

Richmond
SUSTAINABLE
EVENT
TOOLKIT

www.richmondsustainableevent.ca





City of
Richmond

Malcolm D. Brodie
Mayor

6911 No. 3 Road
Richmond, BC V6Y 2C1
Telephone: 604-276-4123
Fax No: 604-276-4332
www.richmond.ca

A MESSAGE FROM THE MAYOR:



Events such as festivals, concerts, conventions, and sporting tournaments achieve positive outcomes like community building, skill development, and entertainment. Furthermore, events provide an excellent opportunity to showcase more environmentally and socially responsible management strategies, and can contribute to a healthier planet and a more enriched community.

Globally, there is a distinct trend towards implementing events in a more environmentally, socially, and economically responsible way to manage adverse impacts and foster positive legacies. Sustainability has gained popularity and is increasingly a topic of discussion, with event participants becoming more interested in sustainable products, ideas and services.

The City of Richmond is committed to being a municipal leader in sustainable practices. To support event organizers in planning sustainable events, the City of Richmond has developed the 7 Step Quick Guide as well as this more detailed Resource Kit. Both are designed to help event organizers plan successful and responsible events. Using the available resources will benefit your event through the planning cycle, as well as improve the environmental, social and economic impacts your event has on our surrounding community.

On behalf of the City of Richmond, I wish you a fun, fulfilling, and sustainable event!

Malcolm D. Brodie
Mayor

TABLE OF CONTENTS

Message from the Mayor.....	1
Table Of Contents.....	3
How To Use This Toolkit.....	5
Inform Yourself	5
Track Your Progress	5
Report On Your Progress	5
Become A Champion!	5
Explore Further	5
Commitment Statement.....	6
Reduce Waste and Recycle	7
Make Smart Water Choices	8
Establish A Positive Local Impact	9
Promote Public And Clean Transportation	10
Make Smart Food Choices	11
Support Sustainable Accommodation	12
Report On Your Progress	13
Become A Champion.....	13
Resource Compilation.....	14
Explore Further	15

HOW TO USE THIS TOOLKIT

Sustainability is about more than just “being green”. It is about doing things efficiently and effectively, being innovative and creating a positive impact, achieving excellence and leaving lasting legacies.

This Toolkit provides event organizers with guidance and resources to improve the environmental, social, and economic impacts associated with their event.

Let's get started! Use this Toolkit to:

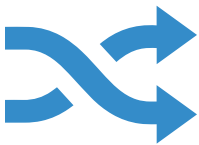


1. INFORM YOURSELF

This Toolkit provides details on 7 key steps to making your event more sustainable.

Learn:

- Why is this recommendation important?
- What questions do I need to ask?
- How can I implement the recommendation?
- What resources are available for help?



2. TRACK YOUR PROGRESS

Use the self-assessment sections to visualize and keep track of your sustainability progress.



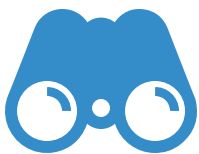
3. REPORT ON YOUR PROGRESS

Once your event is over complete the City of Richmond's Sustainable Event Survey.



4. BECOME A CHAMPION!

After reviewing your event sustainability actions reported in the survey, the City may recognize your event as a Sustainable Event Champion. Sustainable Event Champions gain access to the City of Richmond Sustainable Event Champion logo for promotional use.



5. EXPLORE FURTHER

Under each of the seven headings in the Toolkit you will see a reference to the relevant sections within the AISTS Sustainable Sport Event Toolkit (SSET). See page 15 to learn more about the City of Richmond's partnership with AISTS and for more information on hosting sustainable events visit the AISTS SSET webpage (<http://www.aists.org/sset>).



COMMITMENT STATEMENT

Having a commitment statement is a key component of hosting a sustainable event. By promoting your commitment statement you generate awareness about your sustainable intentions and initiatives. Endorsing sustainability also reflects the values of your event and how you plan to benefit your local community and environment.

