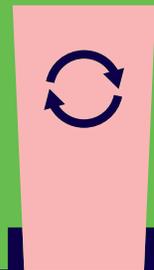
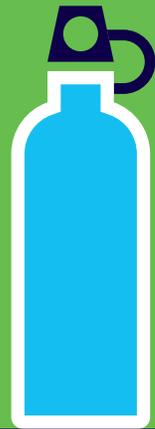


DOWNTOWN Victoria

Festival & Event

Green Guide



GREEN EVENTS GUIDE

DOWNTOWN VICTORIA

Culture, economy and nature co-exist in our vibrant Downtown Victoria. To ensure a healthy future for our region, this guide is designed to provide event organizers with the knowledge and tools to minimize waste, conserve natural resources, and ensure healthy air and water quality.

This guide addresses six key sustainability impact areas. Use this guide to develop a sustainability action plan for your event. Set goals, track outcomes and celebrate wins!

Share your plans, challenges and successes with the DVBA. Our events can make us a stronger, more resilient DOWNTOWN VICTORIA

**DOWNTOWN
Victoria**

20 Centennial Square
Victoria, BC V8W 1P7
250-386-2238

ENERGY

**Aim for a low-emission event
[Go carbon neutral]**

- ✓ Minimize energy consumption
- ✓ Choose renewable sources (electricity over generators)
- ✓ Track energy consumed
- ✓ Offset emissions



WATER

Provide & protect water

- ✓ Access to water at all venues (two fountains /500 people)
- ✓ No bottled water
- ✓ Reusable water bottles



VENDORS

Support local & sustainable

- ✓ Invite vendors that share your green goals
- ✓ Use electricity over generators
- ✓ Provide compostable and recyclable wares



WASTE

**Aim for zero-waste
[95% waste diversion]**

- ✓ Limit single-use items
- ✓ Choose compostable and recyclable products
- ✓ Provide multi-stream recycling and composting
- ✓ Develop a liquid waste management plan



TRANSPORTATION

Support low-emission methods

- ✓ Encourage attendees to bike, walk, bus, skate, or paddle
- ✓ Provide bike parking
- ✓ Offset travel emissions



PURCHASING

Choose local & sustainable

- ✓ Buy in bulk
- ✓ Choose reusable or recyclable products
- ✓ Source from local and sustainable companies



HOW TO USE THIS GUIDE & LIST OF TOOLS

This guide is for people organizing any type of event including festivals, concerts, and any other community celebrations in downtown Victoria. Use it to help plan, run, and evaluate the success of your event. Each environmental impact area has been outlined with specific actions to make your event more sustainable. Tools and resources are available at the end of this document to help with planning, engagement, execution, and evaluation.

Implementing sustainable practices will help reduce waste, conserve natural resources, improve air and water quality, and protect natural ecosystems and biodiversity.



HOW TO USE THIS GUIDE

Develop a sustainability mission/policy, and specific targets in each impact area (energy, waste, water, transportation, vendors and purchasing) early on in your planning. Share your goals with all involved to create buy-in and set expectations. Upon completion of your event, evaluate your successes in each impact area and develop strategies to improve future events.

TOOL #1: TIMELINE & GREEN EVENT CHECKLIST

Use the timeline and green event checklist to assist in goal setting and planning. This tool includes sustainability best practices, as well as general event planning considerations.

TOOL #2: SAMPLE VENDOR AGREEMENT

Use the sample vendor agreement to engage vendors in green event best practices. This guide includes: statements regarding waste management procedures, recording of fuel consumption, and any product bans put in place (such as single-use water bottles and plastic bags).

TOOL #3: DATA COLLECTION WORKSHEETS

Use the data collection worksheets to record and assess the environmental impacts of your event. This tool includes worksheets for fuel use, waste production, and purchasing. Tracking your data is required if you are intending to go carbon neutral.

TOOL #4: SAMPLE SURVEY

Use a survey to learn how people enjoyed your event. The sample survey includes questions on attendee profiles, transportation, vendors, and sustainability goals.

