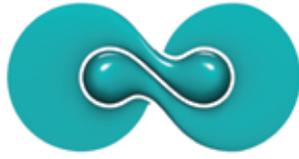


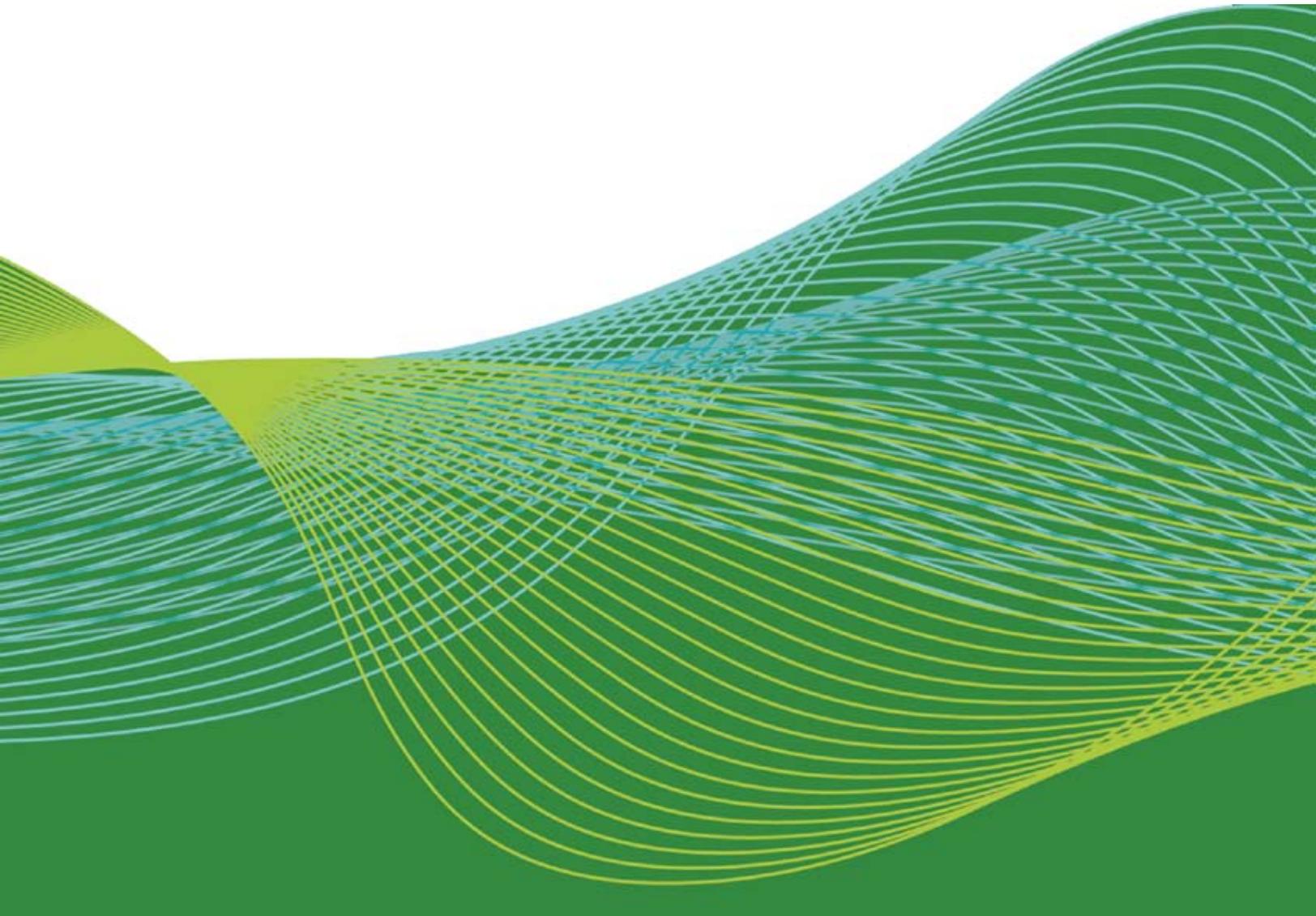
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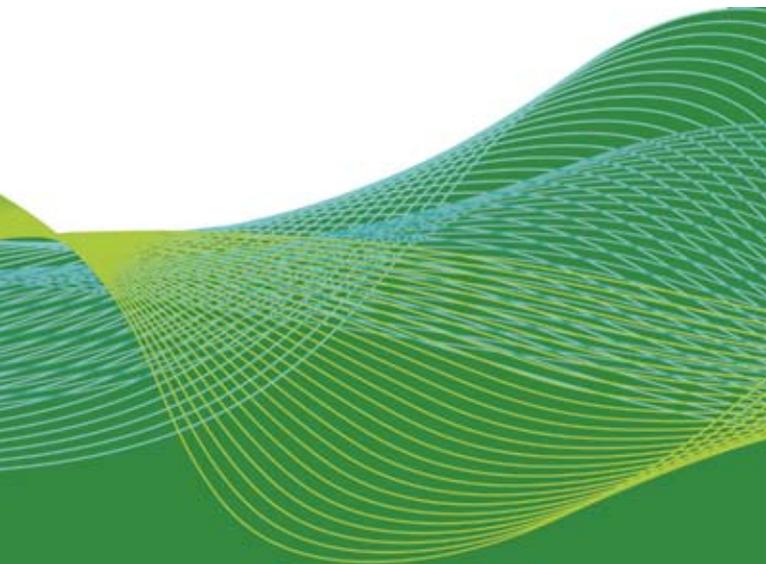


