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Green Event Guide



CONTENTS

1	INTRODUCTION	3
2	GLOSSARY OF TERMS	3
3	BEFORE THE EVENT	4
	● Recruit Volunteers and Create a Green Team	4
	● Select an Event Site	4
	● Create a Green Event Plan	5
	● Tips to Reduce Plastic Waste	8
	● Access to Potable Water	8
	● Reusable Eco Cups	9
	● Eco360	9
	● Promotion of the Event	9
4	DURING THE EVENT	9
	● Green Team On-site Duties	10
	● Communications	10
5	AFTER THE EVENT	10
	● Post Event Evaluation	10
6	APPENDIXES	11
	● Appendix I – Suppliers and Community Resources	11
	● Appendix II – Sample Green Event Survey	12
	● Appendix III – Tips for Sourcing Sustainable Event Merchandise	13
	● Appendix IV – Sample Post Event Evaluation Form	14

1

Introduction

In April 2019, the City of Moncton joined a global movement of municipalities around the world by declaring a Climate Emergency. The Green Event Guide was created to support event organizers who wish to join this movement by suggesting actions they can undertake to reduce their event's environmental impact and to promote greater environmental stewardship in the community.

While event organizers will own the green initiatives they identify as part of the overall event, The City of Moncton's Events Department can collaborate to provide support and guidance during the event planning process. The Event Department and can be contacted at events@moncton.ca.

2

Glossary of Terms

Green Team – A group of volunteers or event organizers with a passion for conserving the environment. This team can brainstorm steps to reduce an event's footprint and help on-site during the event. This can include existing volunteers already working as part of the event.

Green Event Plan – A guiding document that outlines the environmental actions the event will undertake.

RECRUIT VOLUNTEERS AND CREATE A GREEN TEAM

Seek out volunteers who are interested in sustainability to create a Green Team. The Green Team can identify actions to mitigate the event’s environmental footprint by creating a Green Event Plan and can work on-site during the event. If resources allow, event organizers may wish to assign a Green Team Coordinator to help implement the event’s ecological initiatives. Providing volunteer opportunities is a great way to energize, educate, and empower community youth, many of whom are leading the charge for a more sustainable future. Social media is a great tool to promote an event’s environmental goals and engage potential volunteers.

Before the event, Green Team members may assist with duties such as:

- Selecting an event site
- Identifying actions for the Green Event Plan
- Researching and contacting vendors, suppliers, and partners
- Researching plastic alternatives and reusable eco cups, if necessary
- Researching carbon offset projects
- Creating a communication plan to promote actions outlined in the Green Event Plan
- Developing signage, if required
- Creating a Green Event Survey for participants (see sample in Appendix II)

SELECT AN EVENT SITE

The location of an event plays an important role in making activities more environmentally sustainable. Consider the following checklist when choosing an event location.

TIP

Hosting a volunteer welcome gathering ahead of an event gives volunteers the chance to understand the purpose of the event, meet the organizers and other volunteers, gain confidence about their role, and understand the importance of showing up. A volunteer welcome event is also a great place to grow the Green Team by showcasing the importance of the Green Event Plan. Educating the team of event organizers and volunteers about the importance of environmentally friendly practices unites the group under a common goal to support the successful implementation of the plan.

EVENT SITE CHECKLIST	
	Is there access to non-bottled potable water?
	Are there bike racks or space to install bike racks?
	If applicable, are hotels within walking distance?
	Is there access to public transportation nearby?
	If applicable, are the distances between the different venues for the event walkable?
	Does this venue make signage and participant education possible?
	Are there recycling facilities or space to install them?

CREATE A GREEN EVENT PLAN

There are many small actions organizers can take to reduce the amount of waste that events generate. A Green Event Plan identifies the event's environmental goals and the measures required to achieve them. The checklist below is designed to help event organizers create a Green Event Plan. It identifies actions related to resource and waste management, communications, water, transportation, and food. In addition to this checklist, the Green Team can brainstorm other ideas to develop a unique plan that suits an event's individual needs and objectives.

