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— CREATING GREATER AWARENESS OF ENVIRONMENTALLY RESPONSIBLE BUSINESS PRACTICE —

Inside this issue:

<i>Greenwashing Threat</i>	2
<i>Rhino Africa Initiative</i>	3
<i>The CPA and You</i>	4
<i>Heritage goes African</i>	5
<i>Green Globe News</i>	6
<i>COP 17 - a Strategy</i>	7
<i>Consumer Guide</i>	8
<i>New Cornell Report</i>	11



- 1-7 Sept - National Arbor Week
- 16 Sept - World Ozone Day
- 18 Sept - Coastal Cleanup Day
- 22 Sept - River Day (SA)
- 27 Sept - World Tourism Day

In Proud Association With:



EMiT - a conference about the environment and the southern African tourism industry

Consumer interest in responsible tourism (RT) is growing at rapid rate and RT has been identified as one of the key growth areas over the next ten years.

The impact this will have on the southern African tourism industry has led to the Heritage Environmental Management Company facilitating the inaugural Environmental Management in Tourism (EMiT) conference.

EMiT will take place at the Sandton Sun Conference Centre from 9-10 November 2011 and promises a dedicated platform for debate around sustainable tourism with input and advice from industry leaders, tourism professionals and international experts.

The two-day conference will assist tourism and leisure professionals, hoteliers and hospitality managers, green business and event organisers, travel agents and tour operators review their current practices and help develop more sustainable tourism products.

Under the guidance of well-known environmental scientist and Master of Ceremonies, Simon Gear, presentations will

range from corporate governance to sustainability, green marketing and events, the profile of the green traveller, corporate social investment, 2012 the future of travel and tourism, selling and sourcing green products by the travel retail sector, and the impact that finite natural resources such as water, waste and energy have on the industry.

A highlight of the conference proceedings is the annual Imvelo Awards for Responsible Tourism which will be presented at a cocktail party on the evening of Wednesday, 9 November - which also marks World Responsible Tourism Day.

In keeping with its sustainable goals, EMiT will be audited as a "green event" and its environmental footprint measured and offset by the organisers.

EMiT is supported by FEDHASA, SATSA, the Event Greening Forum, Fair Trade in Tourism (South Africa) and the Southern African Association for the Conference Industry and partnered with World Travel Market's Responsible Tourism Day 2011 and Green Globe International.

For more information and to register visit the official conference website at www.emitconference.com



Heritage recognised by World Tourism Organisation



Heritage has recently been accepted as an *Affiliate Member* of the United Nations World Tourism Organization (UNWTO). This recognition - one of only six in South Africa - and the only private sector company, is even more significant as it makes the Heritage Programme one of only two international EMS initiatives to be officially recognised by the World Tourism Organisation (WTO).

Green Globe Certification, Heritage's partner is the only other certification company to be recognised by this prestigious international body for its commitment to responsible travel. For more information, visit our website.



Editorial Greenwashing harms industry reputation

Confusion still seems to plague the industry regarding what is and what is not considered 'Greenwashing'. With COP 17 just around the corner - and with the full glare of the world focussed on our country, the industry needs to ensure that if it aims to market and promote their products and services as green – *they are in fact just that!*

Damage to National Credibility

Greenwashing is the process by which a business makes claims of environmental responsibility without being able to verify the claims or which claims are based on un-tested opinions. In the tourism sector, being seen as more environmentally responsible has become a significant differentiator in what is now a highly competitive industry, and while this is not a particularly new concept, it has the potential to damage the credibility of this region unless something is done about some of the claims being made.

The recent introduction of the Consumer Protection Act is perhaps going to be the proving ground for future misuse of environmental performance, but as we know, consumers in South Africa are particularly forgiving in most respects and unless specific complaints are made against businesses that make exaggerated claims, the Act may prove harmless.

Meeting Expectations

Government has already identified the need to position this country as a 'Responsible Destination' and work being done in Cape Town to market their destination as responsible shows that there is appreciation of the need to target the globally important 'environmentally aware' traveller.

Studies undertaken in the USA and UK in the past three years show that the demand for environmentally responsible travel products and options has grown, and that the fastest growing travel 'niche' is that of the eco-aware traveller. The most important danger we face as a country is in attracting visitors on the basis of being responsible, but having them experience anything but what is globally expected of responsible or environmentally aware products or services.

This is the situation in which we find ourselves today. There are a growing number of businesses that make environmentally irresponsible claims of compliance or performance, and which clearly have no idea of what constitutes responsible tourism practice. Earlier this year Indaba in Durban reflected this disturbing

trend by not only the accommodation sector, but also by companies in the vehicle hire, transport, tour operators and other service providers.

Abuse of Concept

The problem lies primarily at the marketing and promotional level of the companies involved and this is largely due to the enormous 'pull' these claims can have. The claims are clearly at odds with the operational properties at the businesses concerned, but because they are seen to open new markets for the business, they tend to be overlooked.

The most common misuse of the concept is with the word 'Green', a term that is globally recognised as meaning that the business has reduced its footprint on the environment and that it has addressed the impacts that each aspect of its operations has. This would range from more responsible procurement to reductions in water, energy, waste and other resource use, design, business relations, CSI, community relations and a host of other indicators.