SAMPLE GOALS & RESOURCES

- » Start planning early! Be sure to include staff, vendors, and guests in your plan
- » Consider applying for grants from local organizations that support sustainability
- » Make the planning stages sustainable too (eg. teleconferencing)
- » Engage your staff in all stages of planning and production: goal setting, education, seminars, reading material, guidebooks, discussions, etc.
- » Recognize and reward staff/volunteers that participate in your green initiatives
- » Create content: share goals and challenges on your website, social media, and other communication channels
- » Educate your guests (eg. worm gardens, give away compost soil samples)
- » Be a leader! Empower your staff, volunteers and attendees to be environmental stewards

GREEN EVENTS GUIDE

DOWNTOWN VICTORIA

ENERGY

Minimize energy consumption

Practicing energy conservation reduces power needs, costs, and negative environmental impacts such as pollution.

Choose renewable sources

(electricity over generators)

Eighty-seven per cent of British Columbia's electricity is provided by hydro-electric dams, one of the cleanest forms of power available.

Track energy consumed

Recording energy usage allows you to better assess the impacts of your event and acknowledge areas for improvement.

Offset emissions

Fund a carbon reduction project equal to the amount of carbon you produced to achieve carbon neutrality.

Set Goals & Make Plans

- Identify energy requirements- who needs what and where. Right-size your energy and lighting requirements to avoid excess consumption and light pollution
- Prioritize access to electricity connections or renewable energy sources (eg. bike power, biodiesel) whenever possible
- Coordinate with venue(s) and vendors to provide data on energy consumption (kWh used, type of fuel, and total L/gal used, etc.)
- Include goals and strategies in communication materials leading up to the event (website, press releases, posters, social media, etc.)
- Want to go carbon neutral? Track all energy consumption (kWh, GJ, L of fuel, etc.)

During Event

- Display goals and any use of alternative energy sources
- Ensure vendors are measuring their fuel consumption
- Use natural light as much as possible. Turn all power off at the end of day

Follow-up

- Collect data from vendors, calculate fuel consumed, and purchase carbon offsets
- Share results and develop improvement strategies for following year

SAMPLE GOALS & RESOURCES

Sample Goal #1: 80% of vendors will use electricity

Sample Goal #2: Event will use 20% less energy over previous year

Sample Goal #3: Event will be Carbon Neutral

- » City of Victoria: Arts, Culture & Events department for information on electricity hook-ups
- » Community Carbon Marketplace & Offsetters: Purchase carbon offsets
- » Bullfrog Power: Purchase renewable energy credits

Please note all tools, and contacts for resources are at the end of this document



GREEN EVENTS GUIDE

DOWNTOWN VICTORIA

WATER

Access to water at all venues

Keep your attendees hydrated by providing access to potable water at each venue. This can be in the form of established water fountains in the downtown area, or portable water stations.

Reusable water bottles

To help eliminate single-use plastic bottled water, ensure there are good quality, reusable bottles for sale at the event.

No bottled water

Promote Victoria's clean west-coast tap water by eliminating the sale of single-use plastic water bottles. Using reusable bottles prevents plastics from damaging our eco-systems and contaminating our water sources.

Downtown Victoria is committed to eliminating the sale of bottled water at DVBA events.

Set Goals & Make Plans

- Identify high traffic areas that will require infrastructure to provide access to water (aim for two fountains or taps per 500 people)
- Source reusable water bottles to have available on-site
- Identify water sources in downtown Victoria and include on event maps (if applicable)
- Include the goals and strategies in communication materials leading up to the event (website, press releases, posters, social media, etc.)

During Event

- Ensure there is access to two water stations per 500 people
- Have reusable water bottles available on site
- Display appropriate signage to direct visitors to water
- Ensure staff and volunteers know the locations of water access points
- Ensure performers and vendors have access to water and reusable bottles
- Track success: measure how much water was provided/how many single-use plastic bottles were saved; count the number of water bottles sold/given out/filled

Follow-up

- Ensure water station(s) are cleaned and sanitized before returning, or coordinate return to rental provider
- Review results and develop improvement strategies for following year

SAMPLE GOALS & RESOURCES

Sample Goal #1: Have four water bottle refill stations (2,000-person event)

Sample Goal #2: Sell 20 reusable water bottles (DVBA has available for purchase)

Sample Goal #3: No single-use bottled water on-site

- » CRD water station
- » Water station rentals

Please note all tools, and contacts for resources are at the end of this document



GREEN EVENTS GUIDE

DOWNTOWN VICTORIA

VENDORS

Invite vendors that share your green goals

Develop a preferred vendors list based on their sustainability practices and past performance at green events.

