

What Shade of “Green” Is Your Event?

Kent Gustafson
University of Minnesota Tourism Center
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Tourism

C E N T E R

Carbon Footprint of the Event



- What is the approximate effect the event has on the climate in terms of the greenhouse gases (measured in carbon dioxide) produced?

Going Green is Good For Business

- “An impressive four out of ten now state they would consider shifting their patronage to a travel service supplier that demonstrates environmental responsibility”
 - Peter Yesawich, Y partnership

Objectives

- Strategies for making your event greener
- Examples of events that have taken steps to become greener
- Three case studies developed for 2008 Festival & Event Management Class (U. of M.)

Case Studies

Linden Hills Neighborhood Festival

St. Paul Bike Classic

Republican National Convention

Workshop “Take-Aways”

- There ARE various shades of green: an event need not go from 0% to 100% in 1 year
- Recycling: easiest, fastest, and (until recently) one of the more cost effective strategies for going green
- Minnesota festivals & events are becoming a shade greener but there is a long way to go

Definitions



- “Event”: Broadly viewed as any community festival, special event, or meeting

- “Green/Sustainable”:
Meeting the needs of present tourists and host regions while protecting and enhancing opportunities for the future
 - World Tourism Organization

Introductions

- Name
- Organization
- In the events you have attended, is there a “green” strategy in place or a practice that you thought was a good idea that could be used elsewhere?

Motivations

- ❑ More attendees WANT to see sustainable features
- ❑ Event can possibly save money over the long term
- ❑ Event can save resources
- ❑ Can increase brand loyalty to the event (an event “USP”)



20 Green Reasons to Plan Your Next Meeting at the Zoo

The Minnesota Zoo's new event space uses environmentally sustainable materials inside and out. At 2,700 square feet, the Education Event Center (EEC) is not only green but also state-of-the-art, with LCD projection, wireless Internet and full-service catering. Because the space falls adjacent to the zoo's new Russia's Grizzly Coast exhibit, attendees can pass through a door and be transported to the Russian Far East. The EEC, which holds groups of up to 70 people, features these environmental sustainable strategies:

1. Vegetative roof with native plantings over white roof membrane
2. Majority of products manufactured within 500 miles of project site
3. Geothermal heat pump system utilizing earth temperatures for heating and cooling
4. Cast-in-place concrete structure with 25 percent recycled content admixtures
5. Operable low E, argon-filled wood windows allowing natural ventilation
6. Ventilating wood skylights in restrooms for non-mechanical ventilation
7. Classroom carpet tiles made with recycled content
8. High efficiency, low energy prismatic lighting with daylight sensors
9. In-floor hydronic heating throughout, producing even thermal comfort at occupant level
10. Solar powered pathway lighting
11. Recycled content manual window shades
12. Forest Stewardship Council-certified agrifiber (strawboard) wainscot paneling
13. Certified wood doors with domestic hardwood veneers
14. High-efficiency hand dryers that eliminate towel waste
15. Resource efficient plumbing fixtures
16. Recycled glass wall tiles
17. Recycled content classroom furniture and wall and floor porcelain tiles and countertops
18. Water based penetrating wood finishes
19. Paperless gypsum wall panels to resist mold/mildew growth
20. Bio-infiltration basin for collecting surface rainwater run-off

Meetings: Similar Practices

- Name tags
Eco-Tags/Badges
 - Food
many local choices
 - Notebooks/folders
Re-Write Notes
 - Banners
*Fabric from pop
bottles (“up-cycle”)*
 - Bags
Eco-bag
 - Carbon offset
Native Energy
 - Recycling
Eureka Recycling
- Source: Minnesota Meetings + Events,
Fall, 2008*

Best Practices for Meeting Planners

□ CVB's

1. Survey city's event venues, lodging, transportation, event suppliers to identify sustainable practices
2. Use database to assist event organizers make supplier decisions

□ Event Organizers

1. Include in contracts a clause that states the venue's commitment to comply with environmental requests
2. Inform vendors of the sustainable strategies of the event

Source: Green Meetings Report, Convention Industry Council, 2004

Scenario

- ❑ Event organizer
- ❑ You have an interview with a reporter from the major media outlet for your event's target market
- ❑ You have seriously prepped for the interview by reviewing every possible detail of your event (All of the dreaded “P’s”)

Planning w/pastries, projections of profit, people with positive attitudes saying “This is going to work”, permits, press packets w/pictures, printed-plans, policies & procedures, politics-(people w/power), porta-potties, portable power, parking passes, proof-of-insurance, police, parades, pronto-pups, And last... but hopefully-not least the *People*

- The first question you are asked is.....