RESOURCE AND WASTE MANAGEMENT	
	Form a Green Team!
	Create a garbage and recycling plan including placement of waste bins or sorting stations, a daily clean-up schedule, waste collection, and recycling partners.
	Assign Green Team volunteers to sorting stations to help the public sort waste properly.
	Ensure signs at sorting station(s) are clear and easy to understand for someone from outside the region.
	Secure partnership with recycling management company.
	Secure partnership with local waste management organization.
	Create a single-use plastics mitigation plan to omit single-use plastics where possible (e.g., plastic bags, straws, balloons, cutlery).
	Limit the use of disposable dishes. Offer returnable glasses and plates, or biodegradable and/or recyclable plates and utensils.
	Collect returnable cans and bottles for a charitable donation.
	Omit bottled water & indicate chosen alternative(s).
	Other (please indicate)



COMMUNICATIONS

	Identify and promote the event's environmental objectives and resources to organizers, volunteers, and the public (e.g., bike racks available, bring your own water bottle).
	Identify eco-friendly event partners and the roles they will play.
	Hold an information session to train volunteers on the Green Event Plan.
	Hold an information session for all participating vendors to understand the Green Event Plan.
	Communicate event policies to on-site vendors (e.g., no distribution of plastic bags).
	Encourage event attendees to bring their own reusable water bottle and travel mug.
	Use paperless communications for advertising and promotional materials, registration, tickets, announcements, and updates.
	Other (please indicate)

WATER

	Contact the Events Department to discuss on site access to potable water.
	Source and sell event-branded eco-merchandise such as reusable drink bottles and travel mugs. See Appendix III for tips on sustainable event merchandise.
	Have members of the Green Team monitor the mobile water station(s) and explain how it works to attendees.
	Other (please indicate)





TRANSPORTATION

	Select a site with access to public transportation.
	Encourage participants and volunteers to come to events by public transportation, ride-sharing, active transportation, and / or organized shuttle services.
	Reserve preferred parking spots for vehicles carrying three or more passengers.
	Provide on-site bike racks (additional if required) and clearly indicate their locations.
	List public transportation options (e.g., routes, hours) on event website and social media.
	Other (please indicate)

FOOD

	Showcase local or fair-trade products, offer vegetarian and / or vegan options.
	Advise vendors against the distribution of over-packaged products (individual portions).
	Serve alcoholic beverages in cans to avoid plastic cups, if possible.
	Avoid single use condiments, sweeteners, and creamers.
	Choose vendors that offer eco-friendly alternatives to plastic dishes and cutlery.
	Choose reusable cups and/or plates. If this is not possible, use paper options instead of Styrofoam.
	Set up a food waste sorting and recycling stream near vendors.
	Discourage food waste. Food banks or shelters may be able to pick up certain food items at the end of each day.
	Promote buying locally by working with regional suppliers.
	Program a food-related local, farm-to-table event.
	Other (please indicate)

TIPS TO REDUCE PLASTIC WASTE

As part of the Green Event Plan, consider eliminating the following elements from festivities:



Balloons - Given the City of Moncton's proximity to the Petitcodiac River, event organizers should be mindful of waste, like balloons, that can negatively impact migratory birds and other fauna.



Plastic Cutlery - Seek out eco-friendly vendors who are already using an alternative to plastic. Keep a list of distributors of alternatives to single-use plastics on-hand and offer it to vendors, if needed. Depending on an event budget, organizers may be able to purchase or share the costs of alternatives to plastic cutlery or cups with vendors.



Plastic Bags - City Council enacted a By-Law Respecting the Reduction of Single-Use Plastic Bags in the City of Moncton (#P-619) in October 2020. Ensure vendors are aware and come prepared with alternative containers for customers such as paper bags or boxes.



Bottled Water - Making an event bottled-water-free can have a positive impact by decreasing waste and encourages patrons to carry their own reusable drink bottle. Encourage vendors to seek out alternatives to bottled water. If bottled water will be available during the event, ensure a recycling plan is in place. Water should always be made available, easily accessible, and well-marked.

ACCESS TO POTABLE WATER

The City of Moncton provides seasonal access to bottle filling stations and drinking fountains near or within some event zones. Bottle filling stations can be found at the following sites:

EVENT ZONE	TYPE OF WATER ACCESS	NUMBER OF UNITS
Downtown Place 150 Canada St, Moncton, NB E1C 0V2	Bottle filling station	1
City Hall Plaza 655 Main St, Moncton, NB E1C 1E8	Bottle filling station and drinking fountain	1
CN Sportsplex 135 Russ Howard Dr, Moncton, NB E1C 0L7	Bottle filling station	2
Riverfront Park – La Bikery 120 Assomption Blvd, Moncton, NB E1C 1A1	Bottle filling station	1
Centennial Park Splashpad 811 St George Blvd, Moncton, NB E1E 2C2	Drinking Fountain	1

In some instances, the City of Moncton may be able to provide access to tap water dispensers to be installed in an event zone. These tap water dispensers allow attendees to fill their own water bottles and pending availability, can be booked through the Events Department by emailing events@moncton.ca. Please note that City of Moncton staff must conduct water testing when tap water dispensers are used and organizers should allow 3 to 5 business days before the event for water testing to be completed.

