

STAGE A.2

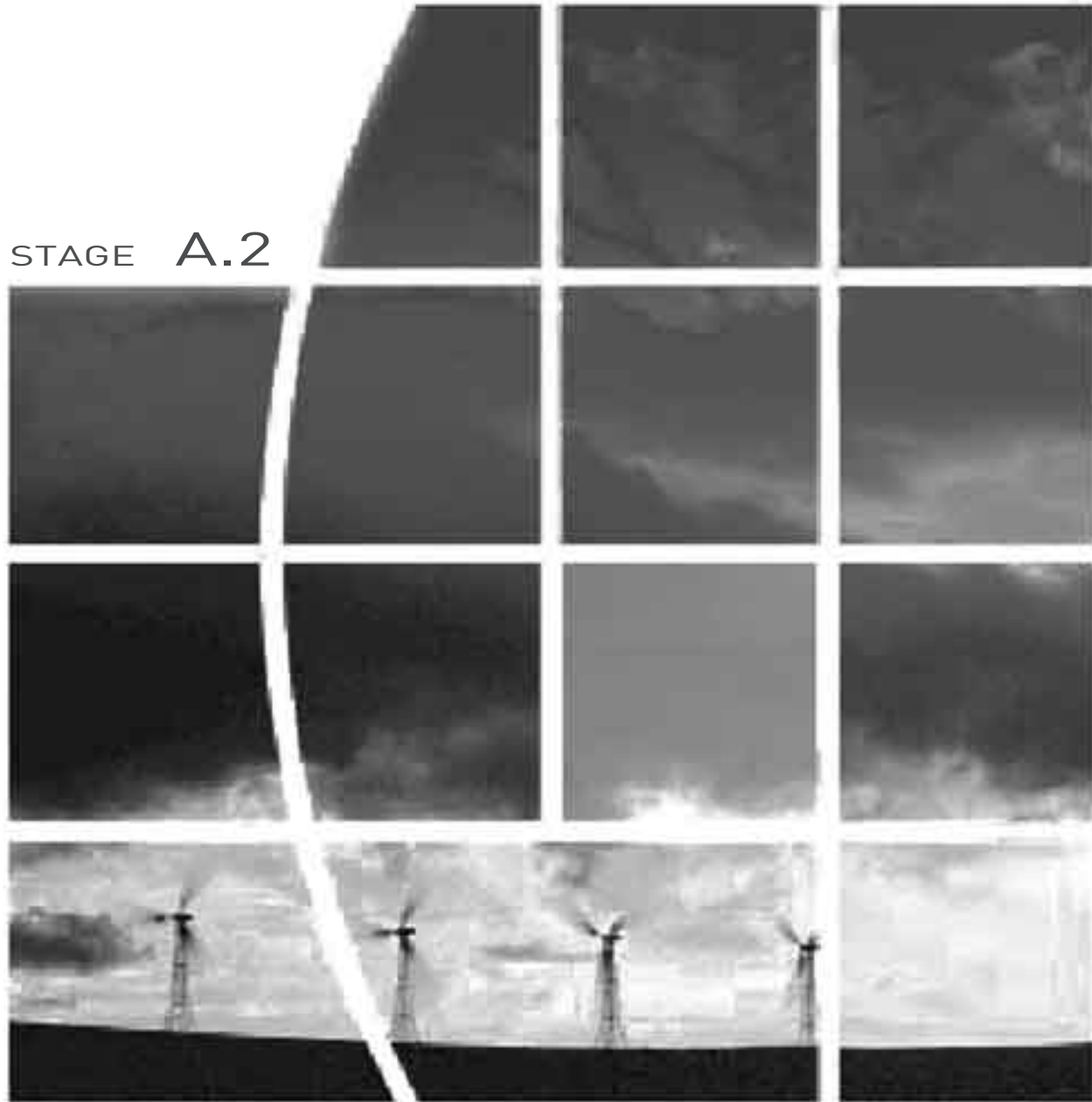


Figure A.2.1
Energising Africa for
sustainable development

A.2.1 INTRODUCTION

The aim of describing the client profile is to explain the nature of the selected client's business and to assess the degree of commitment that this client has towards the environmental agenda [stage C.1.6].

There are different shades of 'green building' possibilities, ranging from light green (the consideration of simple energy saving policies) to dark green design (use of fully sustainable / renewable resources and materials, the clearing of polluted sites and similar).