Use electricity over generators

Due to the clean nature of BC's electricity, it is preferable to plug-in rather than combust. Investigate the infrastructure available at your venue(s) and work with your vendors to ensure they are compatible with the grid.

Provide compostable & recyclable wares

To reduce waste production, vendors should source wares that can be composted or recycled, such as wooden cutlery and paper-based dishes.

Set Goals & Make Plans

- Share the event's values, goals, best practices, expectations, and/or recommendations for purchasing and waste management with vendors
- Let vendors know which waste streams will be available and help them source appropriate single-use packaging
- Provide vendors with resources for purchasing compostable wares and offer to facilitate group buys to reduce costs
- Encourage vendors to provide condiments in bulk instead of single-use packages
- Check the compatibility of on-site electricity hook-ups to vendor vehicles
- Encourage vendors to offer vegetarian options
- Ensure any seafood dishes are Ocean Wise Certified

During Event

- Arrange zero-waste stations near vendors with volunteers to assist with sorting
- Encourage vendors to inform visitors which packaging is compostable/recyclable
- Consider donating leftover food or allow staff/volunteers to take home

Follow-up

- Share results with vendors and solicit feedback on the event's green performance
- Review results and develop an improvement strategy for the following year. Take note of which vendors embraced the goals and encourage them to return

SAMPLE GOALS & RESOURCES

Sample Goal #1: 80% of vendors hooked up to electricity instead of generators

Sample Goal #2: All vendors commit to green goals

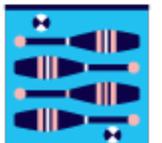
Sample Goal #3: All vendor-provided single-use items are compostable

- » Eco-ware.ca (No minimum buy, free delivery in the Victoria area, 5% discount when you mention this guide) (not in the resources)
- » City of Victoria Arts, Culture & Events department for electricity hook-up

Please note all tools, and contacts for resources are at the end of this document



**DOWNTOWN
Victoria**



GREEN EVENTS GUIDE

DOWNTOWN VICTORIA

WASTE

Limit single-use items

Identify all single-use items and facilitate the use of reusable products whenever possible.

Choose compostable and recyclable products

Prioritize compostable products when possible and ensure materials purchased and used on-site can be composted or recycled.

Provide multi-stream recycling and composting

Each venue should have at least one waste station with bins for organics and recyclable materials. Include cardboard for vendors and production.

Develop a liquid waste management plan

Plan to responsibly dispose of wastewater from food vendors which contains grease and oils.

Set Goals & Make Plans

- Identify single-use items and create strategies to phase them out
- Encourage vendors to buy in bulk to eliminate single-use packaging
- Engage vendors in sourcing compostable/recyclable/reusable products
- Meet with the waste service provider to identify the waste streams and request a report to be prepared after the event on total waste collected and diverted
- Develop appropriate signage- use images of materials in each stream, and choose items that will be on-site
- Provide information on waste to vendors and staff/volunteers on the waste sorting requirements (include in the vendor agreement)
- Develop a liquid waste management plan and submit it to CRD Regional Source Control Program for approval
- Schedule a volunteer to assist with waste sorting at each station

During Event

- Place one of each container (waste, organics, and recyclables) at every waste station
- Ensure clear bags are on-hand to reline waste containers
- Provide volunteers with training on sorting waste
- Display appropriate signage to direct visitors to waste stations
- Track success- if a report is not available from waste provider, count and/or weigh bags
- Ensure compliance with the liquid waste management plan

Follow-up

- Calculate your waste diversion rate (Use Tool #3)

SAMPLE GOALS & RESOURCES

Sample Goal #1: Run a zero-waste (95% waste diversion rate) event

Sample Goal #2: 100% Compostable single-use products

Sample Goal #3: All wastewater disposed of responsibly

- » Tool #3: Data collection worksheet
- » Waste service providers
- » CRD Regional Source Control Program (liquid waste)

Please note all tools, and contacts for resources are at the end of this document



GREEN EVENTS GUIDE

DOWNTOWN VICTORIA

TRANSPORTATION

Encourage attendees to bike, bus, walk, skate or paddle

Every individual's footprint matters. By encouraging guests and staff to travel sustainably, you can dramatically reduce your carbon emissions.

