



Saskatoon Green Event Guide

Updated 2017

About this Guide:

This guide is designed to help organizers of all sizes of event in Saskatoon create more environmentally sustainable events.

Sustainable events are those which have a minimal impact on the environment, including detrimental effects to air, water and land. Sustainable event planning ensures that environmentally responsible decisions are made and implemented throughout the event planning process, and are considered in all levels of event organization.

This guide is to provide event organizers with the tools and contacts necessary to help make events as sustainable as possible. This guide was created by SEAC, in consultation with the City of Saskatoon Environmental Services department, the Saskatchewan Environmental Society, and the Saskatchewan Waste Reduction Council, as well as similar guides developed in other jurisdictions nationally and internationally.

About SEAC:

SEAC is the City of Saskatoon Environmental Advisory Committee.

The function of the Committee is to provide advice to Council on policy matters relating to the environmental implications of City undertakings, and to identify environmental issues of potential relevance to the City

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BEFORE THE EVENT:

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Set Goals

For event organizers, it is important to establish environmental priorities for your event. Goal setting will help you to measure and communicate how effective your sustainability measures were, and allow you to establish priorities and goals for future events.

Examples:

- 75% waste reduction through recycling and composting.
- 100% of all food vendors using compostable service ware.
- 25% of event attendees commuted by bike or Saskatoon Transit.
- 50% of the event powered by renewable energy source(s).

Choose a site

Consider selecting an event site that is central, and which is easily accessible by foot, bicycle or transit.

For events that draw attendees from outside of Saskatoon, make a list of green hotels available and put it on your website and other marketing materials.

- Visit:
<http://www.greenkeyglobal.com/hotel/list.asp?province=SK>

Develop a plan

Your sustainability plan will be instrumental in helping you achieve your goals. Your plan should indicate the specific environmental initiatives you are undertaking for the event, indicate the resources (including people required to implement those initiatives, and assign a budget required for each initiative.

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.
- *Deposit recovery*- Use a bottle deposit recovery to offset the cost of your waste management.
- *Sponsorships*- Engage local organizations and companies to sponsor your green initiatives financially or with volunteers.



Assign a Team

Staff and volunteers will be important in helping your event reach its sustainability goals. The biggest task you will have on event days will be assisting with recycling, composting, and waste. Volunteers will also be needed to staff water stations to help fill bottles, ensuring their proper use, and keeping stations clean.

Waste Reduction Coordinator

For larger events, your event may wish to assign a Waste Reduction Coordinator who has strong organizational and communication skills, is a good motivator and has a solid understanding of Saskatoon's waste management programs.

Event Sustainability Committee

Large events may wish to set up an Event Sustainability Committee and ensure someone is delegated the responsibility for implementing these initiatives.



Train volunteers and staff

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

- Recruit volunteers interested in environmental protection and sustainability.
- Ensure that volunteers understand the types of tasks they may be asked to perform, as well as all safety and equipment operating procedures.
- Review assignments with volunteers.
- Distribute supplies to volunteers.
- Remind volunteers to thank attendees that they see considering the environment.

Involve stakeholders

Meet with your stakeholders, site owners, vendors and contractors to let them know about your green event goals and plans. Invite their input and advise them of any green expectations and requirements you have of them (i.e. recycling requirements, service ware guidelines, bottle water bans).

Contractors and Suppliers

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.

Vendors and Exhibitors

Ask all 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 when constructing exhibits.
- Display informational posters for attendees (e.g. way-finding to bike racks or waste sorting instructions).

Avoid single-use giveaways and handouts. Rather, encourage vendors to distribute information using other electronic methods

Ask food vendors to:

- Use service ware made from recycled content, or use reusable service ware.
- Offer reusable containers for purchase and single-use containers that are recyclable or compostable.
- Discourage the use of unnecessary items (e.g. straws and stir sticks).
- Use large containers for condiments and beverages instead of individual packets, cans or bottles.