Unfortunately, those that are merely replacing lights with CFL's think they are saving the earth (and in some way they might be), but they cannot in all honesty claim to be green or responsible by this action alone.

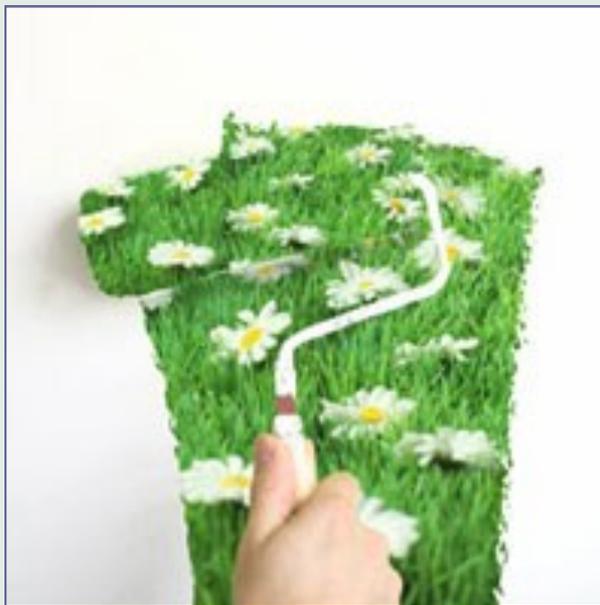
Self-proclamation by owners is perhaps the most serious form of 'greenwashing' because as someone directly involved in the

running of the business, objectivity becomes the problem.

Unless the owner is prepared to undergo external validation and audit of their performance, any self-proclaimed statements should be rejected by fair-minded travellers in much the same way that claims to be a Five Star Hotel are irrelevant unless the grading is provided by a trusted external authority or organisation.

Not Being Taken Seriously

The dangers of 'greenwashing' don't seem to be taken seriously by the industry at large, possibly because they don't yet understand the real meaning of 'green' and of being 'responsible'. We have only one opportunity to attract and retain the environmentally aware traveller, and if we miss this one the industry and all of its service elements will be the loser. Research has shown that consumers generally tend to overlook or forgive transgressions and misinformation related to service, lying about your environmental credentials takes a lot longer to overcome.



"Many a small thing
has been made
large by the right
kind of advertising"

Mark Twain



Batty about bats!

Sun International's Flamingo Casino in Kimberly recently celebrated "World Environment Day" by launching "The Bat Zone" as a means of contributing to biodiversity in the Northern Cape Province and in-and-around the Casino itself.

As part of the zone, a "Bat House" was built by the Maintenance & Slots Technical Team on the northern side of the complex in order to attract and house as many bats as possible.

As many as 500 bats are expected to take up residence in early spring. Since each bat will consume up to 1000 insects a day, the new residents will be able to help themselves a daily menu of 500 000 fresh insects from the nearby Kamfers Dam!

The Casino's secrets for building a successful bat house:

- Houses should be placed high enough to allow bats to 'drop' down when they exit the house. Bats need a drop before they actually begin flying. Any height above 1.5 metres would probably be satisfactory.
- The temperature inside the bat house plays a huge role. Mounting the bat house on a north-west to north facing wall, trying to get about two hours sun onto the bat house in the late afternoon, so as to warm it up a little towards the bats evening hunting time.
- In South Africa the colour is not as important as in the northern hemisphere. If bat houses are sited in areas that are generally very hot, i.e. the Karoo, then they can be painted a light colour. Houses in other parts of the country do not require specific colours besides a good varnish.
- Erecting more than one bat house greatly increases the chances of one being occupied.
- Open-bottomed houses should be positioned in such a way to allow inspection for presence of bats from underneath.

For more information, visit: <http://www.suninternational.com/flamingo>

Leading inbound tour operator joins Heritage

Rhino Africa, one of South Africa's leading inbound tour operators in the German, United Kingdom and American markets has been certified as Silver Class (Green Business Programme) by Heritage, making it the largest inbound operator in Africa to commit itself to independent certification of itself and of its portfolio of products and packages.

The Cape Town based company's decision to seek certification signals its intention to develop, manage and operate tours and packages with environmentally responsible products and services in conjunction with Heritage. This is the first collaboration of its kind on the continent and is set to change the way in which the region's products are promoted.

David Ryan founder of Rhino Africa believes that tourism in and to Africa doesn't need to leave a dirty carbon footprint, but rather, if done correctly, it can help uplift communities and alleviate poverty. The company sees itself as being passionate about the people, places and wildlife of Africa and is committed to aligning itself with businesses that share their vision of a more caring and sustainable industry.

The Heritage and Rhino Africa initiative has been developed to create a philosophy of environmental responsibility and sustainable development with Rhino Africa's preferred properties. Heritage will provide independent, third-party certification of the environmental performance of the company's product portfolio and ensure that their environmental performance contributes to the sustainability of Africa's destinations.

The cooperative effort will also provide assurance to Rhino Africa's clients that products and services represented by the company are managed and monitored on all environmental elements of their business operations.

"In Africa, environmental responsibility has become an important part in ensuring the protection and conservation of pristine environments. The decision by Rhino Africa to seek certification and the initiative that we have launched represents a new approach to sustainability in African tourism and we are confident that this will resonate with the international client-base of Rhino Africa". By supporting certified properties, visitors actively participate in reducing the footprint of these environmentally sensitive areas", says Neal Dickinson, Heritage's Operations Director.