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GREEN FORUM INITIATIVE FINAL ACTIVITY REPORT





GREEN FORUM INITIATIVE (GFI)



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All materials mentioned in this report are available on the 5th World Water Forum Final Report CD-ROM and on the GFI web pages of the 5th World Water Forum web site:

www.worldwaterforum5.org

The GFI Final Activity Report was written by Thad Mermer and Janine Tabasaran. Green Forum Initiative logo, communications materials, and report layout by Thad Mermer. Report design concept by PAB Architects.

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The GFI work programme was communicated at three GFI stands.

Introduction

The Green Forum Initiative (GFI) was established by the 5th World Water Forum Secretariat to examine and address the environmental impacts of the preparatory process of the Forum as well as the Forum and its diverse components. The establishment of the Green Forum Initiative marks the first time that such a focused effort has been made within the organization of the World Water Forum to address the environmental impacts of holding such a large event.

As a first step, the Green Forum Initiative drafted an environmental policy and action list which was signed by the organizing partners in June 2008. This policy and action list guided the Forum's greening activities. The 5th World Water Forum's Environmental Policy is found in Annex A.

From the outset, the GFI set out the following main goals for its work programme:

1. Minimize the environmental impact on Istanbul;
2. Demonstrate the greening work programme to participants and Istanbul inhabitants
3. Leave a lasting impression on the partners, sponsors, service providers;
4. Set a benchmark for future World Water Fora

A) Minimizing the environmental impact on Istanbul

Priorities and Work Programme

Key priorities for minimising the environmental impact of the 5th World Water Forum included:

- minimising solid waste generation and appropriate treatment of unavoidable waste,

- efficient use of water resources,
- minimising use of energy, and
- use of green products and elimination the use of hazardous chemicals.

A Green Team was established in the Secretariat to explore and follow-up on the Forum greening work programme.

Waste reduction

Paper waste reduction

The GFI sought to reduce paper waste using several means throughout the preparatory process and Forum week:

- Emphasis on electronic documents and sharing information via the web
- Forum bag included USB key for working papers
- Virtual Meeting Space (VMS) and Content Management System (CMS) used for circulating draft papers and other documents
- Electronic newsletter providing links to electronic documents
- Reduction in the number of pages in printed documents
- Emphasising the need for double-sided printing
- Promoting the use of printed summaries/flyers with links to electronic documents instead of giving out printed copies (e.g. 1st and 2nd Announcement Summaries)
- Suggestion in "Green Guide for Forum Participants" to not bring printed copies of documents, but rather upload pdfs to USB key or give cards with download links.

Plastic and packaging waste reduction

The GFI set out to eliminate plastic waste as much as possible using the following means:

- Reusable Forum water bottle given at registration
- Use of water carafes instead of using plastic water



A participant quenches his thirst using the Forum's water bottle.



Badge reuse is facilitated by using a plain strap.



Reuse of the GFI stands' tube walls in the PAB Architects' office.

Box 1: Amounts of Waste Collected at the Venues

Packaging waste

	Packaging Waste (kg) 7 days
Sütlüce	4,980
Feshane	3,160
TOTAL	8,140

Organic and 'other' waste

	Organic Waste & Other (kg) 7 days
Sütlüce	54,460
Feshane	5,400
TOTAL	59,860

- bottles in preparatory meetings and at the Forum
- In the Exhibitor's Manual of the World Water Expo, it was specified that the Expo would be 'plastic bag free' – that only paper bags should be used for distributing materials
- Paper cups were used exclusively throughout the venues at the water coolers
- Milk and sugar were served in bulk using sugar bowls and milk pourers to avoid packaging waste; stir sticks were made of wood
- All coffee/tea breaks and cocktails used washable dishware

Plant waste reduction

The GFI worked with the professional conference organiser to put an emphasis on decorating the venue with potted plants instead of fresh cut flowers.

Waste Reuse

Partners: Çöp(m)adam, 7Tepe Mimarlık, PAB Architects, SO? Architects

Cake wrapper reuse

Çöp(m)adam is an organisation that collects and reuses plastic product wrappers (e.g. chips, cakes, chocolate bars) and uses these to produce small bags and purses. The bags are made by women who receive training and income from their work. Cake wrappers from the Forum lunch were collected on two days by GFI volunteers and by Çöp(m)adam volunteers.

