IMPACT OF SUSTAINABLE DEVELOPMENT PRINCIPLES ON THE FOOD SERVICE AND HOSPITALITY SECTOR IN THE WESTERN CAPE (SOUTH AFRICA)

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The moral imperative to make big changes is inescapable...
that what we take for granted may not be here for our children

Al Gore

ABSTRACT

Responsible Tourism, sustainable fish or local produce – the Western Cape out-of-home market is highly dynamic and on a fast track compared to the other provinces.

Just recently, Fair Trade products were introduced to the domestic market. South Africa is the first country worldwide that from now on is not only an exporter of Fair Trade products but also a consumer. And an own Fair Trade certification scheme for the tourism sector is unique.

With regard to sustainable development, the Provincial Government of the Western Cape (PGWC) and the City of Cape Town function as role models within South Africa. In 2008 the PGWC has published its first sustainable development report and a new edition will follow soon. With the Green Paper on greening the procurement of goods and services the PGWC takes over responsibility and will set up new standards. And also Cape Town's "Responsible Tourism Charter", which was signed in 2009, will certainly have an effect on other municipalities.

South Africa is characterized by extreme contrasts in terms of wealth. Thus, sustainable development happens on very different levels. For instance the National School Nutrition Programme was established to provide warm meals to needy pupils. This is necessary because a hungry child will not be able to follow the lessons. The Township gardens of Abalimi Bezekhaya also focus on the underprivileged. People are taught skills in organic farming. This offers new opportunities for generating an income and also contributes to Food Security.

Only a few of the sustainability approaches focus on nutrition, for example on organic food. This may be due to the missing National Policy with uniform standards for organic agriculture. Or is it because people focus more on local produce? A national organic policy will be launched at the end of 2010. The future will show if this policy can help increasing the demand for organic food, especially in the out-of-home sector.

ZUSAMMENFASSUNG

Ob verantwortungsvoller Tourismus, nachhaltiger Fisch oder regionale Lebensmittel – der Außer-Haus-Markt in Western Cape ist äußerst dynamisch und damit im landesweiten Vergleich auf der Überholspur.

Erst kürzlich erfolgte die Einführung fair gehandelter Produkte auf dem heimischen Markt. Südafrika ist weltweit das erste Land, das Fair Trade Produkte von nun an nicht nur exportiert, sondern auch selbst konsumiert. Und ein Fair Trade Zertifizierungsprogramm für die Tourismusbranche ist in seiner Art einzigartig.

Vor allem die Provinzregierung von Western Cape und die Stadtverwaltung von Kapstadt übernehmen hinsichtlich nachhaltiger Entwicklung eine Vorbildfunktion innerhalb Südafrikas. 2008 veröffentlichte die Provinzregierung ihren ersten Nachhaltigkeitsbericht und eine Neuauflage ist in Kürze zu erwarten. Mit ihrem Anfang 2010 herausgegebenen Entwurf für eine grüne öffentliche Beschaffung übernimmt sie bewusst Verantwortung und setzt damit neue Maßstäbe. Und auch Kapstadt wird mit der 2009 verabschiedeten „Responsible Tourism Charter“ seine Wirkung nicht verfehlen und landesweit Nachahmer finden.

In dem von extremen Wohlstandsgegensätzen geprägten Land zeigt sich aber auch sehr deutlich, dass sich nachhaltige Entwicklung auf ganz unterschiedlichen Ebenen abspielt. So werden im Rahmen des landesweit angelegten Schulernährungsprogramms bedürftige Kinder an Schultagen mit einer warmen Mahlzeit versorgt, damit sie – die Zukunft des Landes – sich überhaupt auf den Unterricht konzentrieren können. Auch die Township Gärten von Abalimi Bezehkaya sind ein Beispiel der anderen Art. Hier werden nicht nur unterprivilegierte Menschen in ökologischer Landwirtschaft ausgebildet, sondern auch Einkommensmöglichkeiten geschaffen und ein Beitrag zur Ernährungssicherheit geleistet.

Bei allen Bestrebungen liegt der Fokus selten auf der Ernährung (z. B. Lebensmittel aus kontrolliert biologischem Anbau). Möglicherweise ist dies auf eine fehlende staatliche Gesetzgebung mit einheitlichen Standards für Bio-Lebensmittel oder aber die stärkere Ausrichtung auf regionale Produkte zurückzuführen. Eine staatliche Öko-Verordnung („organic policy“) soll noch in diesem Jahr verabschiedet werden und es wird sich zeigen, inwieweit die Bedeutung von Bio-Lebensmitteln, vor allem in der Außer-Haus-Verpflegung, dadurch zunehmen wird.

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ABBREVIATIONS

AFIT	Association for Fairness in Trade
BDOCA	Bio-Dynamic & Organic Certification Authority
BEE	Black Economic Empowerment
EMAS	Eco-Management and Audit Scheme
EMG	Environmental Monitoring Group
EMS	Environmental Management System
FAO	Food and Agriculture Organisation of the United Nations
FEDHASA	Federated Hospitality Association of Southern Africa
FLO	Fairtrade Labelling Organisation
FLSA	Fairtrade Label South Africa
FTTSA	Fair Trade in Tourism South Africa
GDP	Gross Domestic Product
GRI	Global Reporting Initiative
HACCP	Hazard Analysis and Critical Control Points
HDI	Human Development Index
HIV/AIDS	Human Immunodeficiency Virus / Acquired immune deficiency syndrome
iKapa GDS	The iKapa (or Provincial) Growth and Development Strategy
MSC	Marine Stewardship Council
NGO	Non-Government-Organisation
NIC	Newly Industrialised Country
NPO	Non-Profit-Organisation
NSNP	National School Nutrition Programme
PGWC	Provincial Government of the Western Cape
PSFA	Peninsula School Feeding Association
RSA	the Republic of South Africa
RT	Responsible Tourism
SASSI	Southern Africa Sustainable Seafood Initiative
SDIP	Sustainable Development Implementation Plan
WC DEA&DP	Western Cape Department of Environmental Affairs & Development Planning
WWF	World Wide Fund for Nature
ZAR	South African Rand

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Thanks to all for the warm welcome in this wonderful country. I am grateful that I met so many friendly and open-minded people.

1 INTRODUCTION

Nowadays everybody is talking about sustainable development. It is a global trend and is now applied to almost all parts of our life. However, it has its roots in silviculture. In 1713, Hannß Carl von Carlowitz from Freiberg (Saxony) already reports on the basic concept of a sustainable silviculture in a paper called “Sylvicultura Oeconomica” (Grundwald & Kopfmüller 2006).

With the publication of the Brundtland-report in 1987 the term of sustainable development was redefined as: *"development that meets the needs of the present without compromising the ability of future generations to meet their own needs"* (Hauff 1987).

In the food sector sustainability is in the spotlight as well. In Germany for example the demand for organic food has almost exploded during the last years. Besides, Fair Trade products are available in nearly all supermarkets. A lot of people enjoy healthy food and would like to get it not only at home but also out-of-home, e.g. in restaurants, hotels or the canteen. For caterers and restaurateurs sustainable food solutions may be an opportunity for shaping their offer.

1.1 Aims and Objectives

Germans spend approximately one third of their food expenditure for food that is prepared out-of-home (e.g. in restaurants, hotels, canteens) (Roehl 2010). Other countries show similar developments. According to data from the Handwashing For Life Institute (2010?), in South Africa more than 35 % of the whole food expenditure is spent for food that has not been prepared at home. The out-of-home sector is of huge importance for the catering of different target groups and shows the growing responsibility of this sector for the economy, ecology and society. However, the offer of sustainable catering concepts is insufficient. Therefore it has to be improved and become established on a broad basis.

At the same time nutrition/food is very important for the sustainable development of a society. Industrialised countries mainly discuss about so called nutrition related prosperity diseases like diabetes and obesity as well as the ecological problems of our diet. Food production in industrialised countries causes – directly and indirectly – approximately 15 % of the whole resource turnover and primary energy consumption (Lorek & Spangenberg 2001). Changes towards sustainable food systems are unavoidable, especially when it comes to Newly Industrialised Countries (NIC) like China, Brazil and South Africa. Their eating habits (e.g. increasing meat consumption) orientate on those of industrialised countries. It is therefore relevant to focus one's attention more on this field of sustainability. Special focus should lie on the out-of-home sector because of the growing importance mentioned above.

Although becoming more relevant, there are only very few findings about sustainability in the out-of-home sector in other countries than Germany, especially in NIC and Developing Countries. To make the situation worse, most studies usually focus on private households / individual consumers and cut out the out-of-home market as a bulk consumer. Therefore South Africa as a NIC was chosen with special focus on the Western Cape. First aim of the study is to give an overview about sustainability in the out-of-home sector in the Western Cape and point out the main role players and "makers" in that field.

Second aim is to find out if and to what extent the Provincial Government of the Western Cape has an influence on the sustainable development of the out-of-home sector. Which attempts are being made by the government to push sustainable development in this specific sector (e.g. subsidies, programmes of action)?

1.2 Methodology

An extensive literature research was undertaken to get an overview about the status-quo of sustainable development in the Western Cape, focusing on the out-of-home sector. The role players have to be identified. A large proportion of the literature reviewed was from online media, brochures and consumer magazines (e.g. Simply Green, Western Cape Business, etc.) as a result of the topic's relevance to the present. Also Cape Town Green Map was a great help to gain a first insight and for the selection of interview partners.

With the help of the reviewed sources, key informants were identified. The selection of interview partners was done with the intention of receiving different point of views (industry, administration, etc.). Therefore the following stakeholders were contacted:

- proprietors/managers,
- associations,
- Non-Government-Organisations,
- representatives of the Provincial Government of the Western Cape,

- one certification body

Further literature research was done to find information about the sustainability policy of the Provincial Government of the Western Cape and to get structural data. The focus was on the out-of-home sector and nutrition in general. The following Provincial Departments of the Western Cape Government were contacted and asked for information:

- Department of Environmental Affairs and Development Planning
- Department of Education
- Department of Social Development
- Department of Health

Depending on the informant's location the interviews were held face to face or as a telephone call. The basis for the talks was a non-standardised main thread. The interviews were held as individual talks with the content and questions depending on the special field of the interview partner. With some experts information exchange was realised via email.

The following people provided essential information and support for this study:

- André du Plessis – Peninsula School Feeding Association (PSFA)
- Candice Kelly – Sustainability Institute
- Carianne Wilson – Silwood Kitchen
- Diana Callear – Ecocert (Afrisco)
- Emily Moya – Kwalapa
- Heidi van der Watt – ED/GE Tourism Solutions
- John Duncan and Dave Landey – World Wide Fund for Nature (WWF)
- Joos Roelofse – PGWC, Department of Environmental Affairs and Development Planning
- Lorraine Jenks – Greenstuff
- Michael Marriott – Marine Stewardship Council (MSC)
- Nina Nolte
- Patricia Rademeyer and Cecily van Gend - Slowfood Cape Town
- Paul Swart – PGWC, Department of Education
- Raymond Auerbach – Rainman Landcare Foundation
- Peter Veldsman and Johan Odendaal – Emily's

- „Ms. Name Deleted“ – from a South African hospitality association
- Richard Key – Ocean Basket
- Rob Small – Abalimi Bezekhaya

For further insights into specific projects, attendance at the following tours or meetings was undertaken:

- 13 July 2010 – guided tour around the Food Garden’s, Garden Centre and packing centre of Abalimi Bezekhaya in Cape Town;
- 3 August 2010 – meeting of the Responsible Tourism Action Group at the City of Cape Town with several stakeholders;
- 5 August 2010 – Responsible Tourism Business Workshop (Atlantic Beach Hotel, Melkbosstrand).

The information gathered during the research was then compiled to give an overview of sustainable development in the out-of-home sector in the Western Cape.

1.3 Limits of the study

The topic of this thesis is very broad. Its aim is to give an overview about sustainable activities in the out-of-home sector. Therefore it neither goes very deeply into each section nor is it a complete study.

Because of a strict limit in time, not all branches of the out-of-home sector could be researched. Also, not all potential interview partners had the time for a talk. This thesis mainly relies on the information from key informants. Therefore some fields that should have been researched are still untreated because no interview partner was found.

Usually there was one interview partner for a specific topic or sector. The information gained from these people is surely reliable but not necessarily representative for a whole branch or topic. For this reason it is difficult to come up with conclusions. In this case only assumptions can be made.

Last but not least, the study was undertaken by a person born and grown-up in Germany. With this cultural background certain aspects may be regarded or valued slightly different. Therefore it might happen that some conclusions made from the gained information are unreproducible for South Africans. If this should be the case it is not meant to embarrass anybody or anybody's ideas or involvement.

1.4 Sustainable Development in the Out-of-Home Sector

This chapter gives a very brief overview about the concept of sustainable development with special focus on concepts designed for the out-of-home sector. Its origin lies in silviculture as explained in Chapter 1.

Sustainable development is often put on a level with environmental compatibility. However, sustainable development is baded on three pillars: Economy, Environment/Ecology[1] and Social issues (see Figure 1).

Economic sustainability is given, when the long-term economic existence is assured. Environmental sustainability means the preservation of our natural resources. This can only be achieved if the requirement of our natural resources is less than nature's ability to regenerate them. Social sustainability finds its expression in human working conditions, fair wages, etc. (Strassner & Roehl 2010).

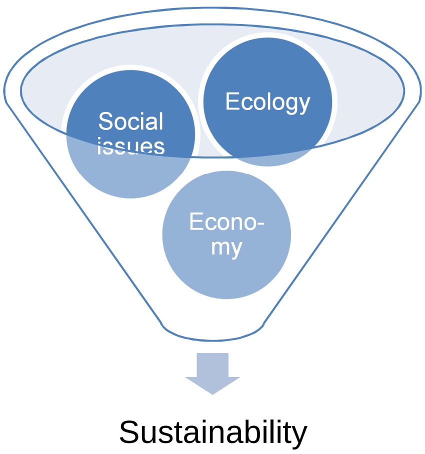

Figure 1: The three pillars of sustainable development

The term Nutrition Ecology was determined in Germany. Developed at the University of Gießen, Nutrition Ecology is an idea that broadens the 3-dimensional model of sustainable development by integrating health as a fourth dimension (see figure 2). Health might be part of the social issues pillar. In this case it is examined separately

[1] In terms of sustainable development 'Environment' and 'Ecology' are used synonymically in this study

with regards to content and for historical reasons. That was done to emphasise the central importance nutrition has on the health status. (von Koerber 2004).

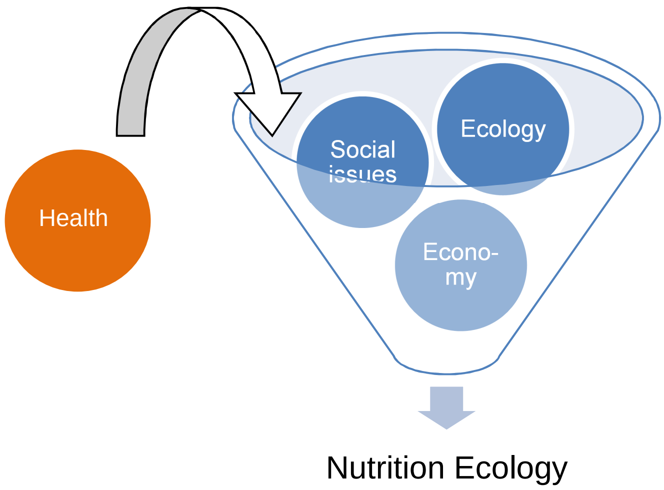

Figure 2: The 4-dimensional approach of German Nutrition Ecology

The German consultancy a'verdis goes even further with their design of a sustainability model for the out-of-home sector. It includes attractiveness as the fifth dimension (see figure 3).

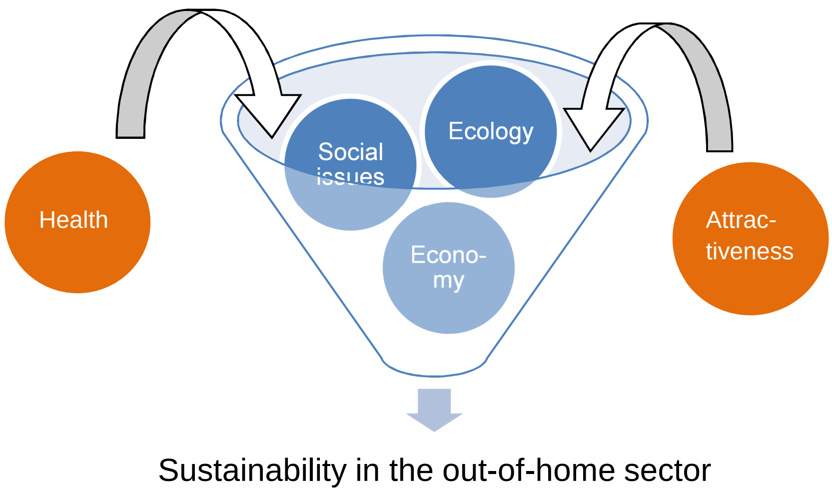

Figure 3: The five dimensions for a sustainable catering concept source: adapted from Strassner & Roehl 2010)

The so called a'verdis-house® (see Figure 4) is a model designed for gastronomical establishments. It is made of a foundation, supporting walls and a protecting roof.