RHINO
Africa
SAFARIS



The recent introduction of the Consumer Protection Act of 2011 (CPA) makes the South African consumer amongst the most protected and informed globally, but it also poses challenges to the way in which business is conducted in the country – and globally by product owners and marketers.

A recent tourism seminar held jointly by Cape Town Tourism and Fedhasa, highlighted some of the regulations contained in the CPA that have direct bearing on the hospitality industry. According to Cape Town Tourism CEO, Mariette du Toit-Helmbold: “The onus is on businesses to ensure that they are as compliant as they can possibly be. There are many areas of the CPA that are quite clear and it is important to be familiar with these and to implement them into your business practice as well as by training your staff, who represent you.”

The main focus of the Act is to ensure that the rights of consumers are protected and it now aligns business practice in South Africa with the obligations South Africa has to international agreements such as the Lomé Agreement and European Union consumer laws. Among the most important issues faced by the hospitality and tourism sectors are:

* **Cancelling reservations or bookings**

Although parameters are unclear at this point, product providers are expected to charge a reasonable deposit or cancellation charge and must publish their deposit and cancellation policy in clear, easy to understand language. All guests must be made aware of the terms and conditions of the booking.

* **Disclosure of price of goods**

Full prices must be disclosed and hidden costs are not allowed. If a special only applies to a percentage of rooms in the hotel, then this percentage must be disclosed.

The Consumer Protection Act and You



* **Marketing standards**

Marketing efforts must be factual and accurate and may not mislead consumers in any way. This includes information put out by third parties engaged by the business. Trade coupons, prizes and gift vouchers must disclose all limitations and any ‘bait marketing’ must announce the limitations of availability and validity.

* **Overselling and/or overbooking**

Relevant to airlines and hotels that oversell rooms; failure to honour the transaction will now incur a full refund of the full amount paid and will also require that consumers are compensated for the transgression. Some leeway is given if service providers have taken steps to notify customers within a reasonable time frame or when a shortage of capacity is beyond their control.

* **Safety and disclaimers**

Tourism service providers can now be held responsible if their products or environment causes harm, death or damage to any person or their property. In addition, companies can no longer issue a general disclaimer but

instead must disclaim against specific risk areas e.g. swimming pools, parking cars at owners’ risk.

Perhaps the most significant aspect of the CPA relates to the misrepresentation of product, and unsubstantiated claims of environmental performance or compliance - all of which fall well within the provisions of the Act.

Greenwashing, a growing problem in southern Africa and it constitutes a breach of the Act and companies are being advised to either ensure that they meet the internationally recognised standard of environmental compliance and become certified by external experts, or to stop claiming to be environmentally or socially responsible.

For more details on how the CPA affects your business, contact your local Fedhasa Office today.

Source: Fedhasa/ Travel Now News

New members

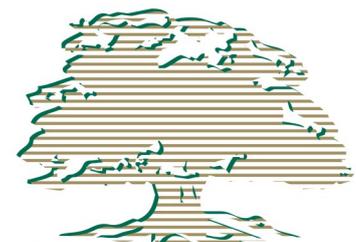
We'd like to welcome the following new members to the Heritage network:

GreenLine

- . Shiluvuri Lakeside Lodge
- . Feathers Lodge
- . Stormsriver Adventures
- . Tsitsikamma Backpackers
- . Knysna Tourism
- . Falcons View Manor
- . Ellerman House
- . La Fontaine Guest House
- . Islands of Siankaba, Zambia

Heritage

- Southern Sun properties:*
- . SS Ridgeway, Zambia
 - . SS Ikoyi, Nigeria
 - . SS Dar es Salaam, Tanzania
 - . SS Paradise Sun, Seychelles
 - . Maia Resort, Seychelles
 - . SS Mayfair, Kenya
 - . Sheraton Hotel, Pretoria



Heritage
THE ENVIRONMENTAL
MANAGEMENT COMPANY

Shoreline Café first in Africa to earn MSC status

Two Oceans Aquarium's Shoreline Café has become the first restaurant in Africa to be awarded chain-of-custody certification by the international Marine Stewardship Council (MSC).

The road to certification started in November 2010 when Shoreline Café was nominated to receive assistance from MSC as a chain-of-custody certified restaurant. After undergoing an independent audit by UK-based fishery consultancy and MSC appointed auditors MacAlister Elliot & Partners – both the restaurant's seafood suppliers and its ordering system were compared to ensure that the seafood could be traced back to a MSC-certified fishery. The audit went without a hitch due to the fact that the restaurant only sells seafood which is listed as green by the Southern African Sustainable Seafood Initiative (SASSI).

Shoreline Café is not only committed to serving seafood from sustainable fisheries, but has also adopted a number of other green initiatives in order to reduce its impact on the environment. Recycling, biodegradable straws, converting used cooking oil into biodiesel and soap, and two small worm farms are some of the current initiatives, but the restaurant is constantly striving to introduce others which are environmentally-friendly.



Making inroads into Africa

Heritage has expanded its footprint into Africa by recently certifying hotels in Kenya, Nigeria, Tanzania, Mozambique and the Indian Ocean Islands.

