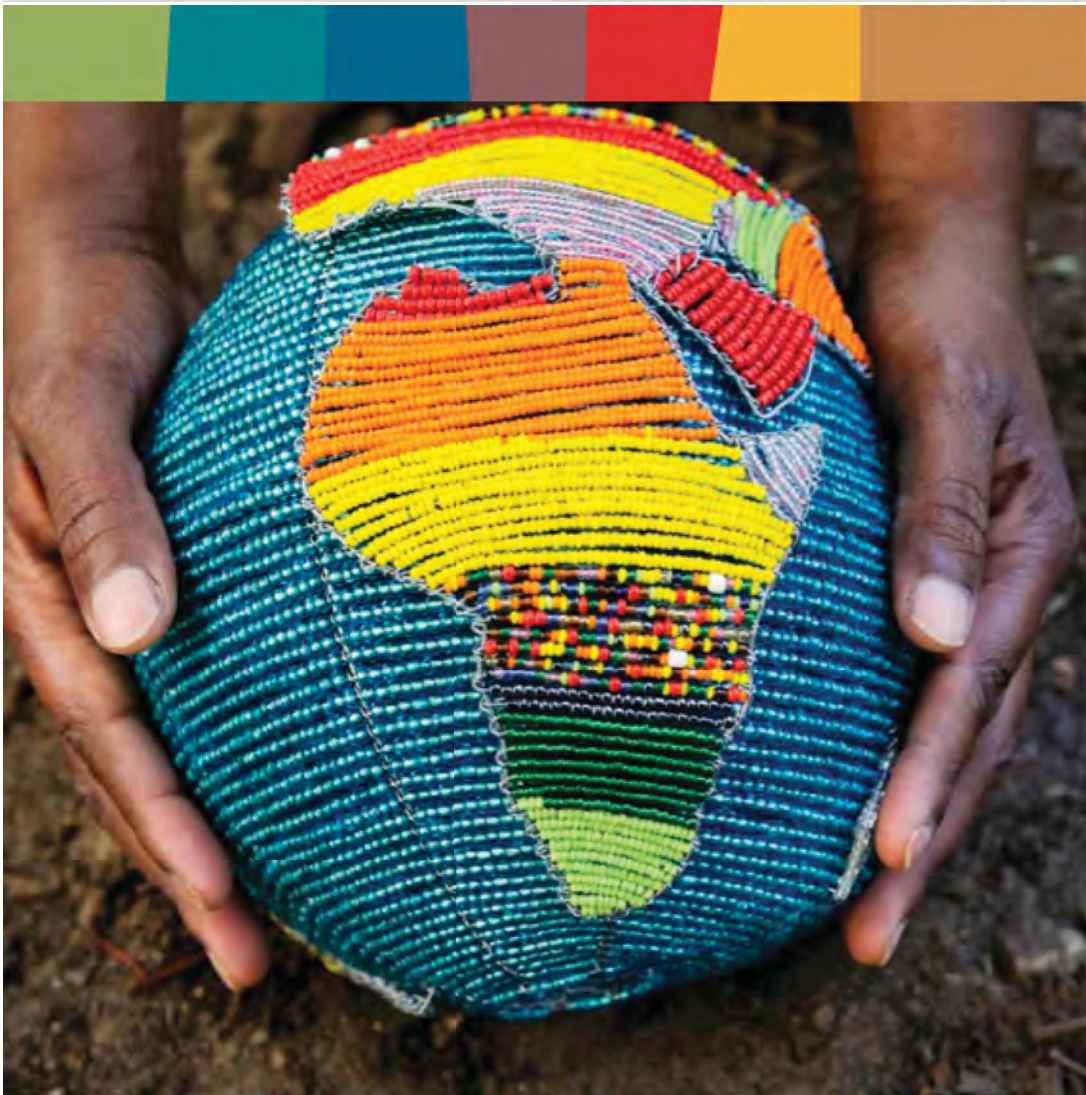


Marketing, Communication Awareness



COP17/CMP7
DURBAN 2011
GREENING LEGACY



environmental affairs
Department
Environmental Affairs
REPUBLIC OF SOUTH AFRICA



8 Marketing, Communications and Awareness

The hosting of COP17/CMP7 was the ideal opportunity to raise awareness on climate change, to stimulate debate and discussion and to promote climate-friendly solutions and responses both to ordinary South Africans and visitors to the country.

The CCR Expo was an outstanding feature of COP17/CMP as it was entirely devoted to creating a welcoming and appealing space to engender climate dialogue in a fresh, practical and engaging way. The approach to communications related to the hosting of COP17/CMP was multi-pronged and there were many other media and avenues that were created to ensure that the conference was not restricted to a meeting of delegates only.

8.1 Greening of Workstreams

Part of the greening approach was to determine the ways in which greening initiatives could be incorporated into the various workstreams given the time-frames and absence of dedicated budgets to do so. The greening of the CCR Expo has been addressed in Chapter 3 and the transport workstream documented in Chapter 7.

8.1.1 Responsible Tourism and Accommodation

In preparation for COP17/CMP7, eThekweni Municipality identified the need to engage the private sector on the provision of “responsible” accommodation and meeting facilities as less than 5% of 500 accommodation facilities in the greater Durban area were certified/graded under one of the three prominent “responsible” or “green” tourism certification bodies in South Africa. The eThekweni Municipality created awareness and promoted the adoption of “responsible tourism” approaches for the hospitality sector by raising awareness of the “National Minimum Standard for Responsible Tourism”, which has been published by the South African Bureau of Standards (SANS 1162). The eThekweni Municipality established its Responsible Accommodation Campaign comprising the following initiatives:

- **Responsible Accommodation Forums:** Two events were held in September and October 2011 in the build up to COP17/CMP7 to provide accommodation establishments with information and guidance.
- **National Minimum Standard for Responsible Tourism:** Accommodation facilities were Exposed to the National Standard for Responsible Tourism (SANS 1162:2011), to view the responsible tourism certification criteria, obtain information on the different certification systems available and speak to a certification agency about the costs and route to certification.

- **Self-assessment Tool:** A tool was developed to assist accommodation businesses to evaluate their performance against the National Minimum Standards for Responsible Tourism.
- **Visitors’ Charter:** A Visitors’ Charter was developed as a key awareness-raising tool for delegates and visitors during COP17/CMP7. Delegates and visitors were able to sign up to the charter at their accommodation establishments and commit to the principles of the Charter.

8.1.2 Safety and Security

The Safety and Security Workstream is a multi-pronged hierarchical structure that consists of a number of layers, simply presented in the diagram to the right.

The greening of the Safety and Security Workstream was initiated with a presentation to the members of the National Joint Operations Centre (Nat JOC) in early October 2011. The Nat JOC is the hub of the Safety and Security Workstream and is responsible for co-ordinating all aspects related to safety and security from a national perspective as well as monitoring of large events. This initial presentation covered a number of potential greening initiatives that could be considered by the Nat JOC.

Greening SA Tourism

In the lead up to the 2010 FIFA World Cup™, the DEA conducted three national workshops with sector departments, provinces and Host Cities to promote responsible tourism. The workshops, which were held in partnership with UK Department for Environmental, Food and Rural Affairs (Donor) and the UK Travel Foundation, led to a programme to support at least 100 accommodation facilities in three locations. The programme focused on educating management and staff on the financial and environmental benefits of reducing their water and energy consumption and measures to achieve these savings. The participants were also exposed to the basics of waste minimisation. Each hotel was audited and a customised resource management programme was designed to manage each one’s environmental footprint. Successful implementation was geared to a 10% savings in water and energy consumption in the first year.