AISTS SSET Section: 1.1, 1.2, 1.3, 8.2, 8.3, 8.5

Questions to Ask

- How might your event and its activities impact the surrounding environment, people, and economy?
- What components of your event do you have the most control or influence over?
- Which areas can you focus your sustainability efforts in order to generate the greatest results?
- Who are your key stakeholders?

Ways to Implement

- Develop a commitment statement that outlines how your event will enhance sustainability. You can use the City of Richmond’s commitment statement provided in the section below, or develop your own!
- Share the commitment statement with staff, volunteers, and event participants. Post the statement online and include it on your advertisements, letting others to know that you intend to host a sustainable event!
- Identify the components of the event where you have control or significant influence and prioritize your sustainability efforts on these areas to generate maximum impact.

Need Help?

- The City of Richmond provides the following sample Sustainability Commitment Statement for event planners:

“Our event is committed to fostering positive environmental, social, and economic impacts for current and future generations within the local community.”

<i>Self Assessment</i>		<i>Comments</i>
<p>Created a commitment statement on convening a sustainable event</p>	<p><input type="checkbox"/> Completed <input type="checkbox"/> Mostly <input type="checkbox"/> Not Applicable</p>	
<ul style="list-style-type: none"> • Promotion of the statement through website, advertisements, and other social media outlets 	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A</p>	

REDUCE WASTE AND RECYCLE

Organizers often have influence over waste management at their events. Planning for efficient and effective waste management is a great way to minimize the ecological footprint of your event, and help Richmond achieve its goal of 80% waste diversion by 2020.



AISTS SSET Section: 2.7, 3.9, 4.2, 4.6

Questions to Ask

- How is the site going to stay litter free? Does the venue have on-site waste and recycling bins, waste management staff, contractors and/or volunteers? Will more garbage and recycling bins be required? What is the litter management plan once the event has finished?
- Is your event acting in accordance with Metro Vancouver's disposal ban on organics? What about discarded food scraps? Should you be acquiring food scrap bins?
- What are some ways to minimize the use of paper?

Ways to Implement

- Place recycling bins, food scrap bins and garbage bins in locations that make it as easy as possible for event participants to properly separate their recyclables and dispose of their waste. For example, place waste stations near the food vendors as well as event entrances and exits. Train your staff and volunteers to educate event participants on how to appropriately dispose of their waste e.g. demonstrate the difference between food scrap organics and garbage.
- Go paperless by communicating with staff and volunteers via email or text, and promote your event through social media instead of flyers or banners. When you must use paper remember to print double sided and to use FSC certified paper. Exclude dates while designing signs and banners so they can be used for future years
- Prepare beforehand for post-event restoration and try to pack out what you pack in. If you're using a contractor for litter management, inquire about their sustainable policies and procedures.

Need Help?

- Connect with the City of Richmond about [waste management responsibilities and solutions](#).
- Learn more about [FSC Paper](#).
- More information on the [Food Scraps Disposal Ban](#).

Self Assessment		Comments
Event remained litter free	<input type="checkbox"/> Completed <input type="checkbox"/> Mostly <input type="checkbox"/> Not Applicable	
<ul style="list-style-type: none"> • Use of recycle bins • Use of organics bins • Use of garbage bins • Made an effort to go paperless • Prepared a site-restoration plan 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	

Bottled water is
1000x
more expensive
than tap water



MAKE SMART WATER CHOICES

Whether it is drinking, cooling, cleaning, flushing, or irrigation, water will be used at your event, and most likely in more than just one of these ways. Implementing sustainable water practices is a simple way to decrease the negative environmental impact of your event.

AISTS SSET Section: 3.4, 4.5

Questions to Ask

- Where is the drinking water supply for your event coming from?
- How will water be used at your event?
- Will the water need to be treated before it is reintroduced back into the environment?
- Can bulk water sources replace plastic water bottles? If plastic bottles are unavoidable will they be recycled properly?

