# Green Events Planning Guide





# FOR MORE INFORMATION

Phone: 3-1-1 TTY: 7-1-1

Outside Vancouver: 604-873-7000 Visit: vancouver.ca/greenyourevent



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# Complete a green event form

The green event form must be completed prior to having an event approved by the City of Vancouver's Parks Special Event Office and/or Film and Special Events Office. On the form, you will be required to describe key activities contributing to the environmental impact of your event, such as your event practices: waste and recycling management, energy management, green transportation choices and provision of tap water.

LOOKING FORWARD - Beginning in 2013, the information collected using the Green Events Form will be used by the City to establish a baseline of green event activity. In 2014 and beyond, the City will consider offering incentive programs and setting minimum requirements to obtain permits. You may notice that some answers on the form have an associated point value. More points means a lighter footprint!

NOTE: Small events, such as block parties and picnics (generally under 100 participants), can also benefit from scaling down applicable suggestions listed in this guide.

# Choose a site

Consider selecting an event site that's easily accessible by foot, bicycle or transit.

If your event is drawing people in from out of town, make a list of green hotels available on your website. Visit: greenkeyglobal.com/hotellist.asp?province=BC

# Train staff/volunteers

Properly trained staff, vendors and volunteers are important to the overall success of greening your event.

- · Recruit volunteers interested in sustainability and be sure they know the types of tasks they may be required to perform prior to the event day.
- Review assignments with recycling volunteers and how to coordinate with maintenance staff.
- Distribute supplies to waste volunteers (e.g. gloves, extra bags and tongs).
- Remind volunteers to thank attendees for supporting your green event.
- Identify locations of green equipment and services.

The largest job for green volunteers on event day will likely be to support zero waste. For medium to larger events, assign a Waste Reduction Coordinator who has strong organizational and communication skills, is a good motivator with a solid understanding of local waste management programs and has a strong commitment to green!

# Engage employees

Allocate time and resources toward implementing green initiatives. Set up a committee and ensure someone is delegated the responsibility for implementing these initiatives.

**LARGER EVENTS:** It may be helpful to provide special t-shirts for your volunteers so they are easily recognizable.

If your budget is tight, you may consider:

- Vendor stewardship The majority of waste produced at events often comes from vendors, so have them share some of the responsibility for the expenses related to waste management. These could be calculated into vendor fees or on the quantity of waste generated.
- Deposit recovery Recover some costs. Use a bottle deposit recovery to offset the cost of your waste management.

# Involve stakeholders

Meet with your stakeholders, event owners, site owners, vendors and contractors to let them know about your green event goals. Invite their input and advise them of any green expectations and requirements.

### Coordinate with vendors and exhibitors

Select contractors and suppliers that have a commitment to and specialize in sustainable practices. Consider offering incentives to top performing vendors at subsequent events for their outstanding green performance.

#### Ask vendors and exhibitors to:

- Ensure items for sale/giveaway and containers are made from recyclable or reusable materials.
- · Select items with less packaging.
- Select reusable or recyclable materials for the construction of booths, displays and exhibits.
- Display informational posters for attendees (e.g. way-finding to bike racks or proper waste sorting instructions).
- Avoid single-use giveaways and handouts. Rather, encourage vendors to distribute information using other electronic methods.





## Ask food vendors to:

- Select local, organic and seasonal foods.
- · Provide vegetarian and vegan options.
- If serving non-vegetarian options, choose sustainable seafood, free-range chicken and grain-fed beef.
- Offer reusable containers for purchase and single-use containers that are recyclable or compostable.
- Discourage the use of unnecessary disposable items (e.g. straws and stir sticks).
- Use items that are made from recycled content (e.g. plates and napkins), or better yet, use reusable dinnerware, flatware, and/or linens.
- Use large containers for condiments and beverages instead of individual packets, cans or bottles.
- Donate excess food to a charity, partner with a local charity for the collection of refundable beverage containers, or donate the proceeds to a local environmental group.

For small events, like block parties and picnics, consider a potluck as a sustainable option and bring your own utensils, cups and plates.