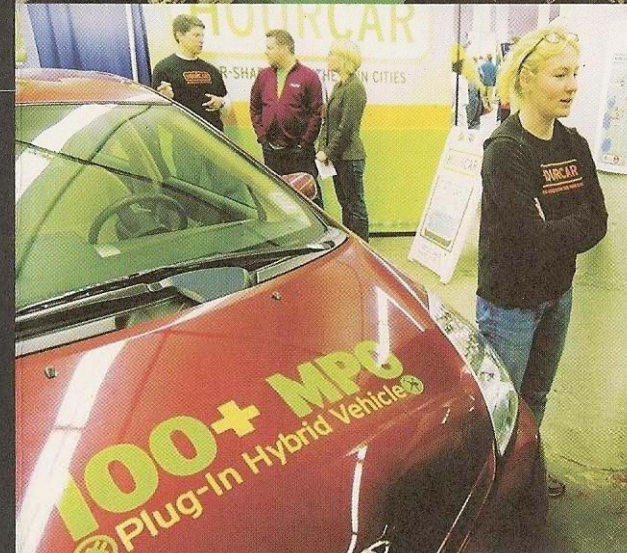
- ❑ How much waste, in tons, does your event produce?
- ❑ How has your event reduced the waste of all the beer cups and water bottles it produces?
- ❑ How many tons of waste did your event compost last year?
- ❑ What is your event doing to become carbon neutral?

What is our event's ethic?

- ❑ Does the mission and values of the event align with sustainability values?
- ❑ How can an event be “retrofitted” to meet sustainability objectives?
- ❑ How can “green washing” be avoided?



Living Green Expo 2008



See it. Try it. Buy it.

- Solar, wind, geothermal, green remodeling products and services
- Rain gardens, rain barrels, non-toxic lawncare
- Plug-in hybrids, better bikes, car sharing
- Locally grown food, Minnesota-made fabric, environmental investing
- Plus talented musicians, good food to eat, and lots of free activities for kids



New solar technology demos



The latest in vehicle technology



Bugs and reptiles for kids to see

Workshops: Learn from experts.

- How to save energy and reduce your carbon footprint
- How to green your community and make a difference
- How to create a simpler, happier life for you and your family
- How to connect your kids (and yourself) with nature



FREE *Blue Sky Guides*, a coupon book for healthy living, given to the first 200 attendees each day.

Compliments of Great River Energy, supplying renewable energy to 28 electric cooperatives in Minnesota. Limit one per household.



FREE recycling of compact fluorescents: bring your expired bulbs to the Expo and Great River Energy will recycle them.

Residential only. Please do not bring bulbs from your business. Contact your county environmental office for recycling options.

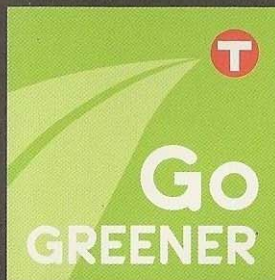
May 3-4

10 a.m. to 5 p.m.

Grandstand, State Fairgrounds
in St. Paul

Free admission

www.livinggreen.org



Metro Transit and the Expo invite you to leave a car behind. Take the bus or light rail train for **FREE**, ride your bicycle, walk or carpool. Visit livinggreen.org to get your free Go Greener Pass and info on other green ways to go.

Exhibits

Solar

Find out how we can harness the sun's rays. Inside find solar vehicles and solar demonstrations developed and staffed by the Minnesota Renewable Energy. Outside of the Eco Experience, see actual working solar equipment by MRES and Sun Energy.

Wind

Take advantage of the wind as a renewable resource with the help of industry and partners. Participate in programs in the Renewable Energy Kids Corral at 9:30 and 11 a.m., 12:30, 2, 3 and 5 p.m.

Green Buildings

The 2008 Eco Home, designed by ALA Architects, is a showcase of strategies and technologies you can incorporate into your own home. Constructed by Showcase Renovation and Panelworks Plus, with furnishings from Natural Built Home.

Water

Measure Mississippi River water clarity, play permeability plunko and step into the water cycle display. Identify the state's clean and polluted waters and protect them as a citizen stream or lake monitor.

Reduce, Reuse, Recycle

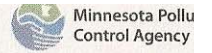
Your choices and actions can create waste or save us money, help the environment and create jobs. Pose for a photo with your commitment to reuse, and get a free reusable grocery bag.