Economy is the foundation of a successful business. On this solid base stand the supporting walls 'attractiveness' and 'health'. The food and the ambience should appeal to the guests and keep them fit. Health means that hygiene is sufficient and that the food is nutritionally balanced. Attractiveness includes a varied offer of food, an appealing presentation and sensory as well as a convenient atmosphere. The attractiveness would actually be part of the social dimension. In this context it is analysed separately because sustainability in the out-of-home sector will not work if the offer is unattractive. Its importance for the long-term success of an out-of-home establishment should not be underestimated.

The roof above contains environmental and social issues. Environment includes aspects like the procurement of local products and the environmentally friendly management of energy, water and waste. Social issues are about fairness with employees, guests and suppliers.

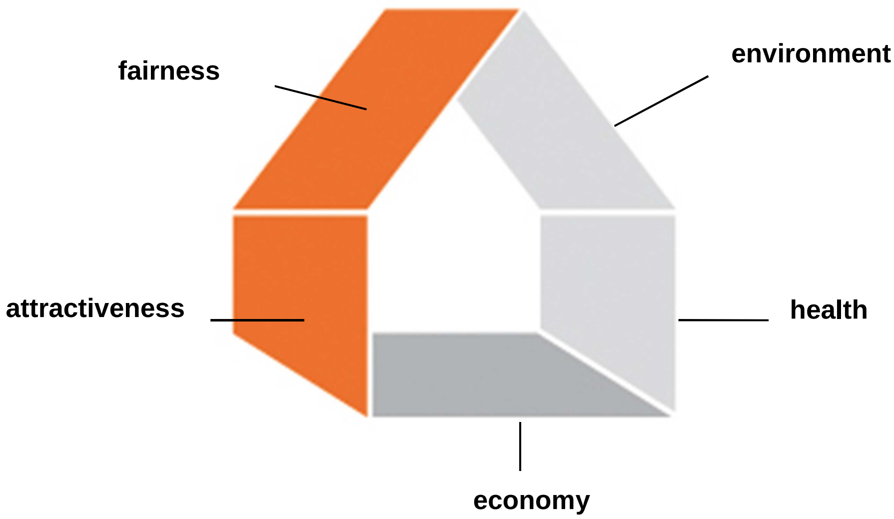

Figure 4: The model a'verdis-house® (adapted from Strassner & Roehl 2010)

Economy is the foundation of the house, on which the other four dimensions build up. However, each dimension is of the same importance. Thus environmental and social issues in their function as a protecting roof must not be seen as the dot on the ‘i’ that an establishment may care about when it is economically successful. The model rather shows the cross linking of all dimensions. None of these can do a good performance without the others.

Metaphorically speaking, the foundation (economy) can be very solid. If there is a leak in the protecting roof (environmental and social issues), intruding rain (outside influences) will erode and destabilise the foundation. A destabilised foundation will weaken the other dimensions and may finally lead to the collapse of a building (the business).

The same happens with the supporting walls (health and attractivess). Both of them must be strong enough to hold the roof. Again metaphorically speaking, an ecological food concept is very important. But it will only establish itself in the market, if the food is benefical for the well-being of the guests.

The model was mainly designed for the assessment and optimisation of food systems. The house itself stands for home economics with its multifaceted aspects.

1.5 THE OUT-OF-HOME SECTOR

This study focuses on sustainable food that has not been prepared at home and is therefore called out-of-home. The out-of-home sector is separated into communal and individual catering (see Figure 5).

Individual catering as part of the hospitality industry is usually profit-orientated and individually prepared for the guest. For instance, an á la carte menu in a restaurant is individually prepared at a certain time for a certain person. The menu options remain almost unchanged for a longer period (Steinel 2008).

Communal catering is usually non-profit-orientated. It is the catering for specific target groups in particular life situations (e.g. hospital, school). In general there is a daily change in the main menu (Steinel 2008).

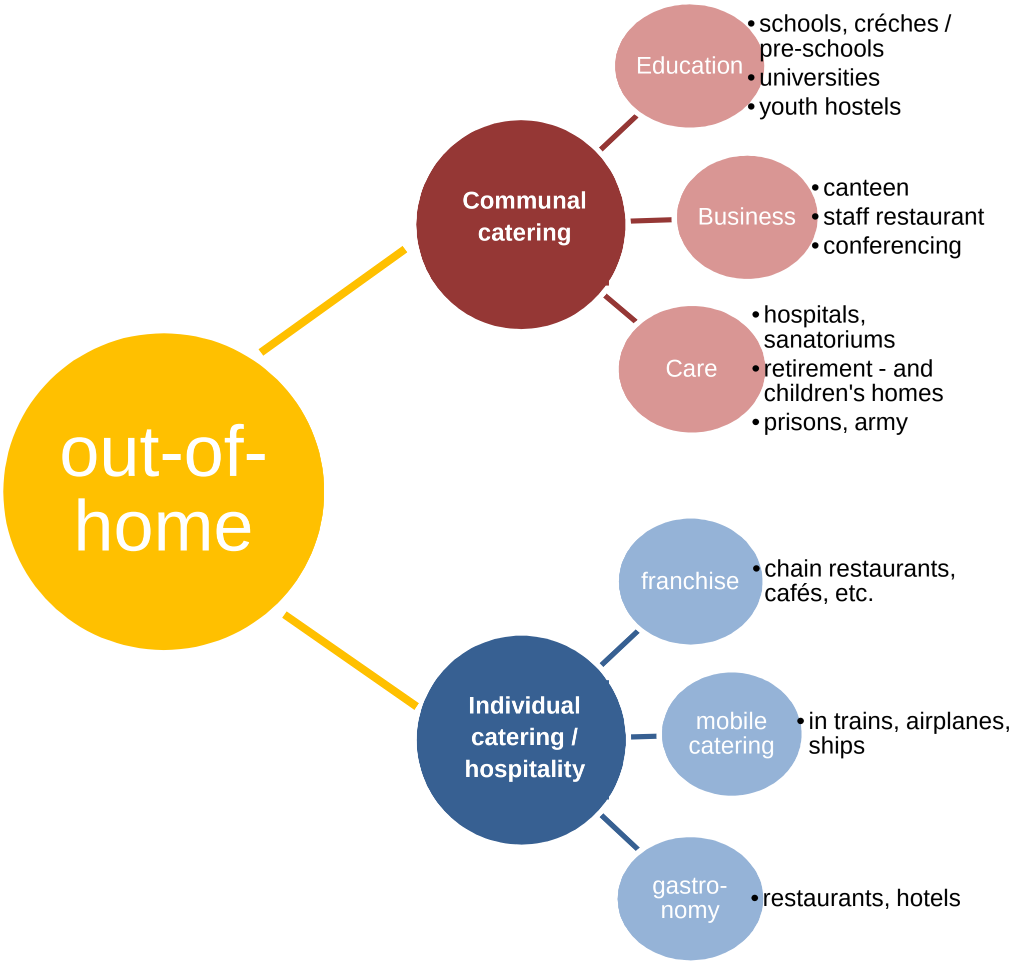

Figure 5: The out-of-home sector and its sub-sectors (source: adapted from Binder 2001)

1.6 SHORT INTRODUCTION TO THE REPUBLIC OF SOUTH AFRICA

The Republic of South Africa (RSA) is the southernmost country on the African continent. The area is about 3.5 times bigger than the area of Germany. Neighbouring countries are Namibia, Botswana, Zimbabwe, Mozambique and Swaziland. Lesotho is an independent country wholly surrounded by RSA. In the South and South East it is surrounded by the Indian Ocean, in the West by the Atlantic Ocean. The whole coastline stretches nearly 3000 km (South Africa Yearbook 2011).

RSA is ethnically very diverse. Eleven official languages are recognised in the constitution with Afrikaans and English being of European origin. The other nine are different Bantu languages, mainly spoken by people of black African ancestry.

Area:	1.22 million km²
Capital:	Pretoria
Population:	49 million (mid 2009)
	(with 80 % blacks, 9 % coloureds, 8 % whites)
GDP:	ZAR 2317 million (Quarter 2/2009)
Income per capita:	ZAR 47310 (2008)
Unemployment:	23.6 % (Quarter 2/2009)

Figure 6: Key facts about RSA (data source: adapted from Global Africa Network 2010)

In 1994, after the end of apartheid, South Africa became a constitutional democracy with Nelson Mandela as their first President. As a country isolated during apartheid, the priority then was the integration of South Africa into the global political, economic and social system (South Africa Yearbook 2011).

Nevertheless, unemployment is extremely high (Figure 6) as well as income inequality. After the end of Apartheid government focused on basic needs like provision of housing, piped water, electricity, education and healthcare. Major challenges in RSA, which is a Newly Industrialised Country (NIC), are crime, corruption and HIV/AIDS (South Africa Yearbook 2011).

1.7 Facts and Figures about the Western Cape Province

The Western Cape (Wes-Kaap in Afrikaans; Ntshona-Koloni in Xhosa) is one out of nine provinces in the West of South Africa. With a surface area of about 130,000 km² it is approximately the size of Greece (WC DEA&DP 2008). The capital is Cape Town.

The Western Cape used to be part of the much larger Cape Province. In 1994, when Nelson Mandela became president of South Africa, the Cape Province was broken up into the Western Cape, the Northern Cape and the Eastern Cape (South Africa Yearbook 2011).

Figure 7: The six districts of the Western Cape (source: Global Africa Network 2010, p.163)

The Western Cape is made up of six municipalities of which Cape Town is a metropolitan municipality and the other five being district municipalities, subdivided into 24 local municipalities (see Figure 7). Table 1 introduces to the main characteristics of Western Cape's six districts.

Table 1: Regional overview of the Western Cape

Province	**Economic overview**
City of Cape Town	• culturally diverse and dynamic metropolis • Home to the nation's parliament • most visited African destination in 2009 (together with Cairo)
West Coast	• diverse economy with manufacturing, agriculture (e.g. citrus farming) and forestry • rooibos tea is unique to this region • Mining (titanium, zirconium, phosphate and limestone)
Cape Winelands	• almost 70 % of South Africa's wine is produced in this region • Tourism (tourists attracted by the wine estates)
Overberg	• Hermanus as one of the best whale viewing in the world • Agriculture with high-quality fruit farms, wheat, dairy, deciduous fruit and onions; cultivation of barley, hops and flowers
Eden	• also known as Klein Karoo and Garden Route for tourism purposes • Mossel Bay with South Africa's main gas-processing plant • agricultural products such as fruit, vegetables and ostriches
Central Karoo	• sparsely populated reflecting the semi-desert conditions • sheep farming • Karoo National Park and Prince Albert as popular tourist destinations

Source: Global Africa Network 2010, p.14-15

Demographics

The population was about 5.23 million people in 2007, most of them concentrating around Cape Town in the far South West. The languages mostly spoken are Afrikaans and English followed by Xhosa, which is the fastest growing language group in the Western Cape, largely due to immigration (WC DEA&DP 2008). However, the so called "Cape Coloureds" still form the biggest ethnical group in the Western Cape (Figure 8). One major social problem is the huge contrast between people in terms of wealth.

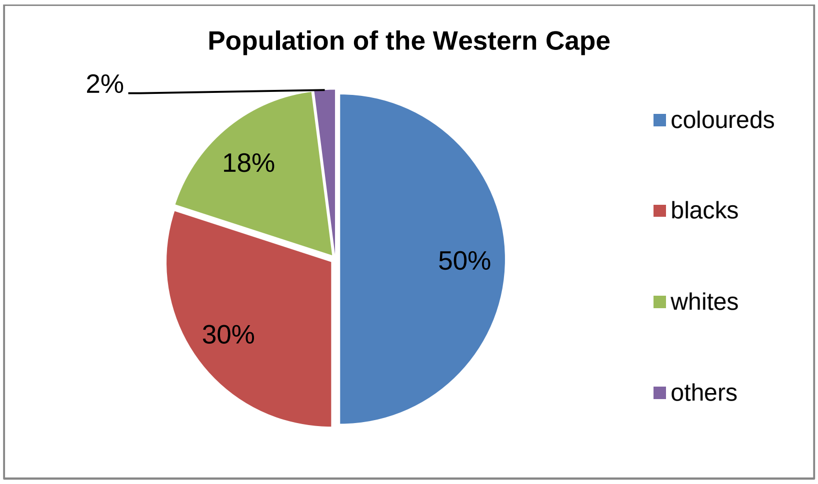

Figure 8: Proportion of ethnic groups on the Western Cape population (Source: Global Africa Network 2010, p.13)

Economy

The strongest sector in the Western Cape is the services sector, followed by construction and agriculture. The Western Cape as a tourism destination is growing in popularity. It is expected that the 2010 FIFA World Cup™ will accelerate this trend. Most of South Africa's wine is produced in the Western Cape. The province provides a good infrastructure with two airports (Cape Town, George) and three ports in Saldanha, Cape Town and Mossel Bay (Global Africa Network 2010). The main contributors to the gross domestic product (GDP) are shown in Figure 9.

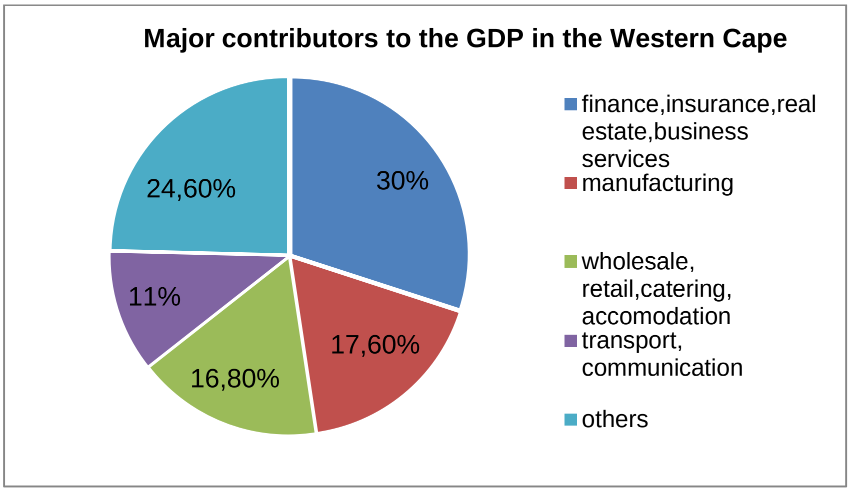

Figure 9: Proportion of main industry sectors on the Western Cape's GDP in 2007 (Source: Global Africa Network 2010, p.12-13)

Geography

The Western Cape is a topographically very diverse province. Most of the province falls within the Cape Fold Belt, which is a folded mountain range made of sandstone with heights up to 2 300 metres. The valleys are very fertile. The far interior is generally arid and hilly, forming part of the Karoo Basin. The coastal areas range from sandy to rocky, steep and mountainous (South Africa Yearbook 2011).

The Western Cape is home to one of the six floral kingdoms on earth – the Cape Floral Kingdom. It is both the smallest floral kingdom and the one with the highest density of plant species. Almost 9600 different plant species can be found here, about 70 % of them being endemic (City of Cape Town 2009a). Most of the Cape Floral Kingdom is covered by Fynbos (Afrikaans for Fine Bush), which is characterised by various types of shrubs, flowering plants and some small trees. Being extremely diverse, the Cape Floral Kingdom contains more plant species than the whole of Europe (South Africa Yearbook 2009/10). In the Karoo Basin vegetation is dominated by drought-resistant shrubbery. In the West Coast and Little Karoo where the climate is semi-arid, succulents, drought-resistant shrubs and acacia trees are typical vegetation. The area along the Garden Route is instead extremely lush, covered with temperate rainforest especially along the coast. Yellowwood, stinkwood and white pear trees are typical for this region (South Africa Yearbook 2009/10).

Within the province there are three climatic regions. The coastal areas around Cape Peninsula and the Boland have a Mediterranean climate with cool, wet winters and warm, dry summers whereas the interior (Karoo Basin) has a semi-arid climate with cold, frosty winters and hot summers. Along the Garden Route – an area influenced by the Indian Ocean – winters are cool and moist and summers are mild and moist (South Africa Yearbook 2009/10).