\* See appendix 4 for a list of local suppliers of reusable, recyclable and compostable food service supplies.

NOTE: Ensure vendors know what your waste service provider says is recyclable and compostable.

# Develop a zero waste plan

# Litter and waste is the responsibility of the event organizer

Managing waste can be challenging. The information below can help you better understand the City's expectations of events to manage waste and contribute to the Greenest City goal of reducing solid waste (garbage) going to the landfill or incinerator by 50% from 2008 levels.

# Establish a plan early

Coordinate with your service provider to establish your waste management plan, including:

- Location and timing for container drop-off and pick up and logistics for waste removal. Will they pick up directly from your sites? Where will they be collecting from? What hours do they collect? How many pickups will you need?
- Location and number of waste, recycling and compost (food scraps) bins.
- Your waste plan during the event. If you anticipate having dumpsters, mark them on your site plan.
- It will be important to understand from your service provider what materials they will accept and to train staff and volunteers accordingly.
- Outreach methods to reduce contamination (how staff and volunteers will ensure waste is being sorted and handled properly).
- Types of recyclables that will be collected during the event, such as plastic, glass, food scraps and paper.

TO CONSIDER: The City of Vancouver charges a higher rate for contaminated recycling. Properly sorted recyclables are better for the planet and your event budget.

# Hire waste and recycling service providers

These specialists can help shape your waste management plan and provide you with helpful information, such as the best type of collection container for your particular event and instructions for volunteers.

\* See appendix 4 for a list of local organizations who manage waste at events.

# Waste stations

A properly managed waste station is one of the most important tools for a green event. There should be one waste station for every 500 attendees at peak attendance. Your service provider will be able to calculate actual needs for your event.

# Each waste station should:

- Have at least one bin for each waste stream: garbage, recycling and organics (food scraps).
- Be located in sight, in busy areas and within close walking distance from where waste is likely to be produced (e.g. near food vendors).
- · Clearly label bins.

- Include way-finding signage (see communications section for more details).
- Assign at least two trained staff or volunteers to each station.

For an event smaller in scale, such as a block party or picnic, please arrange to take your waste with you. Do not use existing bins in parks or on City property. You will be charged by the City for doing so.

A range of recyclables can be dropped off for free at regional recycling facilities. It may cost you more to dispose of recycling contaminated with garbage.

# Water

Vancouver has some of the best drinking water in the world. By providing tap water and avoiding individually portioned bottled water, you can help reduce the environmental impact of your event. Identify water access at event grounds, and if needed, arrange for a water service provider.

For smaller events, such as block parties and picnics, consider organizing water stations offering free tap water in jugs.

\* See appendix 4 for a list of local organizations that provide tap water access at events.



# Green transportation

Your event can contribute to the City's goal of making the majority of trips by foot, bicycle or public transit by 2020. Ensure you have ample bike parking. If existing bike parking is insufficient, arrange for additional bike racks.

\* See appendix 4 for a list of local organizations that provide bike parking for events.

Ensure staff, exhibitors, vendors and volunteers do not let their vehicles idle. (Did you know that idling for more than two minutes is against the law in Vancouver and is subject to a \$100-250 fine?)

Where possible, choose energy efficient, hybrid or electric vehicles for your event. Consider contacting Translink and see if you can negotiate a transit pass for the event or increased transit service.

LARGE EVENT: Consider providing shuttle service from transit stops.

# Use green energy

Many events will require some power to run a sound system, lighting, food preparation and other equipment.

Your event can help Vancouver minimize fossil fuel consumption by considering:

- Electricity when possible. Did you know that in Vancouver hydroelectricity is more than 90% renewable?
- An alternative energy source instead of gas-powered generators. If using generators, consider biodiesel, compressed natural gas, propane or solar.
- The purchase of green energy certificates to offset your energy use.

<sup>\*</sup> See appendix 4 for a list of local organizations that provide green energy for events.



# Communicating your green event

Having a green event is something to be proud of. It helps attract both patrons and sponsors so it is worth telling the world!