The programme was recently implemented at properties in Nairobi, Dar es Salaam, Lagos, Maputo and the islands of Praline and Mahé in the Seychelles as part of Southern Sun's strategy to become Africa's most responsible hotel and resort group. This follows the Group's implementation of the Heritage programme in all its properties across South Africa last year.

"Heritage's expansion into East Africa creates improved opportunities across the continent and provides product-owners with a truly African and internationally recognised certification standard"

"These properties are the only hotels in their respective countries to be independently certified on their environmental performance and will hopefully provide a benchmark of environmental stewardship for their counterparts in sub-Saharan Africa. The hotels will serve as valuable *centres of best environmental practice* and in



this way contribute to the development of responsible tourism performance across Africa," says Heritage MD, Greg McManus.

The Heritage standard reflects international best practice in tourism-based environmental management and incorporates standards from a range of international certification initiatives. But more importantly, it represents an African solution to the impacts of tourism and provides

a basis for businesses across the continent to attract the increasingly environmentally-conscious international traveller. Heritage also offers a unique dual certification opportunity together with Green Globe Certification, the world's leading tourism certification programme.

By implementing the Heritage programme across its brands, Southern Sun has become the largest environmentally certified hospitality group in Africa and among the largest in the world. It reflects the Group's commitment to operating in the most environmentally responsible and sustainable way possible in its locations across the continent.

Left: The Team at Paradise Sun, Seychelles, receive their membership plaque following their successful first audit.





Green Globe international news

France's Chamonix Club Med Village renews commitment to Green

The Club Med's Chamonix Village in France recently renewed its Green Globe membership.

What makes this news special is that this step is part of the systematic deployment of certification throughout all Club Med Villages. To date, 12% are already certified or labelled, and 21% are engaged in a process of being certified.

Environmentally friendly practices include: 50% of electricity is purchased from renewable energy sources, and an automatic management system optimizes heating, ventilation and lighting across the Village. Other modifications include the installation of water regulators on all taps, and the use of granulated lava rock in landscaping for greater water management. Sorting of waste separates glass, packaging, paper, wood, oils, food, batteries, light bulbs, ink cartridges, and even bottle caps. Some of these recycled material are donated to local associations.

Other examples of sustainable practices include participating in business development seminars with local

groups, as well as working on conservation issues regarding the Alpine environment.



Green Globe Certification, the international leader in tourism-based sustainable certification, held its annual Global Summit in Paris from 27 to 29 May 2011. The Summit attracted delegates from Green Globe affiliates across the globe including China, South Africa, Mexico, Middle East and India in discussions on global trends and standards development.

Held at the prestigious Concorde Opera in the fashionable district of St Lazaire – a Green Globe Certified property, delegates were addressed by a range of experts on issues ranging from sustainability to global accreditation. The implementation of the Green Globe system in Europe was enhanced during the Summit as the COO Europe of Moevenpick Hotels,

Ola Ivarsson explained their roll-out plan that will see all 107 of their hotels worldwide being certified in the next twelve months.

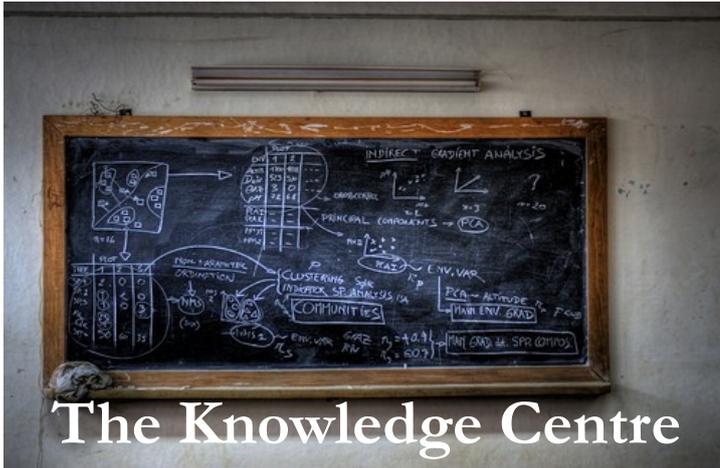
The introduction of new Spa standards, aligned with the British Spa Association were welcomed as was the announcement that Green Globe would be introducing a new standard later this year for Conferences and Events and expanding their Cruise Line certification programme.



Greg McManus, MD of Heritage receives an achievement award from Guido Bauer of Green Globe Certification.

Erika Harms of the Global Tourism Sustainability Council (GSTC) gave delegates a little more insight into global efforts to accredit tourism sustainability certification programmes and while delegates expressed their misgivings on the role of the GSTC, most felt that the information made it clearer as to the role of the organisation.

Edwald Biemans, CEO of the Bacuti Beach Resort in the Caribbean gave some idea of the efforts being made to keep this award-winning resort as low-impact as possible, while the global sector leader for Diversey's Lodging, Commercial Laundry and Food Safety division Vishal Sharma, provided perspective on the global partnership between Green Globe and this well-known industry supplier.



The Knowledge Centre

Course news

Going Green can save a lot of money on operational expenses without spending a cent on refitting or new equipment. Simply training your staff to understand the impact their actions have on the environment can mean not only a saving in resources but also expenditure.