Some of the major environmental challenges are the destruction of natural habitats due to local development and pollution with many endemic species now being on the Red Data List as well as increasingly scarce water resources (City of Cape Town 2009a).

2 SUSTAINABLE DEVELOPMENT IN THE WESTERN CAPE

The policy in the Western Cape is guided by the iKapa Growth and Development Strategy (iKapa GDS). The aim of this strategy is a shifting development towards a future of shared growth and integrated, sustainable development (WC DEA&DP 2008).

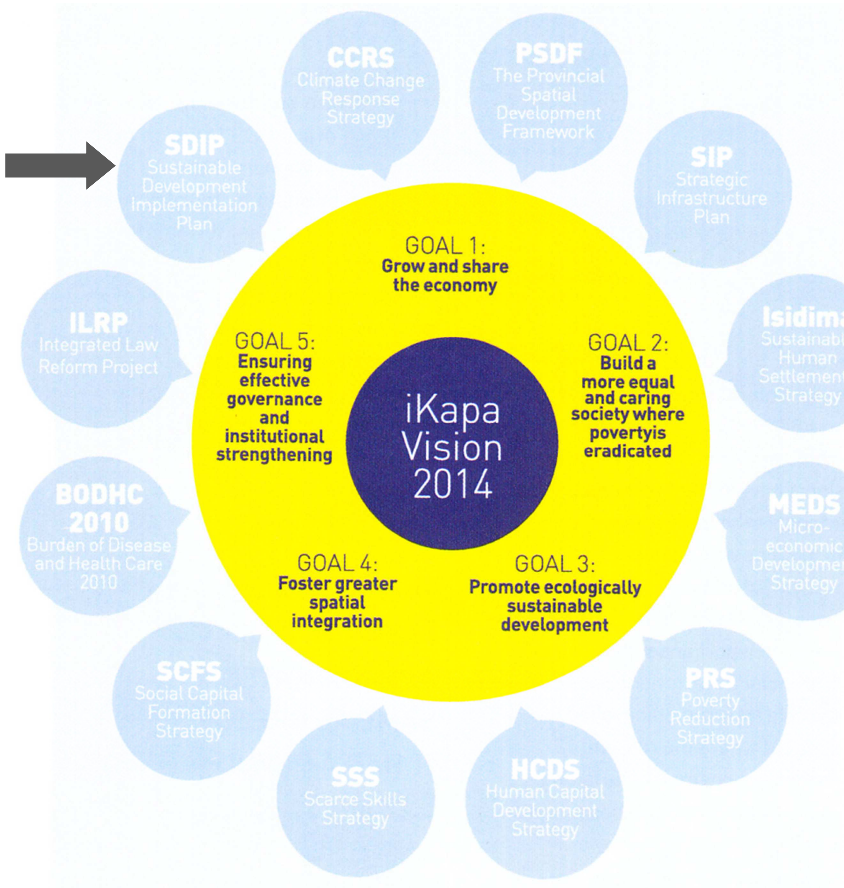

Figure 10: The five iKapa GDS long-term goals and 12 iKapa sectoral strategies (source: WC DEA&DP 2008, p.10)

One of the 12 iKapa sectoral strategies is the Sustainable Development Implementation Plan (SDIP). The PGWC's commitment and vision for sustainable development shall be implemented by all 12 Provincial departments and is clarified in the SDIP document as follows:

"For the Western Cape Province, sustainable development will be achieved through implementing integrated governance systems that promote economic growth in a manner that contributes to greater social equity and that maintains the ongoing capacity of the natural environment to provide the ecological goods and services upon which socio-economic development depends" (WC DEA&DP 2007, p.8).

2.1 Sustainable Development Report of the provincial government

In 2008 the PGWC has published its first sustainable development report with reference to GRI guidelines. The report is embedded in the aims and objectives of the over-arching iKapa GDS (see Figure 10). The following information was extracted from the sustainable development report to give an overview of the main issues.

On their way to embedding sustainable development principles into the management of development the PGWC has achieved for example:

- Addressing provincial and household food security through the expansion of food gardens and the provision of school nutrition programmes
- Development and roll out of a Provincial Climate Change Strategy and Action Plan
- Development of a Provincial Sustainable Energy Strategy and run of a pilot project by installing 1,000 solar water heaters in houses
- Stimulation of the recycling economy, focusing on securing the supply of recyclables, while promoting the market for recycled products

The main challenges remaining:

- Declining human development indices (HDI)
- Enormous housing backlog
- Persistent economic inequality
- Particularly energy- and carbon-intensive economic profile
- Concerns relating staff capacity and turnover within the Provincial Government itself

The biggest challenge for the PGWC is to understand that sustainable development is not an additional function for the government to perform.

Ecological Sustainability in the Western Cape

The methodology used for assessing the environmental sustainability of the Western Cape is the Ecological Footprint (see Figure 11). A Footprint that is greater than the bio-capacity means that a community lives in ecological debt, thus not sustainable according to the Brundtland definition given in Chapter 1.

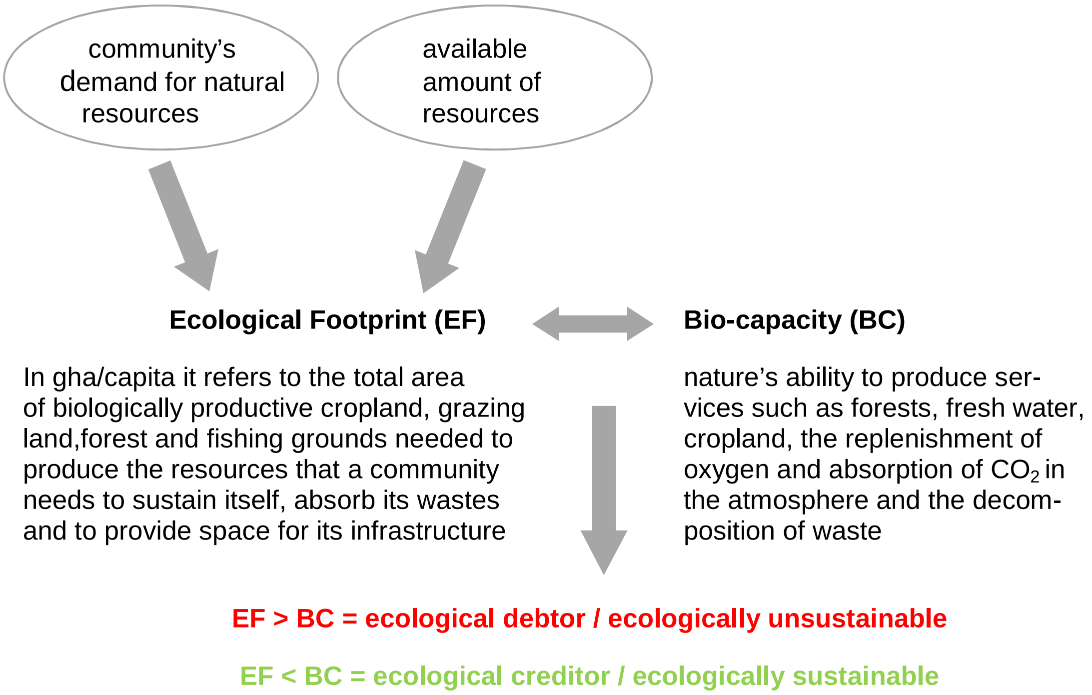

Figure 11: Ecological debtor or creditor?
(Source: adapted from WC DEA&DP 2008, p.18)

Table 2 shows that the Western Cape's demand on environment is higher compared to South Africa and that the Western Cape is an ecological debtor.

Table 2: Ecological footprint and bio-capacity of the Western Cape[1]

Country/region	Biologically productive global hectar [gha per capita] [3] (biocapacity)	Ecological Footprint [gha per capita] [3]	Ecological reserve (difference between a country's bio-capacity and its footprint)
Planet Earth	2.1	2.7	-0.6
South Africa	2.03	2.29	-0.26
Western Cape (all)	2.03	3.35[2]	-1.32 [2]
(the wealthiest 10%)	---	(11.3)	---
(the poorest 10%)	---	(2.0)	---
Germany	1.9	4.2	-2.3

[1] data from Global Footprint Network based on 2008, cited in WC DEA & DP 2008, p.19
[2] data from the sustainable development report of the Western Cape (Figure is derived by subtracting the Western Province's Footprint from the figure for South African bio-capacity. Since the bio-capacity of the Western Cape is almost certainly greater than the South African average, this number over-estimates the ecological deficit.)
[3] gha = global hectare
source: adapted from WC DEA&DP 2008, p.19

The main impact is derived from the food sector (see Figure 12), which includes land area for food production, processing, packaging and storing. This clearly indicates the importance of developing sustainable food solutions.

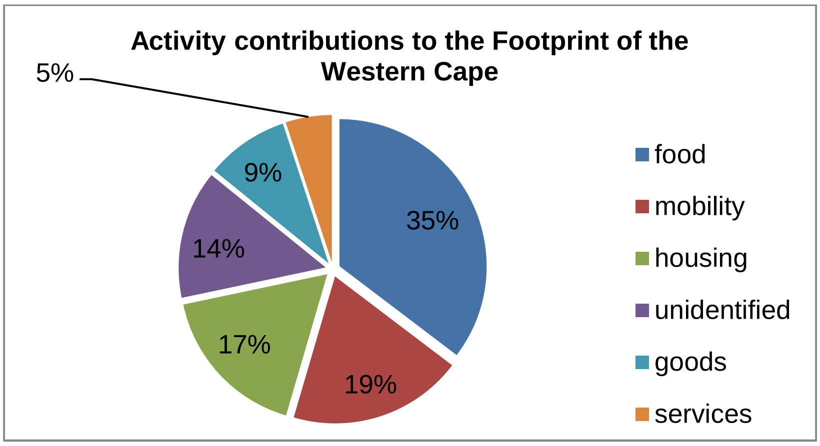

Figure 12: Proportion of main human activities causing the Footprint of the Western Cape's population (Source: adapted from WC DEA&DP 2008, p.23)

Social sustainability in the Western Cape

"The Western Cape sustainable development demands that we pursue growth strategies that address the needs of the province's people for employment, health, education and the eradication of poverty" (WC DEA&DP 2008, p.22).

The assessment/scoring of social sustainability has been done on base of the Human Development Index (HDI). The HDI measures the wellbeing of a certain population. The difference to the GDP lies in the fact that the HDI considers – besides the GDP – a set of indicators that reflects to health, education and life expectancy.

According to the sustainable development report the HDI in the Western Cape was 0.77 in 2003 (0.683 in RSA in 2007), which means that the Province and RSA are medium developed (see Table 3). In fact, South Africa is regarded as a Newly Industrialized Country (NIC). The different HDI's are mainly due to a higher life expectancy in the Western Cape (61 years) than in RSA (49 years). The HDI has declined nationwide over the last 13 years, which is mainly due to HIV/AIDS.

Table 3: Ranking of Human Development Index

HDI Ranking	Country	HDI index value
129 [1]	South Africa	0.683 [1]
---	…Western Cape	0.777 [2]
22 [1]	Germany	0.947 [1]

[1] – data from 2007 (source: UNDP 2009)
[2] – data from 2007/2008 (source: WC DEA&DP 2008, p.24)

Assessing HDI (WC DEA&DP 2008, p.24):

HDI > 0.8 highly developed countries

HDI 0.5-0.8 medium developed countries

HDI < 0.5 least developed countries

Major challenges regarding social sustainability are seen in:

- HIV/AIDS
- education attainment, although substantial advances have been made since 1995
- economic inequality
- amend the stagnating HDI

Information concerning the out-of-home sector

The report was mainly browsed with focus on the out-of-home sector or nutrition in general. The following abstract summarizes the information given in the report.

The third chapter of the report deals with the integration of sustainability in Provincial policy. In the economic sector the report focuses on agriculture and tourism, which are two important economic sectors in the Western Cape.

Agriculture

Being a key part of the South African agricultural sector, the Western Cape contributes to 21 % of the total value of agricultural production. The agricultural sector is largely reliant on the export market (export has increased over the last years), has to deal with social implications of food security and the employment of mainly unskilled people.

From the environmental perspective, the sector has to cope with scarce water supplies and the direct effects of climate change.

To address food security, the Province implemented 60 food security projects, e.g. the delivery of the food security suitcase. This is a household food production package including garden tools, drip irrigation systems, seeds, compost, wheelbarrow, a domestic hosepipe and hand tools. Furthermore the Province establishes food gardens in urban areas to increase Food Security. A huge project is the feeding of school children in the poorest regions of the province. This is embedded in the National School Nutrition Programme (see chapter 3.5.1.1).

Agriculture accounts for about 50 % of the total water use in the Western Cape. In the two district municipalities with the highest agricultural water consumption the Province has therefore launched a water-wise and biodiversity awareness campaign. In the Cape Winelands the Province is validating its remote sensing technology to determine water use efficiency. Not only is water a scarce and valuable resource, also the quality has to be addressed. This is mainly done through the support of organic farming practices, which is part of the conservation farming project. The report does not mention a monitoring system for water pollution.

Tourism

The tourism industry is a major contributor to the province's GDP. 1.74 million international and 3.2 million domestic visitors in 2006 spent ZAR 19.8 billion. The tourist industry relies on a healthy natural environment and the safety of all tourists. On the other hand an increasing amount of visits has a huge impact on the environment. The challenge is to limit its negative impact at the same time.

In 2005 the Province developed the Cleaner Production in the Western Cape Tourism and Hospitality Project to ensure that the growth in the tourism industry is compatible to the natural resources. The project focused on the ecological pillar of sustainability by identifying and implementing opportunities for saving energy and water, and minimising and managing waste. „Ms. Name Deleted" (2010) mentions that this project was pioneer work for the launch of the Responsible Tourism Charter that the City of Cape Town has signed in September 2009. Details are discussed in chapter 3.4.1.

Discussion

Reporting of sustainable activities is becoming more and more common. Lots of business companies use this tool to report sustainable activities to their stakeholders. It has to be emphasised that the PGWC is aware of its function as a role model and has started to report its activities in sustainability.

According to the report, the government tries hard to implement sustainability internally, but often fails because of a lack in financial resources. Mindsets of employees have to be overcome, which needs a lot of time and education about the topic. The report clearly and honestly addresses these disadvantages. This helps to understand the Province's status-quo in sustainability. All in all the report is a very sincere attempt to summarise all activities in the sustainability field.

Unfortunately, the report neither sets clear goals nor does it fix any time. To do this, the government first has to establish a monitoring system (e.g. establish baselines of energy, water and waste). As a second step interventions can be identified and qualified.

The report has not been published on the PGWC's website. No one from external has access to this report unless he receives a copy from the PGWC or knows that the report exists and asks someone from the PGWC to hand out a copy.

The Western Cape Department of Environmental Affairs and Development Planning will publish the 2nd edition – 2009/10 Sustainable Development Report – in 2010/11 (WC DEA&DP, 2010a).

2.2 Green Public Procurement

The PGWC is aware of being a significant procurer of goods and services. As explained in chapter 0 the Western Cape is an ecological debtor with a high Ecological Footprint. Changing the way of procurement and utilisation is therefore unavoidable. Premier Helen Zille stated that *"as a responsible government, we are obligated to follow this path to practice what we preach and to influence behaviour where possible"* (WC DEA&DP 2010b, p.4). The green procurement policy will form part of a suite of initiatives that the government has undertaken to reduce the environmental impact of the Province's activities. Some of the initiatives the Green Procurement Policy is built on are:

- SDIP
- Provincial Climate Change Strategy and Action Plan
- 2 Wise 2 Waste Programme
- Green Grading System for the accommodation sector (see chapter 0)

The Green Procurement Policy will provide the general principles and guidelines for the integration of environmental criteria into supply chain management decision-making. Within this framework detailed green procurement action plans will be developed and cascaded down throughout the provincial procurement structures.

The PGWC will start with six initial areas:

- paper and stationery
- lighting equipment
- office electronic equipment
- events greening
- cleaning products and services
- waste services

These areas are relevant to all departments, are of high spending, are of significant environmental impact and relatively easy to implement. This is how the government wants to ensure the early and visible success of the implementation of the policy (WC DEA&DP 2010b).

With its green procurement the government not only wants to contribute to a lower Ecological Footprint. Furthermore it intends to change the behaviour of provincial personnel and suppliers, stimulate the local recycling economy and promote innovation towards the development of products and services with lower environmental impacts. Moreover, the policy focuses on economic aspects. A major part of the policy is to encourage the government's personnel to ascertain whether a product or service is required at all and in the quantities being proposed (WC DEA&DP 2010b).