# Develop a vision statement

Develop an environmental vision statement and communicate your efforts to make the event green to staff, volunteers, participants and stakeholders. Your statement provides a road map and sets goals, objectives and targets for green initiatives (e.g. zero waste, reduced energy).

Prepare green messaging for announcers, staff and other representatives. (e.g. highlight vendors that have recyclable items as a part of their booth, announce green objectives, or speak about how event attendees can help).

# Promote your green event

Outline how your event is going green in your communication materials and what attendees can do to help:

- Provide directions to the event using public transit and bike routes.
- Encourage walking and cycling. Let attendees know
  if there will be additional bike parking, and if it will be
  secure (e.g. bike valet).
- Bring a reusable water bottle or a mug to reduce the need for disposable cups.
- Let them know if there will be water fountains for refills. Find opportunities to share facts like:
  - » Although plastic water bottles are recyclable, the bottling, packaging and shipping of billions of litres of bottled water leaves a large environmental burden worldwide. Instead, opt to provide water in jugs or use a water cooler.
  - » Metro Vancouver's tap water is arguably some of the best drinking water in the world, and it costs you only \$0.90 per 1,000 litres, or \$0.0009 per litre. A single-use one litre bottle of water can cost you around \$2.00 a litre.
- Support the green menus offered by your vendors by listing sustainable choices such as local, organic and vegetarian options.

# Issue a press release and promote your green event goals

Work with your marketing team to ensure that all your materials clearly communicate your green efforts. For example:

- Instead of using printed or mailed materials, use web, email and social media to broadcast your event.
- When printing, choose FSC certified paper with the highest possible post-consumer recycled content and use soy or vegetable-based inks. Don't forget to print your materials on both sides if possible.
- Be sure to use reusable/recyclable materials for signage, booths, displays and exhibits.
- To minimize paper usage, encourage participants to register online. Computerize the registration process.

# Educate through signage

Use signage to educate attendees about recycling, composting, energy sources, tap water availability and menu selection:

- · Clearly mark all recycling stations, bike parking, and water equipment and if possible, menu selection (sustainable choices). Signage should be visible and consider pedestrians and crowds.
- Be safe. Signage should be wind tolerant. Be sure to avoid signage that could become a tripping hazard or is installed at head height.
- Put signage in bathroom stalls or portable toilets to inform people at the event about the green initiatives.

### Create contests

Make it fun by running a contest, rewarding eco-friendly, and responsible behaviour demonstrated by attendees, staff, committee members, and/or exhibitors.



NOTE: A limited number of signs are available on loan with bike racks, zero waste stations and water fountain equipment with the City of Vancouver.

# Set targets

Identify your performance metrics and set targets (e.g. recycling rates; water and energy savings; etc.). Use invoices from past events to set benchmarks.

Publicizing your commitment to a green event can help you secure potential sponsors, funders, presenters, participants and contractors.



# During the Event

# Set up

Ensure that green event banners and signs remain posted and are clearly visible at entrances and other strategic locations.

If there is a speaker system, consider announcing the green goals of your event and how participants can help you meet them. (e.g. "Our goal is to recycle 90% of the waste from today's event. Volunteers are located at the zero waste stations to help you sort your waste.")

# Prepare waste stations – monitor on event day

To ensure waste gets sorted properly and recycling doesn't become contaminated, designate volunteers to:

- Welcome and encourage exhibitors and attendees to a "green event" by identifying and providing directions to recycling stations and other green equipment, like water fountains and bike racks.
- Monitor recycling stations to avoid contamination and help educate attendees on proper waste sorting.
- Adjust waste bin locations to higher traffic areas as needed.
- Ensure garbage and recycling areas are clean at all times and replace bags when full. Move full bags to a central location.

- Tape or cordon off existing garbage receptacles and have signs explaining where the recycling station(s) are located.
- Transport full bags to main collection area(s) and re-line recycling and compost (food scraps) bins with appropriate bags.

An option available through some service providers is 'behind the scene sorting'. For this option, bags should be removed throughout the event.

- Take full waste bags to an area designated as a sorting station; recommend having a sorting station that is well away from public view.
- Dump bags in the sorting station and take out contaminants. e.g. if you see a coffee cup or plastic bottle in a recycling bin, take it out.
- · Re-bag items without contaminants.