Badge reuse

A badge collection for reuse was implemented on the final day of the Forum. To facilitate future reuse, the Forum badge had a plain strap without logos or other specific printing.

GFI Stand - Designed for Reuse

The GFI stands in Feshane, Sütlüce and the World Water Expo tent were designed with disassembly and reuse in mind. The materials were all natural, either wood or paper and they were locally produced to reduce transport CO₂ emissions. The stand components were taken back by the architects and stand builder for reuse in future stands and in their offices.

Waste Recycling

Partners: İSTAÇ and Yüceler, Interteks

Recycling programme

With partners İSTAÇ and Yüceler, a source separation recycling system was implemented using brightly coloured bins for five materials: glass, metal, paper, plastic, and organic/other. A total of 87 bin sets (made up of 5 bins) were placed around the Sütlüce, Feshane and Expo

venues. Training was given to cleaning staff on how the materials were to be collected and stored. Packaging (glass, metal, paper, and plastic) waste was stored and treated separately from organic/other waste. The amount of waste collected in the Sütlüce and Feshane venues over the Forum week is indicated in the two tables in Box 1.

Communication of the recycling programme details to participants was made via a poster placed above each recycling bin set indicating the materials to be put in each bin (using images of the materials given in the Forum lunch bags), and giving some details on the recycling process. The poster can be seen in Annex F.

Carpet recycling

Interteks, the organiser of the World Water Expo collected the carpets used in the Expo tent and in the Sütlüce foyer, took pieces themselves for reuse, and returned the leftover pieces to the carpet supplier for recycling into clothes hangers or plastic covers.

Recycling in the Forum Secretariat

In addition to these measures during the Forum, the Forum Secretariat had a paper recycling programme in its offices throughout the preparatory process.

Water use

Lunches

Virtual water use in the lunches at the Forum was considered when deciding the menu. A vegetarian option was offered. In addition, lunches with chicken were favoured over beef since chicken meat requires much less water to produce per kilo (see p. 7).

Toilets and taps in the Venues

Toilets in the venues were equipped with dual flush systems. Taps were operated with infrared sensors.

Energy Use

Energy use reduction

Several measures were in place to reduce energy use:

- Bridge to enable foot traffic between Feshane and Sütlüce venues
- 30 Green buses on loop service around venue area and to Taksim
- Using boats to ferry passengers along the Bosphorus to the Golden Horn to the Forum bus loop terminal, thus avoiding street traffic.
- Revolving doors in Sütlüce allow for constant flow of people in and out while keeping warmer air inside
- Energy efficient bulbs used throughout the venues; motion detection in seldom used areas
- Automated climate control system in Sütlüce venue



The Forum's attractive recycling bins and communications were appreciated by participants and were in demand after the Forum.

CO₂ offsetting

Partners: Ministry of Environment and Forestry, WWF-Turkey

Forum CO₂ emissions

The total amount of CO₂ emitted by the Forum during the 7-day period at the Sütlüce and Feshane venues, participant transport within Istanbul, and the Secretariat's preparatory process air travel was roughly calculated by the WWF-Turkey based on available data to be approximately 307 metric tons of CO₂. This calculation is seen as a broad estimate and has not been subjected to external verification.

In order to contribute to the compensation for the CO₂ emissions of holding the Forum in Turkey, the Turkish Ministry of Environment and Forestry committed to planting one tree per attendee at the Forum, totalling approximately 30,000 trees, in an area called Çatalca outside Istanbul. These trees are estimated to absorb the equivalent of approximately 360 metric tons of CO₂ in one year¹.

Participant flight compensation

Forum participants were given several opportunities and incentives to compensate for their travel emissions to Istanbul:

- Within the online registration process, in the registration confirmation e-mail, several Internet links were given for reputable CO₂ offset companies. Participants could send their confirmation of offsetting to the GFI and be placed on the CO₂mpensation Honour Roll, a web page on the GFI web site.

¹ According to calculations based on information available on the internet (<http://www.getonboardnow.org/faq.html>), one tree planted would sequester over a lifetime of 100 years, an average of approximately 0.012 metric tons of CO₂ per year.



Participants who compensated their flight-related CO₂ emissions received a pin and an electronic certificate.



The Participants' Green Guide was produced in English, Turkish, French and Spanish.

- At the Forum at the GFI stands, WWF-Turkey offered the possibility to calculate participants' flight emissions and based on the calculated amount, suggested a donation amount which would be used for climate change awareness raising activities in Turkey. A pin and sticker were given as a means to publicise their compensation donation. Mid-way through the Forum, the pins and stickers were given out for 1 Turkish Lira. In total, 672 TRL were raised through this project.