The development of the Green Paper took into consideration the availability of green products and services in the Western Cape and South Africa respectively. In doing so, the government is well aware of the fact that being simply efficient does not necessarily ensure that the outcome of those activities will lower the Ecological Footprint to an acceptable level (WC DEA&DP 2010b). However, it is necessary to make a realistic approach. It is better to start on a low level than doing nothing. It would not make sense to ask for goods and services (e.g. "green" electricity) if they were not available or not in the quantity required. It is also clever to start with low-threshold areas that can easily be implemented. That will keep up the motivation of the personnel.

On the other hand the government wants to be a role model in green procurement. Once started, the government has to tighten its "green" criteria step by step. For the suppliers this would be a fair opportunity to grow stepwise towards a greener production or greener services.

The Green Paper on greening the procurement of goods and services clearly demonstrates the government's will to reduce the environmental impact of the Province's activities. It shows that the government is well aware of its contribution to the high Ecological Footprint of the Province but also of the power that it has as a Provincial Government. It has to be emphasised that the Western Cape is the first province in South Africa that came up with a Green Paper on green procurement. Therefore the Province regards it as a milestone for green procurement (WC DEA&DP 2010b).

"The 'value for money' concept traditionally refers to the purchasing of the least-cost option. However, green procurement extends this definition to include not only the least cost option but all factors relevant to a particular purpose including the life cycle costs and the ability of the product to enhance government's objectives" (WC DEA&DP 2010b, p.11). The government has to show how and to what extent they can consider this desirable approach. As long as there are no specific green procurement scoring criteria, generic criteria will be used (see appendix B).

The government's target for the financial year 2010/11 is to finalise the Green Procurement Policy by submitting the Draft Green Procurement White Paper to Cabinet and to conduct workshops with stakeholders (WC DEA&DP 2010a).

3 SUSTAINABILITY IN THE OUT-OF-HOME SECTOR

3.1 ENVIRONMENT/ECOLOGY

3.1.1 Organic Food/Farming

The African continent has the smallest certified organic area (0.88 million hectare) and contributes with 2.5 % to the global certified organic land (Bouagnimbeck, 2010). An additional area of 9.5 million hectare is used for organic bee keeping, wild collection and forest.

In South Africa organic agricultural land in 2008 accounted for 0.04 % of total agricultural land, which equates to an area of 43882 hectare (Bouagnimbeck 2010). However, in South Africa many farmers are using organic principles but are not formally certified. It can therefore be assumed that the area farmed according to organic principles is much larger than the statistically documented area. An additional area of 80732 hectare is used for wild collection (Bouagnimbeck 2010).

Moya (2010) explains that it is not necessary for some farmers and too expensive to get the certification (see Insert 1: Extract from the interview with Emily Moya, Kwalapa). Bouagnimbeck (2010) states that: *"[…] much organic production is also taking place in Africa in the informal sector and without certification. There are large numbers of organic farmers for whom certification does not have any advantages. This is true for subsistence farming for the food security of their families or their community."* This statement can be supported with the example of Abalimi Bezekhaya (see chapter 3.1.1.1). Abalimi builds organic food gardens in Townships of Cape Town to contribute to food security and job creation. Abalimi is not certified and probably does not intend to get a certification. And it has to be kept in mind that subsistence farmers often do not have the financial resources to afford synthetic fertilizers and pesticides, etc. and therefore farm according to organic principles.

South Africa – as well as other African countries – is lagging behind the international growth of organic agriculture. Callear (2010) from the certification body Afrisco states that: *"The Department of agriculture has never really been interested in setting up a government system, because it is mainly white farmers and they see their major role as providing support to the emerging black farm sector […] They have always thought that organic is a sort of funny white thing."* Bouagnimbeck (2010) also attests too little support for organic agriculture from African governments and a missing integration into agriculture policies.

Auerbach (2010) states that: *"[…] organic certification is confusing - we have been working with government for 10 years to develop organic regulations, and these will become law late this year, and the "Organic Policy" will also be launched."*

South Africa has two local certification bodies (Afrisco, BDOCA) and several foreign certification bodies, namely (Institute of Natural Resources 2008):

- Ecocert
- SKAL/Controlunion
- BCS
- SGS
- IMÖ – Institut für Marktökologie
- Organic Food Federation (OFF)
- Lacon
- Soil Association

Products certified by the European bodies are usually meant for the export market. The Institute of Natural Resources (2008) criticises the high certification costs and that the criteria are of poor adaption to the local conditions. Willer & Yussefi (2004 cited in Institute of Natural Resources 2008) note that the lack of certification and inspection capacity has to be overcome to further develop the organic sector.

The lack of local certification capacity is seen as one of the major obstacles for the development of certified organic farming. The Organic Policy for South Africa will hopefully contribute to a growth of organic farming.

Is organic food relevant for the domestic market of the Western Cape? An interview was held with Emily Moya. She is the owner of Kwalapa, an organic food store and Deli in Newlands, Cape Town. Kwalapa is the Xhosa word for local.

Insert 1: Extract from the interview with Emily Moya, Kwalapa

Nancy Mattausch (NM)*: How is your business going?*

Emily Moya (EM): Business is going really well. […] In the winter it does die down a bit. On warm days it is busy, busy, busy. Most people come for the fresh produce. People buy here because the fresh produce is local and people know that we are supporting the smaller farmers. At Woolworths you do not really know what you get because Woolworths stamps it with the Woolworths brand. The farmer does not get any recognition for what he is actually doing. Most of our stuff is not packaged. And that is a big thing. Unfortunately, some of the farmers like packaging, because there are no chemicals and preservatives in it, so they do not last that long.

***NM**: What is the consumer's motivation to buy organic here?*

EM: A lot of people know that we get it directly from the farmers. Our prices are not that high like at Woolworths because we cut up the middle and we get it directly from the farmers. And we have story boards, talking about the farmers and the growers. And I think people really like that. People are getting more aware in Africa on what is going on at their doorstep, whether it is organic or not. People are getting more supportive.

***NM**: Are children a motivation to buy organic?*

Some people do. They are trying to only go organic. There is a select few who are trying to go that way. [...] There is a SA company who is doing bottled organic baby food. […]

***NM**: So the major reason to buy organic food is to support local farmers?*

EM: It is definitely about supporting local farmers. That is what I can see.

A lot of farmers are not doing it for certification anymore because it is so expensive. They still grow organically and follow the right methods and procedures but they are not gonna keep going the certification, because it is not worth it for them. It is an expense they just do not need. They cannot afford to worry about the certification, they just try to sustain themselves.

***NM**: What about the consumers? Do they trust in non-certified organic produce?*

EM: Some people have to see the certification. Kwalapa has copies of the certifications from the farmers. [...] Some people are adamant about that, especially people who got allergies or any sort of illnesses where they have to be very careful about pesticides and preservatives. They really need to know where their food comes from.

There is such a small network of organic farmers here in the Western Cape. It is only a small community so they all know each other. People know who their farmers are and what they like. There is that trust, if you know what I mean. And anybody who is in it they are very passionate about it. And they are trying to help it grow because it is so small. They really do all know about each other. As when it gets too big you cannot put your fingers on the buttons.

There is a lot of corruption with the people who give the certification out as well. For me: I would rather go out and know who is my producer, see how they farm it and rely on that. You cannot even trust the certification offices these days. That is very sad.

In the interview Emily Moya (2010) explains that at least the consumers at Kwalapa do not focus on organic certification. The main reasons might be that they trust in the shop and the local farmers. The organic network in and around Cape Town is very small and familiar. Another reason might be a lack of knowledge about certification systems and -bodies. The situation in South Africa is very confusing because there is no National Policy. The variety of organic labels may confuse the consumers because they are all based on different standards.

For the farmers who neither farm export orientated nor sell their produce to a wholesaler or big retailer like Woolworths, it seems like they do not need the certification. That gives them the opportunity to work more cost effective since the certification is a financial burden especially for the smaller farmers.

Moya (2010) also clearly explains the consumers' motivation to buy in her shop. It is not only about getting organic food. There is a social component as well. If organic was the only motivation people might prefer shopping at Woolworths where organic food has a certification.

3.1.1.1 The Organic Food Gardens of Abalimi Bezekhaya

Figure 13: Organic Food Garden in the Cape Flats area (source: Nancy Mattausch)

Abalimi Bezekhaya is an urban agriculture and environmental action association. Abalimi Bezekhaya means "the Planters" in Xhosa, which is one of the eleven official languages in South Africa.

Established in 1982, this NGO has built up more than one hundred gardens (Figure 13) and developed conservation projects. Its aim is to contribute to job creation and to alleviate poverty.

Abalimi's main task is to train semi- or uneducated people on how to grow their own vegetables. Two garden centres in Nyanga and Khayelitsha (Townships of Cape Town) provide the small scale farmers with gardening tools, seedlings, manure and organic pest control. With an annual budget of ZAR 3 million Abalimi supports about 3 000 farmers every year. The bulk of them are home gardeners, who farm on less than 100m² to supplement the diet of themselves and their families. Approximately 500 farmers work in 100 community gardens (Small 2010). Between three and eight farmers can usually be accommodated in one garden, depending on the land size, which is ranging between 1000 and 5000 m² (Abalimi Bezekhaya 2009). Some of the gardens sell certain proportions of their produce to "Harvest of Hope", an Abalimi job creation scheme for urban cash-poor micro farmers.

"Harvest of Hope" started a box delivery scheme in 2008 with the aim to provide access to outside markets and a secure and fair income for the farmers. The contracted farmers provide themselves with organic food and sell a certain proportion of their produce (less than 50 % of the whole harvest) to "cash-rich" people. According to Abalimi's newsletter (2009), Harvest of Hope bought from 16 to 20 community gardens (60-100 farmers) in 2009. The aim is to contract 40-50 community gardens by 2012 (Abalimi Bezekhaya 2009).

Figure 14: Harvest of Hope packing centre in Philippi, Cape Town (source: Nancy Mattausch)

The harvest of the contracted gardens is delivered to the "Harvest of Hope" packing centre in Philippi (a Township in Cape Town), where several people wash, sort and pack the vegetables into boxes (see Figure 14).

Clients can choose between a big box (family box) for ZAR 95, that provides four people for one week. The small boxes (ZAR 65) feed two people and contain six to seven seasonal vegetables like potatoes, carrots, onions, salad pack, broccoli and cabbage. By the time of the visit in July 2010 "Harvest of Hope" sold about 200 boxes every week (Small 2010). Turnover from February 2008 until September 2009 was ZAR 786 000. Half of the money went back to the farmers directly (Abalimi Bezekhaya 2009).

Table 4: SWOT-Analysis for food gardening and the Harvest of Hope Programme

Strengths	**Weaknesses**
job creation for about 3 000 unemployed, mainly black people living in Townships of Cape Town	people's lack of knowledge/skills needs long time for training
local fresh produce → small "Food Miles" → clients know where their food comes from → strengthens local economy cycles	social benefits are the driver to join the project, not the economic benefits → farmers often work slow and earn less than they could earn
supplement diet, improve household food security, provide additional income	more boxes could be sold if farmers were more involved
provide access to outside markets to cash-poor farmers	not very widely known among the population of Cape Town
Organic farming (e.g. no use of pesticides)	soil fertility is a big issue
Fair prices and good service → clients pick up their box at a school once a week	Young people are not interested in farming
huge variety of seasonal vegetables including eggs and recipes	not self-sustaining at the moment → subsidies are ZAR 100 per farmer per month
Clients choose between a small and a big box	no organic certification
weekly tours introduce stakeholders to the project	
Opportunities	**Threats**
eating fresh vegetables may improve health status of farmers and their families	clients might ask for organic certification one day
sell fresh produce to poor schools for their feeding → supplementary nutritional source for the learners (see 3.5.1.1)	soil analysis only for heavy metals before starting a new garden → relevant amounts of other pollutants in the products?
enhance food security with more people joining the project	mainly elder farmers → young people are needed for the continued existence
600 boxes could be supplied if farmers worked constantly at a disciplined level	no financial compensation for crop failures
effective marketing may improve degree of familiarity among the "cash-rich" population in Cape Town	dung of cows and chicken may contain harmful amounts of pollutants as it comes from conventional agriculture

Source: Small 2010 and Abalimi Bezekhaya (2009)

Despite of the weaknesses and threats mentioned in Table 4, the project is a holistic approach, because it combines economic, environmental and social aspects, which is conform to the idea of sustainable development.

A lot of the gardens are close to schools. This offers an opportunity of selling the fresh produce to poor schools. Within the framework of the NSNP government plans to integrate more fruit and vegetables into the daily menus (see also chapter 3.5.1.1).

3.1.1.2 Organic food in the hospitality sector

No statistics were found about organic food in the hospitality sector – neither for South Africa nor for the Western Cape specifically. Presumably it is not of high importance. Cape Town Green Map (City of Cape Town 2010) lists 14 establishments where "good food" is available (see Appendix A). Not all of them have an organic menu. Some focus on vegetarian and vegan food or have committed to SASSI. The map does not list any hotel restaurants, which does not mean that there are not any that offer organic food. It can be assumed that only very few hotel restaurants use organic ingredients.

3.1.2 Sustainable Fish

South Africa has access to two oceans – the Indian and the Atlantic – in which fish can be caught. Many rivers and dams allow fish cultivation, too. Nevertheless, South Africa imported about 200 000 tons of fish between the years 2000 and 2004 (Global Africa Network 2010).

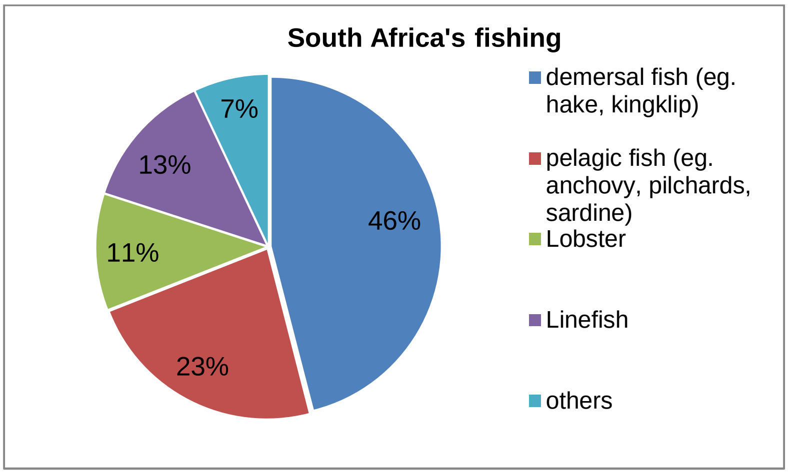

Figure 15: Main seafood products caught by South African fishery (source: Global Africa Network 2010, p.82)

The Western Cape has access to the warm Mozambique current in the South and the cold Benguela current along the West Coast. This natural advantage offers opportunities for a huge variety of seafood products like various finfish, abalone, mussels, lobsters, oysters, seaweed and Cape salmon (Global Africa Network 2010).

The Western Cape is well positioned for being the nationwide leader in this sector. In fact, the province contributes to 75 % of the national fishing. 43 % of South Africa's aquaculture producers are in the Western Cape. The Marine and Coastal Management branch of the National Department of Agriculture, Forestry and Fisheries is located in the Western Cape. Leading research institutes located in the province are the Aquaculture Institute of South Africa and the Cape Institute for Agricultural Training as well as the Department of Genetics at Stellenbosch University (Global Africa Network 2010). Also the offices of SASSI and MSC are located in Cape Town (see chapters 3.1.2.1 and 3.1.2.2).

However, the fishing industry has lost its importance for the provincial economy that it once had. The sector is still a large employer but numbers are down. Fishing contributes approximately 4 % to the province's GDP together with agriculture and forestry (Global Africa Network 2010). Of major concern is the unsustainable management of fish stocks off the region's coast. According to the responsible Department only yellowtail and snoek are well managed (Global Africa Network 2010). On a global scale, FAO estimates that approximately 80 % of the world's fish were either fished at (52 %) or beyond (28 %) their maximum sustainable limits (SASSI website). This clearly indicates the necessity of a sustainable fish management.

3.1.2.1 Southern African Sustainable Seafood Initiative (SASSI)

SASSI is a participation scheme. It was initiated in 2004 and was launched in 2007. Supported by the WWF it focuses on (SASSI website):

1. Promote voluntary compliance of the law pertaining to seafood trading through education and awareness
2. Shift consumer demand away from over-exploited species to more sustainable options
3. Create awareness around marine conservation issues

The target group covers all participants in the seafood trade, from wholesalers to restaurateurs through to seafood lovers. SASSI is a growing movement with more than 170 restaurants now being engaged in the scheme. According to SASSI coordinators the hospitality industry is an important partner: *"As setters of food trends, hospitality can play a major role in creating greater consumer demand for more sustainable seafood"* (SAinfo reporter 2008).

Figure 16: Options for restaurants participating in SASSI (source: adapted from SASSI website)

With the help of the SASSI retail charter retailers like Pick'n'Pay, Woolworths and Spar are also given the opportunity to improve their seafood procurement (SAinfo reporter 2008).