Don't forget to communicate to your vendors about proper disposal procedures.

NOTE: Signage for waste stations need to be simple and clear; use graphics with minimal text. Your waste/recycling service providers may have signage available.

# Event closing procedure

Develop a check-out procedure that requires exhibitors to interact with event staff prior to departure. Ensure the area is clean and waste free. Consider penalties for exhibitors who leave discarded materials, garbage, or anything they took to the event.



# Post-event evaluation

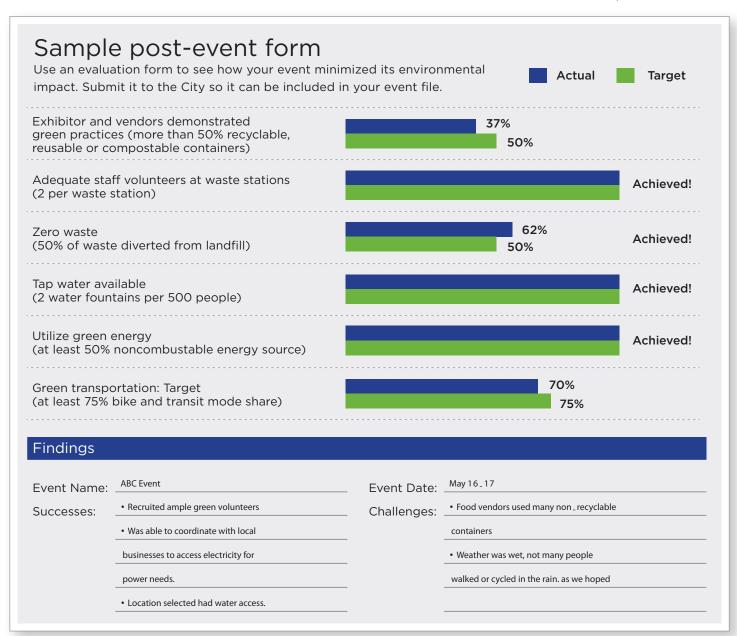
A post-event evaluation should be done to determine whether event goals, in this case green goals, were met. This assessment acts as a guide for planning future events and meeting anticipated City requirements.

# Involve stakeholders and engage employees

Meet with your stakeholders, event owners, site owners, vendors, contractors and your in-house green committee to discuss the achievement of green event goals. Invite feedback on how targets can be better reached for subsequent years.

# Measuring performance

Identify your performance metrics and measure against targets set (e.g. recycling and disposal quantities) by following up with your service provider/recycler for final weights or amount of collected recyclables and garbage. For energy consumption, check in with an energy consultant to determine the carbon footprint of the event.



# Green event checklist

This checklist aims to help organizers put their green event plans into action:

# Pre-event

С	ommunications	L	ocal Food
	Complete and submit the green event form online at vancouver.ca/greenyourevent as part of your application to hold an event on a City street or in a park.		Communicate with food vendors about your expectations around sustainable menu items. Have your vendors agree to use only recyclable or reusable items.
	Identify stakeholders and the role(s) they can play.  Set up a green committee to ensure green goals are met.		
	Work with your event marketing staff to ensure the	Dι	uring event:
	green message is included in event marketing. For example, encourage green transportation choices to your event, let people know they can bring their water bottles for re-fill onsite, etc.		Arrange waste stations [recycling, organics (food scraps) and garbage bins] in high traffic areas, near vendors, where appropriate.
	·		Ensure clear bags are on-hand to reline the organics (food scraps), recyclable containers, and garbage.
	equipment will be onsite during the event, where it will be located, and how recycling will work.		Place signage around event grounds to identify key green equipment (e.g. bike racks, water stations and
Ш	Determine a procurement plan that involves sustainable vendors/contractors.		recycling stations).  Maintain waste stations at your event by emptying them.
	Identify education and outreach opportunities.		Flatten and bundle clean and unwaxed cardboard and bring them to a central collection point identified on
Waste			the site plan.
	Hire a third-party contractor, or the City's Sanitation Operations, to manage your event waste streams, or		Take organics, recyclable containers and garbage to a central collection point identified on the site plan.
	make a plan of how you'll manage the waste yourself.	Ш	Encourage green behavior and remind attendees of green equipment. (Remind cyclists to collect their
	Hire (paid or volunteer) attendees to staff waste stations during event times.		bikes from temporary racks.)
	Organize waste diversion information session for event staff, vendors and other relevant stakeholders.		
	Distribute waste diversion information to vendors/ event staff.	E	
	Identify locations in your site plan for the waste stations.	B	
Water			
	Identify water access at event grounds, and if needed,		
	arrange for a service provider, your own water jugs or an alternative for your event.	Post e	ost event:
Green Transportation			Clean and return all equipment.
_	Select an event site with access to public transportation.		Invite your stakeholders, event owners, site owners, vendors and contractors to offer input about the event's green performance.
	•		Debrief with green committee to see if the event reached its green event goals.
	-		Obtain garbage and recycling metrics from service providers.