Ways to Implement

- Make use of the City of Richmond's on-site tap water stations so the event can provide participants with a sustainable source of potable water.
- Encourage event participants to engage in sustainable water practices, e.g. bring a refillable water bottle instead of buying bottled water.
- Ensure guests are able to easily recycle their plastic water bottles.
- Collaborate with venue staff and available resources and establish a sustainable water management plan.

Need Help?

- [Click here](#) to rent Tap Water Stations.
- [Click here](#) for more information regarding water saving tips.

Self Assessment

Self Assessment		Comments
Practiced sustainable water management	<input type="checkbox"/> Completed <input type="checkbox"/> Mostly <input type="checkbox"/> Not Applicable	
• Use of City of Richmond tap water station	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	
• Encouraged guest to bring refillable water bottles	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	
• Treatment of used water before releasing back into the environment	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	

ESTABLISH A POSITIVE LOCAL IMPACT

Your event is going to have an impact on the surrounding community. Try to foster a positive impact by getting the local community involved and excited about your event.



AISTS SSET Section: 3.3, 5.2, 5.5, 5.6

Questions to Ask

- How does sourcing locally mitigate the ecological footprint of the event and benefit the local economy? How will engaging the local community affect support for your future events? Can local groups or organizations be contacted to recruit volunteers and staff? What are the local options available for goods and services procurement?
- Can the event be made more socially inclusive? How can it best accommodate people with disabilities, or those who speak other languages?
- What will happen to the remaining clothing, gear and equipment after your event? Can these goods be donated to local groups and organizations?

Ways to Implement

- Use local, “green” contractors and service providers when possible, and reach out to local groups and organizations when searching for volunteers and staff.
- Ensure the venue is accessible (barrier-free) to all peoples, including those of physical disability.
- If hosting a sporting event, promote the donation of used and older equipment and have a donation bin at your event. This collected gear can be donated to local sport organizations and community associations.
- If you have clothing and/or equipment remaining after your event, communicate with local organizations and organize a drop-off or pick-up.

Need Help?

- [Click here](#) to connect with Volunteer Richmond.
- Email volunteerhelpdesk@richmond.ca to find out how your volunteer opportunities can be promoted on <https://icanhelp.richmond.ca/>
- [Search the Richmond Community Services Directory](#) for local groups to engage.

Self Assessment		Comments
Engaged the local community	<input type="checkbox"/> Completed <input type="checkbox"/> Mostly <input type="checkbox"/> Not Applicable	
<ul style="list-style-type: none"> • Recruited locally for staff and volunteers • Procurement of good from local providers • Donated remaining goods and clothing to community 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	

1 CITY BUS

means 40 less vehicles at your event parking



PROMOTE PUBLIC AND CLEAN TRANSPORTATION

A large portion of your event’s carbon footprint will be a result of participants and attendees commuting to the venue. Aside from mitigating CO2 emissions, promoting environmentally friendly transit options can also help solve traffic and parking issues.

AISTS SSET Section: 6.1, 6.2, 6.4, 6.5

Questions to Ask

- How will people be commuting to your event?
- How can your event communicate to attendees about opportunities for walking, biking, transit and/or carpooling?
- Will there be a place to safely secure bicycles for participants who cycle?
- Is it possible to use green shuttle services or suggest participants carpool?
- What will be the traffic and parking complications?

Ways to Implement

- Visit the Translink webpage to find trip planning advice (transit options, bike routes and carpooling), and inquire if your event is eligible for a sponsored bike valet, bus shuttles or transit passes. Provide event participants and attendees with information on clean commuting options on your event webpage.
- Consider using a designated bicycle storage area as a safe way to store bicycles at events and to encourage cycling.
- Consider finding a way to reward participants who do commute using environmentally friendly transportation, such as a free food or drink ticket, or better parking locations for carpoolers.
- When possible, use low emission or electric shuttle vehicles, bicycles, hybrid cars, etc.

Need Help?