For consumers there is a special service available. They can send an sms with the name of a fish to a certain mobile number and will receive an answer saying whether the fish is in plentiful supply, endangered or illegal to buy.

SASSI specifies fish into three categories: green, orange and red.

Green: well-managed populations, plentiful supply
(e.g. yellowtail, angelfish)

Orange: endangered, prone to over-fishing
(e.g. kingklip, kabeljou, Cape Salmon)

Red: protected, illegal to buy or sell
(e.g. galjoen, white stumpnose)

Fish species on the red list are protected through the Marine Living Resources Act. Avoiding those species is not an auxiliary service, it just makes sure that a business operates in compliance with the national law.

Committing to the SASSI Charter (see Insert 2) means that legal seafood procurement is required. However, SASSI does not have the capacity to effectively monitor the procurement policies of all participating restaurants. The focus therefore switched to encouraging voluntary compliance with the law and raising awareness amongst seafood consumers in South Africa. To make sure that participants meet the SASSI commitments, an annual evaluation form has to be submitted. This form is a prerequisite for continued participation (SASSI 2007?).

Insert 2: SASSI Charter to which all participants must commit (source: SASSI participation scheme: Individual restaurants 2007?)

The SASSI Charter

As a SASSI participant we commit to:

1. Ensuring that all our seafood on offer is legal and not on the SASSI red list.
2. Phasing out unsustainable seafood products and replacing them with sustainable substitutes;
3. Promoting sustainable choices from responsible, well managed fisheries;
4. Continuously evaluating our seafood product range against strict legal, traceability, and sustainability criteria.
5. Providing our consumers with seafood that is adequately labelled and includes information on the species, origin, and production method (fishing gear used, or wild-caught/farmed), or any credible eco-labels that may apply;
6. Always endeavouring to offer seafood that is traceable to its origins, making use of suitable traceability schemes or mechanisms.

The critical point is that the consumers cannot be absolutely sure whether their seafood provider meets the SASSI commitments. Even with a certification (MSC, etc.) there is no absolute guarantee because there are always a few black sheep on the market. But trusting in a participation scheme like SASSI without regular monitoring might be even more difficult. On the other hand SASSI at least raises the awareness of the consumers to critically question if their seafood comes from sustainable fishing.

Up to now SASSI was a low-threshold service. However, in September 2010 SASSI published its new list, which includes imported species, too. In 2005 there were 92 seafood species or groups on the list, now there are 100. The new list takes the various fishing methods and aquaculture species into account. For example, Yellowtail is still on the green list but locally farmed yellowtail is on the orange list. Kob is now on all three lists: Kob from land-based farms is green, Kob farmed at sea or line-caught is on the orange list and Kob caught in the trawl fishery is on the red list.

The red category now considers both illegal species (with black background) and the most unsustainable options, like with trawl caught Kob mentioned above.

The new SASSI consumer seafood pocket guide (see appendix G) refers to six fish species with MSC-label (hake, Alaskan Salmon, Albacore tuna, Atlantic mackerel, herring, sardines). The old one listed only South African hake because at that time only MSC-labelled hake was available. Consumers can also learn about which species are part of Fishery Improvement Projects (Anchovy, South African Sardines, kingklip, monk, sole from the East Coast and kob).

The comparison of the old and the new list shows that the species chosen have undergone a more rigorous assessment process (SASSI website). New SASSI is a milestone compared to the old list. It is a more holistic approach towards sustainable fishing in South Africa. What the assessment clearly shows is that the consumer's choice is not only species specific but also dependent on the ecological effects of the fishing activity. Taking those aspects into account is important but also more complicated. The consumers now have to ask how and where the fish was caught. That means that they have to learn to go one step further than in former times. More education to raise the awareness is necessary. Some consumers may be overstrained or simply do not want to ask all those questions.

3.1.2.2 Marine Stewardship Council (MSC)

The main difference between SASSI and MSC is that SASSI is an awareness scheme whereas MSC is an eco-labelling and certification scheme based on the United Nations FAO Code of Conduct for responsible fisheries.

MSC is an international non-profit-organisation. Its three main principles are:

- Stock health
- Environmental impacts
- Quality of management regime

The MSC operates a 'third-party' certification programme. Certificates are issued by certifiers who are independently accredited.

What once started in the United Kingdom is now a global movement. In 2009 there were 2366 MSC-certified fish and seafood products available in 66 countries. MSC-certified fisheries contribute to more than 7 % of the total global capture production for direct human consumption (4 million metric tons). In Germany, which is the world's biggest market for MSC-certified fish, there were more than 400 MSC-labelled products available by this time (MSC website).

MSC-certified fish has been available in South Africa since 2004 (see Table 5). In 2010 there were about 46 labelled products available. There are two certified hake trawl fisheries.

Table 5: Where to buy MSC-labelled fish in South Africa?

<table>
<tr><th>Manufacturer/retailer</th><th>products</th><th>comments</th></tr>
<tr><td>I & J</td><td>different hake products</td><td rowspan="2">I&J and SeaHarvest products are available in most supermarkets except woolworths</td></tr>
<tr><td>Sea Harvest</td><td>different hake products</td></tr>
<tr><td>Woolworths</td><td>different hake products
Herring
Mackerel
Salmon</td><td>Woolworths packages under its own brand</td></tr>
</table>

(Source: http://www.msc.org)

Hake provides over half of the value of all fisheries in South Africa. There are two species of hake: *Merluccius paradoxus* and *Merluccius capensis*. *M. capensis*, which occurs mainly in shallow waters, is above sustainable levels. That means caught amounts are below maximum sustainable levels. *M. paradoxus* instead, which occurs in deep waters, is below precautionary levels. A rebuilding plan is currently in place. The aim is to recover stocks of *M. paradoxus* to sustainable levels within 20 years (MSC website).

Insert 3: Interview with Michael Marriott, completed by Chris Bolwig, both MSC

***Nancy Mattausch (NM)**: Are there any co-operations with the hospitality industry? Do you promote the MSC to them or do you focus on retailers like Woolworths and wholesalers?*

Michael Marriott (MM): At the moment we're concentrating more on retailers and distributors, though we're not limited to them. In South Africa recognition of MSC is still low and there are relatively few products on offer – Woolworths now stocks a canned range of Herring, Mackerel and Alaskan Salmon but all the other products are hake, mostly in frozen portions. Our current focus is to improve this range so that as consumers become more aware they don't lose interest when they can't find what they're looking for. Of course ultimately we'd like people to be asking for MSC in restaurants too, but there tends to be a lag between packaged products and moving into fresh fish. Also, because there are already products in supermarkets that likely come from certified fisheries (just not labelled as such), the quickest way to increase the range is to focus on these items and ensure that the supply chain has Chain of Custody certification.

We have had some initial discussions with many food service companies and it will become an area we look at more as consumers start to demand MSC products. It's really just a question of prioritising. In development terms we're a few years behind Europe, especially Germany, in both recognition and demand for MSC products, but having SASSI pave the way does help.

***NM**: Will there be more fish species available than hake?*

MM: To answer your other questions, by the end of this year we should have a lot more than just hake – sardines, herring, mackerel, salmon and possibly tuna – though probably still packaged only.

***NM**: How does the MSC develop in South Africa? Do you have any data about the amount of MSC fish that is sold in South Africa per year?*

Chris Bolwig: For the financial year 2009/10, there was over 700 tonnes of MSC certified seafood sold in South Africa and around 80 different products.

Although still small and not yet very well established in South Africa, it can be assumed that MSC – both in recognition and demand – will grow during the coming years. The seafood industry is very dynamic in South Africa concerning sustainable fishing methods. Both SASSI and MSC are important tools to boast the demand for sustainable fish.

3.2 Social Issues

3.2.1 Fair Trade

3.2.1.1 Fair Trade in the Agriculture/Food sector

Fair Trade started in the 1950s and 60s in Europe and the United States of America. The organisations were mainly community and church-based. They paid fair prices and provided market access for small producer organisations. Middlemen were eliminated to avoid cheating producers on quality and quantity. In 1997 the Fair Trade Labelling Organisation (FLO) was established as an umbrella organisation for the institutionalisation and standardisation of Fair Trade on a large scale (Baldo 2010). Standards cover economic, social and environmental issues, e.g. labour rights according to the International Labour Organisation (ILO), waste and water management, practices for better economic management, etc. Fair Trade labelled products are not necessarily organic but it is highly promoted (Baldo 2010).

There are different labels guaranteeing that a product is fair. Most internationally recognised Fair Trade Labels are owned by FLO. Once certified, farms have to be audited on an annual basis by an external certification body.

South Africa started in the year 2000 as a producer of Fair Trade labelled products (Moussouris 2010). Main export products are Rooibos tea, fruits (citrus, pears, plums, apples, avocadoes, table grapes, litchis, mangoes and grapefruits), dried fruits, nuts and wine. 106 out of 900 Fair Trade certified businesses worldwide are located in South Africa (Baldo 2010). This shows the importance of South Africa as a Fair Trade producer.

South Africa has recently introduced the Fair Trade label to its own domestic market and is the first producing country in doing so. In 2009 Fair Trade Label South Africa (FLSA) was officially recognised by FLO. In 2010, Fair Trade labelled wine, rooibos tea and coffee were available on the local market. Chocolate and cotton products shall follow by 2011 (Baldo 2010). This is a milestone in the history of Fair Trade – developing and NIC countries are becoming consumers and not just producers.

FLSA has started to run awareness campaigns for the South African consumers. The first campaign was rolled out at the Good Food & Wine Show in Cape Town in May 2010. Fair Trade wine, which is currently the biggest FLSA product on the local market, was introduced at the show (Baldo 2010).

Challenges

Fair Trade in South Africa is characterised by commercial farms with hired agricultural labourers. Small-scale farmers are in the minority. These structures date back to Apartheid. In South Africa there are only three small-scale farmer organisations certified by FLO. In comparison, there are about 100 certified producer organisations (plantations) with hired farm workers. Even in the Fair Trade sector there is a high competition between small-scale farmers and the producer organisations. One reason is the increasing demand for Fair Trade products. There is an increasing pressure to guarantee the delivery of huge amounts. Therefore more and more commercial producer organisations are becoming certified. The pressure on the small-scale farmers is further increasing (Moussouris 2010).

The Fair Trade system has helped small-scale farmers to access markets. This might come to an end with the increasing number of commercial producer organisations getting certified. According to Moussouris (2010), some commercial farms have not really changed after the end of Apartheid. The employees are afraid of unionising and do not have a voice in decision making. Opportunities for workers to share in the ownership and success of the business are required (EMG 2005).

In 2005 the Association for Fairness in Trade (AFIT) was founded by small-scale farmers. AFIT is not a union but an association of small-scale farmers who are already involved in the Fairtrade-system or who would like to join it (Moussouris 2010). AFIT offers opportunities for networking and playing a part in Fair Trade debates. AFIT has successfully lobbied FLO in respect of standards and prices in Fair Trade.

Nevertheless Fair Trade is growing at a rapid rate in South Africa. EMG (2005) predicts that Fair Trade has the potential of being a significant driver of change in the agricultural sector. The introduction of Fair Trade products on the domestic market might help to push the Fair Trade movement in South Africa.

3.2.1.2 Fair Trade in the hospitality industry

Being new on the South African market, the relevance of Fair Trade products to the hospitality industry is not noteworthy in 2010. However, a start has been made: According to FLSA (2010) selected Southern Sun Hotels and Tsogo Sun Casinos started with Starbucks coffee at the beginning of the 2010 FIFA World Cup^{TM}. All espressos and espresso-based beverages are made of 100 % Fairtrade coffee beans (FLSA 2010).

The Fair Trade concept is mostly unknown within South Africa (EMG 2005). However, several interview partners (Moya 2010; Wilson 2010) explained that many South Africans prefer to buy local produce to support local farmers. And according to EMG (2005) there is a body of consumers who would potentially support Fair Trade products. Huge awareness campaigns might be necessary, explaining the idea and the concept to the consumers. But it will be worth it investing in such campaigns.

The future will show if the South African hospitality industry will successfully introduce Fair Trade products. There might be huge potential concerning international tourists who are familiar with the Fair Trade concept. Especially in combination with the Fair Trade in Tourism South Africa Label this idea might succeed.

3.2.1.3 Fair Trade in Tourism South Africa

South Africa was the first country that came up with a Fair Trade initiative in the tourism sector – Fair Trade Tourism in South Africa (FTTSA). In 1999 the International Union for Conservation of Nature (IUCN) South Africa, a global environmental network, launched the pilot project “Fair Trade in Tourism Initiative” to test the concept and investigate the feasibility of establishing a trademark. The pilot project succeeded and in 2002 FTTSA launched its trademark. In 2003 the first FTTSA certified tourism businesses were introduced (EMG 2006).

"Fair Trade in Tourism is about ensuring that the people whose land, natural resources, labour, knowledge and culture are used for tourism activities, actually benefit from tourism" (FTTSA ca 2010).

FTTSA awards its label to tourism businesses that adhere to the following criteria (FTTSA ca 2010):

1. Fair wages and working conditions,
2. Fair operations, purchasing and distribution of benefits,
3. Ethical business practice,
4. Respect for human rights, culture and the environment

The criteria are then specified in the FTTSA-standards (see appendix H). Businesses get certified by an independent Certification Panel and pay an annual "user fee". An Improvement Action Plan has to be submitted after 12 months and businesses are subject to re-assessment after 24 months (FTTSA website).

Tourists are given the opportunity to stay in a FTTSA certified hotel or to book activities with a FTTSA certified tour operator. In doing so, their holidays benefit local economies and communities as well as businesses who operate ethically and in a socially and environmentally responsible manner (Baldo 2010). FTTSA is growing in numbers of participants and diversity. The portfolio includes guesthouses, and up-market accommodation, township tour providers and nature tour companies owned and run by members of previously disadvantaged groups. The certified businesses are available on the FTTSA website.

Fair Trade in Germany

In comparison, Fair Trade in Germany has a longer history, not as a producer but as a consumer. In general, the Fair Trade label is well established in the Northern Hemisphere where the movement began. In Germany more and more consumers buy Fair Trade products like coffee, chocolate, fruits or flowers. In 2009 Germans spent about 267 million EURO for such products, which is a sales increase of 26 % compared to the previous year. 3.30 Euro per German capita were spent on Fair Trade products in 2009. That is only a little amount compared to Switzerland (22 EURO per capita) or Great Britain (14 EURO per capita). Fair Trade is still a niche market in Germany with a potential for growth (RNE 2010).

3.2.2 Fair Wages

South Africa stipulates minimum wages for employees in the hospitality industry. The minimum amounts are determined by the National Department of Labour. Every year on the 1st of July the new wage table becomes binding. The formula for the calculation of the new wages is:

Minimum wage = previous minimum wage + CPI + 1 %

CPI…Consumer Price Index

The minimum wage also depends on the number of employees as shown in Table 6. The minimum wages are still very low and employees depend on tips of the guests. However, in former times the minimum wage was even lower. "Ms. Name Deleted" (2010) states: *"They have adjusted it about three years ago. It is 10 Rand something, it is over 2000 Rand a month, which is actually very low. That is the prescribed minimum rate. Two years ago when they did the new determination, they said that the tips cannot be part of the salary. The tips have to be over and above. If the tips come, it is extra. Some people paid them much lower and some people added the tips on the salary".*

Table 6: Minimum wages for the hospitality industry (1 July 2010 to 30 June 2011)

	ZAR per month	ZAR per week	ZAR per hour
employers with 10 or less employees	1981-48	457-30	10-17
employers with more than 10 employees	2209.00	509-83	11-33

Source: Department of Labour 2010

3.2.3 Education and skills development

3.2.3.1 Education of Chefs

As an example for the education of chefs, Silwood Kitchen School of Cookery in Rondebosch, Cape Town was chosen. The interview was held with Carianne Wilson, who is vice-principal of the school. Silwood Kitchen is a private cookery school that basically has three courses running over three years. The 1st year is at the school learning how to cook, the next 2 years focus on industry exposure, aiming to expose the students to as many different professional kitchens as possible. Silwood's Grande Diplome (3 year course) graduates are recognized by the commerce faculty of

University of Cape Town, students are accepted into a variety of post graduate courses, providing they got suitable matric results (Wilson 2010). Silwood graduates get jobs worldwide, even at Heston Blumental, who is a famous chef in South Africa.

The purpose of the interview with Carianne Wilson was to find out to what extent sustainability plays are role in the education of future chefs.

Insert 4: Extract from the interview with Carianne Wilson, Silwood Kitchen School of Cookery

***Nancy Mattausch (NM)**: What is different at Silwood Kitchen compared to other schools?*

Carianne Wilson (CW): We only use butter. We only use real products. We do not use anything out of a packet. Everything is made from scratch, the correct way.

