

# The Art of Being Green

Together, We Can Make a Difference

# Why Is This An Important Topic?

- Our Future Depends on Us Reducing Our Waste – A Cradle to Cradle Approach
  - a. “Cradle to Cradle / Remaking the Way We Make Things” by William McDonough & Michael Braungart
- Our Future Depends on Us Reducing Our Reliance on Fossil Fuels
- As event producers, we work at creating community, and developing ways in which our attendees may interact with sponsors, each other, and their surroundings. This has given us the power to educate attendees *and* effect positive change in greatly reducing the amount of waste taken to our local landfills.

# Types of Waste Our Events Generate

1. Food Vendor Waste:
  - Food wraps/plates
  - Plastic ware
  - Individual ketchup, mustard, and mayonnaise packets
  - Straws
  - Cardboard
  - Pre-consumer food packaging
  - Gray water
  - Cooking grease
  - Styrofoam - Shockingly, many events still allow the use of Styrofoam by its food vendors even when most city entities have banned the use of this material at events!

# Types of Waste Our Events Generate

2. Crafters/Vendors:
  - Cardboard
  - Plastic wrap/packaging
  - Discarded items such as table clothes, portable furniture, tarps, rope, etc.
3. Plastic Water & Soda Bottles: water continues to be one of the highest purchased items at festivals and events. As the idea of water as a commodity increases, so does the amount of plastic which needs to be recycled. In fact, the plastic from water bottles must be combined with pre-consumer (previously unused) plastic in order to create a new product.
4. Aluminium Cans
5. Paper waste from marketing samplers
6. What about the trash our attendees bring with them to our events? While the adage of “pack it in, pack it out” is heartily followed while hiking upon our local trails, how many attendees leave our events with the trash they have brought in with them?

# Interactive Questions

# What Does it Mean to Be Green in 2010?

## The 3 R's: Reduce, Reuse & Recycle

- Do you buy recycled copy paper?
- Do you send used toner cartridges back to the manufacturer or drop them at a recycling point such as a Best Buy store?
- Do you drop used batteries at a recycling point such as a Best Buy store?

## Compostable Products

- The World's First Biodegradable Water Bottle: BIOTA
- Greenware: Ingeo™ biopolymer, a resin derived entirely from plants
- SpudWare: derived from potato or corn starch & soy or vegetable oil
- Baggasse & Bagasse Natural Products: derived from sugarcane

# What Does it Mean to Be Green in 2010?

## Carbon Footprint Reduction

1. Definition:
  - The representation of the effect we, or our festival (or family or business, etc), have on the climate in terms of the total amount of greenhouse gases we produce – measured in units of carbon dioxide.
2. What this entails is considering the overall environmental impact of producing an event inclusive of items such as:
  - Carbon dioxide emissions for each vehicle driven to your event
  - Carbon dioxide emissions for each person who purchases an airplane ticket to fly to your event
  - How many carbon dioxide units are used to transport talent to ones event – Flying in bands, transportation to the hotel and venue, etc.
  - Use of electrical power for stage, sound, lights, food vendors, crafters/merchants, hospitality, etc.
  - By-products of generator use

# What Does it Mean to Be Green in 2010?

## Carbon Footprint Reduction Con't

3. Carbon Calculator Resource: [www.safeclimate.net](http://www.safeclimate.net)
4. Use of “Green Your Ticket” programs
  - Many venues and music tours are offering patrons the opportunity to add a minimum or self-chosen dollar amount to the purchase of their ticket to offset their carbon footprint for attending.
5. Use of Bio-Diesel in Onsite Generators

# What Does it Mean to Be Green in 2010?

## Use of “Sustainable Products”

1. Products that are made to last indefinitely and have the least negative effects on environmental health
2. Does your office use plates, cups, mugs, and flatware instead of buying a paper product?
3. Cloth wristbands

# What Does it Mean to Be Green in 2010?

- Does your business/event work with other organizations who are environmentally conscious?
- Does your business/event have a print partners who use environmentally friendly ink bases such as soy

# What You Can Do

## 1. Waste Reduction:

- One of the most important changes you can institute at your event is waste reduction. While recycling is an important component to the greening process, it does not address the problem of waste generation. Not only will reducing waste help the environment, but also has the potential to reduce your sanitation costs!
- Work with your food vendors to reduce the amount of waste generated at your event. In 2008 the Sausalito Art Festival subsidized the use of compostable products by its food vendors.
- Does your event have water refill stations?
- Begin a composting program
- Begin using compostable products
- Encourage the use of a re-usable bag to carry home purchases

# What You Can Do

## 2. Reduce Your Carbon Footprint:

- Use solar powered stages and sound systems (Sustainable Waves)
- Perhaps your event could offer a bio-diesel producer the opportunity for visibility at your event in exchange for the collection of cooking grease generated by your food vendors. Not only will this eliminate the need to provide grease bins, but the grease could then be used to power any onsite generators. Not only will this process save you money, but will also be a great press release item!
- Offer Bike valet
- Provide free public transportation to your event
- Discounted parking rates or a group sale admission price for those who carpool
- Develop a yearly tree-planting program. This could be done on Arbor Day which would allow for a media event during a time when people in your community may not be thinking of your event.