Provide bike parking

Celebrate cycling! By providing bike parking infrastructure, guests will feel more comfortable bringing their bikes to your event.

Offset travel emissions

If carbon neutrality is your goal, ensure you are tracking all of the travel associated with your event including flights and ferry rides for performers and staff. This will be included in your carbon footprint to be offset with the purchase of carbon credits.

Set Goals & Make Plans

- Identify high traffic areas that will require infrastructure to accommodate cyclists and their bikes
- Organize a bike valet or additional bike parking where needed
- Consider the routes cyclists and walkers will take when positioning infrastructure (avoid congestion or bottlenecks) and have appropriate signage
- Identify other bike parking areas in downtown Victoria, such as covered bike parking in parkades, and include on event maps
- Include transportation goals in communication messaging leading up to the event
- Provide transit passes/discounts with event tickets or provide free to staff/volunteers
- Encourage vendors and production team to choose low-emission transportation options

During Event

- Collect data on how people arrived in downtown Victoria (survey to include carpooling and low-emission transportation options)
- Ensure bike valet and additional bike parking is available
- Display appropriate signage to direct visitors to bike parking
- Provide a shuttle service to hard-to-access venues or larger events
- Give out prizes to people who used low-emission transportation methods

Follow-up

- Coordinate take-down of bike valet (if applicable)

SAMPLE GOALS & RESOURCES

Sample Goal #1: 50% low-emissions transportation

Sample Goal #2: Bike parking available for all guests with bikes (no overflow on street)

Sample Goal #3: All travel emissions offset

- » Tool #3: Data Collection Worksheet (includes travel tracking worksheet)
- » Bike valets
- » Tool #4: Sample Survey includes staff commuting questions

Please note all tools, and contacts for resources are at the end of this document



GREEN EVENTS GUIDE

DOWNTOWN VICTORIA

PURCHASING

Buy in bulk

Purchasing in bulk reduces packaging materials and is usually cheaper.

Choose reusable or recyclable products

Eliminate waste by sourcing materials that can be reused in future events. Anything disposable should be accepted in the waste-management plan as an organic or recyclable item.

Source from local and sustainable companies

Choosing locally available environmentally preferable products bolsters the local economy, creates a green image, and influences vendors and visitors to follow suit.

Flags & Banners

- Source and design reusable signs. Potential options include reusable boards (melamine), or vinyl signs with white space for logo stickers to be placed on each year
- Design signs and banners to be reused each year: select a durable material and do not include dates or any information that can change

Paper Purchasing

- Design a mobile-responsive website and/or app to minimize the need for paper flyers. Design paper event materials using a smaller size, and use both sides of the paper
- Select Wheat Sheet (tree-free) or 100% post-consumer recycled (PCR) paper for all printing needs
- Include the green infrastructure on the event map (locations of bike parking, water fill stations, zero-waste stations, etc.)
- Prioritize the use of tablets for navigating guests, and only distribute paper copies when requested

Other Purchasing

- Choose only useful and sustainable merchandise: reusable tote bags, reusable water bottles, Fair Trade items, etc.
- Avoid using chalk on pavement, or ensure it is lifted off and not rinsed down drains
- Avoid single-use plastic decorations and balloons
- If disposable items are distributed, ensure they are only compostable/recyclable items, and inform attendees

SAMPLE GOALS & RESOURCES

- Sample Goal #1: Reusable banners
- Sample Goal #2: 100% tree-free Paper
- Sample Goal #3: No single-use items

- » Fairware
- » Monk Office Supplies

Please note all tools, and contacts for resources are at the end of this document



GREEN EVENTS GUIDE

DOWNTOWN VICTORIA

RESOURCES

Got more ideas on how others can green their events? Have other resources to share?

Let us know!