***NM**: Do you teach your students that those things are important?*

CW: Absolutely. With South Africa as well, up until very recently, everything that you got was seasonal. You did not see an avocado in summer until 5 or 6 years ago. You did not see a strawberry unless it was spring. It has changed. We teach a special season-ability with the students' exams. They do an exam in winter and an exam in summer. We mark them on the point that they have chosen what is in season. If they use out of season produce, we penalise heavily.

Season-ability and running a cost effective kitchen is very important. If you are going to be using what is in season it is going to cost you a lot less than using an imported strawberry. In fine dining unfortunately certain things have to be imported. [...]

That is one of the first projects we do with the students at the end of the first term – their holiday project. They have to do a fruit and vegetable seasonal chart for South Africa. They are then aware of it over the rest of the year. [...]

***NM**: Do you use organic ingredients?*

CW: We look, wherever possible. We do not have a huge variety of organic in this country. I think a lot of the trendier vegetables and things are growing organically.

***NM**: Where do you buy it? From a wholesaler or directly from the farm?*

CW: We generally buy wholesale. Also one teacher grows a lot of vegetables. She supplies, Jerusalem Artichokes being one of her biggest crops. Also our garden, we grow most of our own herbs, also our vegetables, we have got chart.

***NM**: Do the restaurants where the students go to, also focus on seasonal and local produce?*

CW: Some of the restaurants. I mean, every restaurant is different. But most of the restaurants we use are very aware of season-ability and do use seasonal things and locally produced things. There is definitely a trend now to support local. For us, anything imported, is very, very expensive. Especially for a restaurant, if you are going to buy imported things the prices are out of a market.

***NM**: Do you know what sustainability is about? Do you know the 3-dimensional model?*

CW: No, I do not. *[...]*

***NM**: Do the students learn about HACCP?*

CW: Yes they do. We do not follow HACCAP exactly because it is too complicated. You have to have five different coloured boards in each kitchen. We have a red board for meat and fish and chicken and a green board for fruit and vegetables. We follow HACCP as far as we can to make it 1^{st} economical and 2^{nd} healthy. They have HACCAP lectures.

***NM**: What about environmental aspects like saving water and energy?*

CW: We get in SASSI to get a fish talk. We do fish and seafood. They have an organics talk. They get a lot of that.

***NM**: Do you recycle?*

CW: Yes, we do. It is voluntarily. And we have a compost heap. Then there is someone who collects glass.

***NM**: Does it help to save money?*

CW: No, it costs you money. You have two options. You can separate everything, put it in your car and then drop it off at the recycle depot. But that is quite a hassle. We pay someone ZAR 120 per month. They come every week and they charge us ZAR 5 per bag that they take. It is quite an expensive option. South Africa has not come to the point that you have all your coloured bags.

***NM**: What about environmental aspects like saving water and energy?*

CW: They do have a lecture. We have something that we call the organic stay. We get all these different people in. [...] And we also scream and shout when the oven is left on and lights are put on unnecessarily. Our gas bill is astronomical. We are quite strict about it.

***NM**: What about alternative energies in the hospitality sector?*

CW: No, not yet. You cannot have a solar powered oven or deep fryer. No, none of it has got here. Most of it is recycling. [...]

Discussion

The interview (see Insert 4) clearly points out that the curriculum at Silwood Kitchen includes several issues that contribute to a sustainable catering concept. With such a strong focus on seasonal produce the students are sensitised not to buy imported food, which also contributes to run a kitchen economically. The students may come to the conclusion that economy and ecology are strongly connected in this case and that they cannot be considered separately. The pivotal question here is: Do they really come to that conclusion?

Silwood Kitchen has obviously already implemented many sustainability issues into their curriculum. It is indeed a unique feature. The Western Cape or South Africa respectively is trying hard in implementing a Responsible Tourism Policy, etc. Those chefs who are familiar with the concept of sustainable development and its implementation in a kitchen will have a competitive advantage because they can contribute to sustainable development of a business/organisation. But are they aware of that advantage? And is Silwood Kitchen aware of it?

The school does not teach all these aspects under the headline “sustainability”. This is a weakness. There is a high awareness of sustainable issues and potential is unfortunately wasted. It would absolutely make sense to teach the idea of sustainable development. A lot of knowledge and skills are already there. The students should realise for instance, that local produce is not only cost effective but part of a holistic approach of a sustainable catering concept.

3.2.3.2 Skills development and education of staff

According to the interview with „Ms. Name Deleted“ (2010) education is often disregarded and she explains possible reasons (see Insert 5).

Skills development is also one of the seven priority issues of the Cape Town Responsible Tourism Policy but is not mandatory to choose.

From the own experience of the author staff often did not seem to be well trained and service was questionable. Service staff was always very friendly but sometimes not able to provide information. Service staff at the Cape Town Tourist Information at Canal Walk Shopping Centre has never heard of sustainable development before. In food related businesses deviations from hygienic standards were seen.

Insert 5: Extract of an interview with „Ms. Name Deleted“ about education of staff in the hospitality industry

Nancy Mattausch (NM)*: What about the restaurant owners, whatever? Do they have to train their staff when they prepare food?*

„Ms. Name Deleted“: There is no law here that they have to do it. Some people do and some of them do not. It is cheap labour that you get. You do not have to pay them a lot, unfortunately. [...]

NM*: But it is obvious that those jobs are done by people that are not so well educated.*

„Ms. Name Deleted“: The thing is in our country the people have to pay the training board. [...] There is a law that you pay the levy. Some do not even want to pay [...]. Some do not want to invest in training. There is no law to train your staff.

The people have to pay the training board for your industry, your SETA (= sectoral education training authority. Our SETA is THETA the Tourism and Hospitality Education and Training Authority. Every business in our industry pays a levy to the training board. By law, 1 % of your wage bill you pay once a year to the training board. If you then supply a skills sector plan, your skills training plan, [...] you get money back cash grant. You get up to 50 % back of what you paid in.

Some companies just pay and they do not bother about doing the training, putting a training plan together, especially the smaller businesses because they have not got a training department. It is very sad. There is a law that you have to pay the levy to the training board. They are busy revising the skills sector plan for our industry.

Some, especially the smaller ones, even do not want to pay but they have to. Some just pay [...]. It is very sad that some people in our country do not really want to invest in training. It is one of the first things, that they cut the training budget if times are tough. People are seen as cheaper labour. It is a part time job, it is not a career. [...]

3.3 Health/Hygiene

The health pillar focuses on hygiene, the working conditions of employees as well as food that keep people fit. This study focuses on hygiene, which seems to be a major challenge in the South African hospitality industry. According to the handwashingforlife website:

- More than 40 % of all adults eat at least one meal away from home. More than 35 % of one ZAR is spent on food that has not been prepared at home
- One of every four people will suffer from a foodborne illness
- About 5 % of the people with foodborne illnesses go to the doctor (e.g. dehydration, Hepatitis A)
- Most foodborne illnesses are not reported to the food service provider and the Department of Health

„Ms. Name Deleted“ knows the hospitality industry very well and explains some of the reasons that may cause hygienic deficits in the kitchens (see Insert 6).

Insert 6: Extract from an interview with „Ms. Name Deleted“ about hygiene

***Nancy Mattausch (NM)**: What are the challenges concerning hygiene?*

„Ms. Name Deleted“: Your local authority/government needs to come and give you like a health certificate if you prepare any food. I do not think there are people who are trained enough or that they have got enough staff – health inspectors they call it – to really look at your whole business. [...] They just sort of overall check and I think they need to come back on an annual basis and check again. Are you still clean? Is your food still of the right temperature? The health inspectors are not very well trained.

And pest control: Rentokil is doing pest control. That went quite big around the World Cup. How clean and safe is your kitchen? Is it clean from cockroaches and whatever? Sometimes it is not clean enough, you need to fumigate, you need to use certain things that is not harmful to human beings and to human consumption. They have gone to a big programme with us, and that little restaurant association as well, educating the industry as to: You need to look at your kitchen environment and keep that safe from pests, etc.

Rentokil says that a lot of companies see it as a bad thing if Rentokil must come to your kitchen or to your hotel and do the pest control. Meanwhile, it is a preventative measure. You make sure your kitchen is free from whatever else and you do it on a regular basis before something bad happens. We did a couple of email things to the members and say ‘Did you know?’ This is what Rentokil can offer you. They call it a health order. They sort of look at your kitchen [...] and what do you need to do. Basic things that you need to look at or need to do once a year, once a month or whatever. And what type of stuff do you use to clean your hands? And that you have to wear that thing on your head. There are a lot of things that are an educational purpose or a whole process.

The previously disadvantaged communities, a lot of those people work in the kitchens. But to them, they did not have running water. They do not know something simple that we know. We assume they know that they have to wash their hands like how many times a day or if you have gone to the bathroom or whatever, because they do not have running water in where they live, maybe in a Township or something.

***NM**: What about the restaurant owners, etc.? Do they have to train their staff when they prepare food?*

„Ms. Name Deleted“: There is no law here that they have to do it. Some people do and some of them do not. It is cheap labour that you get. You do not have to pay them a lot, unfortunately. And as I said, basic things that you sometimes think or you assume they know about it, but they do not. It is not like we are used to, you open the tap and there is running water, they have not got.

***NM**: It is obvious that those jobs are often done by people who are not well educated.*

„Ms. Name Deleted“: The thing is in our country the people have to pay the training board. [...] There is a law that you pay the levy. Some do not even want to pay [...]. Some do not want to invest in training. [...]

→ for more information about education see chapter 3.2.3.2

The Eat Safe Campaign

Eat Safe is a certification scheme and marketing campaign to promote hygiene in food-related operations. Eat Safe shows customers that an establishment meets the minimum standards of food sanitation and hygiene. The members are listed on the Eat Safe website.

As a member an establishment has to undertake an audit at least every three months by using the Eat Safe audit form. The audit is done by external auditors who forward the results to Eat Safe. If an establishment reaches at least 80 % it then gets the certificate which is valid for three months. Establishments that fail the audit, have to wait until the next audit is due (Eat Safe website).

Eat Safe's aim is to promote the out-of-home sector with one hygiene standard. According to the Eat Safe website the following (chain-)restaurants in the Western Cape join the campaign (by May 2010):

- Ocean Basket (seafood chain restaurant) with 16 chain stores in Cape Town, one each in Mossel Bay, Hermanus, Belville, George, Worcester, Gordons Bay and Knysna;
- Primi Piatti (chain restaurant) with nine chain stores;
- Agfood in Stellenbosch (Food manufacturer)

Up to now Eat Safe is not a well-established campaign. For some establishments the audit costs may be an economic barrier. The membership is only ZAR 50 per month but the price for the audits is approximately ZAR 1200-1700, depending on the kitchen size (Eat Safe website). However, the hidden costs must be much higher. Establishing a hygiene concept needs a lot of education and training of staff. "Ms. Name Deleted" (2010) (see Insert 5 and Insert 6) explained that a lot of establishments are not interested in training their staff, which is often seen as cheap labour. Also, most foodborne illnesses are not reported. That means that an establishment that has caused a foodborne illness will probably never find out about it and therefore does not see the sense in starting such a campaign.

3.4 HOSPITALITY AND TOURISM

3.4.1 Responsible Tourism

Foreign arrivals in the Western Cape increased about 115 % from 1998 to 2008. In 2008 there were about 1.63 million foreign arrivals in the Western Cape (Global Africa Network 2010). The City of Cape Town is well aware of the fact that uncontrolled and unplanned growth of tourism will have negative impacts (socially, economically and environmentally). Furthermore the City recognises the increasing demand for responsible holidays from tourists. The aim is to brand and position Cape Town as a responsible destination (City of Cape Town 2009b). Major steps towards a Responsible Tourism Policy for the City of Cape Town were:

- 1996: White Paper on the development and promotion of tourism in South Africa (Department of Environmental Affairs and Tourism)
- 2002: Cape Town Declaration on Responsible Tourism in Destinations
- September 2009: Cape Town Responsible Tourism Charter
- November 2009: Responsible Tourism Policy for the City of Cape Town

In September 2009 the Responsible Tourism (RT) Charter was signed by the City of Cape Town, Cape Town Tourism, FEDHASA, SATSA (Southern Africa Tourism Services Association) and SAACI (Southern Africa Association for the Conference Industry) on behalf of the industry (see appendix C). The Charter is based on the Cape Town Declaration on Responsible Tourism (RT) in Destinations and is one out of several mechanisms of the RT policy.

The RT Charter now has to be signed by individual tourism operations or businesses. Those who sign the Charter commit to uphold the principles of Responsible Tourism within the organisation and to develop and implement a Responsible Tourism Improvement Plan. Businesses will receive a ‘mark of recognition’/emblem in return, which can be used in own marketing material (City of Cape Town 2009b). Around the 2010 FIFA World Cup™ the City of Cape Town held several workshops explaining how to setup the Charter.

The main difference compared to e.g. private certification schemes is that the RT Charter is not a certification scheme. There are several certification schemes available and the City of Cape Town did not want to invent another one. Those tourism businesses who commit to the Charter have to choose three out of seven priority issues, one from each pillar (see Table 7 and appendix C). Each priority issue has to be measured to show improvement (e.g. water can be measured in kilolitre per bednight).

Table 7: Priority issues for tourism businesses committing to the RT Charter

Pillar	Priority Issue
Environment	1. Water 2. Energy 3. Solid waste (plastic bottles/glass/paper/etc.)
Economy	4. Procurement (local/preferential) 5. Enterprise development
Social issues	6. Skills development 7. Social development

Source: City of Cape Town 2009b, p.13-14

Every business has the freedom of choice as long as they choose one priority issue out of each sustainability dimension. That helps the businesses to choose issues in which they can make progress easily. Besides, not all issues fit each business. The main intention is to create a low-threshold service for businesses. It might also attract smaller businesses that often do not have the human or financial resources to get certified.

The issues are not complete and measurement of progress will not bestow Responsible Tourism status for the City of Cape Town. It is more the attempt to start the process towards Responsible Tourism (City of Cape Town 2009b). This is what sustainability is about: it is a journey, a never ending development and progress.

The long-term goal of the Responsible Tourism Action Plan is to achieve tourism ‘that created better places for people to live in, and better places to visit’ (City of Cape Town 2009b).

3.4.2 Awards, Certification schemes and grading systems

Visitors are increasingly seeking greener alternatives for their holidays. Accredited accommodation establishments give them the opportunity to spend money in a way that benefits the environment (GreenStaySA website). Some certification schemes also regard the benefit of tourism to the communities.

This chapter gives a brief overview about different labels that are relevant to the hospitality industry.

3.4.2.1 Environmental Heritage

- owner: Heritage – the environmental management company
- target group: all types of tourism-based businesses
- focus: provide environmental management systems to reduce and limit environmental impact that the operations of these businesses have; reduce operating costs and expenses of the operation and thereby improve profits through sound environmental practices
- certification criteria: key indicators (see appendix D)
- certification process: no information available from website
- 3 levels: silver classification (entry-level), gold classification and platinum classification (exceeds ISO 14000 standard)
- examples: Table Mountain Aerial Cableway, Two Oceans Aquarium, Mount Nelson Hotel, The Table Bay Hotel (all located in Cape Town)
- Information: http://www.heritagesa.co.za/

Evaluation: middle to sophisticated threshold service (depending on level)

Other Heritage certification schemes similar to Environmental Heritage but designed for specific target groups within the hospitality/tourism industry are:

- Green Line Responsible Tourism Rating Programme
- Heritage Eco Events
- Tour operators Charter
- Zoo's and Aquarium Programme

3.4.2.2 GreenStaySA

- owner: Grading system initiated by the Western Cape Department of Environmental Affairs and Development Planning to establish Minimum National Responsible Tourism Standards
- flagship project of the joint Provincial and City of Cape Town Green Goal 2010 World Cup Programme (WC DEA&DP 2009)
- target group: hospitality and tourism industry
- focus: improve environmental footprint of accommodation establishments → web based technical manual to assist in the implementation of environmental interventions
- Four Grading Levels: entry level, environmentally aware, environmentally responsible, environmental excellence
- certification process: 1st step: Self-assessment tool to assess current environmental performance (use and management of: energy, waste and chemicals, water, environment in general)
- 2nd step: on-site verification by independent assessors (Sustainable Energy Africa)
- website: tips to improve environmental performance; aid facilities towards applying for a green rating system
- information: http://www.greenstaysa.org.za and appendix E

evaluation: low-threshold service

As the name implicates, GreenStaySA focuses on improving the environmental performance of the tourism industry because of an increasing pressure. It is very easy to start with the Entry Level. Annual improvement is requested. Business owners will benefit by saving money for electricity and water. It is designed for small Bed & Breakfasts as well as big hotels. Social aspects are not part of the initiative. WC DEA&DP together with other stakeholders is working to develop a national standard for environmental grading in South Africa (GreenStay SA website).