Energy use efficiency in the Forum Secretariat

Strategies to reduce energy use in the Secretariat included:

- Using laptops almost exclusively for all staff
- Using 2 centralised 'energy star' certified printers
- Opening windows instead of using air conditioning
- Privileging daylight over artificial lights; only fluorescent lighting used

Use of Green Products and Reduction of Chemicals

Strategies to reduce chemical use and use green products included the following:

- Use of recycled content paper or paper from sustainably managed forests for announcements (e.g. 2nd Announcement), Forum note pads, Forum Final Report, and World Water Expo/Fair printed materials
- Specifying use of vegetable-based inks in printed materials (e.g. 2nd Announcement)
- World Water Expo cleaning company used TURMEPA green cleaning products
- Pen given in participants' bag made from recycled paper and biodegradable corn starch 'plastic'
- Coolants used in the refrigeration units in the Sütluçe venue and the Expo venue did not contain 'Ozone Depleting Substances'.

B) Communication with Participants

Before the Forum

In advance of the Forum, the GFI sought to sensitize participants on flight CO₂ emissions as previously described. In addition, the Green Guide for Forum Participants was created and distributed in various ways (i.e. e-mail, newsletter, web site) to registered participants to sensitize them on their role in making the Forum as environmentally friendly as possible. The 4-page guide was published electronically in 4 languages (English, Turkish, French, Spanish) and included tips for participants to implement during their transport to Istanbul, while at the Forum, in their hotel, and around Istanbul.

During the Forum

The main purpose of the GFI during the Forum week was to raise awareness on the environmental impacts of the Forum and how these were being addressed.

To accomplish this, three GFI stands were installed in the main Forum venues - Sütluçe, Feshane and the World Water Expo tent. The stands were designed to raise awareness with participants on water footprint and carbon footprint, specifically for flight emissions since many participants would have arrived in Istanbul by airplane.

In addition, a series of posters were designed to describe various activities undertaken by the GFI for reducing the Forum's environmental footprint, and a Powerpoint presentation for raising water footprint awareness was created and ran continuously during the Forum at the GFI stands. The posters and presentation were requested by many participants.

A last method for raising awareness with participants at the Forum was the “Forum Greening Quiz”. This provided the GFI volunteers with a fun way to ask participants about their familiarity of the greening initiatives in place, encourage them to use the recycling programme, and to generally make them aware of the strategies which we had put in place for greening the Forum (see Annex B).

C) Leaving a lasting Impression

Hotel Greening Project

Partners: Bureau Veritas and TUROB (Touristic Hotels & Investors Association)

The Hotel Greening Project was conceived with Bureau Veritas and TUROB to move the environmental agenda forward in a small group of Istanbul hotels which accommodated Forum participants. This pilot project raised awareness on hotel greening techniques and allowed participating hotels take the first step toward greener accommodations. Twenty-two hotels voluntarily participated in the project. The list of participating hotels is found in Annex D.

A set of introductory meetings with hotels explained the concept of hotel greening and the methodology of the project itself. Following this, a more in-depth workshop was held covering ideas for greening specific areas of hotels and a description of the audit process which would accurately measure the environmental performance level of the participating hotels. The audit addressed energy efficiency, water conservation, waste management practices, and air quality, among other criteria. During the audit process, Bureau Veritas also collected the ‘best practices’ of the hotels. The best environmental practices are listed in Annex C.

An audit and evaluation of the 22 participating hotels was completed and all the participating hotels attained a minimum standard which allowed them all to receive a certificate from Bureau Veritas and the GFI. The top performers in specific star categories received the “Green Steps Award”, which were presented during the Forum Week (see Annex D for the participating hotels winners in each category).

Forum Greening Hall of Fame

The Forum Greening Hall of Fame was created to give sponsors and partners of the Forum an incentive to green their contributions to the Forum. It was a virtual hall of fame – a web page on the GFI web site – which gave extra exposure to the companies and organizations that qualified and to tell the story of their contribution to greening the 5th World Water Forum.



Istanbul hotel managers attend the Hotel Greening Project training workshop.



Faruk Boyacı from TUROB speaks to Hotel Greening Workshop participants.



The GFI Partners' Village - partners had a stand to communicate their greening activities to Forum and Expo participants alongside the GFI.

D) Setting a Benchmark for Future World Water Fora

The last goal of the GFI was to set a benchmark for the future World Water Fora to build upon and surpass. This report and all the materials used over the course of the GFI's preparatory process are available for the organizers of the future World Water Fora to use as a base for planning their own greening activities.