A successful outcome of the meeting was an awareness of the greening of COP17/CMP7 and the significance of greening an event such as COP17/CMP7 because of the linkages between climate change and unsustainable event management practices. It became apparent early on in the process that introducing any major changes was going to be difficult for institutional and resourcing reasons. The Nat JOC and its provincial and venue-based operational centres (VOCs) are comprised of several different entities and therefore the greening of JOCs and VOCs would require a far lengthier consultation process. Related to this, was the availability of budgets for implementing greening principles or the ability to influence procurement. The engagement process started far too late for any funds to be made available for new initiatives or to influence procurement.

A similar presentation was delivered to the Provincial Joint Operations Centre (Prov JOC) in early November and produced a similar outcome: good awareness-raising and enthusiasm for the initiative, but no means of making any significant changes with limited time and budget available.



Figure 30: Mini-recycling centre established at the National Joint Operations Centre.

Four main initiatives were however agreed upon as follows:

- **Awareness-raising:** Undertaking to raise the awareness of SAPS officials through the internal channels of communications.
- **Waste minimization:** Recycling of paper in the Nat JOC and Prov JOC with awareness posters and simplified on-site recycling infrastructure supplied by the Greening PMU.
- **Low-carbon transport:** Fifty bicycles were made available for use by police officials patrolling the bicycle and walking paths in a bid to provide low-carbon.
- **Legacy:** Commitment to a greening legacy programme for the SAPS, mainstreaming greening principles into day-to-day operations and future events, with a particular focus on reducing the quantity of paper used by SAPS.

Following this agreement, site inspections were conducted at both the National and Provincial JOCs. It was determined that the main waste stream was paper, which is shredded for security purposes but not recycled and dumped with the remainder of the waste generated which is typically food packaging, food waste and beverage containers. It was found that no recycling or waste sorting or separation was done at either of the facilities.

In an attempt to assist the JOCs and VOCs on awareness-raising, the labels were provided for bins to encourage recycling (recyclable, non-recyclable and a dedicated paper bin), as well as posters to encourage water conservation and to save paper. Staff were also encouraged to implement the recycling system and raise awareness, but with limited time and not enough in-house knowledge this was not as successful as what it could have been.

This is the first time in South Africa that the safety and security workstream has been Exposed to greening principles and practices and whilst it was difficult to make any meaningful changes, the experience revealed that there is great potential for the extensive greening of this workstream for future events.

8.2 Media, Internet & Publications

8.2.1 Media

The event was effectively covered by the media. According to the UNFCCC statistics, approximately 1,500 journalists were accredited and worked from the UN Precinct on a daily basis. DEA commissioned a select number of profile pieces on the various greening initiatives, which were published in the mainstream print media.

DEA also ensured that journalists from community papers and radio stations were accommodated through the establishment of a corporate-sponsored media centre, which was provided at the CCR Expo.

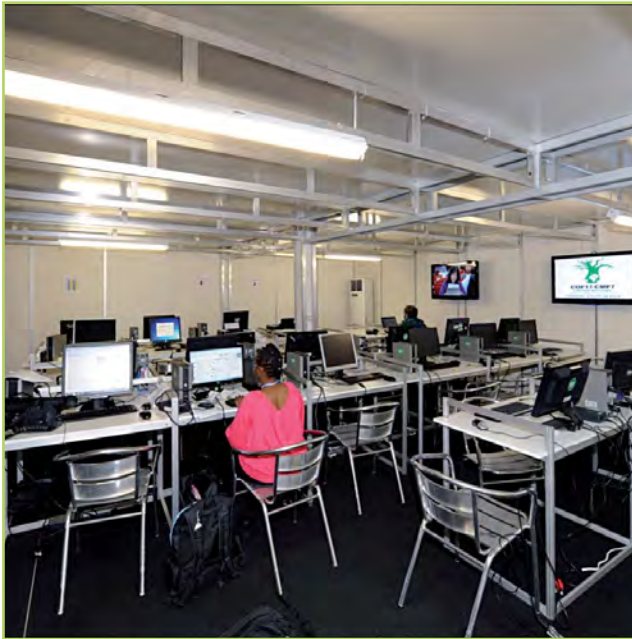


Figure 31: Media Room.

8.2.2 Internet

The greening of COP17/CMP7 was profiled on the DEA website and the official COP17/CMP7 website. A summary of the approach was profiled on the DEA website whilst a more comprehensive description of the initiatives in place was published on the official website. All the guidelines developed were uploaded to both sites as well. It was established through a visitor's survey that this was the most popular way of retrieving information on the event.

8.2.3 Publications

Two specific publications commissioned by the DEA addressed the greening of the COP17/CMP7: the **Green Passport** and the **Greening Legacy Guideline**.

Green Passport

The Green Passport, which was developed by DEA, was a handy visitor's reference that informed delegates and non-delegates about the greening of COP17/CMP7, as well as greening initiatives in Durban and in the various provinces. It encouraged responsible visitor behaviour and provided practical tips as to how visitors could reduce both their carbon and ecological footprints. Close to twenty thousand (18,200) copies were printed and distributed to visitors at the CCR Expo and by the Environmental Volunteers throughout the City for the duration of the event. The project was made possible through Indalo Yethu and the GEF/UNIDO Greening COP17 Programme. Please refer to Annexure 6 for perusal of the document.



Greening Legacy Guideline

The Greening Legacy Guideline was an A4 32-page handbook developed to provide a comprehensive, attractive resource, which described both the COP17/CMP7 Greening Programme, the greening of the CCR Expo as well as the various projects that comprised the COP17/CMP7 Legacy Programme. Ten thousand copies were printed and distributed to visitors at the CCR Expo. Please refer to Annexure 7 to peruse the document.

8.2.4 Outcomes

Through a visitor survey, respondents were asked which media channels provided the most effective information about COP17/CMP7 and the results of the survey demonstrated that the internet was rated at the most effective medium. The combination of newspapers, television and the internet were rated by four-fifths of the sample (83%) as being the most effective media.

Table 31. Rating of communications media

Medium	Count	%
Journals	6	0%
Magazines	85	3%
Green Passport	99	4%
Radio	100	4%
Environmental Volunteers	132	5%
Newspaper	458	18%
Television	545	21%
Internet	1122	44%
Total	2699	100%

8.3 Events

COP17/CMP7 was awash with activity that created a separate energy and hub of activity removed from the core proceedings taking place within the UN Precinct. There were numerous venues throughout the city that offered a wide range of venue types accommodating event format and institutional resources. Appendix 1 provides a description of some of the side-events that were tracked by the Greening Team. This section focuses on the CCR Expo and the GEF/UNIDO Greening of COP17 side-events (referred to as the legacy events).

8.3.1 CCR Expo

The CCR Expo was a multifunctional space that provided for an extensive exhibition as well as venues for side-events and networking.

The exhibition space was divided into outdoor and indoor space. The external space designed as a central piazza area included, amongst others, the



Figure 32: DEA Exhibition Stand.

DEA stand, the Department of Water Affairs' Water Dome, the Mini SANBI Beehive and City of Cape Town's Climate Smart exhibition. The indoor exhibition space, which comprised a select number of marquees, was structured thematically with the following sectors:

Table 32. CCR Expo Exhibition Space

Marquee	Sectors	Number of exhibitors
uMdoni/Water Berry	Business	5
UMhlambamanzi/Quinine Tree	Agriculture	3
UMhlambamanzi/Quinine Tree	International	11
UMhlambamanzi/Quinine Tree	NGO/NPO	9
uMhlosinga/Fever Tree	Energy	17
uMnquma/Forest Olive	Environment	5
uMnquma/Forest Olive	Government Projects	16
uMnquma/Forest Olive	Green Solutions	13
uMnquma/Forest Olive	Science and Technology	14
Umvumu	Networking	N/A
uMnquma/Forest Olive	Water	1
Local Government Pavilion	South African Local Government	3

Side-events were held in the networking marquee, the Baobab lounge and the Local Government Pavilion. Table 33 presents an overview of the number of events held at the CCR Expo and general attendance figures.

