

FAIRFIELD ENVIRONMENTAL POLICY

INTRODUCTION

STRUCTURE OF THE COMPANY

The Fairfield Tours was established in 1996, serving the inbound leisure market (Groups & FIT's).

In addition to the core business related to tourism, leisure and events, it is also imperative that the environmental concerns are addressed to ensure that Fairfield will be the preferred tourism company in South Africa. The following document outlines the environmental policy implemented by Fairfield.

1. IN-HOUSE RESOURCE MANAGEMENT

The Cape Town based offices are situated in Parow with four buildings at 66 Hopkins Street. The buildings include offices, bathrooms and kitchens, as well as a boardroom, leisure area, swimming pool and a well maintained traditional garden.

One of the houses on the main premises are declared National Monuments as it is the oldest house in the area. Due to the historical value of the house the aesthetics needs to be carefully considered and any alterations need to be approved by the South African Heritage Resources Agency (SAHRA).

The cleaner production principles below are implemented at the offices to enhance resource management and cost saving.

1.1 Water Conservation:

Water is one of the most important natural resources in the world and therefore should be used wisely. This is especially true in South Africa and the Western Cape where this resource is scarce. Fairfield recognises this and encourages staff to implement water conservation measures through the following actions:

- Avoid running water through taps for no reason.
- Close all taps properly after use.
- Limit the time spent under the shower.
- Reduce the unnecessary use of the washing machine.
- Regularly service the taps and toilets to ensure that there are no leaks.
- Install aerators where possible/practical to reduce the use of water.

- Ensure that the automated garden sprinklers are adjusted to the seasons to avoid the wastage of water during rainy seasons.
- Redirect the rainwater gutters towards the garden areas to reduce additional watering of gardens.
- Use a bucket when washing the company's cars.
- Toilets are fitted with water saving devices.
- Implement water wise gardening where possible, bearing in mind that the garden also needs to reflect the historic value of the buildings which are National Monuments.

1.2 Energy Efficiency:

The main source of energy at the offices is electricity which is used for lighting, computers, faxes, printers, hot water geezers, air conditioning, heating, audio equipment, general kitchen appliances, as well as a stove, fridge, tumble drier and washing machine.

South Africa, and the Western Cape in particular has been plagued with power shortages over the last few years and all citizens are encouraged to save electricity where they can. Fairfield recognises this and encourages staff to implement energy efficiency measures through the following actions:

- Use natural light whenever possible. When artificial light is needed, employees should ensure that the lights are turned off when not required. This is not only applicable to offices but also the boardroom, bathrooms, corridors and leisure area.
- Energy efficient light bulbs, such as compact fluorescent lights (CFLs), are used as they are 80% more efficient than incandescent lights.
- Air conditioners and heaters are only used when required and set to a reasonable temperature (not too hot or too cold). Windows and doors should also not be opened when heaters and air conditioning are running as it is a waste of energy.
- Printers are set on energy saving mode and switched off over weekends and during the night. Computers should however not be switched off over night due to anti-virus and backup requirements.
- Appliances, such as cell phone chargers, are unplugged when not in use as it still uses electricity while plugged in even when not in use.
- Kettles are provided in the kitchen for staff to make their own coffee and tea and they are reminded to boil only enough water for their own needs, or alternatively to fill a thermos flask so that the hot water can be used at a later stage without needing to boil the kettle again.

- The temperature on the hot water geyser has been set to 70 degrees to improve energy efficiency. The geysers are monitored and serviced from time to time to ensure that they are energy efficient. If the geysers ever need to be replaced, then solar water heaters will be considered as an alternative.
- A timing device is set on the pump of the swimming pool to ensure that it runs during off-peak hours.
- When the weather is sunny the washing is hung outside (out of view from the public) rather than drying it in the tumble drier. The washing machine is only used when required.
- Energy efficiency should be considered when any electrical appliances need to be replaced.
- Staff members are aware of *Blackle*, the alternative Google service engine with a black screen which saves energy due to the reduction in white screen particles displayed.

1.3 Waste Management:

The first step in waste reduction is to avoid the creation of waste in the first place. If waste cannot be avoided, then one should consider how it can be reduced, re-used or recycled in an effective way.

Paper is the largest waste stream at Fairfield due to the nature of their business, but the staff is encouraged to implement the following principles to reduce paper wastage:

- Think twice about printing a document or website unless a hard copy is really needed and will be used effectively, i.e. filed. Refrain from printing draft documents unless required.
- When draft documents need to be printed, ensure that two or more pages are printed on an A4 page. With slide presentations, ensure that it is set on “hand-out” with at least six slides per page.
- Paper that has been printed on one side and contains information that is not relevant anymore for business purposes is reused for notes or to make paper blocks for personal use. Each printer has a used paper bin dedicated to paper recycling.
- No pre-printed letterheads are used to ensure that they are current without wasting any paper stock.
- Brochures provided by Fairfield suppliers are carefully monitored in order to eliminate unnecessary waste. Indeed, the number of brochures ordered correlates closely to the percentage required for distribution.