Lessons learned from the 5th World Water Forum

General

- **Going Green from the Outset**
Environmental aspects of the Forum's organisation must be integrated from the outset with the appropriate allocation of policy support, staff and budget. The work should be guided by an over-arching policy set by the highest level of authority and accepted/signed by all related partners. A dedicated team that has greening as its sole function is necessary with an appropriate budget to enable activities (meetings, communications, projects) to be implemented. Green Team members should be involved in all aspects of the Forum preparatory process, particularly travel/transport, meeting planning, and communications / publishing. The ultimate goal should be that greening is mainstreamed into the various facets of the Forum's organisation and not regarded as an add-on.
- **Administration - a key piece of the greening puzzle**
Administrators should also be aware of and follow the Forum greening policies with purchasing, the development of calls for bids, and overall decision-making. In some cases, procurement rules may need to be examined and adjusted to give the appropriate importance to green purchasing. Green team members should be involved in major purchase decisions.

Waste management

- **Waste / recycling programme and security**
Planning and placement for waste separation, storage and transport should take high security requirements of ministerial and heads of state into account as early as possible during site selection and space planning. All partners (i.e. catering, conference organiser, facility management, etc.) must agree to use the system to ensure maximum effectiveness.
- **Collecting waste for reuse**
The Çöp(m)adam cake wrapper collection and badge collection projects were hindered due to the collection strategy. People generally used the collection boxes or bags for normal waste. It is highly recommended

to have announcements to participants during the opening session or other sessions to announce these projects and gain participation. The containers should be transparent with clear signage and some samples inside to make it clear what is acceptable.

- **Lunchtime waste recycling**
The Forum's recycling programme was relatively successful. However, the volume of waste during the lunchtime overwhelmed the human resource capacity and the capacity of the recycling bins for adequate sorting. The mass and types of waste at lunchtime should be accounted for in the planning phase and training of waiters and cleaning staff should also be undertaken to ensure they know and follow appropriate sorting procedures.

Water use efficiency

- **Water Neutral**
The GFI was introduced to the concept of "water neutrality" and water offsetting very late in the planning stages of the Forum. This could be an interesting concept to integrate into future Fora. <http://www.waterneutral.org>

Energy Use Efficiency and CO2 Offsetting

- **A Carbon Neutral Forum**
The 5th World Water Forum has approximated its CO₂ emissions with the assistance of WWF-Turkey and has compensated for these emissions through the tree planting efforts of the Ministry of Environment and Forestry (see p. 5). An improvement on this model could be to engage a firm specialized in carbon offsetting to do an accurate estimation of



The amount of paper waste generated by the lunch bags overwhelmed the capacity of the recycling bins in the lunch areas.

the emissions and offset these via 'gold standard' renewable energy offsets.

- Participants' transport-related CO₂ Emissions Offsetting 'Opt-in' before the Forum during registration
Getting the attention of participants during the Forum and asking them to spend time to calculate their flight-related CO₂ emissions and make a donation was difficult. Having an 'opt-in' approach for CO₂ offsetting integrated into the online registration would be a more efficient way to get more participants to offset their flight-related CO₂ emissions. The emission amount calculation could be easily calculated on the 'back end' using the country of residence.

Chemicals and Green Products

- Registration Bag**
The general impression of GFI team members was that many, if not most people attending the Forum had come with their own laptop or similar conference type bag. In addition, the bag given out at registration was practically empty since printed materials were given on a USB key. It could therefore be possible to eliminate the registration bag altogether, or give a smaller version in future World Water Fora. In addition, paperless meetings are becoming more of a trend thus making the need for a conference bag less necessary.
- Appropriate publishing inputs**
It was at times problematic to have enough recycled content paper available at the print shops for printing the Forum's printed materials. A standard for paper (FSC/PEFC or recycled content) and vegetable-based inks should be established in advance and an



GFI volunteers - an important part of the success at the Forum.



The tubed walls at the GFI stands raised awareness on flight-related CO₂ emissions from major cities around the world.



The GFI helped to reduce plastic waste by suggesting that water be served in pitchers rather than in plastic bottles.



Coffee breaks were made more sustainable by serving sugar and milk in bulk rather than in individually packaged units.

appropriate print shop selected (certified ISO 14000 or comparable system). This will allow for appropriate advance purchasing so that the required papers/inks will be on hand at all times. It also enables communication of the environmental characteristics of the paper/ink within communications materials.

Communications

- Internal communications are also important. The policies and activities of the green team should be communicated to the entire organising staff and other organisations to ensure they are aware of what is being done to green the Forum. It is also important to let all staff members know that have a role to play during the Forum and should act as ambassadors for Forum greening.
- Put greening up front. Comments from participants suggested that the GFI’s communications were not sufficient. Communications on Forum greening activities should be integrated into the overall Forum communications strategy so that participants and the media see the organisers’ commitment to the environment and the activities being undertaken.