Table 33. Overview of events held at the CCR Expo

	Networking Marquee	Baobab Lounge	Local Government Pavilion	Total
Number of events hosted	113	11	30	154
Total number of participants	6,839	1,950	2,185	10,974



Figure 33: Networking lounge at the CCR Expo.

8.3.2 Legacy Side-Events

Amongst the many side-events scheduled, three were significant for the COP17/CMP7 Greening Programme and these were the showcasing of the GEF/UNIDO Greening the COP17 Project as presented in Table 34.

Table 34. Overview of GEF/UNIDO Legacy Side-Events

Event	Date	Venue
Non-Motorised Transport Launch	6 December 2011	Durban beachfront, Durban Life Savers Club
Launch of the Sustainable Energy Access for All Initiative	8 December 2011	iLembe community
CleanTech Competition Award Ceremony	8 December 2011	eLangeni Hotel, Durban

Each event was totally unique with different objectives, target audiences and venues but with the same goal in mind: climate-friendly development solutions.

Non-Motorised Transport Launch

The purpose of the event was to celebrate the implementation of the first phase of eThekweni's Non-Motorised Transportation Plan

through the launch of the bicycle infrastructure and bicycle rental system (refer to section 7.4) as well as a celebration of a rare initiative supported by UNIDO and organised by the Southern Africa Catholic Bishops' Conference (SACBC) (see text box).

The event started with symbolic completion of the SACBC cycling relay event along the Durban beachfront involving professional and amateur cyclists. Dignitaries including the Minister of Transport and Mayor of eThekweni cycled in the last leg of the relay. Other dignitaries who participated in the symbolic cycling event included the Director-General of UNIDO, Dr Kandeh Yumkella the German Ambassador, Mr Horst Freitag as well as the Chief Executive Officer of GEF, Ms Monique Barbut.

The event participants converged on the Durban Life Savers Club where various guests of honour addressed the audience with the key note speech delivered by the South African Minister of Transport, Mr S'bu Ndebele. The launch of the Non-Motorised Transport Project culminated with the symbolic handover of the 300 bicycles from the GEF CEO, Ms Barbut, and the UNIDO Director General, Dr Yumkella, to the Mayor of eThekweni, Councillor James Nxumalo.

Sustainable Energy Access for All Launch at iLembe

On 8th December 2011, the launch of the Sustainable Energy Access for All initiative was held in the iLembe District Municipality situated to the north of Durban. The event brought together representatives of the Government of South Africa including the Honourable President H.E. Zuma; the Director General of UNIDO, Dr Yumkella; Minister of Energy, Ms Dipuo Peters; the Minister of Economic Development, Mr Ibrahim Patel; the Premier of KwaZulu-



Natal, Dr Zweli Mkhize; and Mayors of the District Municipality and Local Municipalities in iLembe. Furthermore, the launch was also attended by other high level representatives of foreign governments, multilateral organisations, community leaders, and the media.

Bishops on Bikes

In the lead up to COP17/CMP7, SACBC planned a relay cycling event that involved seventeen riders (six of whom were professional riders) over a seventeen day period starting from Beit Bridge and ending in Durban. At the end of each day, a roadshow was organised and climate change awareness activities were carried out with residing communities.

Invited guests and community members assembled at 14h00 the KwaDukuza Recreation Grounds, in the iLembe District Municipality. Guest of honour were taken on a tour of the Albert Luthuli Museum and Grave, followed by site visits to the Groutville Clinic fitted with SWHs. Thereafter, the guests joined

the rest at the KwaDukuza Recreation Grounds for the start of the formal proceedings at 16h00. The Premier of KwaZulu-Natal, Dr Mkhize, offered the opening remarks, followed by a speech by Mr Robert Dixon, Energy Programme Team Leader for the GEF. Presentations by the respective Ministers and the Director-General of UNIDO were also part of the programme. The key-note address was delivered by the Honourable President of South Africa, H. E. Jacob Zuma.

The anticipated outcome of the event is a multi-lateral commitment to advancing integrated energy solutions to rural communities in part to ease their energy poverty as well as to address the country's development goals without compromising the environment.

Clean Tech Competition Award Ceremony

The winners of South Africa's first Cleantech Competition were announced and awarded with prizes at a gala event held in Durban during COP17/CMP7 (for further information on the Clean Tech Competition, please refer to Section 8.8). The Award ceremony was held on the evening of the 8th December 2011 at the eLangeni Hotel. During the dinner, the Ministers of Trade and Industry, Science and Technology and Energy were present and addressed the audience, endorsing the project and its sustainability.

All the finalists, mentored during the build up to COP17/CMP7, had the opportunity to showcase and present their clean technology innovations to an audience of 300 high-profile guests. The GEF CEO, Ms Barbut, and the UNIDO Director General, Dr Yumkella, offered words of encouragement as they and fellow South Africans pursue the vision of a lower-carbon and greener economy.

The competition, which constitutes a legacy project of COP17/ CMP7 and supportive measure for SMEs, has been put in place from 2012 onward to trigger interest and promote cleaner production in the country.



8.4 Outreach Programmes: National, Provincial and Local Government

The National Government hosted and supported a range of outreach programmes to primarily raise awareness on climate change. These initiatives were aimed at provincial and local authorities as well as representatives of business, civil society and communities.

8.4.1 Provincial Awareness-Raising initiatives

In the lead up to COP17/CMP7, DEA launched a few initiatives to strengthen and enhance as well as communicate the South African COP17/CMP7 negotiating position. These included the gazetting of the National Climate Change Response White Paper, the launch of South Africa's 2nd National Communication, various COP17/CMP7 Greening and Legacy Projects; and the Public Climate Change Outreach and Mobilisation Programme.

The Public Climate Change Outreach and Mobilisation Programme involved the coordination and/or implementation of projects and events that, among others, aimed to:

- raise the general public's awareness on climate change;
- inspire South Africans to start making climate-friendly choices;
- provide a platform for all South Africans to have their voices heard in the development, compilation, approval and implementation of the South African COP 17 negotiating position; and
- showcase South Africa as a responsible global citizen.

The Public Climate Change Outreach and Mobilisation Programme consisted of:

- 1 the Climate Change Public Awareness Media Campaign;
- 2 the South African Climate Change Response Expo (section 3)
- 3 the Climate Train (section 8.5); and
- 4 the Provincial Climate Change Summits (described below).

Provincial Climate Change Response Summits

The various provinces, in partnership with DEA, hosted a series of Climate Change Response Summits in the lead up to COP17/CMP7. These summits were largely funded by GIZ, with provinces providing top-up funding where required. DEA provided coordination and a limited amount of logistical support to the provinces.

The Climate Change Response Summits aimed to educate, inform and engage with the general public on climate change, raise awareness on COP17/CMP7 and to gather a body of views of and opinions on how to address climate change. The information gathered was useful in shaping how the country engaged in the COP17/CMP7 negotiations and informed the country's stance on an appropriate climate change response and South Africa's climate change negotiating position.

The objectives of the summits were to:

- Ensure understanding of the extent to which climate change affected stakeholders;
- Ensure commitment from stakeholder groups to address climate change;
- Enable national, provincial and local authorities to understand the issues of civil society, industry and other representative groups;
- Showcase provincial and local authority initiatives to address climate change;
- Showcase local suppliers of climate change related products; and
- Present governance structures for climate change to the provinces.

A total of nine provincial summits were held, which were attended by 2,309 delegates representing various sectors ranging from government, private sector, NGOs and civil society. Table 35 outlines details of the summits.