Kundiza specialises in environmental education, and offers potential clients a range of product training options.

The company is the brainchild of Lisa Gordon-Davis, a specialist in hospitality and tourism training and development, and its courses have been developed around the Heritage standard to ensure compliance with environmental certification requirements and industry training needs.

Kundiza offers:

In-house courses: a Kundiza environmental trainer will deliver the course to a group of your management and staff on your premises and at your convenience. In addition, clients receive a full training report once the training has been delivered.

Webinars: Webinars are simply web-based seminars. These can be viewed on the internet, in either a live or recorded format. Webinars are usually about an hour long and allows viewers to access quick, cost effective training at a time and place that suits them best. Apart from internet access, no special hardware or software is required to watch a webinar.

License: This option enables the client to present the Kundiza Environmental Awareness course on site by their own trained trainers, under license from Kundiza. These site trainers, employed by the client, attend a 3-day Train the Trainer course to learn the course content and how to deliver it.

Clients then present the course using Kundiza developed material and training aids, where after certificates are presented to course attendees.

Once a year, Kundiza's master trainer visits establishments to do a quality assurance of the training and provide feedback and support to the trainer on training delivery.

Next Train the Trainer courses

November 2011, venue to be confirmed

Don't delay, book your seat and save money today!

Visit the [website](#) or contact [Kundiza](#) for more information.

Heritage Gears up for COP 17

Heritage is helping its Durban members - the International Convention Centre, Arena and Exhibition (ICC) Durban and Southern Sun hotels in and around the city, to beef up their credentials in preparation for the United Nations Framework Convention on Climate Change (COP17)

The Convention which takes place from 28 November – 9 December, at the ICC, will see the world's attention focussed on South Africa and its sustainable practices. It is expected to draw almost 15 000 delegates to Durban with a spending potential of more than R300-million.

The ICC has already been certified with a 'Gold Classification' by Heritage and holds a co-certification by the internationally respected Green Globe programme, making it the only convention centre in Africa to achieve this status. Considerable effort is being made to ensure that this venue maintains its internationally recognised standards of environmental performance up-to, during and post COP17.

Together with Southern Sun hotels in the greater Durban area, Heritage is taking a leading role in ensuring that visitors to the conference experience an environmentally responsible stay while in Durban. Efforts to encourage as many hotels and accommodation establishments in the city to commit to responsible business practice are well underway. "But this commitment must become a vision for the entire city and not merely an effort to greenwash COP17," says Heritage's MD, Greg McManus

"We view this as a great opportunity for South Africa to showcase its sustainable practice to an international audience", he adds, but cautions that the risk of being accused of greenwashing has long-term implications for the city and South Africa in general.

As part of their commitment to seamless integration of their environmental processes, the ICC and Southern Sun hotels will also establish an environmental task team under the auspices of Heritage to coordinate efforts in making delegates impressions of the conference and the city as 'green' as possible. "We want to create an environment in which delegates and visitors are given the best possible experience in responsible tourism while in the city, and with Southern Sun Hotels, to extend this to 'feeder' cities including Johannesburg and Cape Town," Greg says.

According to Graham Wood Managing Director of Southern Sun Hotels, "We are committed to integrating leading environmental practices and sustainability principles into our core business strategy, thereby ensuring balance between our economic, social and environmental needs. Southern Sun will therefore, lead the way and work continuously to reduce or manage its impacts and to actively contribute to a more sustainable society."

The ICC Durban has been a member of the Heritage Programme since 2006 and in that time has established a number of firsts in the environmental management of mega-venues. Environmentally responsible events and conferences, including events such as GovTech, FIFA 2010, Indaba and others have all successfully been hosted at the venue in the past few years, thereby reflecting the commitment that management of the ICC have to ensuring a greener and more sustainable approach to this important sector of the economy.



The Mount Nelson Hotel offers guests 'green' courtesy car

The Mount Nelson Hotel has once again shown innovation for the environment by recently introducing two Prius 'green limo' cars and offering guests the option of an eco-friendly and low carbon emission transport service.

Guests can choose to use the luxury Mercedes Benz or the Toyota Prius cars when utilising the hotel's courtesy car service to nearby attractions such as Table Mountain, Lion's Head and Signal Hill, Clifton and Camps Bay beaches as well as the Camps Bay strip.

The Mount Nelson was also the first Hotel in South Africa to realise the benefits of vermiculture when they introduced their 'worm farm' a few years back. Must be the air in the Cape!

Source: Travel Update



New Consumer Guide to Heritage

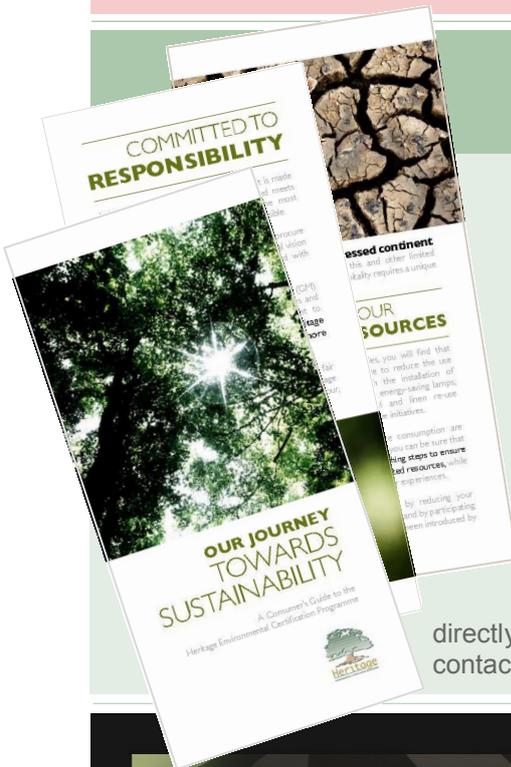
Heritage has developed and released a handy consumers' guide to sustainability for use by members of the Heritage Programme to raise awareness of their participation in Heritage and to provide more information on what it takes to be a Heritage Certified property.