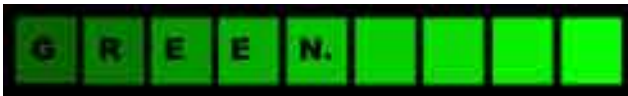


Figure A.2.2
Scale of green representation



Figure A.2.3
Embracing sustainable development

A.2.2 CLEINT PROFILE

THE PROFILE OF ESKOM, AS THE CLIENT OF THIS THEORETICAL 'ENERGY DEVELOPMENT', HAS BEEN GUIDED BY THE, 'ESKOM ANNUAL REPORT, 2001'

UNLEASHING AFRICA'S ENERGY

ESKOM RECEIVED THE 2001 POWER COMPANY OF THE YEAR TITLE AT THE GLOBAL ENERGY AWARDS CEREMONY IN NEW YORK. THE AWARD WAS PRESENTED IN RECOGNITION OF ESKOM'S SUCCESS IN "PROVIDING THE WORLD'S LOWEST-COST ELECTRICITY WHILE AT THE SAME TIME MAKING SUPERIOR TECHNOLOGICAL INNOVATIONS, INCREASING TRANSMISSION SYSTEM RELIABILITY AND DEVELOPING ECONOMICAL, EFFICIENT AND SAFE METHODS FOR COMBUSTION OF LOW-GRADE COAL". A CLEAR DEMONSTRATION OF WHAT CAN HAPPEN WHEN AFRICA UNLEASHES ITS ENERGY.

ESKOM ANNUAL REPORT 2001:2

KEY DRIVERS OF DIRECTION

Strategic intent:

Eskom will be the pre-eminent African energy and related services business, of global stature.

Mission:

Eskom will grow shareholder value by exceeding its local and international customers' needs for energy and related services.

Strategy:

Eskom is positioned as a competitive African energy and related services business:

- Vigorously promoting economic growth in South Africa, its region and the rest of Africa
- Expanding globally, and supporting social and economic objectives in our markets.



ENVIRONMENTAL MANAGEMENT

The chief executive, as chairman of the Board Environmental Steering Committee, bears responsibility for the overall environmental performance of Eskom. Accountability for environmental performance is delegated from the chief executive to the organization through the relevant executive director. The Corporate Environmental Affairs Manager has delegated authority for assuring due environmental performance. The Corporate Environmental Affairs department oversees the overall Eskom policy, performance measurement and reporting with regard to environmental matters through liaison with the Environmental Liaison Committee.

SUSTAINABLE ENVIRONMENT

Set in place so as to monitor Eskom's impact on the environment. Implemented environmental management systems are in compliance with SABS ISO 14001.

THE ESKOM DEVELOPMENT FOUNDATION

Eskom's corporate social investment initiatives are carried out through the Eskom Development Foundation, as a section 21 company.

The Development Foundation carries out its social investment programmes through community development, small business development, electrification of schools and clinics, education development and donations. Particular emphasis was put on the development of rural communities, women and disabled people. Job creation initiatives were undertaken through small business development support.



Figure A.2.5
Partnership for
sustainable development

A.2.3 INTERESTED AND AFFECTED PARTIES

With the design concept having the possibilities of being an environmental landmark project of Pretoria, it will assist in changing the perception of being for the poorer and only an industrial natured precinct.

This results in benefiting those who live, work in, commute through or those who visit the precinct for a specific function [e.g. vehicle repair enterprises], or to purchase environmentally sound goods [specific future function of the precinct through the development of the concept].

DIRECTED IMPACT

Small business owners of Pretoria-West:

Through the introduction of people along the proposed small business spine of church street and along the residential/Quagga centre connecting spine, the increased movement of people will add spending power to the precinct, increasing retail.

Residence owners of Pretoria-West:

The introduction of a large residential spine on the edge of the precinct, and the further introduction of people into the precinct along Church street and Buitenkant street, will add to the value of property by increasing the vibrancy and demand for close inner-city living [increased value of residential component].

Pretoria outlying areas:

Atteridgeville, saulsville, laudium (if line extended), voortrekkerhoogte.

Based on the existing rail infrastructure, the existing rail line could be more efficiently utilised by offering more desirable access to opportunities within the Pretoria west precinct or utilising the precinct to connect to the inner city, benefiting the residents of the Pretoria outlying areas in the west.

The same applies for commuters from the north, and the suburbs of Akasia or Soshanguve (where the greatest need for ease of transport or access exists).

General public:

The affect on the general public, who have the luxury of owning a private vehicle, will exist in the benefits of generating a general environmental awareness through the awareness centre, and utilising it to increase the efficiencies of there daily living. Ultimately decreasing their ecological footprint and effectively assisting the environment to sustain itself.

Metro rail:

Waste recycling companies:

A.3.1 CONCLUSION

It has been of high importance to gain an understanding of the environmental impact of this design proposal from its earliest inception, for it to be truly successful. These early stages of this design project are where the opportunities lie to establish the level of commitment required and offered by the client and the design team.

The Significant areas of environmental concern to be addressed are those of:

- Energy efficiency
[cooling / ventilation systems]
- Reduced environmental liability
[Materials]
- Waste and pollution prevention
[Green exchange]
- 'Green' awareness and image
of clients towards customers
[awareness centre]

On the whole, the significant approach towards a design project is that of Sustainability.



Figure A.3.1
Advertisement for
British energy pollution