Table 35. Climate Change Response Provincial Summits

Province	Date of Summit	Number of delegates
Eastern Cape	8 to 10 June 2011	525
Free State	20 to 23 September 2011	454
Gauteng	8 to 9 September 2011	300
Kwazulu-Natal	5 September 2011	801
Limpopo	4 October 2011	330
Mpumalanga	6 to 7 October 2011	209
North West	31 August to 2 September 2011	294
Northern Cape	14 to 15 April 2011	300
Western Cape	20 September 2011	218
TOTAL		3,431

Some of the summits' legacies included tree planting projects, offsetting of emissions, dissemination of responsible gifts such as trees, take-home items with environmental messaging, and the establishment of recycling programmes at the host venues. Table 36 presents the legacies emerging from the summits.

Table 36. Provincial Climate Change Legacy Initiatives

Province	Legacy
Free State Province	Climate change awareness raising campaigns are planned for the 2012/13 budget year and some of the stakeholders who attended the summit have come forward to collaborate on this initiative.
Kwazulu-Natal Province	Various projects stemmed from the Summit, including installation of solar water heaters and renewable energy systems in districts, continuation of tree-planting activities and ongoing awareness-raising as part of the provincial outreach programmes.
Mpumalanga Province	Tree planting, clean-up campaigns, road shows as well as an awareness programme, which includes a school competition are to continue in the next financial year.
Northwest Province	A recycling project, buy-back centre and two drop off centres have been finalized, a sustainable waste management programme has been initiated, a cleaning campaign and energy efficiency initiatives were implemented in partnership with a local mine, and continued environmental career exhibitions were also agreed upon as a long-term programme.

As part of the summits, a questionnaire was prepared and disseminated to delegates. The questionnaire entitled 'Attitudes towards climate change' probed the level of climate change awareness with delegates.

Provincial Climate Change Communication-related Projects

In the lead up to COP17/CMP7, the provinces ran a range of projects to raise awareness and educate communities, industry and other stakeholders on climate change. For more information on these activities, please refer to Appendix 7.

8.4.2 Local Government Awareness-Raising initiatives

Local government is widely recognised as a major role-player in the global effort to tackle climate change because of its role in the planning and execution of service-delivery. The implementation of strategies to address climate change generally takes place at the local level and is often co-ordinated by local government entities, which provide the interface between vulnerable communities and policies. Municipalities in South Africa provide a crucial role in raising awareness on climate change and support to build sustainable and resilient communities.

Municipal District Climate Change Summits

In preparation for COP17/CMP7 and to support the process of understanding the implications of climate change, provincial environmental authorities in association with the South African Local Government Association (SALGA) hosted the Municipal District Climate Change Summits for municipal officers and officials. These summits were hosted in each province in their district municipal areas.

The focus of the summits were to:

- Raise awareness on climate change.
- Engage municipalities on the implications of the draft Sustainable Energy Bill.
- Assist municipalities in understanding the consequences of climate change in their province and working with these municipalities to identify risks and vulnerabilities related to climate change.
- Listen to and discuss ideas, concerns and challenges of municipalities with regard to climate change.
- Raise awareness on the COP17/CMP7 negotiations and the main issues at stake.

Municipal District Community Climate Change Summits

In addition to the municipal summits mentioned earlier, provinces hosted *community* climate change summits in their districts. These community summits focused on raising awareness on climate change, discussing community concerns regarding climate change and supporting communities in understanding what they could do to address climate change and be more resilient.

The Local Government Programme for COP17/CMP7

The **Local Government Partnership for COP17/CMP7** was formed in June 2011 comprising 11 political heads including the Minister, 9 climate change champions, 4 national entities i.e. SALGA and its partners (DEA, eThekweni Municipality, South African Cities Network (SACN) and the Department of Cooperative Governance and Traditional Affairs (COGTA)). The partnership spearheaded the Local Government Programme for COP17/CMP7, which had a strong focus on climate change awareness and legacy projects in municipalities beyond COP17/CMP7.

The Local Government Programme for COP17/CMP7 consisted of the following initiatives:

- **Climate Change side-event at SALGA National Conference**
This event aimed at raising awareness on the science of climate change, the UNFCCC process as an international response to climate change, the South African Municipality Response to Climate Change and the Local Government Roadmap towards COP17/CMP7.

- **South African Mayors Conference on Climate Change and COP17/CMP7**

This aimed at providing Mayors and Municipal Officials (representatives from all the 278 municipalities) background to and an overview of climate change in preparation for COP17/CMP7. It served as a platform for municipalities to share knowledge on climate change and build capacity ahead of COP17/CMP7.

- **IBSA Local Government Dialogue and IBSA Summit**

SALGA organised a one day dialogue session with its local government counter parts from India and Brazil to share knowledge and perspectives.

- **The Durban Local Government Convention - adapting to a changing climate event hosted at COP17/CMP7**

This event took place at the eThekweni City Hall in Durban from the 2 to 4 December 2011. Local governments used this platform to consolidate their input/position into the COP17/CMP7 negotiations. This served as a platform for South African Municipalities and their partners elsewhere in the developing world to influence the course of the current climate change discourse. A key outcome of local government mobilisation was the signing of the Durban Adaptation Charter (DAC), which is a collective initiative by local governments to scale up the role and efforts to combat climate change, by 114 Mayors. South African Local Government aims to sustain this drive with the continuation of COP17 Local Government Pavilion exhibition legacy project; the Local Government Programme Partnership for Climate Change (LGPP4CC); on-going knowledge generation, sharing and capacity building, programmatising and business planning, communication and mobilisation and enhanced local, national and international collaboration.

- **Local Government Climate Lounge and Local Government Pavilion at COP17/CMP7**

At COP17/CMP7, the Local Government pavilion, within the

CCR expo, showcased best practice in climate change action internationally, nationally and locally. It also showcased local government initiatives/projects to mitigate and adapt to climate change and its impacts.

In summary, provincial and local government, with support from national government, fulfilled an important role raising awareness on the climate change whilst elevating the profile of COP17/CMP7 amongst various stakeholders. This was done through a multiple ways ranging from summits, which facilitated dialogue in a more formal setting, to more practical and engaging ways such as community outreach activities.

8.5 Outreach Programme: Climate Train

An innovative form of outreach before and during COP17/CMP7 was a Climate Train that took into account that the majority of ordinary South Africans could neither participate in the event nor attend any of the side-events nor experience the Climate Change Response Expo. At the same time, there was a dire need to raise awareness amongst South Africans on climate change and to promote positive environmental behaviours. The vision for a train that served as a low-carbon communications platform to engage South Africans on climate change was thus conceived.

The conceptualization of the Climate Train became a reality through a partnership between Indalo Yethu, its content sponsors and the following project sponsors: DEA, the National Lotteries Distribution Trust Fund, the Passenger Rail Agency of South Africa (PRASA), the Embassy of the Republic of Germany and the British Council. The Climate Train was a vehicle and platform to facilitate a national conversation within towns and villages on the impact of climate change on communities and to give them an opportunity to tell their climate stories and document their responses, expectation and aspirations.



Figure 34: The Climate Train.

The main purpose of the climate train, which was officially launched in Cape Town on 28 October 2011, was to:

- Provide a platform to raise awareness and promote dialogue among stakeholders such as Faith groups, labour, women, youth, community and government. Climate action pledges by key stakeholders were recorded and discussions on a climate charter held and;
- Serve as a resource hub showcasing low-carbon technologies, and also to present information and learning experiences regarding climate change mitigation, adaptation, and innovation.