"Our Journey Towards Sustainability" is a brochure that explains the route followed by the members in meeting Heritage' certification standards. It covers aspects such as waste, energy and water conservation, community initiatives and of course - the Heritage programme itself.

The brochure addresses one of the most frequently asked question - 'what is Heritage and how does it work', in a clear and concise manner, making your guests and visitors even more appreciative of your efforts.

'This is a valuable tool for any member of the programme to communicate their commitment to the environment, and to be seen as part of a larger initiative in environmental stewardship' says Greg McManus, md of Heritage.

The print-ready artwork can be downloaded by member properties or ordered directly from Heritage. The brochures can be branded as well. For more information, contact Sonja (012) 665 1028.



Two days that will change the way you do business...

EMIT
Environmental Management in Tourism

TOURISM
GAUTENG

Where Sandton Sun Conference Centre, Johannesburg
When 9-10 November 2011

To register or for more information, visit www.emitconference.com

Environmental Management in Tourism

Supported by:



Meet our business partners

This is the first of a series of introductions to Heritage's business partners and the services they offer members. These businesses have committed themselves to environmentally responsible operating processes and external verification of their management systems, thereby demonstrating their commitment to the environment.

Binclean SA offers expert advice, and cost-effective high quality waste management solutions. Serving the greater Gauteng region, the company provides an integrated approach to waste management, and sees to the total management of all types of waste streams on behalf of its clients. This approach effectively offers a one-stop service by reducing a company's need to deal with multiple service providers and recyclers.

As 'level four' value-adding supplier, 100% of what a client spends on its services is translated as 125% BEE spend.

BCSA has been awarded a Gold Certification by Heritage and it enjoys support from prestigious clients across almost all business sectors.

For more info: 011 664 7581 / www.cleanbinsa.co.za

Binclean – Big City Bins

A one-stop solution to waste management

enviro waste paper recovery t/a

binclean sa
big city bins



Unique alliance sees consumers get 'green piece of mind'

Heritage has joined forces with Capital 5 Sustainable Services as part of Gauteng's first audited eco-design and décor solution for the consumer market.

The project, which is the brain child of Century Property Developments, sees the development of a dedicated, Green Design Centre at Waterfall City in Midrand. Here, the almost 3000 residents can view the latest in environmentally friendly building, design and décor services secure in the knowledge that not only are the products eco-friendly but the business itself has been audited for the level of its environmental commitment.

In order to gain environmental certification the Centre's prospective exhibitors are required to complete a questionnaire and declaration form. They are

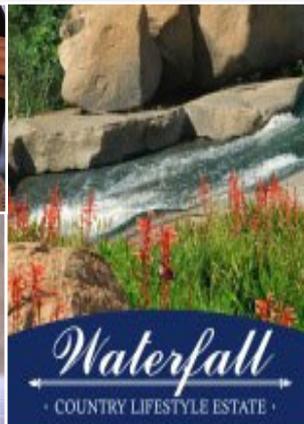
then assessed by Heritage and awarded environment certification based on the level of their green business operations. Only those that meet the set requirements can exhibit at the centre.

"By launching Gauteng's first Green Design Centre we would like to create a resource hub for the many homeowners who are looking to the construction industry to educate and

inform them about the latest green products or services. Here we celebrate suppliers who have shown innovation and integrity when it comes to green living and provide a holistic solution for future homeowners," says Mark Corbet, ceo of Century Property Developments.

Neal Dickinson, Heritage's Operations Director believes that environmental responsibility has grown far larger than merely saving water, energy and recycling, agreed, it is part of the solution however, businesses and consumers need to change their mind-set and behaviour by considering the impact that all their actions have on the environment.

The Eco Design Centre is one such concept that will not only help both to walk-the-talk but create a more eco-aware market.



International round-up

Not only is Israel's famous Dead Sea water level dropping by nearly 1.2 meters a year, but part of the of the salty lake is actually overflowing, threatening one of Israel's prime tourism destinations!

Israeli scientists are now feverishly campaigning to have the Dead Sea - the lowest point on earth and repository of precious minerals - named one of the natural wonders of the world, while at the same time, racing to stabilise what they call "the world's largest natural spa" so hotels on its southern point aren't swamped and tourists can continue to enjoy that lake's therapeutic waters.

The Dead Sea is divided into a northern and southern basin, which are located at different elevations, largely disconnected and kilometres apart. That means the rising waters of the southern basin cannot simply flow into the shrinking basin in the north.