# What You Can Do

## The Sausalito Art Festival – A Case Study:

- In order to ease traffic congestion around the Festival site, a free shuttle service is offered to patrons from area parking lots.
- The Festival also offers complimentary Bike Valet and promotes the free service.
- The Festival also promotes the use of public transportation to the event such as buses and ferries.

# What You Can Do

Simply start the conversation. You would be amazed at how many people are willing to listen and contribute!

- Talk with your Staff
- Talk with your Interns
- Talk with your Board members
- Talk with your volunteers
- Talk with your community
- Talk with your Public Works Department

# Activate Your Volunteers

## Sausalito Art Festival – A Case Study:

- The Mayor's Blue Ribbon Garbage Committee, chaired by former Sausalito mayor Robin Sweeney, works tirelessly to sort trash and recycling in order to ensure as few items as possible from the Festival do not end up directly in the waste stream
- This volunteer opportunity is by *invitation only*
- Who gets invited? Major Generals, Mayors from neighboring towns, area personalities, and those who have volunteered with Robin for many years to name only a few
- These volunteers receive a collectible SAF *GARBAGE* t-shirt. In fact there are rumors that these shirts are valued upwards of \$50!
- The Sausalito Art Festival's greening efforts would not be half of what they are without the help of the volunteers

# Activate Your Sponsors

## 1. The Sausalito Art Festival – A Case Study:

- Partnered with the Blue and Gold Fleet who operates ferries from San Francisco's Pier 39 directly to the Festival Pier, and to downtown Sausalito. A round trip ferry ticket and day's admission to the Festival may be purchased as a package deal directly from the Blue and Gold Fleet.
- This is a great way to reduce the event's carbon footprint!

## 2. Have you already developed a sponsorship with your sanitation provider? If not, include a request that they provide your event with recycling totes, which in turn is a budget-reducing item.

- Be sure to place plywood tops over the totes with cut-outs which are large enough for your attendees to drop their water bottle, soda can or paper items.
- Totes for food scraps and compostable items should have hinged tops in order to minimize odor and unwanted insects.
- Do not forget to have the plywood donated by your local hardware store!

# Activate Your Sponsors

3. Activate your sponsor or develop an outreach program with your local elementary school by having them paint the tops of your plywood tote covers.
4. Your child's class could prepare visual aids for your recycling stations by creating large signs with items such as a water bottle or soda can adhered to cardboard.
  - This will minimize the co-mingling of recyclable materials.
  - How about including a sponsor logo or school mascot on the signage as a value added benefit?

# Activate Your Sponsors

5. Another way to activate sponsors is to run a recycling contamination reduction competition.
  - Each sponsor could build teams to monitor the recycling stations which will ensure your attendees know where to put their recyclable/compostable materials, thus minimizing contamination.
  - Think of how disappointing it would be to develop an outstanding recycling/composting program, only to have the items diverted into the waste stream due to contamination because your attendees did not understand where to place items.

# Ideas to Attract the Media

1. One way to encourage your food vendors to reduce the amount of waste they generate is to add a marketing benefit directed at any vendor who uses compostable materials.
  - Does one of your food vendors already use cornstarch based plates, utensils, and/or cups?
  - Leverage this into a media event which will drive foot traffic to this vendor and highlight your event's commitment to the greening process.
2. If local restaurants provide food service at your event, run a contest to see which restaurant can produce the least amount of waste during the event.
  - In the post-event time period, hold a media event at the winning restaurant which will not only help keep your event in the forefront of your attendees' minds, but will encourage some friendly competition between your food providers.

# Ideas to Attract the Media

3. One could collaborate with a character or local personality which is already identified with the event (e.g.: Winterlude's Ice Hog Family,) or create a character that is solely dedicated to the greening effort.
  - This would allow for community outreach and education, as well as for an over the top media event.
4. Invite the media to a post-event follow up session to discuss how many tons of compost were taken out of the waste stream, as well as how your event reduced the waste which would have been taken to your local landfill.
5. Hold a recycled or re-claimed material fashion show.
  - There may be a very interesting sponsorship opportunity here as well.

# Ideas to Attract the Media

6. Have music at your event? Find out if the bands out on tour use bio-diesel or have offset their tour's carbon footprint.
7. Interesting items for your press releases are:
  - How much waste in tons does your event produce?
  - How many beer cups are used at your event?
  - How much water is sold at your event?
  - In comparison to the above, how has your event reduced this waste?
  - How many pounds or tons of waste did your event compost?
  - What is your event doing to be carbon neutral?