See Resource Document #4 for a list of suppliers of reusable, recyclable and compostable food service supplies.

NOTE: All compostable dishware should be stamped by the USCC and “BPI Certified” and meet the test requirements under the American Society for Testing and Materials (ASTM D6868) for plant based manufactured items.

Recycling and waste

It is important to establish a plan early. Coordinate with your service provider to establish your Recycling & Waste plan, including:

- Location and timing for container drop-off and logistics for waste removal.
 - Pick up directly from sites?
 - Hours for collection?
 - How many pickups are needed?
- Location and number of waste, recycling and compost bins, marked on a site plan.
 - It is encouraged that events have recycling stations featuring bins for all recyclables, waste, and compost together.
- Your waste plan during the event (how waste, recyclables, and compostables will be moved during the event).
- A description of how staff and volunteers will ensure waste is being sorted and handled properly.
- The types of recyclables that will be collected during the event (with photos).



Hire waste and recycling service providers

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

- Make sure you hire waste and recycling service providers that can report the volume of waste and recycling generated at your event. This information is important for measuring your actual performance against your stated goals.

See Resource Document #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. It is recommended that there 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 you are collecting: garbage, recycling and compostables.
- 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).
- Clear signage on bins, with photos of the types of items that will be disposed of at the event.
- Have trained volunteers manning the stations or regularly walking by to answer recycling questions and ensure materials are being recycled properly.

Note: Make sure recyclables are sorted and free of garbage, or they may be sent to landfill by your service providers.

Water

Saskatoon has high quality, safe, good tasting tap water. Events that provide tap water will help avoid individually portioned bottled water, removing a waste stream from your event and lowering the overall impact of your event. Identify water access at event grounds or vendors willing to provide free tap water, and if needed, arrange for a water service provider.

See Resource Document #4 for a list of local organizations that provide tap water access.

Green transportation

Develop a green transportation plan for your event to help lessen congestion on our streets. Your plan may consider:

- Ensuring that you have ample, secure bike parking, such as a bike valet, at your event to encourage people to bike to your event.
 - *See Resource Document #4 for a list of local organizations that provide bike parking*
- Ensuring that staff, exhibitors, vendors and volunteers do not let their vehicles idle.
- Choosing energy efficient, hybrid or electric vehicles for your event.
- Working with Saskatoon Transit to develop a transit plan for your event. This may include providing information for out-of-town attendees on how to get to the event site from their hotels using transit, negotiating a transit pass for the event or event volunteers, or creating direct or increased transit service.



- For larger events, a carpool site can be arranged to discourage single passenger vehicle travel to events.

Green energy

Many events will require some power to run a sound system, lighting, food preparation and other equipment. Your event can help our City minimize energy consumption by considering:

- Start by looking for ways to conserve power wherever possible.
- Using electricity when possible.
- Using alternative energy sources 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.

See Resource Document #4 for a list of organizations that provide green energy.

Communicating your green event

Having a green event is something to be proud of. It will help attract both patrons and sponsors.

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. point out the location of recycling stations, highlight vendor initiatives, announce green objectives, or speak about how event attendees can help).

Promote your green event

Outline your green event in communication materials and how attendees can help:

- Provide directions to the event using public transit and bike routes.
- Encourage walking and cycling. Let attendees know if there will be bike parking or a bike valet.
- Bring a reusable water bottle or a mug to reduce use of disposable cups.
- Let them know if there will be a water fountains or tap water stations for refills.

Issue a press release

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.
- Be sure to use reusable/recyclable materials for signage and displays.
- Encourage participants to register online or use electronic ticketing.
- Computerize functions when possible.

Educate through signage

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

- Clearly mark all recycling stations, bike parking, and water equipment.
 - Signage for waste stations needs to be simple and clear, and include pictures of items that vendors will use at the event.
 - Signage should consider pedestrian traffic and crowds.
 - Waste service providers may have signage available
- Put signage in event literature, bathroom stalls or portable toilets to inform people at the event about the green initiatives.

