

MPI:TN & ETMP Education Conference

*Event Planning Excellence
for the Next Decade 3-23-10*

Green Practices

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“Green Festivals and Events”

The reduction of material developed by an event by means of controlling source reduction, recycling, composting, and using alternative materials.

Could include Carbon Offsets.

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- Reduce your carbon footprint through conservation.
 - Drive less.
 - Turn down the thermostat.
 - Buy locally produced goods.
- With Carbon offset purchases your money funds clean energy and efficiency projects such as wind farms. These projects result in verified reductions in greenhouse gas emissions.
- **www.terrapass.com**

What is a “Green” Event?

- **ANY** event with “environmental” controls & reduction goals.

Class Reunion, Arts Festival, Race for the Cure, etc.

What is Zero Waste?

One Organizations Definition:

“Zero Waste is a philosophy and a design principle It includes 'recycling' but goes beyond recycling by taking a 'whole system' approach to the vast flow of resources and waste through human society.

Source:

GrassRoots Recycling Network

GRRN.ORG

What is Zero Waste?

Zero Waste maximizes recycling, minimizes waste, reduces consumption and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace.”

Source:

GrassRoots Recycling Network

GRRN.ORG

Develop a Green Event Committee

- **Make up should be partners, sponsors, recyclers, waste haulers, government, environmental groups.**
- **Get all involved at the very beginning of the event planning stage.**
- **Consider the size of the event and number of waste reduction items needed to complete the event goals.**
- **Set realistic goals. May need to change up once planning begins.**

Resources/Partners

- **Businesses – recyclers**
- **Businesses – waste haulers**
- **Local Government – Public Works, etc.**
- **Community Action Committee: Americorps Volunteers**
- **Organizations – non-profits, clubs, etc.**

The City of Pittsburgh loans this trailer to event organizers to help them recycle.



Identify Potential Waste Materials

-- Determine what waste materials will be generated at the event and what other waste might arrive at the event from surrounding businesses or activities.

-- Establish a list of waste products. Identify each material and the quantity that will be produced.

-- Vendors attending your event may also be able to help estimate waste quantities by providing estimates of expected sales of food and beverages.

Once you have identified potential waste materials, consider each one individually to determine disposal options and possible alternatives:

- Is the material banned from disposal?**
- Recyclable? Compostable? Reusable?**
- Could a recyclable, compostable, or reusable product be substituted?**

Materials Not Accepted / Accepted

- **Items Not Accepted:**
- **Styrofoam (cups, food containers etc.)**
- **Foil (from candy wrappers, potato chip bags, sun screen, etc.)**
- **Cigarettes**
- **No glass containers**
- **Aluminum foil**

- **Composting Containers Take:**
- **All food wastes**
- **Paper plates**
- **Napkins**
- **Paper cups and bowls**
- **Biodegradable utensils (All forks, knives and spoons on site should be of this material)**

- **Aluminum, Plastic Containers Take:**

- Plastic drink and water bottles
- Straws
- Plastic Beer Cups
- Coke cans any type
- Plastic Plates and Cups
- Plastic utensils

- **Paper Containers Take:**

- Mixed colored paper
- Paper handouts
- Paper brochures and flyers
- Cardboard boxes (For large boxes have vendors take them to the large recycling container behind the main stage.)
- Paperboard (Kleenex boxes, paper towel rolls, folders, cereal boxes etc.)
- Newspaper
- Paper bags

Markets:

- **Will the material be purchased from the event coordinator or will there be a fee to remove the materials?**

Our economy last year was at a all time low!

So were the markets for recyclables!

- **What sold for 85.00 a ton to a recycler cost \$30.00 for the same materials to be taken off site.**
- **You may be able to sell or the recycler will just take the materials off you hands.**

Will your event have a MANDATORY waste policy?

This is a Zero Waste Event. Recycling containers will be available for mixed paper, cardboard, plastic containers, and aluminum cans. If you bring materials that cannot be recycled please take it back with you.

MANDATORY

- All food packaging must be recyclable or compostable. No Styrofoam.
- No plastic baggies for bake goods. Suggest using wax paper or compostable bags.
- Beverages must be in aluminum cans, water bottles, plastic or paper cups.
- Cups – NO LIDS, NO STRAWS. Suggest using compostable straws and lids.