**DOWNTOWN
Victoria**

20 Centennial Square
Victoria, BC V8W 1P7
250-386-2238

Info@downtownvictoria.ca



ENERGY

City of Victoria- Arts, Culture & Events department can provide information on electricity hook-ups at City venues. culture@victoria.ca 250-361-0246

Offsetters- This Vancouver-based company offsets GHG gas emissions by investing in various carbon offsetting projects around the world.
<http://www.offsetters.ca>

Community Carbon Marketplace- A community-based carbon exchange system based in the Cowichan Valley. Their local approach allows for smaller businesses and community organizations to participate in GHG offsetting in a profitable manner.
<http://www.communitycarbonmarketplace.com/>

Bullfrog Power- Offset energy use with clean, renewable energy sources including wind, low-impact hydro, and natural gas created from decaying organic matter.
<https://www.bullfrogpower.com/>

WATER

CRD Water Station- Must fill out a request form on their website at least two months in advance of the event, and is conditional on availability and a site inspection.
<https://surveys.crd.bc.ca/Survey.aspx?s=348ff1c82c74c9ca3c27113d6d6f395>

Water Station Rentals

A-QUIP Rentals www.aquiprentals.com

Event Water Solutions <http://www.eventwatersolutions.com/>

Quench Buggy <https://quenchbuggy.com/>

Water Monster <https://watermonster.us/>

WASTE

ReFUSE- Provides the most comprehensive service with the greatest variety of materials accepted.

250-381-6007 <http://refuse.ca/>

Capital City Recycling- Provides event services with 96-gallon garbage and recycling (cardboard, mixed paper, hard plastic, soft plastic, glass) bins, and 64-gal organics bins. Requires one-week notice.

250-652-5008 info@ccrvictoria.com <http://www.ccrvictoria.com/>

CRD Regional Source Control Program- Contact for developing a liquid waste management plan. Work with your vendors to develop a system for treatment and/or disposal of liquid waste. There may be a bylaw requirement for food vendors in the future. It is also recommended you consult with Island Health to discuss how this waste will be handled.

Contact CRD at 250-474-9689

Liquid waste directory <https://www.crd.bc.ca/education/stormwater-wastewater-septic/at-work/trucked-liquid-waste/trucked-liquid-waste-service-provider-directory>

TRANSPORTATION

Oak Bay Bicycles- Can provide bicycle parking for up to 700 bikes, or 1,100 with more notice. As of 2017, Oak Bay Bikes charges \$1.50 per bike, per day. They can provide infrastructure and operation services. They require at least two weeks notice.

Contact: Susan at obb.susan@gmail.com <http://oakbaybikes.com/services/valet-bike-parking/>

Bicycle Parking Victoria- As of 2017, cost for the system and set-up is approximately \$10 per rack per day, with a delivery charge of \$150. One rack can hold 8-10 bikes. (\$1.00 to \$1.25 per bike per day). They can provide infrastructure and operation services.

Contact: chainthree@hotmail.com <http://bicycleparkingvictoria.com/>

Victoria Cycling Coalition- The Greater Victoria Cycling Coalition provides bike racks, information booth and trained volunteers to secure the bikes, set-up and takedown. Parking available for up to 105 bikes. Contact for pricing and details.

Contact: info@gvcc.bc.ca <http://gvcc.bc.ca/>

Modo- Member-owned carshare program in BC, with vehicles located throughout Greater Victoria.

<http://www.modo.coop/>

U-Bike- Stationless bike-share program available in Victoria. Users require an app to operate.

<https://www.ubike.cn/en/>

BC Transit- See website for the most up to date transit information including fares and schedules.

<https://bctransit.com/victoria/home>

PURCHASING

Fairware- This Certified B Corp is committed to sustainability through ethical sourcing, using sustainable products, and a commitment to corporate social responsibility. <http://fairware.com/>

Monk Office Supplies- Local to Vancouver Island and committed to environmental stewardship. Great selection of green products. <http://www2.monk.ca/>

Pedersens Rentals- Equipment and supplies for all types of events.
250-383-7783
<http://pedersens.ca/>

Scene About Town- Party and event rentals.
250-388-9605
<http://www.scene-about-town.com/index.html>

Gala-Van Party Shop- Event rentals and sales.
250-383-5431
<http://www.gala-van.com/>

AQUIP Rentals- Event equipment rentals
778-433-4743
<http://www.aquiprentals.com/>