REUSABLE ECO CUPS

Reusable eco cups are a great way for event organizers to reduce waste, especially for events with a beer garden. These cups are environmentally friendly and can serve as a fun way for attendees to remember the event throughout the year. See Appendix I for reusable cup suppliers.

Assign Green Team volunteers to manage a reusable eco cup station. Event goers will make a cash deposit for their cup at this point of entry. Inform guests to reuse their cups where possible; the deposit can be exchanged for return of the cup at the end of the event, or patrons can keep it as a souvenir. Consider having a sharpie at the bar and encourage patrons to write their name on their cup for ease of reuse.

If acquiring a special events liquor license from the Government of New Brunswick, event organizers may wish to work with a certified glass washer to meet associated requirements.

ECO360

Eco360 is dedicated to helping southeast New Brunswick communities and consumers manage recyclables and waste in the most sustainable and efficient way possible. Reach out to Eco360 early in the event planning process to see if there may be a mutually beneficial partnership opportunity. Eco360 can provide guidance on waste separation during the event and tips to educate event goers.

Learn more about Eco360 by visiting www.eco360.ca.

PROMOTION OF THE EVENT

Consider creating a communications plan to ensure the public is aware of the event's environmental objectives and the steps organizers are taking to reduce the event's environmental impact. Include the event's environmental mission in event programs, signage, and electronic materials. The event website, press releases, social media, radio, TV, and newspaper interviews are great ways to spread the word.

TIP

Consider purchasing carbon credits to offset your event's greenhouse gas emissions.

Carbon offsetting is the purchase of carbon credits, usually in an amount equivalent to the carbon emissions produced by an event or organization. In addition to the suggestions outlined in this guide, purchasing carbon credits is an effective way event organizers can be accountable for their event's environmental impact. Organizers can undertake this initiative in two ways:

- Offer event participants the voluntary option to purchase carbon offsets through their online registration.
- Offset the event venue's energy use by purchasing carbon credits.

How to choose carbon offset projects:

- The Federation of Canadian Municipalities (FCM) collaborates with Carbonzero (www.carbonzero.ca) to offset their events' GHG emissions and invest in green initiatives that give back to communities.
- Choose a project that reflects your event's values.
- Purchase from a reliable entity. High-quality offset projects are certified by internationally recognized programs such as Gold Standard, Verified Carbon Standard (VCS), the American Carbon Registry, and the Climate Action Reserve.

Source: Greening our events (fcm.ca), For Organizations - Carbonzero

TIP

Consider selling tote bags and reusable drink bottles with the event logo on-site. This is a great way to support the bag reduction

By-Law after the event is over while simultaneously promoting the event all year long. See Appendix III for tips on sustainable event merchandise.

4 During the Event

GREEN TEAM ON-SITE DUTIES

On-site duties for the Green Team may include:

- Making sure recycling, composting, and general waste is separated in 3 bins with appropriately coloured bags at sorting stations. Bins should be placed around the event with proper signage in both official languages.
- Emptying bins and changing the bags with appropriate color.
- Educating the public at sorting stations and mobile water stations.
- Operating the reusable eco cup station in the beer garden or bar.
- Guiding the public to proper waste disposal.
- Checking-in with vendors to ensure the Green Event Plan is being followed.
- Conducting a Green Event Survey with attendees. See a sample survey in Appendix II.

COMMUNICATIONS

Keep the public informed during the event by promoting the environmental objectives to the public. Clearly mark all recycling stations, bike parking, water equipment and if possible, sustainable menu selections. Good signage, regular posts on social media and volunteer engagement with participants will keep everyone on the same page.

Consider conducting a Green Event Survey with attendees to capture feedback about the actions the event has taken. A sample survey can be found in Appendix II.



5 After the Event

POST EVENT EVALUATION

Reach out to Green Team volunteers and partners with a Post Event Evaluation to determine whether the event's environmental goals were met. This assessment tool can act as a guide to help plan future events. A sample Post Event Evaluation Form can be found in Appendix IV.