3.4.2.3 Green Leaf Environmental Standard (GLES)

- international certification standard specifically developed for African countries
- launching: 2008
- Owner: Wilderness Foundation (an Non-Profit-Organisation) owns standard and icon
- Target group: tourism properties (green accommodation, conferencing and events, products, businesses)
- Focus: environment (water, waste, energy, green procurement) and social issues (socio-economic development) → continual improvement
  measures the effects of consumption on the environment
  option: Carbon Neutral
- certifying process: 3 different levels of compliance (green, gold, biodiversity)
  - measures efficiencies in environmental life cycles
  - annual targets are measured through impartial on-site audit methods
  - quarterly maintenance reports required to monitor cost saving
  - independent external auditors
- examples: hotels, game lodges and country estates like Spier Hotel & Conferencing (Stellenbosch); Hog Hollow Country Lodge (Plettenberg Bay)
- information: http://www.greenleafecostandard.net/

evaluation: medium-threshold service

Table 8: Consideration of the elements of responsible tourism by different certification schemes

Certification scheme	Economic	Environmental	Social issues
Environmental heritage	x	xx	x
GreenStaySA	x	xx	--
Green Leaf	--	xx	xx
Fair Trade in Tourism South Africa*	xx	x	xx

* This certification focuses mainly on social aspects. Therefore see chapter 3.2.1.3 for more information.
xx highly considered x low/medium consideration -- not considered

The certification schemes surely help to raise the awareness of business owners of sustainable development. Some of the schemes focus on one pillar of sustainable development, mainly environment. That makes it easy for businesses to entry a certification scheme but is not conform to the philosophy of Responsible Tourism and might confuse tourists.

For tourists it might also be difficult to value the credibility of the different schemes, especially for international tourists who are not familiar with South African certification schemes. It cannot be expected that they start to learn all the certification schemes for the hospitality industry. That raises the question if all these schemes really help the hospitality industry in terms of marketing.

3.4.2.4 Imvelo Award for Responsible Tourism

Imvelo is the Zulu-word for nature („Ms. Name Deleted“, 2010). And this is what this award is mainly about. Initiated on the World Summit on Sustainable Development in South Africa in 2002, the award recognises businesses in the tourism and hospitality industry for their measurable contribution to Responsible Tourism. It is open to any type of tourism business, irrespectively of size (Hotel & Restaurant website). The finalists are chosen by the Imvelo Awards judging panel.

FEDHASA is the founder and custodian of the award. In 2010 the main partners are Absa, the Department of Environmental Affairs and Tourism, the Industrial Development Corporation and the Tourism Empowerment of South Africa (Anon 2009).

FEDHASA emphasises that Imvelo is in line with the Responsible Tourism guidelines for the South African hospitality industry and the UN World Tourism Organisation's code of ethics. Imvelo is said to have had huge impact on South Africa’s tourism industry. It mainly created significant awareness of environmental issues. The number of applicants is increasing with a record number of 183 in 2009 (Hotel & Restaurant website).

Businesses can apply for different categories (Anon, 2009):

- Best Social Involvement Programme
  business that ensures the integration of its activities with its local community (community investment initiatives, local outsourcing, etc.)
- Best Practice - Economic Impact
  The economic impact of tourism on local community (local procurement, BEE).
- Best Overall Environmental Management System (EMS)
  application and success of an overall EMS
- Best Single Resource Management Programme
  Three different awards (for water management, energy management and waste management)
- Most empowered tourism business
  process of transformation through embracing previously marginalized participants; aim is to create a more competitive industry
- Investor in people award
  efforts in the development of staff through training and education

Insert 7 is part of an interview with “Ms. Name Deleted” about FEDHASA’s Imvelo award. FEDHASA is the umbrella association for the hospitality industry in South Africa. It represents the interests of hotels, restaurants, conference centres, caterers, self-catering accommodation, B&B’s, guesthouses, clubs, taverns, shebeens and service providers to the hospitality industry.

Insert 7: Extract from the interview with „Ms. Name Deleted“ about the Imvelo Award

Nancy Mattausch (NM): *What is the Imvelo Award about?*

„Ms. Name Deleted“: Imvelo is sort of an award, that we are giving to businesses who are doing something about the environment, whether it’s the economic environment, social environment or the natural environment.

It was launched in 2002 in the year of the World Summit. Every year our entries grow. It is very encouraging for enterprises. At the end of April we had a workshop for smaller businesses (nationwide) to show it is not difficult to enter Imvelo and to be part of looking after your environment and what can you do and how can you enter Imvelo.

Lot of people are already doing something. With a little shift of the mindset they can do just a little bit more with so much bigger results. We had a workshop which was quite well attended in the Cape. With Eskom (wants to give some discounts on energy saving bulbs), the Department of Water Affairs and Helen Turnbull from Serendipity (consultancy for responsible tourism and sustainability). We are trying to educate and giving support.

NM*: What is the motivation for tourism businesses to join programmes like Imvelo or to commit to the Responsible Tourism Charter?*

„Ms. Name Deleted“: It is really not anything to motivate them at the moment! The only thing that will really motivate them is money, if they safe something or they get a rebate. But internationally…, people travelling to South Africa, especially hotels. A lot of tourists and tour operators now start asking for green establishments. They do not want to go to a place where they cannot see something done for the environment. It seems to become a more and more a popular thing to come to a green establishment. At the end of the day currently, there is nothing specifically motivating them. You need a mind-shift and to educate why you need to do that. It is getting more and more the topic of the day. More and more you get people doing more things for the community or buying local products and not importing stuff from overseas.

That is one of the reasons why FEDHASA started with Imvelo. Imvelo is the Zulu word for nature. We want to recognize people for doing something about the environment. [...]The overall winner gets automatically entered in the world tourism awards. That is every year in London, World Travel Market. So you get a lot of exposure and marketing for your property.

3.4.3 Green Procurement in the hospitality industry

There are no data or statistics available about the relevance of green procurement in the hospitality industry. It can be assumed that this sector is small at the moment.

Business owners who would like to purchase green products will find tips on the Greenstuff website. The website is run by Lorraine Jenks as a division of Hotelstuff. Greenstuff is doing a lot of commercials (e.g. in hospitality magazines), which makes it easy to become aware of the website.

The website lists several companies who offer green products that may be interesting to the hospitality industry. However, Greenstuff does not sell the products. The categories are:

- Appliances and Equipment
- Building Materials
- Cleaning Chemicals
- Consultants
- Energy Solutions
- Food and Beverage
- Furniture and Decor
- Guest Room Products
- Waste Management
- Water Solutions

With a mouse-click on one of the categories all available products and companies are listed. The website includes all contact details of the companies listed. That makes it easier for hoteliers to find green products and to make a contact with the producers.

Discussion

From the website the user does not get information about the criteria that a product has to fulfil to get listed. Referring to the Greenstuff website: "*Green procurement means the selection of products and services that have the lowest negative impact on the environment.*" How do the operators of the website measure that? And does it automatically mean that the listed products indeed have the lowest negative impact on the environment?

"Not all the products here will be equally green; some may have international certification (e.g. EMAS and ISO 14001) others will meet the basic required criteria, but all will contribute to the protection of ourselves, our guests and the planet" (Greenstuff website). This statement leads to confusion. Products cannot get EMAS or ISO 14001 certification. Those two certification/audit schemes were designed to assist companies in reducing their environmental impact and thus improve their environmental performance. Being certified according to ISO 14001 or EMAS does not implicate that a company produces "green" products with a low environmental impact. A nuclear power plant can be ISO 14001 certified. But does it produce green electricity? Greenstuff wants to protect the users from suppliers guilty of green-washing (Greenstuff website). But ISO 14001 and EMAS cannot pave the way to achieve this goal.

The positive aspect is that this website may increase the awareness towards green procurement within the hospitality industry. Consequently the demand for green products may increase thus increasing the pressure on producers to design more environmentally friendly products.

Green/preferential procurement is also one priority issue of the Responsible Tourism Policy, but it is not compulsory to choose this issue. GreenStaySA and Green Leaf – two certification schemes introduced in chapters 3.4.2.2 and 3.4.2.3 – also focus on green procurement.

3.5 Communal Catering

This Chapter mainly refers to feeding in the education sector with focus on schools. Due to a strict time limit and missing key informants other branches of communal catering are not part of this study.

The definition of communal catering is given in chapter 1.5.

3.5.1 Education

3.5.1.1 Schools

In 1994 the national government implemented the Primary School Nutrition Programme under the former president Nelson Mandela and in responsibility of the Department of Health. In 2004 it was taken over by the national Department of Education and is since then known as the National School Nutrition Programme (Du Plessis 2010). The provincial Departments of Education are responsible for the procurement of goods and services for the NSNP.

The aims of the programme are to (Department of Basic Education 2009):

- contribute to increased learning capacities through school feeding
- promote and support the implementation of food production initiatives in schools
- strengthen nutrition education for school communities

In the financial year 2008/2009 the programme has been extended to secondary schools with focus on the poorest schools. According to the Western Cape Department of Education (2009), 6 238 489 pupils in 19 400 primary and secondary schools benefitted from the programme in the financial year 2008/9. The programme has been strengthened by partnerships with the private sector, non-government-organisations (NGOs) and United Nations agencies.

Plans for the financial year 2009/10:

- ensure consistent feeding by strengthening the monitoring system
- improve the quality of meals
- cover more secondary schools (Quintile 2)
- evidence-based management and research
- documenting and sharing lessons

- create a NSNP recipe book

The Quintile System

The NSNP is funded by a Conditional Grant and the allocation to provinces is poverty-based and estimated through the Quintile System. It is a system of ranking and funding schools according to a poverty index. That index takes into account socio-economic factors of the surrounding community (e.g. inequality, unemployment rate, poverty of learners, temporary houses) as well as the school conditions (e.g. type of building structure, number of toilets, located in rural or urban area). For example, the poorest quintiles 1 and 2 receive more funding in term of the Norms and Standards for Funding (Department of Basic Education 2009; Du Plessis 2010).

The government does not have the budget to feed all the children in all schools. Therefore the Quintile System was established to make sure that the poorest of the poor get a daily meal.

The menu

The design of the meals follows the Food Based Dietary Guidelines (Department of Basic Education 2009). Every meal is made to meet one third of a child's Recommended Daily Allowance (RDA). The specific menus also take cost considerations into account (Du Plessis 2010).

When the programme started, children were served two slices of brown bread with peanut butter and jam every day. About three years ago the programme was extended and children since then get warm meals. The meals are the same at each school in the whole country. The only difference is that primary schools get fresh fruit twice a week, whereas secondary schools get it once a week see (see Table 9) (Du Plessis 2010).

The Department of Education has planned further improvements, e.g. to integrate more fruit and vegetables into the menu as well as pilchards in tomato sauce. This is a big logistical challenge. Perishable fruits and vegetables have to be delivered weekly to schools to make sure that pupils benefit from the nutrients of the fresh produce (PSFA 2010).

Table 9: Menu options for NPP Schools (quintiles 1-3 primary schools) *

Monday	Tuesday	Wednesday	Thursday	Friday
rice	samp	rice	rice	samp
lentils	sugar beans	Soya mince curry	pilchards and tomato sauce	savoury soya mince
mixed dehydra-ted vegetables	oil	fresh carrots	fresh cabbage	fresh carrots
salt	salt	salt	salt	salt
Breyani mix	fruit in season	---	fruit in season	oil

Source: WCED 2010

* for menu options for NPS and APP schools see Appendix F

If a school cannot provide warm meals, e.g. due to theft or necessary reparations of kitchen supply, they have to serve brown bread with peanut butter and jam (see Appendix F).

NSNP in the Western Cape

349 220 pupils in 997 primary schools of the Western Cape will receive a warm meal on all school days from October 2010 (Table 10).

Table 10: Numbers of schools and learners in the Western Cape being part of NSNP from October 2010

Education District	NPP schools[1]		NPS schools[2]		APP schools[3]		schools total	learners total
	schools	learners	schools	learners	schools	learners		
Central	19	12593	0	0	97	13830	116	26423
East	43	43356	2	2898	47	10056	92	56310
North	31	24960	2	2220	87	18063	120	45243
South	26	22948	3	3294	85	14678	114	40920
Cape Winelands	165	50617	10	9178	40	9290	215	69085
Overberg	53	18829	1	935	7	1552	61	21316
Westcoast	71	16443	1	404	26	7836	98	24683
Eden/Karoo	142	51646	8	7971	31	5623	181	65240
SUM	550	241392	27	26900	420	80928	**997**	**349220**

1 NPP = Nationally Prioritized Primary Schools (Quintiles 1-3)
2 NPS = Nationally Prioritized Secondary Schools (Quintiles 1-2)
3 APP = Additionally Provincially Prioritized Schools (Quintiles 4-5 Primary; Quintiles 3-5 Secondary; Special Schools)
(source: WCED 2010)

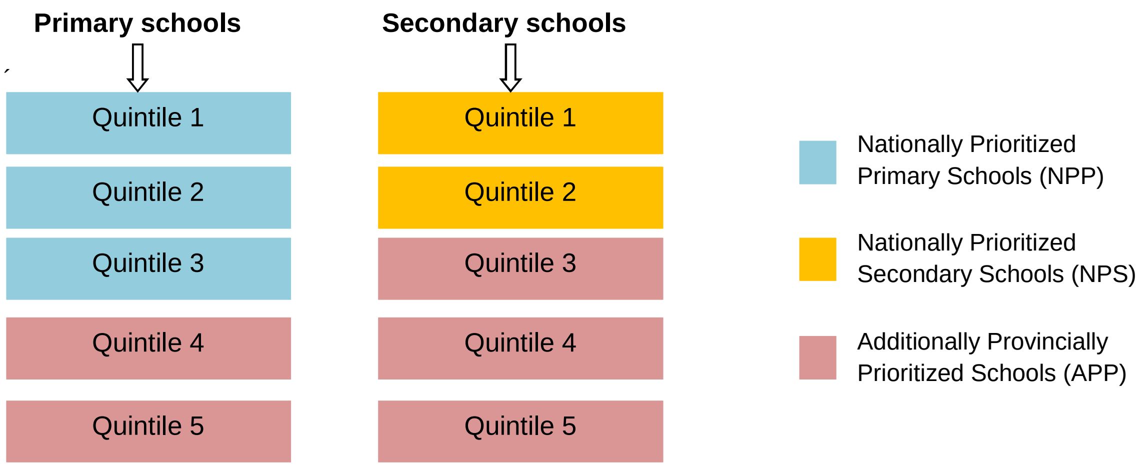

Figure 17: Overview about the Quintile System (source: adapted from WCED 2010)

Management

The government oversees and administers the budgets. The PGWC puts the school feeding out to tender. The next period will start in October 2010. In the Western Cape five different service providers will then feed almost 350 000 children in 998 schools.

235 500 pupils are fed by the Peninsula School Feeding Association. PSFA was founded in 1958. For more than 50 years this NPO has been providing meals to pupils mainly in primary schools but also other educational institutions. PSFA is well experienced. Being a NPO, they are able to provide meals for ZAR 1.90 each (PSFA 2010).

The volunteers

The meals are prepared in the schools itself. Therefore each school recruits volunteers from the surrounding community. They are paid on honorarium (ZAR 600 per month) by the government. Most volunteers are unemployed women from the surrounding communities. At the moment 2 354 volunteers prepare and serve meals to the children. The honorarium for volunteers may increase between 10 % and 30 % in the financial year 2011/2012 (WCED 2010).

Challenges

The NSNP is facing several challenges, e.g. (Du Plessis 2010; Swart 2010):

- The success of the programme is highly dependent on motivated school principals and school staff. According to the experience of field workers, the programme is more successful in schools with highly motivated staff. Some teachers complain about the extra work that has to be done. They want to focus on teaching.
- High fluctuation of volunteers. Volunteers receive a monthly income of ZAR 600. Some volunteers leave as soon as they get a job with a higher income.
- Theft is a big issue.
- Insufficient kitchen equipment or no kitchens at all (some schools convert a classroom or staff room to prepare the food).
- Hygiene is a big challenge because most schools do not supply hot running water. Field workers who train the volunteers try to make sure that the basic hygiene principles are maintained.
- Jealousy from schools that have not qualified for the NSNP.
- Quintile System is incorrect, which has been admitted by the government. Some schools would statistically qualify for the NSNP but are not part so that pupils do not get any meals.
- National government seeks to change the structure of the NSNP in the Western Cape so that more people of black African ancestry profit from the programme. The programme is running well at the moment and such a change does not necessarily benefit the children, who rely on the warm meals.
- No monitoring-system to study the outcome effects (Can the pupils concentrate better on the lessons? Does their nutritional status improve over time?)
- in general no feeding during the holidays (problem for those pupils who do not get meals at home)

Insert 8: Extract from the interview with André Du Plessis, Director of PSFA

***Nancy Mattausch (NM)**: What are the long term goals for the NSNP?*

André Du Plessis (AdP): When the program was first established in 1994 it was supposed to only be for five years. But because of the social problems, because of the poverty issue, they could not stop the program. Politically that would be suicidal. So they continued the program. The politicians made a firm commitment. As long as the poverty index is so high and as long as unemployment is so high, there is a political commitment to make sure that the funding remains. The medium term goal is to continue the provision of school feeding to promote children's ability to learn, which is good. [...] There is no way where they can pull this program.