Other initiatives

Host an eco-pavilion

Consider hosting an eco-pavilion at your event for attendees to gain information on the environmental initiatives of your event, stakeholders, and sponsors.

Exhibitors at your eco-pavilion could include:

- Environmental non-profit organizations
- Event service providers
- City of Saskatoon Environmental Service Branch
- Sponsors with environmental initiatives

Tours for volunteers, sponsors, and media

To help connect your event staff, volunteers, and sponsors to your environmental plans, consider arranging a tour of recycling or composting facilities to tie stakeholders to the importance of your initiatives. A guided tour of the environmental aspects of your event site before the launch may be another option.

Before the launch of your event, consider inviting media to tour your event site to highlight the environmental programs your event has taken on. This will help communicate those aspects to attendees in advance of their attendance.

Consider product bans

Consider banning unrecyclable or hard-to-recycle products, such as Styrofoam packaging and food trays, from your event. This will greatly affect your waste diversion rate.

Also consider banning nuisance products like water bottles from your event.



Gifts and giveaways

Encourage vendors and information booths to consider zero waste giveaways (including unpackaged materials) and those made out of recycled materials.

If your event gives gifts to performers, speakers, volunteers, or attendees, consider sustainable gifts such as donations to environmental organizations or tree plantings.

DURING THE EVENT:

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Set up

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

Consider announcing the green goals of your event and how participants can help you meet them.

- Example: Our goal is to recycle 75% of the waste from today's event.

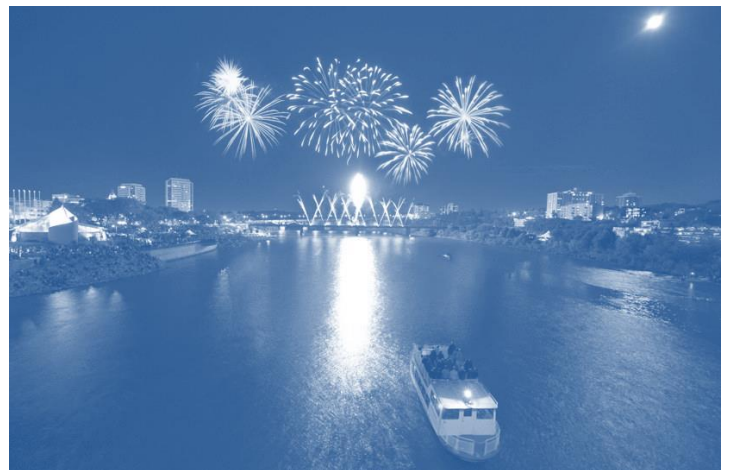
Prepare & monitor

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/waste stations and other green equipment, like water fountains and bike parking.
- Monitor recycling/waste and water stations and help educate attendees on proper waste sorting.
- Adjust recycling/waste and water stations to higher traffic areas as needed.
- Ensure recycling/waste and water stations are clean and tidy at all times.

- Tape or cordon off existing garbage receptacles (such as municipal park garbage cans) and have signs explaining where the recycling/waste station(s) are located.
- Transport full bags of recyclables, compostables, and waste to main collection area(s) and re-line bins with appropriate bags.

Don't forget to communicate to your vendors about proper disposal procedures, and the location of central recycling and waste services.



Event closing

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

AFTER THE EVENT:

Post-event evaluation

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

Involve stakeholders and employees

Meet with your stakeholders, 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.

Awards

Based on your achievements, consider applying for awards, including those through A Greener Festival or SWRC's Waste Minimization Awards.

Measuring performance

Identify your performance metrics and measure against the goals you 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.

See Resource Document #5 for a Sample Post Event Summary report.

Celebrate success

Award stakeholders, volunteers, and employees with a green party to celebrate your event's achievements.