Leaving a Lasting Impression on Partners

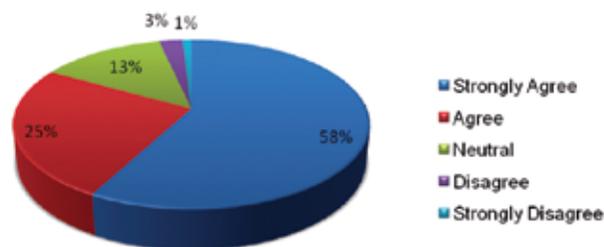
- Working with Forum ‘Associate’ services. Though it was not directly related to the Forum, the Hotel Greening Project was one of the most successful aspects of the GFI work programme and received quite some attention from the media. It is therefore worthwhile to reach out to the tourism-related service providers which are associated with the Forum. Essential to the success of this project were the two partners (Bureau Veritas and TUROB) that had complimentary backgrounds and expertise and could handle much of the hands-on work required. Local NGOs also helped provide valuable assistance in the form of ideas for how to proceed on specific issues and contacts for further assistance.

Feedback on GFI Work Programme

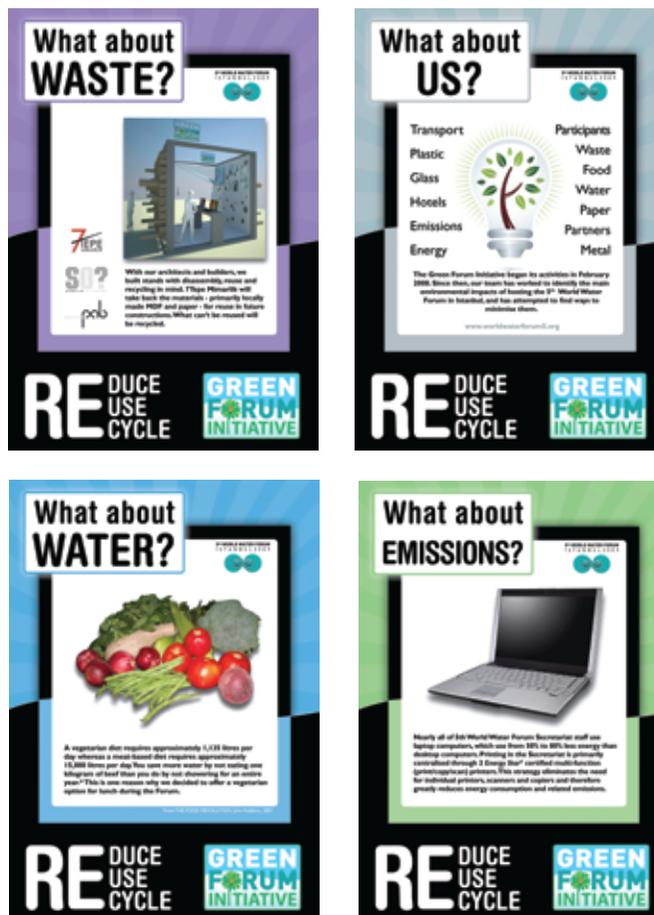
- Commentary from Participants. At the GFI stands, participants were able to leave their comments. All the comments were positive and called for more attention and publicity to be made on the greening activities undertaken. The awareness raising on flight-related CO2 emissions and water footprint were of particular interest.

- News articles and stories. The work of the GFI was attractive to media. Several articles in Turkish and International newspapers were written exclusively on the work of the GFI while many of the general Forum articles included basic information on the GFI. One television interview (CNN Türk) and one French radio interview were also conducted. A sample article is given in Annex E.

Environmental Considerations (GFI)



The vast majority of participants responding to the post-Forum survey agreed or strongly agreed that environmental considerations were well addressed by the GFI.



Some posters describing the GFI work programme.

Annex A – Environmental Policy

The organizers of the 5th World Water Forum are committed to minimizing the environmental impact of the 5th World Water Forum.

We will accomplish this, in general terms, through:

- Decreasing the amount of solid waste produced by the event;
- Reducing energy and water consumption at the event;
- Minimizing or off-setting harmful emissions resulting from vehicular transportation and energy consumption associated with the event;
- Disposing of solid and liquid waste in an environmentally responsible manner;
- Eliminating the use of harmful chemicals at or for the event.

Annex B – Forum Greening Quiz

Green Forum Initiative
Forum Greening
QUIZ

5th WORLD WATER FORUM
ISTANBUL 2005



BRIDGING
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LET US RATE YOUR FORUM GREENING PERFORMANCE!

We are testing your knowledge of what you have seen around you so far and about your own personal greening activities at the 5th World Water Forum. How much have you been looking after the environment during your trip in Istanbul? Let's find out!