# Information sheet for food vendors

# Benefits of going green:

- Reduce negative impacts on the environment.
- Align with the values of event attendees by striving to go green.
- Reduce solid waste from landfill or incinerator by diverting recycling and organic materials.

### Food and menu choices:

You have an opportunity to lighten the footprint of your service by including the following choices on your menu:

- Vegan and vegetarian choices
- Organic foods
- Local seasonal foods
- If serving non-vegetarian options, choose sustainable seafood, free-range chicken and grain-fed beef.
- · Use only recyclable or reusable items.
- Minimize single-use containers (serve condiments from large containers, avoid straws or stir sticks, etc).
- Use items that are made from recycled content (e.g. plates and napkins), or better yet, use reusable dinnerware, flatware, and/or linens.

# Checklist to review with your staff before the event:

- ☐ Know the location of the nearest recycling station.
- Let customers know which of your containers are recyclable.
- ☐ Place your recycling and garbage in clear bags only.
- Flatten cardboard boxes and place them in the bin marked "paper".





**APPENDIX 3** 

# Information sheet for zero waste volunteers

# Why go green?

- Diverting recycling and organic materials contributes to the reduction of solid waste from the landfill or incinerator.
- Reduces negative impacts on the environment.
- Aligns with the values of event attendees by striving to go green.

# Your role:

 For the duration of the event, the waste is the responsibility of the event organizer and clean up staff. Your role is to ensure that attendees properly sort their waste into the bins provided and keep the recycling contaminant free.

## Before event:

- · Get your supplies: gloves, tongs and bags.
- Familiarize yourself with the venue. Ensure you know where the main waste collection area is and what recycling station you are assigned to.
- Attend the pre-event meeting to ensure that you know what types of waste to expect and what bin they should be placed in.

# During the event:

Ensure that attendees properly sort their waste into the bins provided and keep the recycling contaminant free.

- Make sure the bins are lined with clear bags.
- Maintain the cleanup of litter around the recycling station and event grounds.
- When bags are full, remove them from the bin and replace the bag/liner. Take full bags to the main waste collection area.
- Stand at the station and help attendees sort their waste into the appropriate bin. This is the most important part of your role. Contaminated recycling bags end up as garbage and are disposed of in the landfill.

## After the event:

- · Roll all bins to the main waste collection area.
- Check-in with the event lead to assist with vendor/ exhibitor take down. Ensure that they take all of their items with them and recycle whatever is suitable.
- Congratulate yourself for helping the event reach its green goals.



# List of local suppliers and service providers

The City of Vancouver has not evaluated, screened or reviewed the suppliers and cannot endorse, recommend or approve them for use at your event. This is not a comprehensive list, and we welcome suppliers not on this list to phone **3-1-1** to be included. (Thouroughly assess any supplier and compile a written contract with them prior to retaining them for any service.)

# Local organizations who manage event waste

# Recycling Alternatives

Has been supporting community events and festivals for over 20 years. Whether your event/festival is big or small, they have a solution. Ask about their event recycling stations or totes and 'in kind' options for community groups.