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:

- Only give out service ware (plates, cups, cutlery, napkins) that is compostable, biodegradable, or recyclable. Better yet, use reusable dinnerware, flatware, and/or linens if it is appropriate for your event.
- Minimize single-use containers (serve condiments from large containers, avoid straws or stir sticks, etc).
- Avoid Styrofoam containers, which are not recyclable and is not biodegradable.
- Use local, seasonal, and organic foods whenever possible

Checklist to review with your staff before the event:

- Know the location of the green facilities, including recycling stations, tap water stations, and bike parking.
- Let customers know which of your containers are recyclable.
- Place your recycling and garbage in clear bags only.
- Flatten cardboard boxes and take them to the central recycling location.

Information sheet for waste volunteers

Why go green?

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

Your role:

Waste is the responsibility of this event. 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 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.

REMEMBER: When in doubt, throw it out.

Resource Document #3

List of suppliers and service providers

Recycling:

Allan's Disposal Services

Provides recycling bins for cardboard, paper and steel.

306-931-2604

www.allansdisposalservices.com

Loraas Recycle

Provides recycling bins and recycling services for paper, cardboard, plastic, glass, and tin.

306-242-2300

www.loraas.ca

SARCAN Recycling

Provides recycling bins and recycling bags, as well as bulk customer recycling service for beverage containers.

306-933-0616

www.sarcana.ca

contact@sarcana.sk.ca

Waste Management

Provides collection services for waste, recycling, and organics.

877-784-7336

www.wm.com

Cosmopolitan Industries

Provides collection and bin rental services for recycling.

306-664-3158

www.cosmoindustries.com/

Composting:

Waste Management

Provides collection and processing services for food waste and compostable dishware.

306-242-4603

www.wm.com

City of Saskatoon

The City operates compost depots for yard and garden waste but do not accept food waste and do not offer any hauling servicing for organics.

306-975-2486

www.saskatoon.ca

environmental.services@saskatoon.ca

Organizations that provide bike parking:

Saskatoon Cycles

Provides secure, coat-check style bike, stroller, rollerblade, and skateboard parking to a wide variety of events in Saskatoon to encourage attendees to commute by means other than cars.

www.saskatooncycles.org

Suppliers of reusable, recyclable and compostable food service supplies:

Earth Distributors
403-220-0187

www.earthdistributors.com
info@earthdistributors.com

Envirowise
306-955-7627

www.envirowisesask.com

Gordon Food Service
1-800-232-7285

www.gfscanada.com
info@gfscanada.com

Polar Plastic
780-489-7938

www.polarplastic.ca

Handy Special Events
306-933-2727

www.sohandy.com

Veritiv Canada
1-877-367-2904

www.veritivcanada.ca
ebusinesscanada@veritivcorp.com

Organizations that provide green energy and greenhouse gas offsets:

Bullfrog Power

As Canada's 100% green energy provider, they offer events access to clean, renewable energy solutions.

1-877-360-3464

www.bullfrogpower.com
info@bullfrogpower.com

Offsetters

They can help you measure your carbon footprint by calculating your event's GHG emissions, then help you to purchase offsets that support projects which prevent GHG emissions equal to the weight of your event.

604-646-0400

www.offsetters.ca
info@offsetters.ca

Further Event Sustainability

Support and Resources:

Saskatchewan Environmental Society

A non-profit organization that encourages informed decision-making that moves Saskatchewan towards sustainability, with a focus on sustainable energy and climate solutions, water protection, resource conservation, biodiversity preservation, and reduction of toxic substances.

306-665-1915

www.environmentalsociety.ca

Saskatchewan Waste Reduction Council

A non-profit organization dedicated to helping the people of Saskatchewan reduce waste by providing accurate, balanced waste reduction information.

