the biggest World Cup leg-

acy surprise package! Living in a World Biodiversity Hotspot, our floral and faunal heritage is unique in the world in an urban context and the garden brings some of these riches to life in an entertaining and informative manner. Biodiversity is the heartbeat of the planet. Perhaps it is time for Cape Town to combine its expertise in hosting major events with its biodiversity heritage and look to hosting the world biodiversity COP in 2014.

Legacy and way forward

One of the Green Goal projects marked as "partially implemented" is the planning, design, construction and operation of Cape Town's Smart Living Centre, to demonstrate sustainable living at home and in the workplace and to be built within the Green Point Park, overlooking the biodiversity garden. Both Premier Zille and my predecessor, Mayor Dan Plato, stressed the strategic importance of this project at the Green Goal Update Report launch in September 2009 and appealed to funders to come forward.

The "partial implementation" refers to the first two of the four steps, and we already have an impressive business plan, a conceptual design of the centre and a substantial report on the desirable programmes to be run from the centre. The Bavarian Government in Germany have committed to provide seed funding to take the project to construction, and this is welcomed, but this funding is dependent on the identification of other sources to complete at least the first phase of construction.

We need to re-double our commitment to source these funds to ensure that this does not become the only Green Goal project to be stillborn. Our legacy report quotes R35 million needed for the construction of this centre, with R15 million required to complete the first phase. Surely this is not an insurmountable burden if we share the load with partners from both the private and public sectors and I can think of no better – and lasting – project in which to invest.

The centre apart, there are many important Green Goal legacy projects which HAVE

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been completed and are influencing the way citizens and visitors live and work in the City.

And this brings me to the conclusion that now, more than ever before, Cape Town is a City of Major Events. These events can bring significant economic, social and environmental benefit to Cape Town if planned in as responsible and innovative manner as that of the Green Goal Campaign and more than anything else can lead to the creation of jobs and an improvement in the service delivery of essential housing, water and sanitation and mobility infrastructure.

These agendas – that of attracting major events to the City and delivering basic services – are not “either or’s”. They are both essential to our social and economic prosperity.

We have the expertise, passion, infrastructure, accommodation and the charisma to host any event which we deem to be desirable for the City, whether it be the World Design Capital, the World Games or even the Olympic Games. Given the outstanding success of the FIFA World Cup in Cape Town –and President Zuma himself indicated that Cape Town was his favourite host city - is there a city on the planet who can compete with the Mother City?

I thank you!