

Greening your festival

Making sustainability an integral part of your festival/event

Festival & Events Ontario
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Introduction

- Eneract is an environmental charity
- We deliver innovative, practical and turn key solutions to environmental challenges
- We work with residents, businesses and other non-profits
- Established in 1988

Go green, live smart, save money.

Find out more: www.eneract.org

About Eneract

■ Services:

□ Environmental marketing

- **Internal:** Employees at work (building a “conservation culture”); employees on the road (smart commuting) and employees at home (smartliving Workshops)
- **External:** Ethno-demographic market research; environmental direct marketing.

■ Products:

- smartliving Guide (www.smartlivingguide.ca)
- smartliving Workshop

Find out more: www.smartliving.ca



Why go green?

■ Environment

There are many pressing environmental problems (pollution of the air, water systems and land) that have long term implications for our society.

■ Community

Humans are an integral part of the ecosystem. Threats to the ecosystem are threats to the viability of our society.

■ Economy

In many cases, the solutions to environmental problems lead to economic benefits. Reducing air pollution, for example, can save Ontario hundreds of millions of dollars in lost productivity and medical costs related to hospitalization and death.

Green Procurement

What is green procurement?

- Environmentally responsible or 'green' procurement is the selection of products and services that minimize environmental impacts.
- Rooted in the principle of pollution prevention: reduce risks to human health and the environment

What are green products?

- Produced in a manner that consumes less natural resources or uses them more sustainably
- Involves less energy in their manufacture & may consume less energy when being used; generally contain fewer hazardous or toxic materials

Green Procurement

Benefits

- Cost avoidance—lower waste management fees, lower hazardous material management fees, less time and costs for reporting;
- Savings from conserving energy, water, fuel and other resources;
- Demonstration of due diligence;
- Reduced risk of accidents, reduced liability and lower health and safety costs;

Green Procurement

Benefits (cont'd)

- Support of environmental/sustainability strategy and vision;
- Improved image, brand and goodwill;
- Improved employee and community health through cleaner air and water, less demand for landfill and less demand for resources; and

Green Procurement

Implementing a green procurement policy

- Organizational support: Management and relevant staff must support the initiative fully. Include them in the process.
- Self-evaluation: Evaluate your purchasing practices to identify what, how much, from where and at what cost you purchase – provides a baseline to compare future achievements.
- Set goals: Establish a broad policy along with specific priorities and targets.

Green Procurement

Implementing...(cont'd)

- Develop a strategy: Identify and implement changes, identify suitable products and services, evaluate the environmental performance of suppliers.
- Run a pilot project: Test with a specific product or service. Can be used to generate more detailed guidance on purchasing practices.

Green Procurement

Implementing...(cont'd)

- Implementation: Assigning responsibility and accountability; communications with employees, customers, your Board, suppliers and the public.
- Sustainability: systematic program reviews – is the scheme meeting its goals and objectives? Account for changing environmental goals.

Green Shift

facilitator of Environmental Stewardship

Sourcing and screening of environmental products helping to:

- Conserve natural resources
- Eliminate harmful chemicals
- Support better business
- End exploitation
- Help animals
- Contribute to a healthier world for all

Cost Effective Environmental Solutions Delivered To Your Door

Find out more: www.greenshift.ca

Introduction to...

Fair trade

- A growing, international movement which ensures that producers in poor countries get a fair deal.
 - Fair prices for their goods (ie. covers the cost of production **and** guarantees a living income)
 - Long-term contracts (provides security)
 - Support to gain the knowledge and skills that they need to develop their businesses and increase sales.
- Ask your suppliers if they carry Fair Trade products

Find out more: www.maketradefair.com

Food & Beverage

Vert Catering



Food & Beverage

Vert Catering

- A socially and environmentally responsible member of the food community.
- Food is local, fresh, seasonal and passionately cultivated.
- Committed to producing less landfill waste
- Food is a combination of locally grown and organic



Food & Beverage

How Vert is green

- Encouraging organic and naturally grown food choices.
- Supporting local community by donating one catering event to charity monthly.
- Composting and recycling all excess food onsite.
- Driving environmentally friendly *Autoshare* for catering transportation.
- Using biodegradable non-pulp tableware products.