Heavy industrialisation is blamed for causing the waters in the southern basin to rise, as chemical companies have built evaporation pools there to extract lucrative minerals from the lake. Millions of tons of salt are left annually on the floor of these pools, causing the water to rise by 20 centimetres a year - and within the next five to ten years the water is expected to flood into the hotel lobbies.

Israel's tourism and environmental protection ministers are endorsing a complex \$2 billion plan to chip off the salt build-up on the part of the lake that's rising and send it by conveyor belt to the northern end that's dropping and are demanding that Dead Sea Works Ltd. - the multibillion-dollar Israeli industry that mines the mineral-rich waters - foot the bill.

The Dead Sea, which is linked to the sites of the biblical Sodom and Gomorra, runs more than 100 kilometres through Israel, the West Bank and Jordan. Its minerals have been sought after since ancient times: The pharaohs were embalmed with the lake's natural asphalt lumps, and Cleopatra is said to have used its skin-rejuvenating salts and mud.

Today, the lake is one of Israel's top tourism draws. Half of the 3.45 million tourists to Israel visited the lake in 2010, while almost 200,000 stayed in the 4,000 hotel rooms along the lake. Locals also flock there, with more than 630,000 - or almost one in ten Israelis - spending time at Dead Sea hotels last year.

Dead Sea tourism revenue amounted to some \$300 million last year, propping up an industry that accounts for thousands of jobs in a part of the country that otherwise offers limited employment opportunities.

Current efforts to preserve the Dead Sea as a natural treasure also depend on industry, which is doing so much environmental damage, for its survival.

Israel's Dead Sea Works and Jordan's Arab Potash mine Dead Sea waters for potash and other minerals, exporting them worldwide for use in fertilizers, cosmetics, cars and laptops.

The southern basin now in danger of flooding nearly dried up before the chemical companies intervened. In the 1960s, Dead Sea Works dug a 16-kilometer canal to pump saltwater from the lake's northern basin into its nearly parched southern end, turning it into a network of evaporation pools. That pool is where the bulk of the Israeli hotels lie, and where tourists bob in filmy water so heavy with salt and minerals that they float.

But as the water rises, it encroaches on hotel beaches, where blobs of salt stick out near the shores and the salty floor sparkles in the turquoise waters.

Environmentalists accuse the company of profiting at the expense

of the ecology. Its factory of smokestacks, pipes and levers looms at the tip of the lake, and its tractors sit high atop snow-white piles of potash.

It's the exact opposite problem at the Dead Sea's northern basin, where the water level is dropping and a barren, pockmarked moon-scape has replaced sandy beaches. Old boardwalks that once led into the lake now stand in the middle of empty land. At one beach, bathers need to ride a trolley to the lake's edge.

Israel, Jordan and Syria are responsible for the northern Dead Sea's dramatic shrinkage: They have redirected the Jordan River and its tributaries for drinking water, drastically reducing the amount that used to flow into the Dead Sea. The Israeli and Jordanian industries also pump out water from the sea for their evaporation pools.

Source: www.timeslive.co.za



Israel's famous Dead Sea faces environmental threats on two sides



Global warming has ready harmed the world's food production and has driven up food prices by as much as 20% over recent decades, states the US Earth Policy Institute in its recent report. The drop in crop productivity around the world was not caused by changes in rainfall but is due to higher temperatures which cause dehydration, prevent pollination and lead to slower photosynthesis.

The findings indicate a turning point since agriculture as it exists today, evolved over 11,000 years of reasonably stable climate, but that climate system no longer exists. Adaptation has also become more difficult because scientific knowledge of the future is not strong enough to drive new investments.

Climate Change blamed for rise in global food costs



According to scientists, the report highlights how crucial it has become to find ways of adapting farming to a warmer world so as to ensure that rises in global population are matched by rising food production. If the same seed varieties and temperatures continue to rise, then food prices will also continue to rise further.

This year, food prices reached new record highs, and have been implicated as a trigger for unrest in the Middle East and Africa. A rising appetite for meat is a critical factor, while enough calories exist to comfortably feed the world; the problem is meat the shortage of meat, as many kilos grain are required to produce one kilo meat. As countries get richer so does their preference for meat, which is more expensive, and this prices poorer countries out of the market.

Adapting farming to climate change could involve moving to cooler areas as existing areas warm, scientists believe, but often soils are poorer in the new locations. While the potential has not been proved, biotechnology - genetic engineering - could see the development of new crop varieties that are more resistant to heat.

Source www.igpn.org

Green Certification remains top choice for business and leisure travellers

Cornell University's Centre for Hospitality Research recently published its finding of a lodging survey on "Hotel Guests' Preferences for Green Guest Room Attributes".

The study covered 571 business and leisure travellers and examined the environmentally friendly attributes which guests expect in hotel rooms.

Using seven room attributes as the basis of the study, it found that the most influential single factor for hotel room preference was green hotel certification.

The respondents were also supportive of rooms with refillable shampoo dispensers, energy-efficient light bulbs, and towel and linen reuse policies.

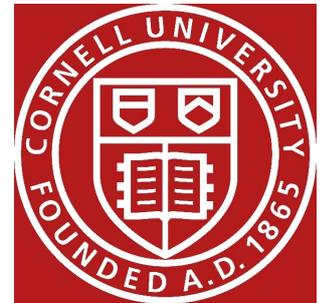
The study also found, that guests were appreciative of the ideal of a key card that would control all energy use in the room. However, relatively few of the respondents agreed that they were prepared to spend more for a "green" room.