- Learn about transportation alternatives with [Translink](#).
- See which transit options are available for your location using [transit maps](#).
- Explore bicycle storage - [BEST Bicycle Valet](#).
- Find Electric [vehicles charging stations](#) in Richmond.

Self Assessment		Comments
Encouraged clean and public transit	<input type="checkbox"/> Completed <input type="checkbox"/> Mostly <input type="checkbox"/> Not Applicable	
<ul style="list-style-type: none"> • Educated event participants on public transit options 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	
<ul style="list-style-type: none"> • Encouraged carpooling and/or cycling 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	

MAKE SMART FOOD CHOICES

Food is an area where small changes can have big impact. Smart planning can provide healthier choices, support local food economies, and improve the social and environmental impacts of food.

AISTS SSET Section: 5.6, 7.1, 7.2, 7.3, 7.4, 7.5

Questions to Ask

- Is healthy, in-season, local food offered at your event? Are different dietary needs of event participants being considered? What about those with vegetarian diets or nut allergies? Is it possible to cook to order? What are the benefits of cooking to order?
- How can you reduce the environmental impacts of plates, cups, and utensils?
- If food vendors will serve at the event, what are their sustainable policies and practices? Do they offer healthy, locally sourced options? Do they employ locally?
- What will happen to the remaining food once your event has finished?

Ways to Implement

- When purchasing food or selecting vendors, seek food that is fair-trade, seasonal, and/or local. Inquire about food vendors' sustainable practices and communicate how sustainability is a priority for your event.
- Ensure a wide range of healthy food options are available at your event. Give participants a variety of choice to meet dietary needs such as, vegan, vegetarian, nut-free, etc.
- Cook to order as much as possible to save in terms of cost and food waste. Buy in bulk to minimize packaging.
- Encourage participants to bring their own reusable plates, cups and utensils. If using disposables, consider options that can be composted within Richmond.
- If food is remaining at the end of the event see if it can be donated to the Richmond Food Bank. If vendors are being used, ask beforehand what will happen to the remaining food.

Need Help?

- [Connect](#) with Richmond Food Bank.
- [Harvest Power Richmond](#) provides a list of compostable products.
- Get information about the legalities of [food donation](#).

Self Assessment		Comments
Practiced sustainable food management	<input type="checkbox"/> Completed <input type="checkbox"/> Mostly <input type="checkbox"/> Not Applicable	
<ul style="list-style-type: none"> • Provided healthy food choices • Bought food in bulk • Cooked to order • Used eco-friendly dinnerware / utensils • Used sustainable food vendors • Donated remaining food to Food Bank 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	



SUPPORT SUSTAINABLE ACCOMMODATION

Will participants be spending the night in Richmond? As an event organizer you have the capability to recommend hotels that have existing sustainable practices and policies, further reducing the carbon and ecological footprint of your event.

AISTS SSET Section: 6.3

Questions to Ask

- How can your accommodation recommendations mitigate the ecological footprint of your event?
- Of all the sustainable accommodations options, which are located near your venue? Which options have easy access to public transportation?
- Is your event providing multiple sustainable accommodation options to account for different price preferences?

Ways to Implement

- Seek accommodation providers with green certifications – consider the Green Key program, LEED, and other standards. Accommodations can also differentiate themselves through their social performance (benefits, living wage, equitable and respectful workplace policies, etc.), community benefits, and other commitments.
- Use Tourism Richmond website as a guide to find sustainable accommodation options in Richmond.
- Promote accommodation that is located near the event venue.

Need Help?

- For cultural events, find sustainable hotel choices through [Tourism Richmond](#).
- For sporting events, find sustainable hotel choices through [Richmond Sport Hosting](#).
- [Green Key Global](#) offers advice on how to be smart traveller and many hotels in Richmond participate in the Green Key Eco-Rating Program.