1. **How did you get to Istanbul to participate at the Forum?** points
1 point for train, 1 for carpool/bus, 0 for driving alone, 0 for plane
1 bonus point for having compensated for the emissions!
2. **How much printed matter did you bring for your participation at the Forum?**
1 point for a little, 0 points for a lot
1 bonus point for printing on recycled paper or paper from sustainable forests!
3. **Did you know the Forum has a recycling programme?**
1 point for knowing about the recycling programme
1 bonus point for having used it!
4. **When coming to the Forum venue did you use the public transport services?**
1 point for using the Forum or other public transport
5. **Did you turn off the water while you brushed your teeth this morning?**
1 point for turning off the water
6. **What uses more water - washing dishes by hand or with a machine?**
1 point for 'by hand' as an answer but the machine must be filled!
7. **At your hotel, did you indicate that you didn't want new sheets and towels today?**
1 point for saving water by using the same sheets and towels
Did you know that cake wrappers in the lunch bag can be reused?
1 point for reference to çöpmadam project
1 bonus point for having recycled a cake wrapper

total

9-12 points - GREAT! You should work with us!
5-8 points - good, but still time to do more.
1-5 points - come to our stand to learn more!

REDUCE
USE
CYCLE

www.worldwaterforum5.org



Annex C – Hotel Greening Audit Participants' Best Environmental Practices

- Outsourced training or certification application for management systems
- Management system certifications and certifications such as White Lily, White Star, Green Star, etc.
- Treat city water with UV filters and use it for cooking and drinking water. They send samples monthly for analysis.
- The hotel treats waste water using reverse osmosis system to use as drinking water / treats city water for dishwasher use
- They use a phrase 'think before printing' at the bottom of their e-mails.
- They arrange periodical meetings on environmental issues.
- TURMEPA Project: They will train children on coastal/beach cleaning
- They have a memory forest planted in 2002 (over 1000 trees planted)
- They have 'Free Cooling' system for heating and cooling. It operates independently from outside temperature.
- They use seawater for cooling. They use this instead of cooling towers. This saves water daily and is effective against legionnaire virus that grows much in cooling tower environment.
- They have cogeneration plant where they produce their own electricity. They use waste heat for heating and cooling in the summer by absorption chiller.
- They don't use long signatures for internal e-mails to reduce printing paper.
- The dimmer system sets itself according to hours of day. They aim to integrate a motion detection sensor.
- Group has 'We Care' project. With this project they share information like water, energy savings, CO₂ emissions with personnel. They share news on environmental issues and records of their meetings. Bicycles will be given as an award to all personnel of the hotel that wins a contest between all group hotels.
- They use photocells with direction control for their car parks.
- They use frequency converters with their cooling systems. By this they are able to use them with less energy when the occupancy is low.
- They water flowers with drip irrigation system.
- They included their neighborhood hotels to their glass recycling system.
- They use lamp type heaters in kitchen instead of table type ones so they can heat up only the desired plates.
- They calibrate temperatures of refrigerators every six months.
- They use ice for cooling in breakfast room instead of cooling engine. Afterwards they use the water coming from the melted ice for irrigation.
- There are motion sensors in elevators for lighting.
- They designed a reusable paper cover for room keys.
- They have an economizer system: They capture waste heat from exhaust
- They use waste heat from condensed water for pre-heating of cold water
- They applied to treat water that comes from baths, basins and rain. They are waiting for approval from ministry
- They have HEPA filters in vacuum cleaners
- Training seminars are now on internet instead of travelling abroad for training
- They plant trees for every guest in a project with TEMA
- They use sensors for a/c systems that measure the level of polluted air and thus define the percentage of clean air that will be taken from outside.
- They have notes as 'water is life' on all armatures
- They measure their ecological footprint
- They started to use electronic ballast systems
- Gold card free mileage system can also be used to transfer to reduce carbon emissions



A hotel shows the environmentally-friendly aspects of their operations.

Annex D – Hotel Greening Project Participating Hotels

“Green Steps Award” Winners

Four Seasons Sultanahmet – Boutique Hotel Category
Polat Renaissance Istanbul Hotel – Five Star Hotel Category
Novotel – Four Star Hotel Category
İbis Otel – Three Star Hotel Category

Certificate recipients

Swiss Otel
Germir Palas
Çırağan Palas
Eresin Taksim
Eresin Crown
Bilek Hotel
The Madison
Eyfel Otel
Yaşmak Otel
Best Western Citadel
Best Western The President
Sirkeci Konak
The Marmara
Conrad
Radisson SAS Bosphorus
Hilton
Best Western Senator
Ramada Plaza



Photos from the Green Steps Award ceremony at the Forum.



Mahmut Genç of Bureau Veritas presenting a certificate.



Hotel representatives in attendance at the ceremony.



The GFI Hotel Greening Project team receives an award from Istanbul’s Vice Governor responsible for Tourism.

Annex E – Sample News Article on the GFI



Domestic

19.03.2009

World Water Forum measures its greenness

by Ashi Sağlam

ISTANBUL - For the first time an initiative, the Green Forum Initiative, or GFI, led by Thad Mermer and Janine Tabasaran, has a stand at the World Water Forum. It aims to raise awareness of the environmental impacts of the event

The Green Forum Initiative, or GFI, has opened stands at the 5th World Water Forum to raise awareness of the environmental impacts of the event and to show people how to be greener. It is the first time that such an initiative has been established at the forum.