Since, the study only included respondents who were willing to stay in green rooms the findings cannot be generalised across all travellers.

Interestingly enough, there was little difference between the 284 business travellers and 287 leisure travellers surveyed.

The findings give hoteliers a good ideal about the preference of a substantial number of guests who would consider staying in a "green" room.

Source: Cornell Hospitality Quarterly



Developed countries prepared to pay more for green products

According to a new survey conducted by ImagePower Global Green Brands, developing countries place higher value on green products, while price continues to be a factor in developed countries.

The sample's findings also showed that people around the world tended to purchase higher-ticket environmental products in the auto, energy and technology sectors when

compared to last year.

For the first time since the inception of the study in 2006, the four US brands perceived to be the greenest are "born green" companies - companies that started out with green missions.

The top ten are: Seventh Generation; Whole Foods; Tom's of Maine; Burt's Bees; Trader Joe's; The Walt Disney Company; S.C. Johnson; Dove; Apple; and Starbucks, Microsoft (tied)

In developed countries such as the US and UK, roughly 20% of those surveyed

would spend more than 10% extra on a green product. This finding, however, is somewhat different in developing countries, where people say that green products have a higher inherent value.

Chinese respondents (95%) say they're willing to spend more on a product because it's green, while 55% of them say they would spend 11-30% more. Similarly, Indian respondents (29%) and Brazilians (48%) say they are willing to spend between 11-30% more on green products.

Source www.igpn.org



SA holds first international land art festival

South Africa hosted its first, annual international land art festival in May this year. The artworks, created by local and international artists, will transform the forests and beaches of Plettenberg Bay into a veritable natural canvas of fine art.

Outdoor Site-specific Art (or Land Art) combines natural elements like landscaping, permanently sculptured elements, rocks, sticks, soil and plants to create artworks which heighten and challenge appreciation of the beauty of our natural surroundings. Although in time the artworks will be reclaimed by the environment, traces remain to challenge the interpretation and enjoyment of the site and to highlight man's transitory role in nature.

The artists and local community started work along the pre-demarcated route from Sunday, 22 May to Friday, 27 May 2011, after which the 'trail' was officially opened to the public during the weekend of 28-29 May amid a variety of fun-filled music, arts and crafts, and dance performances specially created for the festival.

Plettenberg Bay was chosen as the first site for this unique collaboration because it offers a diverse and stunning landscape, rich with possibilities for creating land art.

The goal of the project was to propel South Africa onto the international land art map so that local communities can benefit from the skills development and new cultural tourism revenues. By inviting international artists to experience the



knowledge, and experience of all participants.

There are many community benefits to be derived from a festival of this nature: not only does it promote and celebrate the area's rich history; offer skills transfer; provide incremental revenue and expand and diversity visitor arrival during low season; but it also helps create environmental awareness; and contributes to the educational experience for school children in the Bitou Ten Schools who will be taken on guided tours of the site.

Although these land artworks are relatively short-term pieces and any artwork that does not consist of natural materials will be removed from the site after the event - to ensure the sustainability of the festival, Site Specific

has formed a partnership with the Eden to Addo Corridor Initiative who will invite one artist from the event to create a long term artwork along the corridor. This year, Simon Bannister is creating a stone sculpture near the Griqua village of Kranshoek with the help of the traditional Kranshoek stonemasons.

These long-term artworks are the lasting legacy of Site-specific to the communal landscape of the greater Plettenberg Bay/Bitou area. Creating the artwork and maintaining it is expected to generate much needed jobs for several months and the projected tourist attraction will bring additional funds into the area.

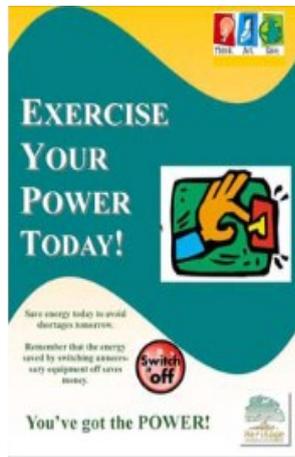
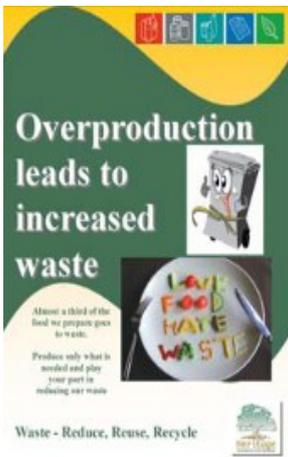
diversity of SA's rich landscapes and to collaborate with local artists – the organisers goal was to enrich the skills,



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New range of water, waste and energy posters available



Heritage has designed a new series of posters for its members' back-of-house display areas.

The eye-catching, full colour, A3 laminated posters cost R25.00 per poster (excluding postage).

The range includes a total of 12 posters in a choice of four different designs each for energy, water and waste.

If you'd like to find out more about the poster series or to order your copies, contact Sonja on (012) 665 1028 or mail your requests to admin@heritagesa.co.za