# General Information & Resources

## 1. The Sausalito Art Festival – A Case Study:

- Has been tracking garbage and recycling tonnage since 1998.
- Records indicate that in 2007
  - a. 7.76 tons were recycled
  - b. 6.70 tons of waste were generated
- Records indicate that in 2008
  - a. 9.45 tons were recycled
  - b. 6.82 tons of waste were generated
  - c. 1,200 lbs of Greenware cups were composted

# General Information & Resources

2. Your local Public Works Department
3. Solar Powered Staging & Sound Equipment: Sustainable Waves
4. “Clean Energy Common Sense – An American Call to action on Global Climate Change” by Frances Beinecke with Bob Deans
5. Information on the Science & Facts of Climate Change:
  - The Environmental Protection Agency:  
[www.epa.gov/climatechange/index.html](http://www.epa.gov/climatechange/index.html)
  - Intergovernmental Panel on Climate Change: <http://www.ipcc.ch/>
  - NASA’s Earth Observatory Site on Global Warming:  
<http://earthobservatory.nasa.gov/Features/GlobalWarming/>
  - Natural Resources Defense Council:  
<http://www.nrdc.org/globalwarming/default.asp>
  - Pew Center on Global Climate Change:  
<http://www.pewclimate.org/>
  - Union of Concerned Scientists:  
[http://www.ucsusa.org/global\\_warming/](http://www.ucsusa.org/global_warming/)

# General Information & Resources

## 6. Eco-Friendly Living Sites:

- The Daily Green: <http://www.thedailygreen.com/>
- Earth 911: <http://earth911.com/>
- Grist – environmental news and commentary:  
<http://www.grist.org/>
- Treehugger – a media outlet focused on making sustainability mainstream: <http://www.treehugger.com/>
- WorldChanging – investigates how to change the world through technology and ideas that already exist:  
<http://www.worldchanging.com/>

# General Information & Resources

## 7. Technical Information:

- Earth Trends Database from the World Resources Institute: <http://earthtrends.wri.org/>
- RealClimate – news commentary site written by working climate-change scientists: <http://www.realclimate.org/>

## 8. More Information on Water: [www.bottledwater.org/public/facqs.htm](http://www.bottledwater.org/public/facqs.htm)

## 9. Recycling Information:

- [www.earth911.org/recycling](http://www.earth911.org/recycling)
- [www.epa.gov/garbage/reduce.htm](http://www.epa.gov/garbage/reduce.htm)
- Energy Kids Page  
[www.eia.doe.gov/kids/energyfacts/saving/recycling/solidwaste/paperandglass.html](http://www.eia.doe.gov/kids/energyfacts/saving/recycling/solidwaste/paperandglass.html)
- National Recycling Coalition: [www.nrc-recycle.org](http://www.nrc-recycle.org)
- GreenDisk: [www.greendisk.com](http://www.greendisk.com)
- Compact Disc Recycling Center of America: [www.cdrecyclingcenter.org](http://www.cdrecyclingcenter.org)
- Reusing Styrofoam: [www.epspackaging.org/info.html](http://www.epspackaging.org/info.html)

# General Information & Resources

## 10. Composting:

- <http://aggie-horticulture.tamu.edu/county/smith/tips/compost/worms.html>
- [www.howtocompost.org](http://www.howtocompost.org)
- [www.p2pays.org/compost](http://www.p2pays.org/compost)

## 11. Ideas on Alternative, Greener Gifts:

- [www.alternativegifts.com](http://www.alternativegifts.com)
- [www.ecoist.com](http://www.ecoist.com)

## 12. Volunteering for the Environment:

- [www.epa.gov/epaoswer/osw/docs/vol4chng.pdf](http://www.epa.gov/epaoswer/osw/docs/vol4chng.pdf)
- <http://volunteer.unitedway.org>
- [www.idealists.org/if/as/vol](http://www.idealists.org/if/as/vol)

# General Information & Resources

13. How to Find Eco Friendly Companies:

- Climate Counts: [www.climatecounts.org/scorecard.php](http://www.climatecounts.org/scorecard.php)
- Co-Op America: [www.responsibleshopper.com](http://www.responsibleshopper.com)
- Green 50, From Inc. Magazine:  
[www.inc.com/magazine/20061101/green50\\_intro.html](http://www.inc.com/magazine/20061101/green50_intro.html)

14. Website with Information to Use in School Focused Projects:

- Agency for Toxic Substances and Disease Registry:  
[www.atsdr.cdc.gov/child/ochwebpgforstudents.html](http://www.atsdr.cdc.gov/child/ochwebpgforstudents.html)
- [www.epa.gov/students/](http://www.epa.gov/students/)

\* **Please Note:** Points 5 through 14 were taken from “Myspace/OurPlanet: Change is Possible” by The Myspace Community with Jeca Taudte

# Finally...

While Kermit the Frog always reminded us that “it’s not that easy bein’ green,” in the end, those of us in the event industry have the power, and unparalleled opportunities to reach an untold number of people with which we may effect substantial positive change.