



GREENING YOUR EVENT

Establish Green Policies

- When planning your event prepare a written environmental policy which then can be shared with your suppliers, stall holders, speakers and patrons.

(This can be as simple as a one page document that says stall holders are required to use compostable/ biodegradable packaging plastic bag and water bottle free).

- Every time you communicate with exhibitors request that waste and packaging be reduced.
- Measure the amount of energy, water and waste your event is using, create a baseline so you can track your results each year and your environmental footprint.



RECYCLE BINS -YELLOW TOPS

(Available from Cleanaway)

Always place the bins in pairs, with the waste bin closer so people have to make that extra effort to recycle, less chance of contamination.

Recycle Bins Signage- The bins should have some signage, make it simple.



Recycling just one aluminium can **saves** enough **energy** to run a television set for 3 hours.



do the **right thing**
use the **RIGHT BIN**



**plastic, glass bottles,
paper, cardboard
and aluminium cans**

do the **right thing**
use the **RIGHT BIN**



Recycling just one plastic bottle **saves** enough **energy** to power a CFL bulb for 30 hours.



do the **right thing**
use the **RIGHT BIN**



Signage – Simple Facts - Make it easy

FACT: Every time you recycle one aluminum can you can save enough energy to power a TV for three hours

What else can be Recycled or Reused?

Look at everything you have at the end

Make a plan

Don't just think about the front of house what about stall holders

Compost your food waste

Make it easy for them to do the right thing, put policies in place.

Glass



Materials



Cardboard



Green Waste



PACKAGING

Look at your packaging –
Can it be recycled?



**COFFEE CUPS CANT BE RECYCLED BUT
SOME CAN BE COMPOSTED. Other options**

**There's no point promoting recycling if you have
nothing that can be recycled.**



DO YOU NEED PACKAGING?

New options out there, bamboo plates, corn starch
(Not are all as green as they say)





What **CANNOT** go in your yellow recycled bin?

- **PLASTIC BAGS**
- **TAKEAWAY COFFEE CUPS**
- **PLASTIC WRAPPINGS**
- **NEWSPAPERS WRAPPED IN PLASTIC**
- **STYROFOAM**

NOTE: Even with the plastic code on the Styrofoam and plastic wrappings these items cannot be sorted for recycling as there is no local recycle facility for this material.



SUSTAINABLE FOOD AND TRANSPORT

- Encourage attendees to use **SUSTAINABLE TRANSPORT** – bus, bikes, carpooling
- Food stalls – produce sourced locally e.g. 100km radius, support local and organic
- Plan menus using in seasonal produce and vegetarian options
- Avoid unnecessary packaging and plastic bags
- Use water glasses plus jugs with filtered tap water (collect and reuse name badges)
- Offer electronic registration and e tickets



Educates and engages the public and rewards for recycling.

A public place recycling initiative that collaborates with local business, educating them and also engaging them in the rewards system **Will hold up to 3000 crushed cans and bottles.**
The Envirobank Mobile Unit is available for events, education and community engagement -, a fun recycling vehicle that increases the recycling statistics at events.

www.envirobank.com.au



Consumer inserts Container >



Transaction Begins >



Message is Delivered >



Choice of Redemptions >



Coupon received in seconds

WATER REFILL STATIONS



**BYO Resusable
Water
Bottle**

**Every
Bottle
Counts!**



The Caloundra Music Festival became the first festival in Australia to become free from disposable water bottles. That's over 20,000 water bottles that didn't end up being used. Reduces waste and recycling costs and great marketing PR.

"Water sold in plastic bottles is a source of litter and greenhouse pollution. In most cases it is completely unnecessary – and a scam. Bottled water costs about 1000 times as much as the safe, clean, tasty water available out of a tap in most places in Australia. Caloundra Music Festival is leading the way by not selling disposable water at the festival and encouraging festival goers to bring their own re-usable water bottles." **ACF President, Professor Ian Lowe**

Off Setting YOUR CARBON

A Carbon Friendly Event

- Patrons offered the chance to pay an extra couple of \$ to off set carbon

Climate Friendly -

www.climatefriendly.com

Easy Being Green -

www.easybeinggreen.com.au





WHATS HAPPENING AROUND THE COUNTRY - Melbourne

Wash Against Waste (WAW) is a fully set up kit and trailer with everything needed to service a festival. It includes hundreds of plates, bowls, cups and cutlery as well as a hot water system, tea towels, sponges, buckets, trolleys, trestle tables and tubs.

All you need is people, power and water.

The WAW kit is an environmentally friendly alternative to “disposable” crockery that reduces waste, is easy to use, hygienic and saves money.

WHAT ELSE IS HAPPENING



The Bicycle Music Festival is an all-day musical event that runs entirely on human power.



Outside Lands Festival in San Francisco Panhandle Stage is completely powered by solar energy including all of the sound and lighting.



BIKE VALET PARKING - Riding your bike to Outside Lands is one of the easiest and greenest ways to get to the festival.



Generators at an event running on 20% biodiesel in San Francisco

The Big Tent Festival in Scotland have introduced compost toilets and solar showers.

SOMEMORE GOOD LINKS

- http://www.tourism.australia.com/documents/corporate/taca4047_green_business_events.pdf
- <http://www.seventeenevents.co.uk/wp-content/uploads/downloads/2011/09/1010-event-checklist.pdf>
- http://epa.tas.gov.au/documents/sustainable_event_guidelines.pdf
- http://www.ehp.qld.gov.au/waste/recycling/awareness_raising_materials_for_public_place_recycling.html#waste_stickers



- Recognition (Branding, Publicity, Awards)
 - Industry Leadership and best Practice
 - Competitive advantage in the market
 - Respond to green consumer demand
 - Appeal to new customers
 - Increased profit



Questions?

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