If VOLUNTARY

- **Communicate your goals and how they can be achieved with their assistance.**
- **Provide incentives:**

Exhibitors/Vendors Material Control

- **EarthFest provided corn-resin “plastic” compostable utensils.**
- **Vendors used compostable or recyclable packaging. (cost up to $\frac{3}{4}$ more than Styrofoam)**
- **Food waste was collected for composting.**
- **Vendors took their “other waste” with them.**

EarthFest:

- Used a reusable “commemorative” cup for beer sales.
- 900 cups were used.
- 10 “thrown away”



Sundown In The City:

- We considered using compostable cups.
- Recycler took all plastic cups that were generated from the event.



Managing The People

- No Regular Trash Cans



Recycling/Composting Tents

Volunteers provided on site and on the spot education.

Volunteers monitored reported “banned” waste to event organizers.

All containers included very specific labeling.



Contamination In Containers

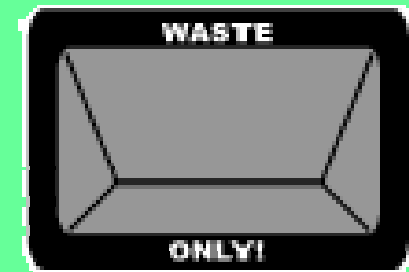
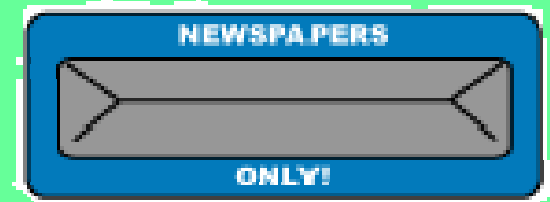
Unmanned, public containers:

Without specialized openings,
contamination **WILL** occur
unless monitored

You will get food-covered items and
other forms of contamination in
with accepted recyclables.

Suggest restrictive openings.

Might means higher cost per
container.



Where do I get free signs?

Download free standard recycling signs

www.epa.gov/recycleonthego (click on How to Set up a Program)

www.besmart.org (click on Public Place Recycling Toolkit)

THE COCA-COLA COMPANY
NATIONAL RECYCLING COALITION
BIN GRANT PROGRAM

Home

Grant Overview

Available Recycling Bins

FAQ

Apply For A Grant

Past Grant Recipients

RECYCLE!



<http://bingrant.org>

The Coca-Cola Company



National Recycling Coalition

Raise Awareness

- Pre-event

- TV

- Radio

- Posters

- Website

- News

EarthFest 2006 | Home - Microsoft Internet Explorer

Address: <http://www.knox-earthfest.org/welcome.html>

EARTH FEST

Small Steps Make a Big Difference, April 22, 2006, Knoxville, TN

Home | Schedule | Entertainment | Exhibits | Sponsors | Special Events | Links | Contact

EarthFest 2006: Small Steps Make A Big Difference!

EarthFest 2006 will **open to the PUBLIC at 12 NOON** on Saturday, April 22 to allow the site to dry out a little after several days of heavy rain. Vendors and volunteers should still plan to arrive at 8:00 a.m. to set up. Event officials will be on the site starting at 8:00 a.m.

EarthFest 2006 will be at **World's Fair Park - SOUTH LAWN!**

IMPORTANT ANNOUNCEMENT: EarthFest will take place at World's Fair Park as scheduled but will be on the **SOUTH LAWN or PERFORMANCE LAWN AS INDICATED ON THE SITE MAP**. Last year it was on the North Lawn (near the fountains). The move was done for several logistical reasons. Make plans now to attend EarthFest 2006, Knoxville's celebration of Earth Day and the premier environmental festival in the Southeast U.S. Now in its 7th year, EarthFest 2006 promises more fun, environmental displays, more food and more music than ever!

EarthFest is an official **WASTE-FREE EVENT**. Volunteers from Keep Knoxville Beautiful, UT Recycles, UT Cares and Waste Management will be taking steps to make EarthFest 2006 a Waste Free Event. Food vendors have already agreed to serve in recyclable or compostable containers and there will be recycling opportunities for plastic bottles, aluminum cans and mixed paper. EarthFest organizers ask everyone attending to refrain from bringing disposable items to the event and help us reach our goal of creating zero waste in honor of Earth Day.

Food and Entertainment

With great food from vendors including: The Sunspot, Larry's Coney Island Cart, Heartsong Home School Cooperative, Just-a-Poppin' Kettlecorn, The Happy Hempseed Café, Shabby Allie's and more combined with some of Knoxville's top music acts, a great time is guaranteed for everyone!