Where the creation of waste cannot be avoided, reduced or re-used, recycling need to be considered. Recycling is the reprocessing of used materials into new products. Recycling generally prevents the waste of potentially useful materials, reduces the consumption of raw materials and reduces energy usage, and hence greenhouse gas emissions, compared to virgin (new) production.

- Waste created at the office is separated on-site according to type, including paper, plastic, tins, glass and organic waste. Recyclable items are taken to a local recycling depot and the organic waste is placed on a compost heap which is used in the garden.

Category	Examples
Paper	Used paper, newspapers, outdated brochures, used envelopes,
Plastic	Empty water bottles (PET), packaging, yoghurt containers (cleaned out)
Aluminium	Tin cans
Glass	Empty beer and wine bottles
Organic Waste	Food scraps excluding meat, fruit and vegetable peels, tea bags, eggshells, stale bread, wood fire ash, kitchen paper towels and garden waste

- Each building has its own kitchen facilities and food supplies need to be ordered weekly. Based on the number of people and programme for the week, it is ordered so that all the food is used by the end of the week. If any food is left over then it is given to the domestic workers on the Friday afternoon so they can take it home for further use. If any staff have to work on Saturday they need to take what they need and place it one side.
- Electronic waste (*e.g.* old computers and batteries) is taken to the e-waste centre in Wynberg where they are taken apart. Any computers that can be re-used are given to community projects. Printer cartridges are returned to the manufacturer for re-use.
- Caution is taken with the disposal of CFL's (*compact fluorescent lamp*) due to the mercury content in the CFL's and thus they are handed in at drop-off centers and not placed in general waste.

1.4 **Eco Procurement:**

Green or eco procurement means the procurement of products and services that have less impact on the environment than their traditional counterparts. It incorporates

environmental considerations into decisions in addition to the conventional criteria of price and quality.

When procurement options are considered the following should be taken into account:

- Reduce: Do we really need it? Can we reduce the quantity required? Can a product with less packaging be chosen?
- Reuse: Can we find a surplus item? Can we upgrade an existing item? Is the product efficient and durable?
- Recycle: Can the products be recycled? Does it contain recycled material?
- Bear in mind that while recycling is good, reduction is best. The ultimate green procurement is the avoidance of the purchase altogether.

In addition to this, ask the following questions when considering different options:

- Is this product made from natural and non-toxic materials?
- Is this product free from unsustainable materials and ingredients?
- Is this product made from recycled materials, is it recyclable or reusable?
- Is this product long-life and can it be disposed of safely?
- Is this product over packaged and are the packaging materials biodegradable, recyclable and PVC free?
- Is this product, in its production and use, energy efficient?
- Does this product meet with the ethical standards?

The following specific procurement guidelines are implemented:

- Suppliers (including accommodation, transport, leisure, conferencing and catering) are required to provide basic information about their environmental practices. A database of “green suppliers” is being compiled as suppliers become more compliant with basic environmental requirements.
- All paper used in the office is certified by the Forest Stewardship Council (FSC).
- Consider the use of recycled paper for making of business cards and brochures.
- Bio-degradable cleaning materials are used on-site.

1.5 Transport:

Unfortunately Cape Town does not have a well established, functional and safe public transport system and thus most staff and Fairfield are reliant on their own vehicles. Staff members are encouraged to do car pooling where practical to avoid single occupancy vehicles on the road.

1.6 Social Responsibility

Although this policy focuses on the environmental requirements for Fairfield, it is understood that the principle of sustainable development is in a balance between social development, environmental protection and economic viability. As such Fairfield also has a range of social responsibility projects and ethical values that are implemented. They support the concept of fair trade and responsible tourism. More comprehensive info is available on request.

2. AWARENESS RAISING AND TRAINING

An essential part of the Fairfield Environmental Policy is doing awareness raising and training around the principles of sustainable development. Education is done in such a way that it encourages the pride and the willingness of all parties to participate in a common interest towards the world and the society which they live in. Participants are encouraged to make changes at their work place and on a personal level.

2.1 Employees:

Fairfield's first responsibility is towards its staff to ensure that they have a practical and comprehensive understanding of sustainable development issues so that they can do their work in a socially and environmentally responsible manner. Staff training happens on a continuous basis and has a two pronged approach.

Core Team:

A small core team has been established with representation from the various departments to ensure that the various issues are addressed in the different departments. Training workshops and interactive meeting sessions allow the staff to raise their concerns and suggestions for implementation. A staff representative has been assigned as the project manager to ensure that the actions are implemented and feedback is provided to the Fairfield executive management team.