If there were eco related sponsorships, reach out to see if the event helped them get closer to their goals, and what event organizers can do to improve this partnership for next year.

Provide feedback to the City of Moncton's Events Department to share learnings from the event. The Events Department can be reached at events@moncton.ca



APPENDIX I – SUPPLIERS AND COMMUNITY RESOURCES

The following list is non-exhaustive and has been designed to help event organizers begin sourcing products through eco-friendly suppliers.

CATEGORY	SUPPLIER	WEBSITE
Plastic-free alternatives	Green Munch	www.greenmunch.ca
	Canada Brown	www.canadabrown.com
	Canada Green	www.cagreen.ca
Local Community Supported Agriculture (CSAs) for Catering	Sweet Soil Organics	www.sweetsoilorganics.com
	Codiac Organics	www.codiacorganics.ca
	Local by Atta	www.atta.ca
	La Récolte de Chez Nous	www.recoltedecheznous.com
Eco-friendly giveaways	Dynamic Gift	www.dynamicgift.ca/eco-friendly
	Ethical Swag Canada	www.ethicalswag.ca
	Fairware	www.fairware.com
Eco-friendly cups	Eco Cup Quebec	www.ecocup-quebec.ca
	CupKO	www.cupko.ca
Public transportation	Codiac Transpo	www.codiactranspo.ca
Water supply	City of Moncton Events Department	events@moncton.ca

APPENDIX II – SAMPLE GREEN EVENT SURVEY

A sample questionnaire to evaluate event goers' response to actions outlined in the Green Event Plan.

SCALE: 1 TOTALLY DISAGREE - 5: TOTALLY AGREE	1	2	3	4	5
COMMUNICATIONS					
The eco-elements of the event were communicated well.					
The signage was clear, concise, and in both official languages.					
Staff was friendly and knowledgeable when approached with eco-related questions.					
RESOURCE MANAGEMENT & ZERO WASTE					
Recycling was made effortless by proper placement of bins.					
Waste & recycling receptacles were unobstructed and regularly serviced.					
Every effort was made to supply alternatives to single-use items at the event.					
WATER					
It was easy to find a place to fill up my water bottle.					
The distance to get water was never far from the main events.					
TRANSPORTATION					
Alternative options for transportation were clearly stated on the website and social media.					
I was rewarded for my efforts to use alternative modes of transportation.					
I was inspired to leave my car at home.					
FOOD					
I was satisfied with the number of local food options.					
I was satisfied with the efforts to reduce distribution of single-use plastics with vendors at the event.					
EDUCATION					
I learned about sustainability and organizers' efforts to be more environmentally responsible while attending this event.					
I learned about local businesses / community groups by attending this event.					
I am inspired to live a more environmentally responsible lifestyle since attending this event.					

APPENDIX III – TIPS FOR SOURCING SUSTAINABLE EVENT MERCHANDISE

Selling event merchandise is a great way to recoup some of the costs associated with running a large event. If an event is reoccurring and popular with the public, attendees may wish to purchase branded souvenirs to support organizers and recognize the event year-round.

Unfortunately, most economically viable event merchandise options are made in factories with unethical labour practices in developing countries where wages are low, and cotton seeds are genetically modified and sprayed with more chemicals than any other crop in the world.

Consider creating partnerships with other events or community groups to benefit from an economy of sharing within New Brunswick.

Here are some options to be more environmentally responsible when purchasing event merchandise:

Buy Organic and / or Fairly Made Clothing

Pro: Producers are paid properly.

Con: The cost of resale increases and may be beyond what event goers are willing to pay.

Buy or Borrow a Heat Press

Pro: Save costs by buying transfers of the event designs or logo to heat press on-site. This allows organizers to control pre-orders and invite patrons to bring their own clothing with them.

Bonus: This initiative helps breathe new life into old clothes. Event goers will be walking around Moncton with the logo printed on their upcycled toques, jackets, jean dresses, socks, underwear, backpacks – you name it!

APPENDIX IV – SAMPLE POST EVENT EVALUATION FORM
Post-event evaluation form

ACTION POINTS	WHAT WORKED	WHAT DIDN'T	HOW TO DO BETTER NEXT YEAR
COMMUNICATIONS			
RESOURCE MANAGEMENT & ZERO WASTE			
WATER			
TRANSPORTATION			
FOOD			



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