Thad Mermer and Janine Tabasaran, who lead the GFI, have spent a lot of time in the run up to the forum making sure that everything was in place, such as the waste management system and the recycling system. All around the forum venue participants are able to throw their garbage into different bins for them to be recycled or decomposed. There are color-coordinated bins for metal, plastic, paper, glass and compost waste.

The GFI is also working with Oktaş catering company and Istanbul Education Tourism and Health Investments Company, or BELTUR, for managing the Sütlüce and Feshane venues and the Intertex exhibition and fair organization company for the expo to make sure they are also informed and willing to help the GFI with the waste management recycling system.

Bins and posters installed

Before the venues opened their doors to participants, 96 bins were installed and posters were designed to raise awareness. The posters are placed above the bins to show which materials should go into which bin and where they go after they are collected.

"Most of the waste is going a relatively short distance are being treated and recycled. We also added a new waste management partnership with a group called 'Çöp Madam.' We are going to be collecting plastic packages for them to be designed and used as bags," Mermer said.

According to Mermer they have spent a lot of time working on their communications. "Of course what we want to do primarily at the forum is to raise awareness," he said.

They have three stands at the forum venues. One of them is in the expo fair area. They call it the GFI Partnership Village. Inside the expo they are working with their partners on green hotel projects, the waste management system and one partner, the World Wildlife Fund Turkey, is working with them on carbon emissions compensation.

The second stand is the one at the Sütlüce Center, next to the World Water Forum Secretariat stand. There are posters that raise awareness on how to save and use water both in English and in Turkish and posters about water in food. The posters inform people on facts such as how much water is spent for a hamburger and producing a sheet of paper.

On the stand they have cardboard tubes that are horizontal to the ground sticking out which with their length describe the carbon emissions in kilograms from different cities such as New Delhi, New York, Tokyo and Amsterdam. The information they use comes from two Web sites: waterfootprint.org and carbonfootprint.org.

"We seem to be succeeding in raising awareness," Tabasaran said. The cooperation they have with WWF is not a reduction strategy but a compensation strategy instead. Because the emissions are already gone into the air while the forum participants were flying to Istanbul. But the GFI advises them to make donations to WWF for their awareness raising activities on climate change in Turkey. "Our aim is to keep the money in Turkey so that it can benefit from all the donations that come from abroad," said Mermer.

They also have a global project called the 'Earth Hour.' The project requests people to turn off their lights at 8 p.m. although there are different time zones.

They are also in charge of the logistics and how to provide a greener transformation for the forum. "For the reduction strategy we were working with a logistics company to make sure that we have enough vehicles to carry participants to the venue using the least amount of carbon dioxide. One of the biggest success on that side is the Galata Bridge," said Mermer.

The old Galata Bridge, which is relocated for the forum allows people to walk between the Sütlüce and Feshane venues instead of using other transportation.

Annex F – Communications for the Forum’s Recycling Programme

5th WORLD WATER FORUM
ISTANBUL 2009




5th World Water Forum RECYCLING PROGRAMME



Where Does it All Go?
This map shows where the Forum's waste will go for processing. **Metal, paper, plastic** and **glass** will be taken to the Yüceler sorting facility. The materials are in separate transparent bags, making the sorting process more efficient. After sorting they will be taken to specialised facilities around Istanbul for recycling. Compostable materials will be taken to the İBB/İSTAÇ compost and recycling facility.



Please Help Us to Green our Waste!
We have implemented a source separation strategy for waste management, but it relies on you. Please separate your lunch and other waste. If in doubt of which bin to put your waste, use the **ORGANIC** bin. We thank you for following our waste separation strategy!

Recycling aluminum saves 95% of the energy needed to produce new aluminum from raw materials.

Metal / Metal



Using recycled material to make paper products can save between 40 and 60 percent of the energy that it takes to create paper products from new material.

Paper / Kağıt



Each ton of plastic that is recycled can save the equivalent of 2 people's energy use for 1 year and the amount of water used by 1 person over 2 months.

Plastic / Plastik



For every ton of glass that is recycled to make new glass products 314 kg of carbon dioxide is saved. Glass never wears out -- it can be recycled forever.

Glass / Cam



Composting at home for just one year can save global warming gases equivalent to all the CO2 your washing machine produces in three months.

Organic / Organik



Web Sites of our Partners

İSTAÇ: www.istac.com.tr

PAB Architects: www.pab.com.tr

Yüceler: www.yuceler.com.tr

SO? Architects: www.soonline.org

Bureau Veritas: www.bureauveritas.com.tr

7Tepe Mimarlık:

TUROB: www.turob.org.tr

Interteks: www.interteks.com

Çöp(m)adam: www.copmadam.com

WWF Turkey: www.wwf.org.tr

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GREEN FORUM INITIATIVE FINAL ACTIVITY REPORT