Destination	Date
Johannesburg	Tue 25-Oct-2011
Cape Town	Wed 26-Oct-2011
Worcester	Thu 27-Oct-2011
Beaufort West	Mon 31-Oct-2011
Kimberley	Wed 02-Nov-2011
Klerksdorp	Fri 04-Nov-2011
Krugersdorp	Sun 06-Nov-2011
Pretoria	Fri 11-Nov-2011
Naboomspruit	Mon 14-Nov-2011
Polokwane	Tue 15-Nov-2011
Louis Trichardt	Thu 17-Nov-2011
Johannesburg	Sun 20-Nov-2011
Standerton	Tue 22-Nov-2011
Ladysmith	Thu 24-Nov-2011
Pietermaritzburg	Sat 26-Nov-2011
Durban	Sun 27-Nov-2011

The train arrived in Durban on 27 November 2011, having traversed through 16 towns and cities and some villages covering seven provinces.

8.5.1 Climate Train Architecture

The functional architecture of the train was aligned to its different roles. The following three carriages served as functional spaces:

- Knowledge/Exhibition Carriage;
- Conference Carriage, and
- Creative theatre studio.

Knowledge/Exhibition Carriage

The Exhibition/Knowledge carriage was retrofitted as a resource centre showcasing educational and awareness materials, low-carbon technologies such as passive solar cookers and recycling projects and products among other exhibits. This carriage was the starting point for the educational tours and played an important part in engaging on climate change response technologies, recycling and the threat to the country's biodiversity.

SANBI mounted an exhibition presenting the country's biodiversity highlighting those ecological systems under threat due to climate change. Other materials and projects exhibited were by Women in Environment, Wildlife and Environmental Society of South Africa, FUNDI Energy One, Sunfire Solutions, Basa Njengo Magogo campaign, and the British Council's Climate Classrooms.

Conference Carriage

The Conference or Interactive Carriage was retrofitted into a space that could host roundtable dialogue, seminars and earth forum sessions. The conference carriage was also used as a venue for press conferences and media briefings. In Durban, the conference carriage provided an alternative venue for COP17/CMP7 related meetings. As the conference carriage provided limited seating capacity, some of the dialogue sessions involving many more participants than could be accommodated in the carriage were held on station platforms or town halls.

Creative/Theatre Studio

The creative studio was designed and retrofitted as a theatre-style studio offering a range of materials and tools for creative engagement. The studio was used for showing educational videos to mostly schoolchildren and community groups. The facilitators engaged the learners in active question and answer sessions.

8.5.2 Community outreach

The train stopped for an average of 2 days in each town during which time it was open to the public. The train was also open to delegates and the public for the duration of the COP17/CMP7. Many schools from Durban visited the train during the period.

On arrival at its various destinations, the staff on board the train interacted with the public and identified communities in interactive and engaging ways. Mediums of interaction, which were devised both to raise awareness on climate change and elicit people's stories on the impacts of climate change and environmental destruction, included roundtable discussions, community and town hall meetings, poetry, eco-theatre workshops and story-telling, photography workshops, art and crafts, and exhibitions. A physical investment into targeted communities were cleaning and greening campaigns led by the AMBUSH Gardening Collective. This group focused on creating public artworks using plants, transforming neglected open spaces through participatory greening, and imparting skills on permaculture and other sustainable forms of agriculture.

8.5.3 Media and Communications

Publicity on the activities of the climate train was channelled through the following media:

- Websites;
- Social media, and
- Print media.

The activities and outcome of the interactions with communities was on display at the CCR Expo and the Durban Train station. This included 16 canvasses painted by stakeholders from each town visited and photographs taken during photography workshops documenting climate change/environmental issues in the participants' communities.

Due to these sources of information, the public and commercial media, both international and local, ran several stories on the climate train in the lead up to the COP17/CMP7.

For more information on the process, please refer to Annexure 8.

8.6 Outreach Programme: SA Agulhas

As exciting and innovative as the Climate Train was the use of South Africa's 30-year-old polar research and supply vessel, the SA Agulhas, to raise awareness on climate change. DEA released the vessel on a symbolic ten-day climate change voyage ahead of COP17/CMP7 in Durban. It set sail from Cape Town on Saturday, 12 November 2011, with over 50 people on board to raise awareness on climate change in the country's coastal cities. Exhibitions, meetings and lectures took place on board, showcasing various scientific activities undertaken by the department and its stakeholders in the Antarctica and Southern Oceans. The campaign also reflected on the opportunities and threats posed by the ocean to coastal communities and "the real and considerable impact of oceans on the climate".



Figure 35: The SA Agulhas.

Since COP17/CMP7, the SA Agulhas has been re-deployed to the South African Maritime Safety Authority. It has been renamed the SA Dedicated Training Vessel and its new function is to train seafaring cadets.

8.7 Outreach Programme: Living Beehive

A third innovative and creative form of outreach was embodied in a large living art installation, known as the Living Beehive project. In partnership with the DEA and eThekweni Municipality, SANBI planned and implemented the project, which is an installation in the shape of a traditional Zulu Beehive hut erected in the Durban Botanical Gardens with a smaller replica at the CCR Expo. Refer to section 5.4.3 for more information.

Outcomes of the project

The Living Beehive and its replica were appealing because of the creative use of a living-art installation to convey a complex biodiversity message. It captured the imagination of spectators generating an interest in the structure and its meaning. Considerable media attention was provided to the initiative during COP17/CMP7.

An important outcome of the project was the increased awareness of biodiversity and its importance and role in sustainable development futures amongst the role-players who worked as ambassadors at the Living Beehive during COP17/CMP7.

Legacy

The Living Beehive which was erected at the Durban Botanical Gardens was handed over to the eThekweni Municipality as a legacy of COP17/CMP7. The media attention and interest generated during COP17/CMP7 has ensured that the Living





Figure 36: Mr Leonard Petersen, runner-up of the Breakthrough Innovation Track demonstrating his energy-saving cookware technology to GEF CEO, Ms Barbut, and in the background, Director Global Programs Cleantech Open, Kevin Braithwaite

Beehive remains a symbol of the power of ecosystems, engineering and people in finding innovative, integrated solutions to South Africa's development and climate change challenges.

The Living Beehive continues to be a popular attraction at the Durban Botanic Gardens, especially during public events such as art and craft markets that are held at the Gardens, or music events which often take place in the evening.

8.8 Outreach Programme: Clean Technology

The promotion of clean technology was executed by means of a Clean Innovation Technology Competition, commonly referred to as the 2011 South African Cleantech Competition. The initiative was part of the greening activities implemented within the GEF/UNIDO Greening the COP17 Project and it was launched for the first time in South Africa during the lead up to COP17/CMP7. The winners and runners up were announced during the Conference at the Gala Dinner held on 08 December 2011 (please refer to section 8.3.2 for more information on the award ceremony).

The 2011 SA Cleantech Competition, which is anticipated to become an annual event, was a collaborative effort with the involvement of several key role-players. The donor partner was GEF and the Implementing Agency, UNIDO. UNIDO partnered with the Departments of Energy, Environmental Affairs, and Trade and Industry whilst the competition was hosted by the National Cleaner Production Centre (NCPC), based at the Council for Scientific and Industrial Research (CSIR).

The competition aims to stimulate and develop talent in the broad field of clean technology as a foundation for the incremental transition to a low carbon economy. Its long term impact will be to contribute to the country's Climate Change Response Policy and bring about significant reductions in the quantum of carbon emissions produced by the country.

The competition was established as a platform for entrepreneurs and Small, Medium and Micro Enterprises (SMMEs) in South Africa to showcase innovative clean technology ideas and concepts to potential investors and local and international industry and government leaders, and to establish linkages with local and international networks that could contribute to their implementation and sustainability. It also aimed to raise awareness of and change mindsets about clean technology in the country, whilst creating opportunities for SMEs and entrepreneurs to present solutions to some of the most pressing environmental challenges confronting the country.