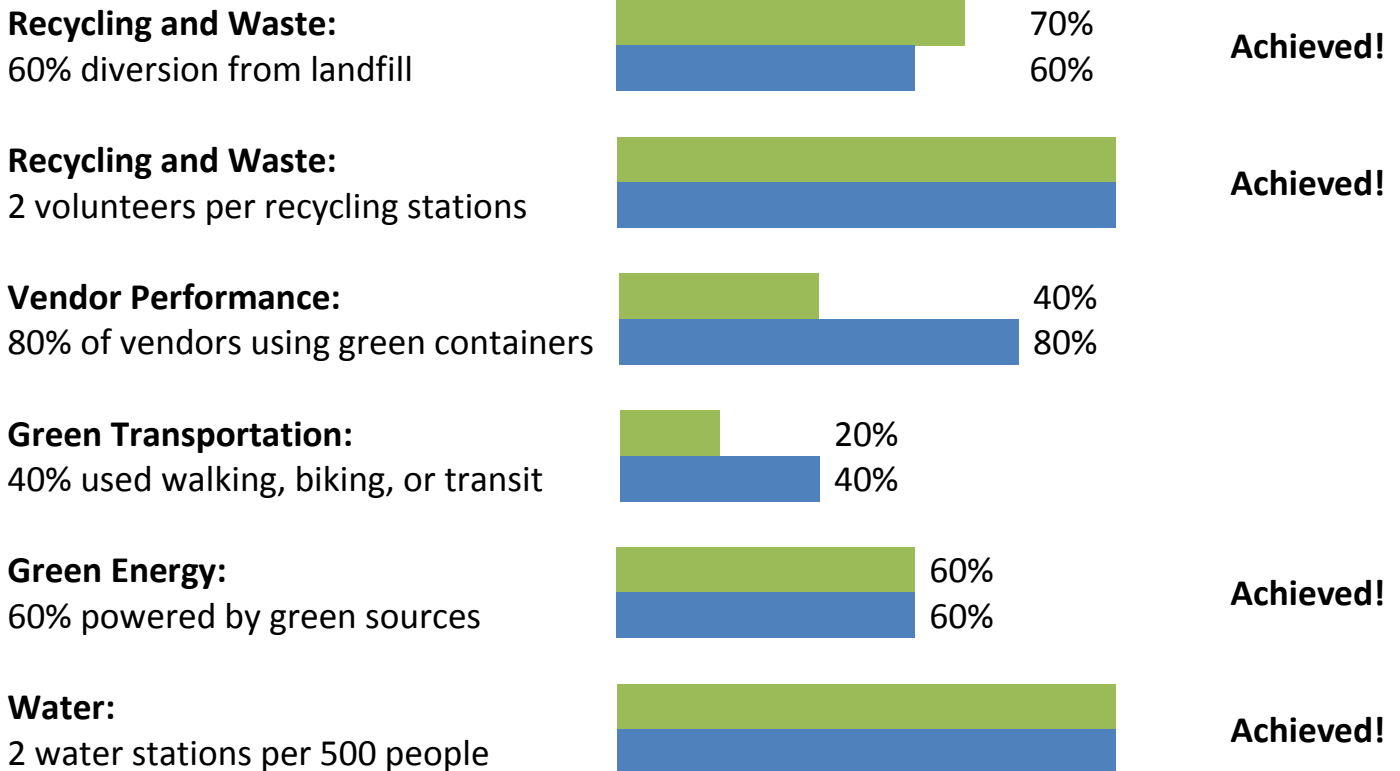
www.saskwastereduction.ca

info@saskwastereduction.ca

Sample post event evaluation

Use an evaluation form to see how your event minimized its environmental impact based on the goals and targets set during the event planning process.

Performance Indicators:



FINDINGS:

Event:	ABC Event	Event Date:	May 16-18
Successes:	- Ample volunteers - Found a sponsor for green power needs - Location had water fountains	Challenges:	- Many food vendors used Styrofoam containers - Rainy event days led to more people driving than biking