

Toward Zero Waste Events

Guidelines

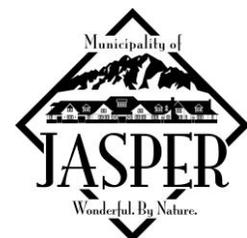


**MUNICIPALITY OF JASPER
PARKS CANADA**

2016



**Parks
Canada** **Parcs
Canada**



Thank you for your interest in hosting a Toward Zero Waste Event. This guide will help you organize an event that will:

MAXIMIZE DIVERSION (RECYCLING AND COMPOSTING) MINIMIZE WASTE

The community of Jasper is located in Jasper National Park - the largest and most northerly Canadian Rocky Mountain National Park, and part of a spectacular UNESCO World Heritage Site. Given our location in a national park, the Municipality of Jasper has an obligation to work toward becoming a model green community which embraces environmental stewardship.

The community of Jasper has made a commitment to Environmental Stewardship – our vision statement states 'Jasper is a leader in sound environmental practices.'

The community has recently made efforts to host special events as Toward Zero Waste Events where a high standard of care is expected. Hosting an event as a Toward Zero Waste Event will help increase support for your event in our community and demonstrate your commitment to waste minimization.

Your sustainable event will minimize waste going to landfill and increase the volume of material recycled and composted thus making your event a waste management success.

Currently this is a voluntary program to encourage event planners to decrease their event's ecological footprint.

What is Zero Waste?

Zero Waste is a goal. No system is 100% efficient (there will always be a small amount of waste produced), we should move **toward** zero waste.

Zero waste aims to divert as much recyclable and compostable material out of the garbage as possible.

Zero waste is not accomplished by merely adding recycling and compost bins – the key to a zero waste event is careful planning so that all materials used and discarded are reusable, recyclable, compostable or biodegradable.

Why minimize waste?

- Meet community expectations
- Make the event attractive to sponsors
- Affect behavior of vendors and patrons in a positive way
- Divert recyclable and compostable material from landfill
- Reduce economic costs associated with landfill charges
- Provide a better environment to enjoy the event
- Increase environmental awareness

EVENT ORGANIZERS HAVE THE MOST INFLUENCE IN MINIMIZING WASTE AT PUBLIC EVENTS

An event organizer may be a professional company, a not for profit group, individual members of the public, staff at a school, a sporting organization, service club, etc.

As event organizer, you are responsible for running the event. Your efforts will determine the extent to which opportunities for composting and recycling are maximized and waste is diverted. Thoughtful, strategic planning for waste collection at your event will help you achieve your toward zero waste goal.

As event organizer, you can also encourage your other key stakeholders to participate in waste reduction, composting and recycling.

Your stakeholders may include:

- Patrons
- Volunteers
- Suppliers
- Entertainers
- Vendors
- Staff

These guidelines are applicable for large outdoor events, indoor events, weddings, private functions, or meetings etc.

From the planning stage, to execution and evaluation, limiting waste can be incorporated into a number of areas.

Before your event

Gain commitment

You need commitment from all your partners:

- **Vendors.** Need to be informed – give them as much notice, advice and help as possible. They need to follow these guidelines in order to participate.
- **Site owners.** Contact the site owner to ensure an adequate supply of recycling and composting receptacles.
- **Sponsors.** Ask sponsors to supply recyclable supplies, advertise the event as a Toward Zero Waste event and provide promotional materials that are sustainable.
- **Service contractors.** If you are hiring a separate group to assist with recycling, composting and waste collection and cleaning ensure they provide the services you require.
- **Patrons.** Those attending your event must be aware of what actions will be expected from them – proper recycling, composting, non-littering, etc.

Purchasing

Focus on **reducing** the amount of material brought to the site. This is a key component of minimizing waste during the event:

- **Purchase in bulk.** Always buy in bulk where possible. Avoid individual packages for condiments, drinks etc.
- **Use reusable containers and serving ware.** For example, urns, pitchers, large bowls.
- **Avoid non-recyclable goods.** If you have a choice, choose the product that can be recycled (product as well as packaging).
- **Purchase from local suppliers.** This reduces greenhouse gas emissions and supports local business.
- **Use decorations and props that can be reused or recycled.** Avoid using balloons if possible.
- **Sell food and beverages at the event only in serving ware and packaging that can be reused, recycled or composted.** Most paper and raw wood food ware are compostable. Check out green supply stores or contact the municipality for assistance in ordering these supplies.

Compostable foodware

If purchasing compostable foodware, ensure it is placed in compost bins throughout the site. If compostable foodware ends up in the garbage and then a landfill, it will neither biodegrade nor compost.

Promotion

Make sure to frame the event as a GREEN EVENT. Not only do your partners need to take part, but attendees must also support this goal.

