

Zero Waste Community Events Toolkit

MWIN AGM & Conference
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Recycling Council of Ontario
www.rco.on.ca

Who is Recycling Council of Ontario (RCO)?

- **Not for profit, non-government, membership-based environmental organization** whose mandate is to inform and educate society about the generation of waste, the avoidance of waste, the more efficient use of resources and the benefits and or consequences of these activities
- **Members** represent a variety of stakeholders including municipalities (lrg & sm), manufacturers, brand owners, material processors, industry associations, small/medium size businesses, other NGOs, academics, consultants, other 'sister' provincial organizations



RCO's History & Milestones

- Celebrating 30 years! (incorporated in 1978)
- Instrumental in developing Ontario's Blue Box Program
- United Nations Environmental Award (1989)
- Appointment of Minister of Environment to WDO – Stewardship Program Development
- Funding comes from government grants, events, membership, research funding, corporate sponsors



RCO's Current Programs



Current Project/Policy Focus

Policy/Project

- Provincial Stewardship Plan for WEEE
- Provincial Stewardship Program for Fluorescent Lighting
- Provincial Reduction Plan for Plastic Carry Out Shopping Bags
- Review of Waste Diversion Act
- Construction Demolition Waste Pilot Program
- CCME Sustainable Packaging Guidelines
- Walmart Sustainable Packaging Scorecard
- Zero Waste “Community Event” Toolkit
- Waste Reduction Plans for IC&I Section



Zero Waste Community Event Toolkit

- Began in March 2007
- Funded by the Ontario Ministry of the Environment
- Project Focus - 7500 Outdoor Community Events in Ontario every year



Zero Waste Community Event Toolkit Project

Terms of Reference : Project Rationale

- Wastes from the IC&I (non residential) make-up about 60% of Ontario's disposal stream
- Public expectation and “readiness” that event wastes be addressed. (very ‘visible’)
- Event wastes typically fall outside the responsibility of Municipal service provision.(Permitting!!!!)
- General lack of support to address the problem.
- Very little resources and information available to event manager/organizers



Project Objectives

- 1. Develop a practical resource tool, focused for event organizers and host municipalities, designed to help guide and support efforts to eliminate wastes from Ontario's community events by applying the 3RS Hierarchy.
(Reduction – Prevention, Reuse – Where feasible, Recycling/Composting – all residuals)***
- 2. Develop a “Certification Program” that recognizes and brands Zero Waste Community Event***



Project Management Team

Lead Proponent :

RCO

- Jo-Anne St. Godard, Executive Director
- Sarah Mills, Manager Special Projects

Project Management

- David Douglas, VisionQuest Environmental Strategies Corp., President
- Sally Leppard, LURA Group, Founder & CEO
- Jean Louis Gaudet, LURA Group, Consultant
- Sue Beazley, LURA Group, Consultant



Phase 1: Developing the Toolkit

- Learn best practices on a global scale
- Understand what the barriers and opportunities currently exist with reducing event waste
- Identify project 'test sites' to expand knowledge
- From there, develop a resource that could support waste prevention and/or diversion at every stage of the event planning, execution and wrap up.
- Test the tool – Revise
- Develop On Line Version



Selection of Test Sites

- Started from Festival Events Ontario (FEO) members (over 7,500 different events)
- Choose 50 based on a cross section of type, location, size
- Surveyed initial 50, targeting 30 to be official ‘test’ sites (not chosen for diversion achievements!)

