



## MEDIA RELEASE

# MOTHER CITY SCORES GREEN GOAL IN WORLD CUP WASTE MANAGEMENT

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**Immediate Release**

**22 September 2010**

The Institute of Waste Management of Southern Africa (IWMSA) recently facilitated a feedback meeting to ascertain the outcomes of the various waste management strategies implemented in and around Cape Town, before, during and after the FIFA World Cup 2010.

The City's goals were to reduce costs and disposal of waste to landfill. FIFA required a 20% reduction of waste in terms of the 'Green Goal' programme and Cape Town came up trumps with an overall figure of 25%, so hats off to all those involved for exceeding expectations.

Along with the financial and social benefits, an event of this magnitude is bound to generate an extra waste load. Thorough investigation, carefully devised strategies, good communications and perseverance, are essential in order to reduce strain on an already overburdened system, most particularly, landfills.

Whilst planning began shortly after the awarding of the World Cup to South Africa, many unexpected challenges had to be faced such as additional unexpected responsibilities, resources not budgeted for, staff issues and time constraints to name just a few.

Disappointingly, in the instance of the four Public Viewing Areas, recycling ceased within a week due to limited or no participation from the public. Fortunately where recycling measures were successful – the Fan Fest, Stadium, Fan Walk and St George's Mall, a massive 58% reduction of waste was reported.

The good news is the legacy this leaves. Recycling, in the form of dual litter bins, will continue around the Parade, Stadium, Adderley Street and St George's Mall. The success of this venture will determine the future rollout of the dual litter bin recycling system in other areas. Public engagement is essential. We simply have to change our habits and conscientiously dispose of our waste in the correct way.

Findings from the Fan Fest seem to point to a bigger buy-in from "Joe Public" when there are different coloured bins on offer. There was an impressive 45,6% of recyclable waste recovered from the Fan Fest. A sterling job since anyone who was there after the dust had settled would have been overwhelmed by the realisation of the sheer volume of work and long man hours required to clean up the mess.

The IWMSA recognises the planning, leadership and dedication of all those involved in this mammoth task. Richard Emery, IWMSA Western Cape Branch Chairman says "Valuable insights have been gained

by the city as well as the independent contractors. We, at the IWMSA, are proud of the Members' achievements; we strive to provide a forum for interaction and synergy between waste generators and the organisations having to manage waste". Emery went on to stress that "In order to be an effective catalyst, we need to continuously learn and improve, and the IWMSA's own goal is to see constant, quantifiable, positive results in all the most challenging areas of waste management."

The IWMSA is a professional, multi-disciplinary organisation with voluntary membership established to promote the science and practice of waste management and is a non-profit organisation. For more information contact the IWMSA visit: [www.iwmsa.co.za](http://www.iwmsa.co.za)

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