Departmental Teams:

Special departmental training sessions are held to allow a more comprehensive understanding to all the staff, which includes the following main groups:

- Leisure (Groups, FIT, R&S and Day Tours) and
- In-House staff (Accounting, Administration, IT, HR, Marketing, as well as Domestic Workers and Gardener).

Specific issues related to the different groups are dealt with in more detail. The domestic workers and gardeners are also encouraged to actively participate in the programme.

Interactive Involvement:

To assist staff to really understand the issues, it is recommended that representatives from different departments be encouraged to participate in National Environmental Days, such as Coastal Cleaning Day or National Marine Week. This promotes the fact that the company and its staff are willing to take action alongside the South African population to prevent pollution in the country. Each year the team is different so that all employees get an opportunity to participate in the event.

Awareness raising is also done through an electronic newsletter integrating facts and information based on the environmental policy. An electronic discussion forum allows staff to raise different matters relating to social and environmental principles at Fairfield.

3.2 Tour Guides:

Fairfield has a whole team of tour guides and drivers that continuously work for them on a freelance basis. They are the people that work directly with Fairfield clients and as such they play a vital link in getting the environmental message across.

Once a year Fairfield organizes a meeting for tour guides, which provides them with relevant info and awareness raising around environmental issues. A Tour Guide Newsletter is also used to communicate relevant info to them and they have access to the electronic discussion forum.

A brief guideline for tour guides and drivers needs to be compiled to provide them with information which they can share with clients. Their own actions need to be in line with certain standards, specifically considering the emissions caused by vehicles.

3.3 Service Providers, Clients and Representatives:

Fairfield service providers include tour operators and travel agencies, but they also work directly with local and inbound tourists. The international market seems to have an increased demand for working with companies that implement sustainable development principles, including social development and environmental protection.

Fairfield also has a few representatives located in target countries such as USA, England, Spain, France, Italy, Germany, South Korea, Japan and all four of the Scandinavian countries. These employees need to be well aware of the Fairfield Environmental Policy in order for them to be able to promote the company to the clients they interact with.

Although no comprehensive training programme is offered to the service providers, representatives or clients, awareness raising is done to ensure that they are familiar with the Fairfield Environmental Policy and that they also comply with it where relevant.

3.4 Suppliers:

A wide range of suppliers are utilized by Fairfield, including accommodation, transport, leisure, catering, conferencing, etc and it is important that they are also aware of the Fairfield Environmental Policy.

Rates are requested from suppliers on an annual basis which is also the best opportunity for providing them with info about eco-friendly and responsible tourism. In addition to this suppliers are requested to provide some basic info about their environmental practices. Fairfield does try to make use of suppliers that comply with basic requirements, but it should be stressed that this is still a relatively new concept within the South African tourism industry and as such not all suppliers can be guaranteed as to providing appropriate services. The triple bottom line of price, environmental protection and social development is taken into account where possible.

3.5 Trade shows:

During the course of each year The Fairfield Group attends different trade shows on a national and international level. This is used as a marketing opportunity to showcase how Fairfield implements its environmental responsibility.

3.6 General Marketing:

The marketing strategy for Fairfield incorporates awareness raising around the Fairfield Environmental Policy to ensure that clients and service providers are aware of this. The actual policy is available on request, with copyright to Fairfield.

To allow for distinction between the general business information and that specifically relating to eco-friendly and responsible tourism, the Fairfield logo (a lion head) is used in a green instead of the usual golden colour.

4 Monitoring:

Continuous monitoring is an important aspect of sustainable development and an integral part of the Environmental Policy. A strategy should be compiled to **collect and analyse data** over a period of time (e.g. water and electricity bills). A baseline study needs to be established by the core team in a practical way so that this can be monitored over time to determine successes or where improvement is needed. The **baseline** needs to include the aspects of water, energy, waste, eco procurement and transport which should be linked to a specific action plan with time frames. Initially it could be done internally, but over time an **independent auditor** could be used.

The **review** of the policy should happen on an annual basis to ensure that it is still up to date and to determine where systems can be improved. Reasons should be given for successes or failures. It is important that the **results and lessons learnt** are communicated to staff and clients.

Cape Town

October 2007

1. Introduction

Alongside to the “Green Policy”, Fairfield Group (FG) can take the opportunity to also implement a “Corporate and Social Policy”. By doing so, the company would then be fully pro-active in terms of environmental but also economic and social actions.

For many years, FG has been involved in different social projects such as sponsoring community projects, schools and orphanages. This would not be discussed in this proposal as it is already in place and running smoothly.