604-874-7283 recyclingalternative.com info@recyclingalternative.com

#### **Urban Impact**

Can develop a plan for your event, including: recycling and compostable services; consulting on waste diversion plans; monitoring, training green team volunteers; providing zero waste stations and recycling bins; educating attendees; taking all the recyclables and compostables away; and providing a waste diversion report.

855-203-5794 urbanimpact.com events@urbanimpact.com

### Green Chair

Provides a full range of services to assist in greening events, including pre-event consultation with vendors and organizers, set up and staffing of recycling stations throughout the event, and thorough site cleanup after the event.

604-806-0680 greenchairevents.com admin@greenchairevents.com

#### BF

Strives to be the premier provider of environmentally responsible waste management services. They have new technologies and alternative waste management solutions that streamline waste management in your community.

604-800-1633 local.bficanada.com

#### Smithrite

Waste and recycling programs are tailored to meet the individual needs of their customers.

604-529-4030 smithrite.com sales@smithrite.com

#### SuperSave

Waste disposal and recycling 604-533-4423 supersave.ca contacts@supersave.ca

#### City of Vancouver

Provides waste and recycling bins and the removal of waste.

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Local suppliers of reusable, recyclable and compostable food service supplies

## **BSI Biodegradable Solutions**

604-630-5115 biodegradablesolutions.com info@biodegradablesolutions.com

# Earthcycle Packaging

604-899-0928 earthcycle.com info@earthcycle.com

# **Gordon Food Service**

604-540-5400 gfscanada.com info@gfscanada.com

# Unisource

604-528-7338 unisource.ca van\_orders@unisource.ca

#### Sevco

604-301-3070 sevco-foods.com order\_desk@sevco-foods.com

#### **Enterprise Paper**

604-522-6295 enterprisepaper.com

Local organizations that provide green energy and offsets

#### People Power Productions

People Power Productions was launched in early 2011 as a creative vehicle for bringing renewable energy systems to festivals and events. 604-802-2180 peoplepowerproductions.ca

james@peoplepowerproductions.ca

# **Bullfrog Power**

Canada's 100% green energy provider; offers homes and businesses clean, renewable energy solutions.

1-877-360-3464 bullfrogpower.com info@bullfrogpower.com

#### Offsetters

If you're considering a commitment to become carbon neutral, Offsetters can help you:

- Measure your carbon footprint by calculating your event's GHG emissions.
- Purchase offsets that support projects preventing GHG emissions equal to your event's carbon footprint.
- Promote your carbon neutral achievement amongst stakeholders.

604-646-0400 offsetters.ca info@offsetters.ca

#### Cowpower

Supports BC farmers to turn manure and food waste into clean renewable electricity. By capturing methane produced from manure and food waste, Cowpower creates a better kind of renewable electricity. cowpowerbc.com info@cowpowerbc.com

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# Local organizations that provide tap water access

#### Water Matters

Water stands: portable self-serve filtered drinking water refill stations for outdoor events.

604-733-7888 yourwatermatters.com info@yourwatermatters.com

# Metro Vancouver: Water Wagon

The Water Wagon is a portable water unit that has bottle-filling dispensers. Space requirements are approximately 20' X 10'.

Note: This unit is in high demand and is typically scheduled for the entire event season months in advance. tapwaterteam@metrovancouver.org

#### City of Vancouver: Water Fountains

- Fountains are 150 pounds each and come with an extension hose.
- Events needs access to a hose bib (fire hydrants excluded).

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# Local organizations that provide bike parking

# BEST: The Bicycle Valet

- Turn-key service that's free to event patrons and easy to use.
- · No hassle for event organizers.
- Full commercial liability insurance.

604-669-2860 thebicyclevalet.ca bicyclevalet@best.bc.ca

# City of Vancouver: Bike Racks

- Racks hold up to 12 bikes.
- Dimensions 10' L x 4' W x 3' H.
- Need to have a staff person or volunteer attend or prepare signage indicating when bike racks will be removed from event so bikes are not left on rack.

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volunteer presence is required.



City of Vancouver water fountains.



City of Vancouver bike racks.