

Greener Events

Climate change is one of the most challenging issues facing our province and the world today. The Government of British Columbia is implementing one of North America's most aggressive climate action strategies to reduce B.C.'s greenhouse gas emissions by one third by 2020. As the BC Arts Council thinks of ways to reduce its waste and lessen its carbon footprint, we encourage our clients to do the same.

From simple steps to more complex solutions, here are some examples and resources that may inspire new practices in your organization.

IDEAS

Prior to events-

- Use post-consumer recycled paper for advertising and planning
- Direct people to the website whenever possible to reduce the amount of paper
- Print signage and posters on the blank side of previous ones
- Advertise your event through emails and websites
- Inform presenters and vendors of any requirements and expectations, and to determine which items can be collected for recycling, and composting.
- Explore options for energy supplies, such as solar-powered equipment or vehicles that run on alternative energy
- Provide parking for cyclists
- Promote public transit

At events-

- Use the most environmentally friendly products and services that are available
- Use reusable, recyclable and/or biodegradable dishes and cutlery
- Use post-consumer paper whenever possible
- Use eco-friendly cleaning products
- Compost food waste
- Donate excess food items to a local food bank
- Ensure that recycling bins are clearly labelled and conveniently located throughout the event
- Place recycling bins besides garbage cans to encourage use
- Serve healthy food options
- Serve fair trade coffee and tea and locally produced foods
- Eliminate excess packaging
- Provide beverages and condiments in bulk whenever possible

The ideas section is care of the following sites:
www.myams.org/sustainability/planning-a-green-event
www.ktb.org/Green_Event_Toolkit.pdf

WHATS HAPPENING HERE:

Vancouver Opera

The Vancouver Opera is encouraging patrons to use public transit on their way to the Queen Elizabeth Theatre. Beginning this season, patrons who present their current transit stub or monthly pass at the theatre will receive a voucher entitling them to 10% off the cost of their next full-priced ticket to a VO production.

Season subscribers can collect a voucher from each of the four productions this season and receive 10% off their subscription for the following season.

Source: www.vancouveropera.ca "Vancouver Opera to pay its customers' transit fares" October 26, 2007

Salmon Arm Roots and Blues Festival

The Salmon Art Roots and Blues Festival is doing several things to lessen its impact.

The Festival has entered into a partnership with the Shuswap Association for Community Living who collects cans and bottles on site. The money raised from the recyclables is then used to help with their programs. Also, at the festival, cardboard recycling facilities are made available for the volunteers and vendors.

Measures have also been made to preserve and recycle water. A native garden has been planted on the site which requires less watering. Also, all gray water discharge from events is drained into the municipal sewer treatment system.

Green practices have also been brought into their daily office activities where glass, tins, paper and cardboard are recycled and the heating system has been upgraded to use less energy.

Edmonton Folk Fest

To lessen its ecological footprint, the Edmonton Folk Fest is using solar panels as an electrical power source as well as cornstarch-based biodegradable cups from a local supplier. The festival also serves food on real dishes, with a \$2 deposit to encourage diners to return them after use.

Source: www.cbc.ca "Edmonton Folk Fest sings eco-friendly tune" August 9th, 2007

RESOURCES TO RESEARCH:

<http://www.agreenerfestival.com/> - a UK site committed to helping "music and arts events and festivals around the world adopt environmentally efficient practices".

<http://www.reverbrock.org> - out of the USA this site "educates and engages musicians and their fans to promote environmental sustainability."

<http://zerofootprint.net/> - on this Canadian site, "The Zerofootprint Calculator enables you to measure and understand the impact of your lifestyle on the environment". Here "you can see how many small changes can become large steps towards sustainability."

http://www.tiac.travel/english/documents/green_your_business_toolkit.pdf - The Green Your Business: Toolkit for Tourism Operators is a collaboration between the Tourism Industry Association of Canada, the Canadian Tourism Commission, Parks Canada along with author Marr Consulting and aims to provide practical tips and sound guidance to the Canadian tourism industry.

PLEASE STAY TUNED... MORE RESOURCES ON THE WAY

Contact: If your organization has examples they would like to share or valuable resources to add to the list please contact us at BCArtsCouncil@gov.bc.ca