FG needs to be part of a social project which is linked to environmental issues in order to bind the “Green Policy” and the “Corporate and Social Policy” directly. This project needs to be viable in terms of money and time necessary to run it as well as recognized and adopted by the company clients which are the tourists. In this section such a project will be proposed and discussed.

2. What project?

Conservation projects are numerous especially in South Africa where it is seen as one of the most important aspect of the country. One could consider sponsoring governmental nature reserves and parks. However those are in general well kept in terms of financial aids from national and provincial government. Another aspect one could consider is to sponsor is a Non Governmental Organization (NGO). Here the problem encountered is to make the decision of which one to sponsor and there are so many.

The main aspect to consider is that the sponsoring will be indirectly made by the clients which book through FG. Therefore it is essential that the project chosen is appealing to them. The majority of the company’s clientele is from the First World Countries. Those clients are very often putting pressure on FG to be involved in a social-environmental project. Therefore the project needs to be transparent to them but also able to give them a chance to physically do something with it.

Furthermore, it appears that apart from poverty, one of the main concerns that overseas people have towards Third World Countries is education.

For all of these reasons it appears that the best project to get involved with would be a school which is directly linked to conservation and which can give the clients an option of being part of their own projects. This is why this proposal would like to propose the Department of Nature Conservation of Saasveld Campus which is part of Nelson Mandela Metropolitan University (NNMU).

3. Saasveld Nature Conservation

The lecturers of Saasveld Nature Conservation Department (SNCD) have put in place their own proposal which is given below. However, for the sake of clarity more details will be given first.

As stated before the Department in question is part of NMMU. This however does not mean that it has a sufficient financial support to properly function. Indeed, there is a lack of financial support for this department compared to the other departments of Forestry and Agriculture which are supported by big private companies. Due to this situation staff and students of the Conservation side are suffering to efficiently do their work and studies.

This is where FG could step in and become the main sponsor of SNCD. The money could be generated through the clients who do book with the company. An additional fee of R50 per person could be added to the final pricing of the service. The client would then be made aware that he/she is taking part in supporting the “Education of the future generation of South Africa”.

The money generated each month would then be given directly to SNCD. FG could direct the lecturers as to how the money should be spent and how. A monthly report would then be sent by the lecturers to FG. This report could then be used on the company’s website, newsletters, etc to show transparency to the clients; for them to know exactly what is done with their money. Pictures could also be taken to make the report more dynamic. On the

SNCD side, reports could also be shown on their own website and internal newspaper "Way to Go".

Some of the ways SNCD could use the money are listed in the lecturers' proposal given below. However, since this document has been made more ideas came up such as:

- Sponsoring the B-Tech students with more computers (at present, there are 5 computers for an average of 30 students).
- Sponsoring the annual financial reward towards the best students of the First, Second, Third and Fourth year (at present they do not received any compared to the other department which receive in average R1000).
- Sponsoring the practicals and annual tour of the B-Tech students by the means of transport and accommodation.
- Sponsoring some of the students to participate in the annual Forums such as the Fynbos Forum and the Arid Zone Forum, by the means of transport and accommodation.
- Sponsoring underprivileged students.
- Sponsoring necessary infrastructure to set up a bird sanctuary at Saasveld Campus.

In terms of Donor Benefits, one should consider the major reward by doing such sponsoring. Indeed, FG would be involved in the making of the future conservationists of Southern Africa and so ensure that all the aspects involved in conservation will be taken care of by well trained people. This would then ensure that conservation does not die and therefore tourism as the latter depends on the first to survive. In other words, FG will be sponsoring a project with long term benefits.

The other benefit is the easiness of the project itself. Indeed, not much time and efforts are required from FG side as most of the marketing/reports will be done by SNCD. It should also be noted that the lecturers have a close relationship with the Burger and George Herald news papers (see Annexure 1).

Furthermore, planning the transport and accommodation for the tours needed by the students and staff is what FG does as a daily task for its clients. Moreover, the fact that

SNCD is located in George makes the whole task easier to do and plan as it is not too far from Cape Town if meetings need to be scheduled in the future. Lastly the four lecturers of SNCD are internationally know in the conservation world, are respectable and reliable men.

Another direct benefit is the fact that both parties are winning from the project in the end. Indeed, on one hand SNCD will receive the funds that it needs. And on the other end, FG could use SNCD along with its knowledge and projects for its sustainable tourism. For example, SNCD could easily give their thoughts about the Game Reserves and other conservation areas that FG work with so that the company has an idea of how exactly conservation friendly those places are. Furthermore, SNCD is involved in two main projects: Greening of Thembaletu and Owl Project. Those could be accessed by FG clients during their touring in South Africa. Indeed, the clients who would like to take physically part in the project could either plant a tree or set up an owl box. Lastly, if the bird sanctuary does get build, they could go visit it and even release the bird into the wild if one is ready to go.