Children's Activities

Many of the educational displays are designed just for children - most with hands-on activities. If its a warm day be sure to plan to get wet - at the World's Fair Park fountains.

EarthFest is:
Saturday
April 22, 2006
12 NOON to 10 p.m.
World's Fair Park
Knoxville, TN
Free Admission

Downloads:
[Site Maps](#)
[Sponsor Application](#)
[Exhibitor Application](#)

EarthFest Facts:
EarthFest is now in its 7th year. 10,000 people attended EarthFest 2004.
[Click here for a history of EarthFest!](#)

Waste Management

Raise Awareness

EarthFest is an official “ZERO-WASTE EVENT”

EarthFest 2010 is aiming to be a Zero-Waste Event again! Exhibitors and food vendors will be required to control the types of materials they sell or distribute. EarthFest organizers, sponsors and volunteers will provide recycling and composting opportunities for everything distributed at the event.

Stage Announcements

Prerecorded & Live.

Provide a script!

On site Signs & Banners









- T-shirts,
Stickers
 - Ask Me
About
Waste
Free
Sticker



- T-shirts
- Stickers



Audits

- **Keep an accurate count of the number of pounds generated for the duration of the event.**
- **Keep track of the different waste streams separately (garbage, recycling, organics).**
- **What progress was made toward achieving your goals?**

Critique Meetings

- **Comments from staff and volunteers.**
- **On site surveys from attendees**
- **What went right and what went wrong**
- **Equipment needs and unneeded**
- **Budget**
- **Future events dates, times, locations**
- **Add up your numbers**

Results

Tell people about it!

- **News Release**
- **Blog**
- **Publication Article**

Results

2007 Governors Environmental Stewardship Awards

Environmental and Education Outreach

Keep Knoxville Beautiful / Knoxville News Sentinel

Environmental Achievement

**TN Department of Transportation and
Keep TN Beautiful Awards of Excellence 2007**

Leadership - Community Group

Best Green Gig Award

- Submit a description of what your organization did to green your event. Include any supporting materials, photos, brochures, evaluations, budget, layout, printed materials, mission statement etc. that support this category. Submit materials electronically only. Display boards will not be accepted on site. This is a separate category from those listed. Judges will not review materials from any other another category. Include all supportive materials with this entry that you wish the judges to consider. To enter into this category, at least one member from your organization must register for the conference.
- Email your entry to by

Criteria to include:

- Types of materials collected, plastic bottles and or cups, aluminum cans, paper, cardboard etc.
- Total number of pounds collected or number of pounds recycled per type material.
- Contact information of recycler used.
- The number of volunteers utilized if any.
- Indicate the number of attendees at your event.
- The number and type of recycling containers used, indicated if attended / staffed or not.
- Indicate if you had support from local environmental groups, non profit, City or County Departments, others.
- Provide examples of advertising such as web pages, news releases, TV and radio commercials, news paper ads.
- What was the cost of greening you event, partners and sponsors contributions.

Optional Criteria:

- **What was the number of staff members on the committee coordinating the green portion of your event.**
- **Did you provide instructions to food vendors to bring bulk food products and compostable materials etc? Provide a copy of the instructions.**
- **Did you provide instructions to exhibitors to reduce the amount of non recyclable materials they distribute or consider other green techniques? Provide a copy of the instructions.**
- **Did you compost any material, if so what, where and, how much.**
- **Provide examples of any signs, banners, educational materials used to promote the green portion of your event, (can be photographs or PDF).**
- **Provide any surveys used, pledge cards, displays (can be photographs or PDF), educational games for youth (explain).**
- **What was the cost of greening you event, partners and sponsors contributions.**
- **What other types of equipment was used, on site small scale, collection boxes, dumpster, clear stream bags, trailer, etc. Supply photographs if any.**

Action Item Check List

- **Identify stakeholders and the role they can play**
- **Contact your Local Waste Reduction Coordinator**
- **Collect information about recycling, composting, and other waste management programs in your area**
- **Establish a Project Zero Waste Committee**

- **Appoint Project Coordinator(s)**
- **Identify your greening goals**
- **Identify potential waste materials**
- **Identify disposal options and alternatives**

- **Design a waste separation system for the event**
- **Choose suitable collection containers for garbage, recyclables, and organics**
- **Communicate with vendors and service providers**
- **Publicize your plans through local and regional media**

- **Monitor waste stations and collection during the event**
- **Evaluate your achievements**
- **Acknowledge support of all stakeholders and organizers**
- **Promote your successes.**



Thanks For Considering A Green Event

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