Self Assessment

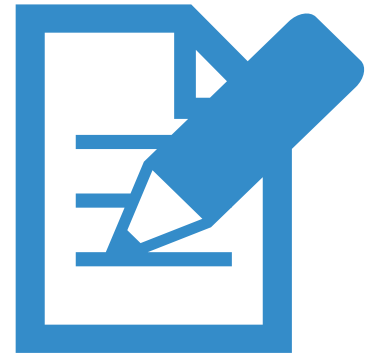
Self Assessment		Comments
Recommended sustainable accommodation	<input type="checkbox"/> Completed <input type="checkbox"/> Mostly <input type="checkbox"/> Not Applicable	
<ul style="list-style-type: none"> • Accounted for proximity to venue • Accounted for proximity to public transit 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	

REPORT ON YOUR PROGRESS

Once your event is over please complete the City of Richmond's Sustainable Event Survey.

The feedback we receive allows the City of Richmond to evaluate the practicality and effectiveness of our current resources available to event organizers. The more feedback we receive from organizers the further we can increase our ability to help hosts plan sustainable events in the future.

To report on your sustainable event, visit www.richmondsustainableevent.ca



BECOME A CHAMPION

Completing the City of Richmond's Sustainable Event Survey will allow the City of Richmond to identify the sustainable features of your event. If your event has taken steps to become more sustainable in at least five of the seven areas covered in this toolkit, our staff may recognize your event as 2015 Sustainable Event Champion!

Once recognized as a 2015 Sustainable Event Champion, you will be given access and permission to use the Sustainable Event Champion logo. You can use this logo for promoting your future events.



RESOURCE COMPILATION

Action	Resource
Example Commitment Statement	“Our event is committed to fostering positive environmental, social, and economic impacts for current and future generations within the local community.”
Reduce Waste and Recycle	<ul style="list-style-type: none"> • Recycling at community events • Food Scraps Disposal Ban • FSC Paper
Make Smart Water Choices	<ul style="list-style-type: none"> • Renting the City of Richmond’s tap water station • Sustainable water management tips
Establish a Positive Local Impact	<ul style="list-style-type: none"> • Volunteer Richmond • Richmond Community Services Directory • Volunteer Opportunities in Richmond and volunteerhelpdesk@richmond.ca
Promote Public and Clean Transportation	<ul style="list-style-type: none"> • Translink • Translink Transit Map • The Bicycle Valet • Electric Vehicle charging stations
Make Smart Food Choices	<ul style="list-style-type: none"> • Richmond Food Bank • Harvest Power Richmond • Food Donor Encouragement Act
Support Sustainable Accommodation	<ul style="list-style-type: none"> • Tourism Richmond – Hotels • Green Key Program
Report on your Sustainable Event	<ul style="list-style-type: none"> • www.richmondsustainableevent.ca
AISTS Sustainable Sport Event Toolkit	<ul style="list-style-type: none"> • AISTS SSE Webpage • AISTS SSE Quick Start Guide

EXPLORE FURTHER - RICHMOND'S PARTNERSHIP WITH AISTS

The Richmond Sustainable Event 7 Step Quick Guide and Toolkit are initiatives of the City of Richmond and the Richmond Olympic Oval in partnership with the International Academy of Sport Science Technology/Académie Internationale des Sciences et Techniques du Sport (AISTS) in Lausanne, Switzerland.

The information presented in the 7 Step Quick Guide and Toolkit originates from a larger and more comprehensive AISTS Sustainable Sport and Event Toolkit (SSET). The AISTS SSET is designed to help event organizers plan sustainable international events. The AISTS SSET was originally developed for organizers of the Vancouver 2010 Olympic and Paralympic Winter Games.

AISTS offer their own Sustainable Sport and Events Quick Start Guide which can be downloaded from their website. The information in the AISTS Sustainable Sport and Events Quick Start Guide can be used to supplement the information provided by the City of Richmond, and also to further your understanding of event-specific sustainable practices.

For those seeking more information on hosting sustainable events or how to further implement sustainable practices visit

<http://www.aists.org/sset>