Community size	<ul style="list-style-type: none">●15 large urban●8 small urban●7 rural
Geographic location	<ul style="list-style-type: none">●7 south/central●10 north●7 east●6 southwest
Mix of event types	<ul style="list-style-type: none">●First Nations, Agricultural, winter fests, parades, wine/food, music, sport, cultural



26/30 Final Event Test Sites

1. Salsa on St. Clair
2. Barrie Winterfest
3. Festival of Ice Kitchener
4. Waterloo Oktoberfest Markham Fall Fair
5. Niagara Folk Art Festival
6. Ottawa Winterlude
7. Peterborough Downtown Jazz Festival
8. Shore of Erie Wine Festival
9. International Plowing Match
10. Country Festival (2008 Location: Teeswater)
11. Chin Picnic (Mike Dimaso)
12. Toronto Gay Pride
13. CNE Burlington Rib Fest
14. Ohsweken / Grand River Pow Wow
15. Brantford Collingwood Elvis Festival
16. Ottawa Blues Fest
17. Art of Being Green - Lanark
18. Guelph Hillside Festival
19. Orillia - Mother Earth Day
20. Live from the Rock
21. Red Rock Owen Sound Summer Folk Festival
22. Folklore Festival
23. Thunder Bay Kingston Sheepdog Trials (City of Kingston)
24. Owen Sound Canada Day
25. Kapuskasing Lumber Jack Show Anishnawbe Keeshigun (Thunder Bay)
26. Gregor's Crossing Medieval Fair (Chatham - Kent)



RCO – Zero Waste Community Event Micro Site Selection

 - selected sites



Zero Waste Community Events

Phase 1 : Planning

Phase 2 : Execution

**Phase 3 : Follow Up &
Reporting**



Zero Waste Event Management

Event Planning (anticipating and characterization)

**Key: to Prevention - Municipal permitting/support
(Partnership between the Waste & Planning
Departments)**

- Mandatory Diversion
- Green Procurement
- Reduction Plan
- 3Rs reporting



Zero Waste Event Management

Event Planning (con't)

- Developing Green teams
- Setting Waste Diversion Goals, Policies & Objectives
- Internal buy-in (Boards/Staff/Volunteers)
- Start with office, meeting practices
- Sponsorships/donors Agreement
- Waste Management Service Agreements
- Food Vendor Agreements
- Event set-up – logistics
- Communication & Education (External/Internal)



Zero Waste Event Management

- **Event Execution – Municipal Support**
 - Logistics, layout (recycling/waste equipment)
 - Stream management – Municipal Support
 - Tracking & Reporting
 - Staff & volunteer support
 - Signage
 - Vendor activities/support
 - Waste Management/Recycling Service Provider
 - Local business support (parades)



Zero Waste Event Management

Event Wrap-Up

- Measuring results – Data tool (final disposition)
- Noting successes and opportunities
- Debriefing partners/sponsors
- Evaluating agreements
- Setting next year's goals
- Adjusting policy & practices



Toolkit Elements

Suggested Toolkit Elements (pre, during & post event)

- **Sample Environmental Policy/Statement (Charter of Values)**
- **Sample Municipal/Provincial Permits (diversion, procurement, reporting requirement)**
- **Sample Waste Audit (protocols/plans)**
- **Sourcing Vendors – Best Practice Tenders/Contracts/RFPs (rating system for your vendors)**
 - Waste impacts - Compostables
- **Best Practice Sponsorship Agreements/Proposals**
- **Sourcing Waste Management/Recycling Service Providers – Best Practice Tenders**
- **Sample Communication (internal/external - Media)**
- **Sample waste tracking and reporting tools**
- **Funding opportunities – Community Granting**
- **Supplier Listings**
- **Sample short and long term planning (steps toward transition)**
- **Outdoor Recycling Furniture Supplier Listing**
- **Recycler/Organics Processor Service Provider Listing**



Zero Waste Community Event Toolkit - Launch

Phase 1

- Complete the Final Report
- Finalize the list of Event Test Sites (4 more)
- 'Run' all 30 Test Sites through the tool
- Begin building toolkit – first iteration March 15th
- Launch and Promote – Waste Reduction Week 2008 - October

Phase 2

- Begin Development of Criteria for Certification Program



Thank You



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416 657 2797

joanne@rco.on.ca