The competition focused on three categories, namely renewable energy, energy efficiency and green buildings and had two tracks, which were the 'Adaptive and Appropriate' and the 'Breakthrough Innovation'. The first track addressed the need for appropriate clean technologies and innovation in energy efficiency solutions. It was targeted at established SMMEs with between 30 to 200 employees. The second track was informed by the demand for new clean technology that is based on innovative business models and products, and demonstrates close ties with scientific research, universities, research laboratories and other scientific institutes. This track was targeted at innovative start-ups. Mentorship was offered to all contestants to support them in the development of appropriate business and communication plans for the effective marketing of the innovative clean technologies.

Publicity and Outreach

Publicity and Outreach entailed a number of initiatives guided by the development of a media strategy although its implementation was limited by the expense of commercial advertising. Some of the publicity interventions included:

- A web page was developed under the NCPC-SA website used to advertise the competition, provide information and application forms for download. A contact number and office was also assigned to the competition by the NCPC-SA.

- Links to the SA competition were placed on the Cleantech Open website, since the organisation is an international partner of the competition with the most international experience in organizing competitions of this sort.
- A help line was established at the NCP-C-SA Offices to provide constant support to queries posed by contestants and interested entrepreneurs.
- Circulation of competition information at relevant events and network through a number of channels including Proudly SA, KSEF, The Innovation Hub, Engineering News, CSIR e-News, Department of Environmental Affairs and LinkedIn. Posters and pamphlets were developed for and circulated at the Innovation Summit organised by RIIS.

Response

The competition drew 41 eligible entrants with the following representation:

Table 37: Entrants per track

Track	Percentage
Breakthrough Innovation	41%
Adaptive	49%
Mixed	10%

Table 38: Entrants per category

Track	Percentage
Green building	7%
Energy efficiency	22%
Renewable Energy	42%
Mixed	29%

The majority of the entrants came either from Gauteng (46%) or Western Cape (37%). The balance of the entrants was from KwaZulu-Natal (10%), Eastern Cape (5%) and the Free State (2%).

Selection and mentorship

The competition has an overt empowerment approach as the desired result was that submissions could be turned into sustainable business offerings. A half-day training session was organised, with the focus on providing feedback to the entrants and to brief them on the preparation of their submission for the next round of judging where the semi-finalist were going to be identified. Parallel to the process, mentorship and coaching provided by private sector partners was envisaged and offered to all contestants. Webinars and booth camps were organised and continuous support service (also on-line) was in place.

The eight finalists were exposed to a more comprehensive training programme. This consisted of a two-day session in Pretoria

with finalist teams to prepare both 15-minute and 5-minute presentations on their concepts and products. Extensive exposure to a variety of mentors for feedback was provided. Group work sessions and multiple presentation practice sessions were conducted. Individual assessments and feedback was offered by both the project team and mentors. An extensive individual mentorship session was held on 06 December 2011 in Durban where groups presented individually to a mentor panel and got specific feedback prior to judgment on 08 December 2011.

One winner and one runner up from each track were announced and awarded at a gala event on 08 December 2011 in Durban. Please refer to Section 8.3.2 for more details.

Lessons Learnt

Due to the stringent time-frames for the implementation of the competition, there was limited time for far-reaching publicity and outreach. This impacted negatively on the number of entries received and therefore on the overall outreach impact of the project within the country.

The rules and criteria for entering the competition need greater level of detail to avoid overlaps with the different categories and tracks and to mitigate risks to intellectual property.

Competition entrants were at different levels in terms of literacy and writing ability. The training programme therefore has to be flexible to provide plenary session of common interest combined with sessions tailored to the needs of specific teams. The geographic spread of the entrants also made it difficult to administer training. The response to the sponsorship campaign was extremely low with virtually no direct support from the private sector sponsors approached. Poor response may have been due to lack of time to mount a convincing campaign and follow up.

Legacy

The competition has been renamed the SMME Accelerator Programme. Its focus from 2012 will be the sustained support of the 2011 Cleantech Competition finalists as well as the launch of the 2012 SMME Accelerator Programme Competition.

8.9 Outreach Programme: Volunteers and Interns

Building on the successful deployment of environmental volunteers during the FIFA 2010 World Cup Soccer™, both DEA and eThekweni Municipality decided to make use of volunteers once again. Human contact for people in a strange and new place enhances the experience of that environment and the learning that takes place irrespective of the quality of printed and audiovisual communications.

8.9.1 DEA Environmental Volunteers

DEA, with GEF's financial backing and UNIDO's implementation support, sourced fifty volunteers from the University of KwaZulu-Natal. These were students who were third year, graduate and post graduate Environmental Management or Science Students. They were all under the age of 30 years old and 67% of the volunteers were women. Their responsibilities included the distribution of the Green Passport (refer to section 8.2.3), the administration of the Visitor's Survey (refer to section 8.10) and to inform delegates and the general public about climate change response activities in South Africa.

As part of their induction, they participated in a three-day training session, which covered a variety of topics including contextual information about climate change, the environment and Durban and South Africa. Please refer to Annexure 9 to peruse the Volunteer Training Manual.

They were deployed from 21 November to 15 December 2011 and received a daily stipend. They were each issued with a standard uniform which consisted of a DEA branded green t-shirts and wide-brim hats. They were very productive as they interviewed 2,700 visitors and distributed 5,200 green passports.



Figure 37: COP17 Environmental volunteers.

8.9.2 DEA Interns

In addition to the 50 volunteers appointed by DEA, the DEA deployed 30 interns to assist in similar duties as the volunteers. DEA has an internship programme that enables young graduates to gain on-the-job work experience in the environmental field. These interns were all under the age of 30 and 63% were women. Before their deployment, they underwent a day's induction on the context for the event as well as the greening initiatives in place for COP17/CMP7. Interns from DEA were transported from the DEA head office to Durban to assist with COP17/CMP7 activities. The interns fulfilled one of three roles. Some were delegates to the COP17 Global Youth Conference; others assisted in the distribution of the Green Passport; and a handful worked closely with the greening team tracking the various events and initiatives around the city.

8.10 Stakeholder Response

One of the primary mechanisms for gaining insight into the impact of the organisation of the event, in particular from a greening perspective, was through a Visitor's Survey (Appendix 8). It was developed and structured to gauge visitors' experience of COP17/CMP7 in respect of the greening initiatives that were in place to minimise the event's environmental impact. The sample size extended to 2,700 respondents. Nearly two-fifths of the sample (38%) were COP17/CMP7 delegates whilst the balance of

the respondents (62%) were non-delegates. The profile of the non-delegates included residents, civil society, business, government and media. Close to three-fifths of the respondents (57%) were overnight visitors and stayed an average of 6 nights in Durban during the event, which indicates that although they were not all delegates they were mostly visitors in Durban and thus a fair gauge for feedback.

8.10.1 Accommodation

Two-thirds of the delegates interviewed (66%) typically stayed in a hotel with the balance staying in rental accommodation (14%) or guest house (13%). Nearly two-fifths of the non-delegates that were interviewed stayed at home since they were residents of Durban. Another fifth (22%) utilised rental accommodation and a similar number (21%) resided in hotels. On average, half of the respondents' accommodation adhered to some form of environmental best practice.

The survey set out to establish visitors' awareness of environmentally-oriented initiatives put in place in their accommodation. These included eco-certification, energy efficiency measures, waste separation, use of green or eco-products, and efforts to promote green behavioural changes or provide information on environmentally friendly behaviour. On average, respondents seemed to be most aware of energy efficiency measures (57%) and least aware of whether their facility had eco-certification. They were quite aware of

Interns' impressions

Throughout the whole event I have learned to think green, manage waste, recycle, use energy and water efficiently.

I had a remarkable experience at COP17 since some of my targeted expectations were met. I think the event really improved my communication skills, survey skills, research skills as well as coordination and interaction skills.

I have learned that there are different initiatives and opportunities around the waste management sector and environment sector as a whole.