***NM**: Are the warm meals a motivation for the pupils to go to school?*

AdP: It absolutely is. It is almost like children are not coming for learning, they are coming for the food and they are staying for the learning. It is almost like an accidental plus. The moment you start the school feeding program attendance picks up. We started a pilot program in the Eastern Cape. The Eastern Cape School Nutrition Programme does not run well. It is poorly administered; a huge amount of corruption, mal administration and theft. [...] We chose nine schools. [...] All [...] had a problem of absenteeism (30-50 % absenteeism). The moment we started the school feeding program, absenteeism was 0 % in all the schools. [...] It is a fact that children are coming to school for food because there is nothing at home. That is the reality.

***NM**: Is that the only meal for some of the children?*

AdP: Without a doubt! We see it in schools. I often go to the schools to see the implementation [...]. I was at school three weeks before they closed. The volunteer was dishing up for the children. Those children, they were eating like someone that was starving, like someone who has not eaten in a long time. You can see it that they have not had. You can just see it. It was amazing to see how those kids were eating the food. They clean the plates out. Some come for seconds and thirds. At the same school, one of the school's feeding coordinators, that oversees the programme for the school said to me: "Some of the parents of those children are coming to school to ask for some food." [...] It is a reality that for some children this is the only meal for the day.

***NM**: At the weekend they do not get (much) food and on Monday they are starving?*

AdP: On Monday they are starving.

***NM**: And on Friday they pack in?*

AdP: Exactly. That is definitely the case.

***NM**: Do the pupils like the food?*

AdP: Acceptability of our menus is 99 percent. The children love the food.

Independent schools

Independent schools like Montessori, Waldorf and others are not subject of governmental programmes like the NSNP. On the one hand they are free in their decision making, on the other hand they do not receive any qualified support or any subsidies for establishing school feeding (Hall 2010).

Auburn House Montessori School in Cape Town for example does not offer warm meals to their 140 pupils. A few years ago they started cooking warm meals every day. The cooking was done by a staff member. Unfortunately the idea of providing lunch did not succeed. Parents had to choose and pay in advance, which they often forgot. So less and less meals were ordered and after nine months the school had to stop providing food (Hall 2010).

In the school is a little tuck shop with snacks like nuts and raisins if somebody wants a supplement to his own food.

Children have to bring their own food. Montessori Schools prescribe what the children are allowed to bring or not to bring. This means that they do care about nutrition but of course they do not know what the parents will feed their children at home (Hall 2010).

3.5.1.2 Pre-schools/Créches

Pre-schools and crèches are not part of the NSNP because it is too much for the budget to accommodate. Also, it would be double subsidy. The Department of Social Development, which is responsible for Pre-schools and crèches, has a subsidy programme for registered pre-schools. The subsidy is not a specific subsidy for food. The money can be used for feeding, but is also meant for maintenance work at the building, electricity, etc. (Du Plessis 2010).

3.5.2 Business

According to discussions with experts and several employees, companies do not offer warm lunch. Neither do they run a canteen by themselves nor do they have contracts with external catering companies. Therefore no further research was done in this field.

3.5.3 Care

Hospitals

No representative information about this sector can be given. It is known that a lot of hospitals do not have their own kitchens. Catering of the patients is often put out to tender. Business companies like Fedics are specialized on that sector. Nevertheless, hospitals in the Western Cape employ qualified staff like Dieticians, Food Services Managers, Food Services Supervisors, Food Services Workers and Food Services Aids (Table 11). No information was available about the tasks of these employees. An inquiry to the PGWC Department of Health remained unanswered.

Table 11: Staffing of central, district, regional and psychiatric hospitals in the Western Cape for catering services

Hospital (number of total beds)	Dietician	Food Services Manager	Food Services Supervisor	Food Services Worker	Food Services Aid
Groote Schuur (971)	*1*	*3*	*23*	*11*	*92*
Tygerberg (1199)	1	3	25	12	98
Red Cross (310)	-	2	4	6	14
Lentegeur (620)	-	1	6	8	20
Valkenberg (400)	-	1	5	6	14
Stikland (298)	-	1	3	4	12
Alexandra (250)	-	1	3	4	10
Eerste River (90	-	1	2	2	4
False Bay (40)	-	-	1	2	2
Wesfleur (31)	-	-	1	2	2
Karl Bremer (210)	-	1	2	4	8
GF Jooste (240)	-	1	2	6	10
Hottentots Holland (120)	-	1	2	2	6
Victoria (172)	-	1	2	4	8
Somerset (247)	-	1	2	6	10
Mowbray (165)	-	1	2	4	6
Khayelitsha (210)	-	1	2	4	8
Mitchell’s Plain (210)	-	1	2	4	8
Ceres (60)	-	-	1	2	3
Montagu (30)	-	-	1	2	2
Robertson (80)	-	-	3	2	2
Stellenbosch (85)	-	-	3	2	2
Eben Donges (307)	-	1	5	6	28
Paarl (327)	-	1	5	6	20
Caledon (50)	-	-	1	2	2
Hermanus (60)	-	-	1	2	3
Otto Du Pléssis (10)	-	-	1	2	2
Swellendam (47)	-	-	1	2	2

(source: PGWC 2007)

In the Township hospitals relatives of the patients are often responsible for the catering (Nolte 2010).

The Western Province Blood Transfusion Service in Cape Town has a canteen that is run by Kagiso, an external catering company (Sims 2010).

No information about the situation in private hospitals like Medi Clinic was available.

4 CONCLUSION AND PREVIEW

First of all, sustainable development is highly promoted in the Western Cape Province. During the study visit (May to August 2010) a lot of projects and programmes were in process. Therefore a final conclusion cannot be drawn. The future will show if and to what extent certain projects will succeed.

With regard to sustainable development in the hospitality sector it was found that the tourism sector is highly dynamic. Therefore the study also concentrates on this branch and research was undertaken in this field. This was not specifically planned before the study visit. In exchange other branches like catering in hospitals, retirement homes and universities were not examined. This is also due to time limit and missing contact persons in these sectors.

A major reason for all the activities in the **tourism** industry is the increasing demand from international tourists for green holidays. A lot of ambitions surely lead back to the 2010 FIFA World Cup™ Host City Cape Town Green Goal Action Plan. In this connection for example the GreenStaySA Rating System was initiated and will be improved. The government’s plan is to introduce GreenTourSA, GreenEatSA and GreenEventSA. Moreover, recycling bins in the City of Cape Town were installed, tips on saving water and electricity were provided and the 2nd edition of the Cape Town Green Map was published. Hopefully all these concepts and ideas will be successful in the long-term. Therefore a lot of education and awareness-raising of the society and also tourists is needed.

Numbers of international arrivals are increasing. Further growth is desirable from an economic point of view. However, South Africa already is a water-stressed country. Also its biodiversity in some areas is highly endangered. South Africa suffers from high numbers of plant extinctions, having the second highest plant extinction rate in the world. About 9600 plant species form the Cape Floral Kingdom, one of the six global Floral Kingdoms. 20 % of the Cape Floral species are on the Red Data List (City of Cape Town 2009a). Therefore South Africa immediately needs new strategies to cope with the increasing numbers of tourists and to sustain its environmental resources that the tourism sector mainly relies on.

The City of Cape Town is well aware of these challenges. Cape Town is the first municipality in South Africa that has signed a Responsible Tourism Charter together with associations on behalf of the tourism and hospitality industry.

Will the Cape Town Responsible Tourism Charter as part of the Responsible Tourism Policy have an effect on other municipalities in the Western Cape or South Africa respectively? The City of Cape Town has the potential to function as a role model for other municipalities, because it was the first municipality in the country that signed a document like this. The Charter was signed about one year ago and now has to be implemented. The success depends among others on how many tourism businesses will commit to the Charter. The positive impact on the environment will also depend on the criteria. They were quite low in 2010 to attract as many businesses as possible, which a good strategy. As soon as possible they should be tightened.

Some businesses within the hospitality sector obviously need more stimulation to invest in sustainable development. According to „Ms. Name Deleted" (2010) there is not much to really motivate hospitality businesses except of money. This is actually not surprising and is not a South African phenomenon. Those who are idealistic about sustainable development do it anyway. The others have to be pushed. In some areas it is easy to show that being sustainable has a positive effect on the business. For instance, if a business develops strategies to save energy and water, they both contribute to environmental protection and save money. Those very simple double-effects are needed for waste management as well. There must be a measurable outcome effect for someone who recycles. However, Wilson (2010) explained that recycling costs a business extra. Some recycling depots in Cape Town do not even accept batteries. This implicates that in some fields being sustainable makes life difficult.

Only very few of the sustainability approaches focus on nutrition, for example on organic food. This may be due to the missing National Policy with uniform standards for **organic agriculture**. Or is it because people focus more on local produce? During interviews with several people it became more than obvious that local produce plays an important role in the Western Cape. People's motivation to buy local is to support local farmers (Moya, 2010). It mainly seems to be a social motivation.

A national organic policy will be launched at the end of 2010. The future will show if this policy will help to increase the demand for organic food, especially in the out-of-home sector.

The Marine Stewardship Council (MSC) with its certification scheme currently does not focus on the out-of-home sector yet. Being relatively new on the South African market, only frozen **fish** (mainly hake) is available. Other fish species will be introduced this year as well but will also be available mainly in supermarkets. Depending on the consumer's demand there will be MSC-fish in (chain-)restaurants, snack bars, etc. one day. Intelligent awareness campaigns will help to increase the publicity of MSC. For the hospitality industry MSC-fish will be another puzzle piece of a sustainable catering concept. The SASSI initiative was an appropriate initiative to start with. Being an awareness scheme, the threshold of SASSI is much lower compared to MSC.

Fair Trade products (wine, Rooibos tea, coffee) were introduced to the South African market in 2010. Chocolate and textiles are supposed to follow by 2011. South Africa is the first producer country of Fair Trade products selling them on its own market. This is a milestone in the history of Fair Trade. The potential for Fair Trade products is definitely there. It was stated from several interview partners that a lot of people prefer local produce. Some buy local with the intention to support local farmers. Now they get the chance to support farms that commit to certain standards in terms of human working conditions, fair wages, etc. It is surprising that Fair Trade products were not available so far and were reserved to the Northern Hemisphere. With the introduction to the domestic market there are new distribution channels and the opportunity to increase Fair Trade production.

A lot of approaches to green the out-of-home sector or to make it more sustainable are already in place and some of them were discussed in this thesis. Some approaches are not sustainable with regard to the definition. They are either social or environmental, which is acceptable as long as is it is not merchandised as 'sustainable'. Missing standards make it difficult to differentiate between sustainable concepts and Greenwashing, especially for non-experts. For instance: What does 'organic' mean if the product is not certified to a certain standard? Does it make sense to buy recycled products if crude oil was needed for the base product? Is it sufficient if Woolworths sells organic food that is stored in open refrigerated shelves wasting electricity sourced mainly from coal? And is it "green" that all their organic fruit and vegetables are packed in plastics like polystyrene?

Sustainable development is admittedly not about being perfect. It is a journey. Therefore missing aspects should not be judged but must be scrutinised and addressed so that further improvement can be made.

Finally, it always has to be kept in mind that South Africa is a Newly Industrialized Country still facing huge social and economic challenges like poverty, a high unemployment rate, malnutrition of children, HIV/AIDS and crime. A huge amount of money is spent every year to provide warm meals to school children in need. The NSNP is an essential scheme which is now costly but with positive effects in the future. If all the hungry pupils did not get nutritious meals, they would not be able to concentrate on the lessons. But the more they learn now, the more chances they will have on the job market.

The "makers"

A lot of stakeholders contribute to sustainable development in South Africa or the Western Cape particularly. It is almost impossible to prove who mostly drives/pushes sustainable development in the hospitality industry.

From all the programmes, initiatives, etc. it can be derived that the Provincial Government of the Western Cape as well as the City of Cape Town are important "drivers". But who pushes the government? As with the National Organic Policy for example: different Non-Government-Organisations have lobbied the government for more than a decade. Same with responsible tourism: there is an increasing demand for green holidays mainly from international tourists and the government implemented a responsible tourism policy. This situation raises the question of what was first – the chicken or the egg?

Anyway, the provincial government as well as the municipal government of Cape Town definitely are makers and are role models within South Africa. The PGWC was the first provincial government in South Africa that has published a sustainable development report. The Green Paper on greening the procurement of goods and services will also have an effect on the other provinces as well as other PGWC projects.

Depending on the topic and branch other pressure groups are very active as well. For instance, several Non-Government-Organisations push Fair Trade products and tourism as well as sustainable fish, etc.. FEDHASA as the custodian of the Imvelo award recognises businesses in the tourism and hospitality industry for their measurable contribution to Responsible Tourism. And not to forget the private industry, which is the one that implements sustainable concepts into their businesses and is responsible for further development.

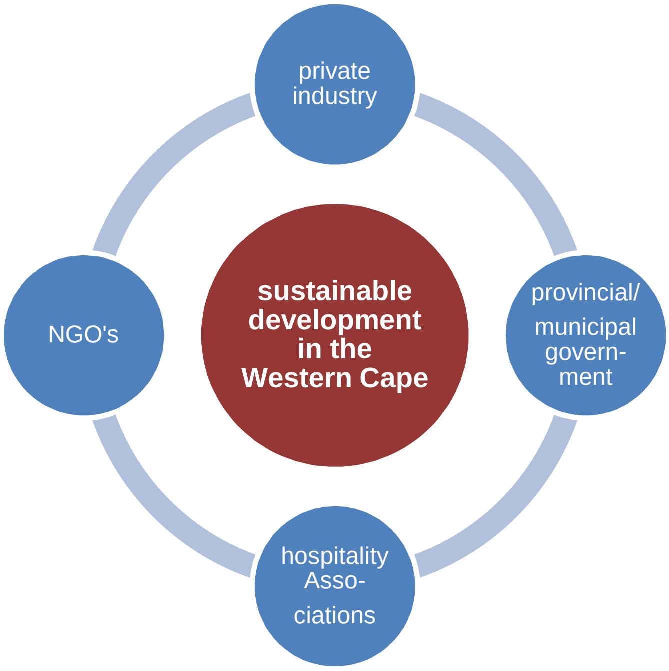

Figure 18: The "makers" of sustainable development in the Western Cape
Source: Nancy Mattausch

Figure 18 shows the "makers" of sustainable development in the Western Cape Province. With the "makers" creating a circle, they protect the sustainable development and help it growing (metaphorically speaking). The connecting lines show that the makers act in concert and good networking is essential. For instance, the Responsible Tourism Charter for the City of Cape Town exemplifies the cooperation between the City of Cape Town and tourism associations on behalf of the industry.

Not shown in this figure are the consumers (tourists, guests, etc.). They have the power to initiate projects, programmes, etc. For instance, the increasing demand of (international) tourists for green holidays was one of the driving forces for the City of Cape Town to sign the Responsible Tourism Charter. The consumers are not the "makers" though.

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6 APPENDICES

Appendix A: Cape Town Green Map

Appendix B: Checklist for considering generic selection criteria
(Annexure 1 from Green Paper on greening the procurement of goods and services)

Appendix C: Responsible Tourism Charter
Destination Priorities and Indicators

Appendix D: Key Indicators for the Heritage Programme

Appendix E: GreenStaySA leaflet

Appendix F: Cooked and uncooked meals for pupils from NPP, NPS and APP schools

Appendix G: SASSI cards (old and new versions)

Appendix H: FTTSA standards

Declaration of Originality

I hereby certify that this thesis is my own, original work and that it has not been submitted for any other purpose at this or any other institute.

Ich versichere, dass ich die vorliegende Arbeit selbstständig angefertigt und keine anderen als die angegebenen Hilfsmittel und Quellen verwendet habe. Die eingereichte Arbeit habe ich in gleicher oder ähnlicher Form noch keinem anderen Prüfungsausschuss vorgelegt.

Münster, 28. September 2010

Nancy Mattausch