- **Press release.** Issue a press release and advertise your toward zero waste goal.
- **Endorsement.** Speak with elected officials and municipal employees to see what support is available.
- **Website.** Use online registration to reduce paper. Use the website to advertise your toward zero waste goal.
- **Promotional items.** Free giveaways should be sustainable, for example, organic clothing, BPA free water bottles, and reusable shopping bags.
- **Advertising.** Where paper must be used, minimize its use and use paper made with recycled content.

Site Plan

Include waste management on your site plan. A site plan is essential to ensure you maximize the waste minimization opportunities available at your event.

- **Vendor location.** Identify the location of food and beverage vendors and services that will require recyclable, compostable, or waste collection. Ensure proper receptacles are available at those areas.
- **Signage.** Waste gets improperly sorted because people are unaware. Signage is key. Signs should be placed at eye level, be weatherproof and reusable.
- **Tables and chairs.** Identify the placement of tables and chairs (where people will eat and drink) and therefore the best place for recycle, compost and waste bins.
- **Access.** Service routes should be identified for service vehicles, suppliers, vendors and waste collection staff/volunteers/contractors.
- **Receptacles.** Calculate the number and type of bins required. Make arrangements to ensure they are at the site and placed in the most effective locations.

Receptacles

Typically waste doesn't get sorted properly due to lack of, or improper, receptacles. The Municipality of Jasper has bins available for rent – contact to arrange use. Bins must be returned empty and clean. You are responsible to ensure event receptacles are emptied and materials disposed in municipal bins – recycling depots, bottle depot, or compost collection bins throughout town. Contact the Municipality for a current list of recyclables and compostable materials.

- **Compost.** Ensure bins are for compostable products only. Signage is critical to avoid contamination.
- **Recyclables.** Bins must be available for patrons and partners. Patrons need bins for refundables (beverage containers), food waste and possibly paper. Partners need bins for cardboard, refundable beverage containers, food waste and paper.
- **Liquid waste buckets.** Consider placing a bucket for liquid waste next to recycle bins (to empty partially full beverage containers).
- **Garbage/other.** Minimize the number of garbage bins provided to avoid recyclables and compostables ending up in the garbage.
- **Staff/volunteers.** Placing staff/volunteers at bins can help reduce mix up of waste types and avoid contamination.

During your event

Monitor vendors

Ensure vendors are meeting their obligations:

- Using the bins available to them
- Separating waste types
- Using only permitted materials

Monitor bin usage

- Adjust bin locations as necessary
- Exchange or empty bins as necessary
- Ensure site and bins are clean and tidy
- Ensure access for vehicles remains clear

Communicate with patrons

- Utilize public address systems to encourage correct sorting and why it's important

Other ideas

- Instead of handouts during the event, create an email list so these items can be sent at a later date digitally
- Encourage the use of laptops with slide presentations to further reduce paper use
- Make efforts to turn off overheads, projectors and lights when not in use
- Take advantage of natural light to conserve energy

After your event

Clean up check

Check that vendors have left their sites clean. Staff or volunteers should have ample gloves and bags.

- Ensure collected material is removed from the venue and delivered to the correct recycling, composting or waste collection facility
- Ensure collection bins are emptied and cleaned
- Return collection bins (empty and clean) to municipality if used during the event

Data collection

Your feedback and data are of great assistance to the Municipality of Jasper and future event organizers. This information can identify areas for improvement and target resources more effectively.

Obtain data on waste materials collected:

- Number of patrons at the event
- Amount of recyclable material delivered to recycling centre and bottle depot
- Amount of compostable material
- Total amount of material diverted from the landfill (the total of the two above)

Donate

- Donate excess food to the local food bank
- Donate unused materials to community organizations (e.g. schools, service clubs, youth programs, etc.)

Communicate your success!

- Sponsors, vendors, patrons and the public will be interested in the success of the event – let them know how much waste was diverted from the landfill. This will help secure support for future events.



The banner features a green and white background with a curved design. On the left, the text 'Towards' is in a smaller font above 'ZERO WASTE' in large, bold, black letters, with 'Event' in smaller black letters below it. To the right of this, the text 'Municipality of Jasper Canada Day Breakfast is a Toward Zero Waste Event!' is written in a green, sans-serif font. At the bottom left, there is a small logo for the Municipality of Jasper with the text 'Minimize waste Maximize recycling, reuse and composting' below it.

For more information on event greening:

- A Greener Festival
- David Suzuki's Making Your Event More Sustainable
- Environment Canada Green Meeting Guide
- Convention Industry Council's Green Meetings Report
- The CERC Green Event Planning Guide
- IUCN Responsible Tourism Handbook

Event organizers are encouraged to contact the Municipality of Jasper should you have any questions regarding planning your Toward Zero Waste Event.

Municipality of Jasper
Box 520
Jasper, AB
T0E 1E0
Environmental Stewardship 780-852-1563
www.jasper-alberta.com