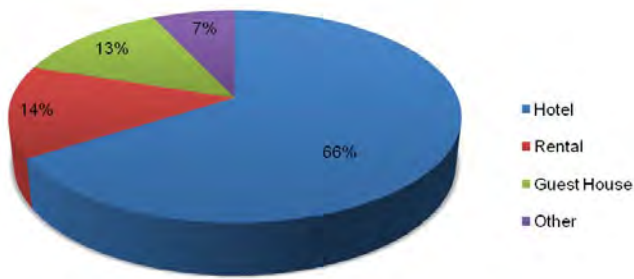


Figure 38: Delegate accommodation type

waste separation (51%) and water conservation measures (50%). It was interesting to note that there might have been a higher level of environmental practice by accommodation facilities than is being reported but, on average, 34% of respondents were not aware of any such initiatives.

The survey also revealed that the more formal the accommodation was, the more likely it would be eco-certified. However, this finding did not necessarily occur in respect to the remaining five greening measures where no major differences between the type of accommodation and whether the initiative had been put in place existed. Uncertainty as to whether the initiatives were in place or not was consistent across the board, emphasising the importance of publicising these measures to guests to maximise support and active participation.

The respondents were also asked whether they had signed the Visitor's Charter, which had been distributed to many establishments by the eThekweni Municipality. Only 16% of the respondents that answered the question had signed the Visitor's Charter. Those that did sign typically stayed at a guest house or bed and breakfast or a hotel. The respondents most likely to sign stayed at a 4 to 5 star hotel.

8.10.2 Transportation

A major greening initiative associated with COP17/CMP7 was the provision of event-related transportation, as described in Chapter 7. The uptake of these transportation facilities was high amongst the delegates interviewed, as only 10% of these respondents made use of private vehicles. The most popular mode of transport, by far, was the shuttle service reportedly used by 45% of the

respondents. Three-quarters of the delegates (75%) used some form of public transport between their place of residence and the venue.

Whilst a number of delegates did not respond to the question on their perception of the public transport service (411 of 1014), those that did rated it favourably with three-quarters of the sample (75%) stating that it was either good or excellent. The non-delegates were not as complimentary about the public transport as only three-fifths (58%) rated it as good or excellent but this is probably attributed to the fact that 60% of the non-delegates relied on either private vehicles or taxi-cabs as their mode of transport during the event.

Another important aspect of the transport infrastructure was the provision of non-motorised transportation. As described in Section 7.3.2, this entailed the implementation of both bicycle and pedestrian infrastructure, as well as a bicycle rental system. The survey has revealed that the usage of the non-motorised transportation was very low among both the delegates and non-delegates although delegates were more likely to have made use of the facilities than the non-delegates. Just over a quarter of the delegates (26%) reported to have made use of the infrastructure. Of those that had made use of the facilities, they rated the infrastructure very favourably with four-fifths (81%) reporting that it was either good or excellent. A similar response was received in relation to the respondents' perceptions of the bicycles and associated rental infrastructure – 85% of the participants agreed that it was either good or excellent.

8.10.3 Greening and Communication Initiatives

Table 39 summarises respondents' perspectives on some of the main greening initiatives put in place for the hosting of the event. Only a handful of respondents felt that these initiatives had no impact. The waste initiatives were most favourably received (79%) followed by the non-motorised transportation (69%) and the carbon footprinting of the event (63%). The CEBA was the least popular, a finding that could be attributed to the fact that it was the least known initiative with 47% of the respondents stating that they had no knowledge of this initiative. If this result is interpreted according to participant category, delegates had more knowledge of the CEBA initiative with 59% stating that it was a sound initiative and 38% stating that they were not aware of it.

Table 39. Rating of greening and communications initiatives

Level of Impact	CEBA		Carbon Footprint		Waste initiatives		ICC streetlight retrofitting		Non-motorised transport	
	Count	%	Count	%	Count	%	Count	%	Count	%
No impact	73	3%	88	3%	55	2%	67	3%	132	5%
Not sure	1181	47%	849	33%	478	19%	974	38%	670	26%
Good	1246	50%	1629	63%	2041	79%	1499	59%	1748	69%
Total	2500	100%	2566	100%	2574	100%	2540	100%	2550	100%

Greening of the ICC

Table 40 summarises the delegates' views on some of the ICC greening initiatives. The delegates were overwhelmingly satisfied with these initiatives although on average 26% of the respondents either did not know about the initiatives or were not sure that they had an impact. The waste separation initiatives were the best received (79%), followed by the energy efficiency measures (69%) and water conservation measures (68%). It was the greening of catering that raised the most doubt as to whether it had an impact. Nonetheless, the greening of catering was still well received as 62% of the interviewed delegates rated it positively.

Table 40. Rating of ICC greening initiatives

Level of Impact	Energy Efficiency Measures		Water conservation measures		Waste separation		Catering	
	Count	%	Count	%	Count	%	Count	%
No impact	34	3%	36	4%	25	3%	54	6%
Not sure	268	27%	274	28%	176	18%	301	32%
Good	676	69%	667	68%	775	79%	577	62%
Total	1014	100%	1014	100%	1014	100%	1014	100%

Greening of the CCR Expo

Table 41 presents interviewed delegates and non-delegates' perceptions of the greening initiatives associated with the CCR Expo. The results for the CCR Expo mirror those of the ICC with waste separation being the most positively received (74%), followed by water conservation and energy efficiency measures (67% and 66% respectively). As with the ICC, there was higher levels of skepticism as to whether the greening of catering had an impact or not.

The results for the non-delegates were quite different as they were more likely not to be sure about the impact of these measures suggesting that they may not have been exposed to these interventions. In contrast, the delegates easily sustained access to the CCR Expo. Nonetheless, where they did have any opinion, they were very positive about these measures. Like the delegates, they were most likely to be skeptical about the greening of catering than the other three measures.

Table 41. Rating of the CCR Expo Greening Initiatives

Level of Impact	Energy Efficiency Measures		Water conservation measures		Waste separation		Catering	
	Delegate	Non-delegate	Delegate	Non-delegate	Delegate	Non-delegate	Delegate	Non-delegate
No impact	5%	5%	3%	5%	2%	3%	5%	6%
Not sure	28%	49%	31%	50%	24%	44%	37%	57%
Good	66%	46%	67%	45%	74%	53%	58%	37%
Total	100%	100%	100%	100%	100%	100%	100%	100%

8.10.4 Communications

Respondents were asked to rate a few of the main communications initiatives addressing sustainability and the greening of COP17/ CMP7. Very few respondents were negative about the initiatives but there was a significant portion that was not sure of the impact of these initiatives, which may point to a lack of awareness of the initiatives. The initiative most favourably received was the Green Passport followed by the Greening Legacy Guideline, and this can be contributed to the fact that these were distributed during the event, whilst other communication was undertaken prior to COP17/CMP7.

Table 42. Rating of the communications initiatives

Level of Impact	Green Passport		Greening Legacy Guideline		Climate Change Train		Climate Change Response Summits	
	Count	%	Count	%	Count	%	Count	%
No impact	130	5%	101	4%	153	6%	113	5%
Not sure	817	32%	1018	41%	1121	45%	1071	43%
Good	1573	62%	1391	55%	1244	49%	1294	52%
Total	2520	100%	2510	100%	2518	100%	2478	100%

Respondents were also asked which media channels provided the most effective information on COP17/CMP7 and the results of the survey have shown that the internet was rated at the most effective medium of communication. The combination of newspapers, television and the internet were rated by four-fifths of the sample (83%) as being the most effective media.