Food & Beverage

Other ideas

- Beer gardens? Make sure your beer bottles are collected for recycling
- Develop a policy for vendors (supported by regular communications with vendors) to recycle and compost organics where facilities exist

Waste



Why be concerned?

- Waste disposal is a significant problem facing us in Ontario –
 - Economic: cost of shipping waste to available landfills; added congestion to the highways,
 - Political: eg. Problems caused by Toronto's waste in Michigan
 - Environmental: air pollution from garbage trucks; valuable resources being lost to the landfill

Waste

- Festivals can be a significant contributor to the waste stream – esp. those with food vendors

What you can do

- Develop a recycling/composting program for your festival/event
- Develop a recycling program for your office
- Educate your festival-goers about your efforts and invite them to join you

Waste

Case study: Pride Toronto

- Pride Toronto: one of the largest festivals in North America, 1 million participants
- Weekend festival on Church St (up to 100,000 people at any one time); parade on Yonge St (1 million people)
- Large blue recycling bins are placed on Church St on Saturday/Sunday of Pride Weekend. No organics pickup.
- City of Toronto- free recycling pickup on Monday morning

Waste

Case study: Pride Toronto (cont'd)

- All logistics handled by Eneract; participation/consultation with Site Operations, Food & Beverage, Media/Communications and office staff was critical to ensuring success
- All costs (2005) were covered by Eneract through grants from TD Friends of the Environment Foundation and Shell Environment Fund

Waste

Case study: Pride Toronto

- Educating the public:
 - Announcements in media ads
 - Information provided to all volunteers (over 700)
 - Flyers handed out during the weekend
 - A booth at the Pride Toronto Marketplace with experienced and knowledgeable staff
- Results: **1.4 tonnes of recyclables diverted**
 - Equivalent to 100,000 500ml plastic water bottles
 - Enough raw material to make replacement cotton for 5,000 t-shirts or 5,000 sq ft. of carpet

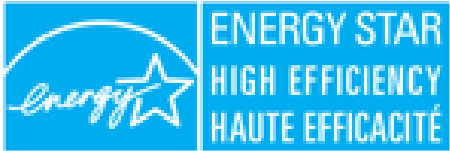
Energy

Conservation

- Prevention is better than cure
- Perform an energy audit (can be done by professionals or, lacking \$, a knowledgeable staff/volunteer):
 - Review where you use energy
 - Determine whether there are ways to reduce consumption/use more efficiently
- Educate office staff about what you're doing and why
- Very simple actions can have an impact – turning off computers & lights, using a programmable thermostat. Consistency is key.

Energy

Efficiency

- Buying appliances/equipment? Be sure to buy as efficient units as possible. They will:
 - Save you money (the more efficient, the lower the lifetime operating – including energy – costs)
 - Last longer
- Look for ENERGY STAR → 
- ENERGY STAR label denotes the most efficient products of its kind

Find out more: www.energystar.gc.ca

Energy



Windshare wind turbine in Toronto

Image courtesy windshare.ca

Green Energy

- In many places across Ontario, green energy (low environmental impact) is available for purchase

Find out more:

- Selectpower:
www.selectpower.ca
- Find more listings under *A Happy Home* at
www.smartlivingguide.ca

Resources

- US National Recycling Coalition Green Meeting Policy:
<http://www.nrc-recycle.org/resources/library/nrcgreenmtgsguide.pdf>
- Ecorecycle Victoria: Waste Wise program
<http://www.ecorecycle.sustainability.vic.gov.au/www/html/254-waste-wise-program.asp?intSiteID=1>
(or go to <http://www.ecorecycle.sustainability.vic.gov.au> and follow the “waste” and “waste wise” links)
- BSDGlobal.com: Green Procurement
http://www.bsdglobal.com/tools/bt_green_pro.asp

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