Table 43. Rating of communications channels

Medium	Count	%
Journals	6	0%
Magazines	85	3%
Green Passport	99	4%
Radio	100	4%
Environmental Volunteers	132	5%
Newspaper	458	18%
Television	545	21%
Internet	1122	44%
Total	2699	100%

Offsetting carbon emissions

Survey participants were asked whether they intended to offset the carbon emissions created through their participation in COP17/CMP7. On average, just under three-quarters of the sample (73%) claimed that they did want to offset their emissions. This was higher for delegates, 84% of whom said that they wanted to offset their emissions, and lower for the non-delegates, 66% of whom said that they would do so.

8.10.5 Overall appraisal of logistical arrangements for COP17/CMP7

Figure 41 presents the respondents overall ratings of various aspects of the COP17/CMP7. It shows reasonable levels of satisfaction displayed by the respondents as, on average, four-fifths of the respondents (81%) rated the logistical arrangements as good or excellent. Catering and the greening of COP17/CMP7 stood out by a small margin as 38% and 35% of the respondents rated them as excellent respectively.

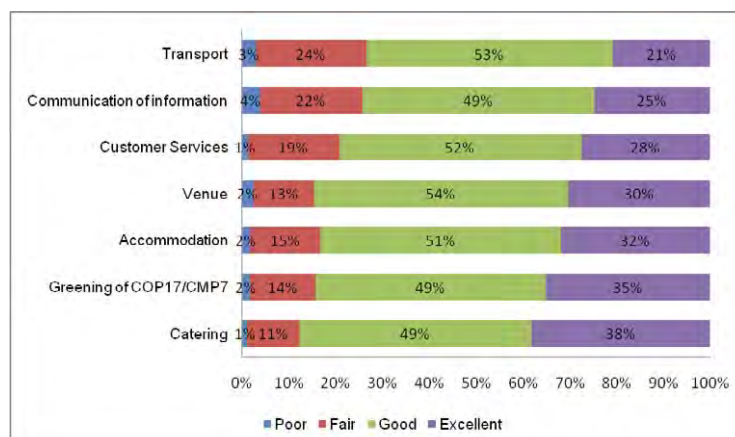


Figure 39: Rating of COP17/CMP7 logistical arrangements.

8.10.6 Lessons Learnt

A predominant lesson emerging from the survey is the major role of communications and marketing for the sake of awareness-raising and behaviour change. This applies to all aspects of the event including accommodation facilities and event venues that applied specific measures to reduce their environmental impact. Similarly, it applied to new and emerging initiatives such as the CEBA and the non-motorised transport infrastructure.

The survey also indicated that traditional channels of communication (newspaper, television and internet) must be effectively harnessed to raise awareness on areas that require broad support. Setting aside the need for enhanced communications and marketing, the hosting and the greening of COP17/CMP7 was successful in all respects.

Chapter eight summarized the various communication tools applied in conveying the key messages. Communication is the key to success of any initiative / event. Addressing climate change is a journey that every single person has to travel because its effects are omnipotent. Every journey has a starting point and that is becoming aware of and understanding climate change and what can be done to avert it. The initiation of this journey thus commences with an effective communications strategy taking into consideration who the target audiences are and what their levels of understanding are depending on their contexts. The net effect of the marketing, communications and awareness initiatives implemented during COP17/CMP7 was the ability to reach out to a wide audience varying in age, gender, class, literacy levels and nationality. Every initiative required considerable effort to communicate as best it could the rationale and achievements of its undertaking. Innovation and creativity underpinned the communications process evident through outreach initiatives such as the CCR Expo, Climate Train and the Living Beehive. Use of different media was balanced with information being disseminated through multiple channels including the internet, commercial media and customised publications without neglecting the importance of face-to-face contact (i.e. the use of volunteers to talk about initiatives). Side-events were effectively used to promote dialogue and debate, being processes that lead to deeper learning.

Conclusion



9 Conclusion

Overall the Host Country Agreement to host a low carbon event was fulfilled. The emissions created as a result of the event were avoided and reduced through the renewable energy donation as well as a comprehensive programme of greening initiatives. Equally, national government's own pledge to raise significant awareness on the subject of climate change and the conference itself as well as demonstrate climate-friendly development solutions was highly successful.

The success of the greening of COP17/CMP7 was largely informed by the contributions of a range of stakeholders and the emergence of a COP17/CMP7 Greening Programme due to this collective effort. This was cemented through suitable institutional arrangements, through the establishment of a Greening Workstream, located within a broader governance arrangement, that allowed for role-players to continue their efforts unhindered yet report to a common structure. This reporting/feedback mechanism thus allowed for the consolidation and crystallisation of the process to organise COP17/CMP7 in accordance with green event principles and practices.

With the experiences and lessons learnt from 2010 FIFA World Cup™'freshin organisers' minds, elements of the Greening Programme were mostly consolidation and refinement of interventions as was the case with transport. This therefore allowed for the wider application of event greening principles and practices to traditionally uncharted areas such as safety and security as well as the identification of linkages between and amongst workstreams to improve sustainability outcomes.

Whilst proposed initiatives may not have always been implemented, due to the nature of the event, a positive space was created to reflect on working in more integrated ways and applying greening principles to as many elements of the event as possible as well as to enhance ways of working after the event. Concern for positive legacy was a shared concern amongst most role-players and several legacy initiatives have been put in place as an outcome of hosting COP17/CMP7.

Unique to the approach of monitoring the sustainability outcomes of COP17/CMP7 was the tracking of 'unofficial' side-events, namely all the side-events not hosted in the UN Precinct. Whilst there is little control over the manner in which these events are organised, the exercise showed that they do have a significant footprint and future COP events should consider ways of supporting the greening of side-events to contribute to an overall greener event.

Whereas visitors and delegates may not always have been conscious or aware of the initiatives which were put in place to achieve a sustainably managed event, the organisation of demonstration projects and site visits, which were another form of awareness, were exceedingly popular. The initiatives formed the crucial link between the focus of the conference and the reality

on the ground where climate change hits hardest, a poignant expression of the *raison-d'être* for the conference. They were also inspirational, affirming the value of the negotiations in promoting a brighter future for all those concerned with reversing and countering the effects of climate change.

In some respects, the awareness-raising component was almost more significant than the actual measures put in place to conserve the use of natural resources in the organisation of the event because of the potential to apply acquired knowledge long after the event's lifespan. With this in mind, the effectiveness of communications, whether they were verbal, written and or visual, assumes a critical role. Key lessons to emerge in the post-event analysis are the importance of timely and sustained communications with emphasis on the effective use of the internet as well as knowledgeable and eloquent communicators with emphasis on the role of Environmental Volunteers, CCR Expo Green Stand Chaperones and people staffing the CCR Expo exhibits.

A major constraint to the organisation of green event in relation to the CCR Expo and the side events is the enduring practice of distributing marketing materials (brochures, pamphlets, giveaways, etc.). Organisers of side-events and CCR Expo exhibitors were encouraged to make information electronically available and to resist the tendency to distribute promotional items, with exhibitors even pledging to minimise the quantity of printed materials through the Responsible Exhibitor Charter. Nonetheless, it was evident that the events and marketing industry are yet to fully appreciate the negative environmental impacts that these handouts have and to embrace alternatives that are more environmentally responsible.

On the whole, the organisation of COP17/CMP7 and the vision for the most sustainable outcomes possible were mostly influenced by the following four factors: degree of planning that took place which was largely dependent on lead-in times; the level of support and cooperation received by stakeholders including political will; the availability of financial resources; and closely related, the ability to influence procurement to support sustainable choices and alternatives. A number of opportunities that would have enhanced the sustainability of the event were not realised due to any one of these factors or a combination thereof. Nonetheless, the initiatives that were put in place were effective, appealing and typically had the desired effect.

In conclusion, the opportunity to host COP17/CMP7 not only reinforced the country's logistical prowess in managing a large international event but also confirmed its ability to organise a sustainably managed event coupled with a lasting positive legacy.