Transportation

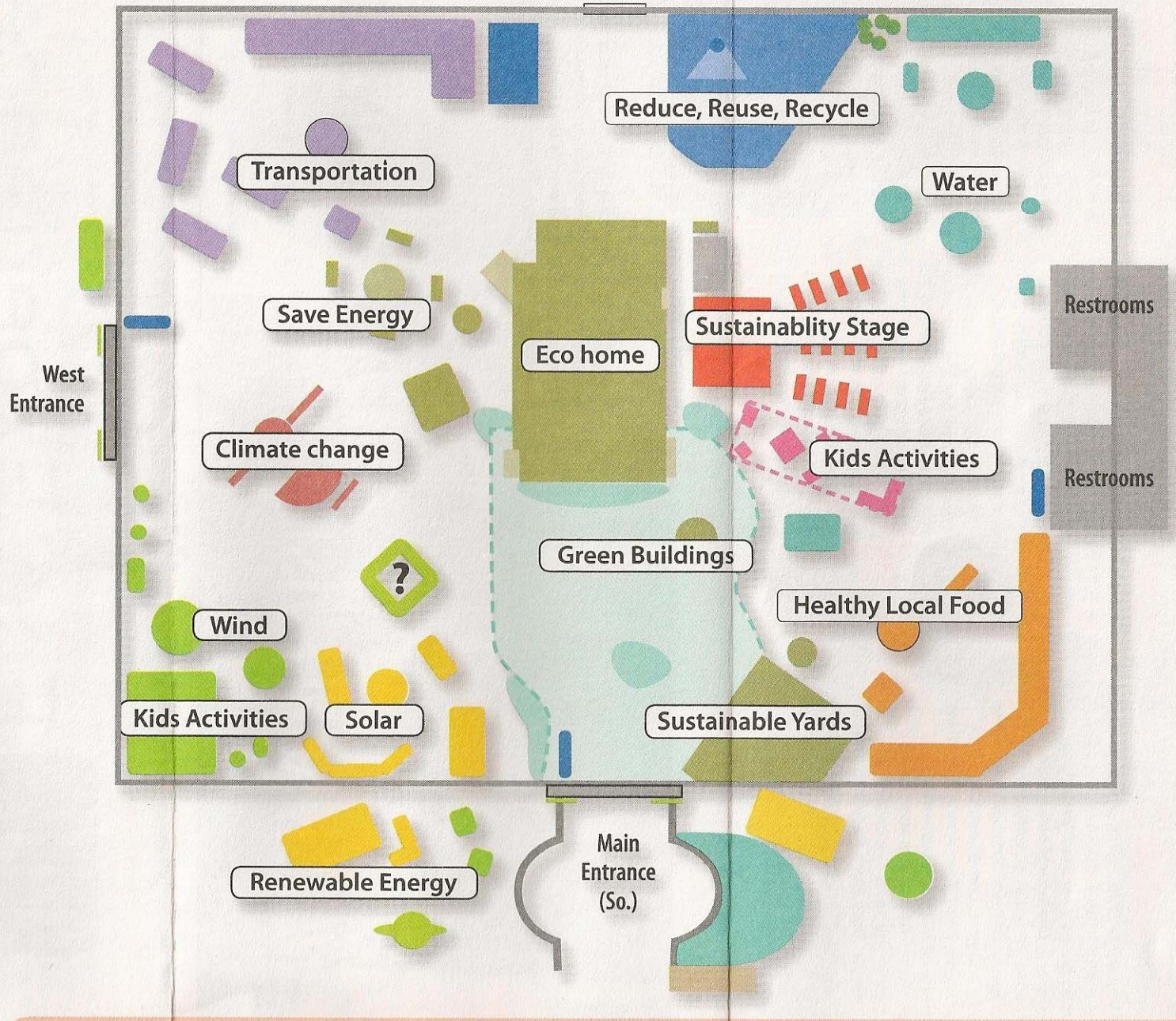
Investigate a range of clean fuel



The Eco Experience 2008



Presented by the Minnesota State Fair and the Minnesota Pollution Control Agency



Sustainable Tourism Survey(2008)

- Benefits of sustainable tourism practices
 - ❖ Improved customer perceptions: 92%
 - ❖ Attract new customers 91%
 - ❖ Improved organizational image: 87%
- Challenges of sustainable tourism practices
 - ❖ Time & energy to implement changes: 85%
 - ❖ Initial financial costs: 82%
 - ❖ Lack of information & support: 70%

Strategy #1: The 3 R's

- Reduce
 - # of attendees, vendors,
products
 - Types of activities
- Reuse
 - Materials that can be used
next year
 - Donation recipients for
unused food



What is known about the waste stream

- How much waste?
- What's in the stream?
(cardboard/paper products, bottles/cans, grease, animal/vegetative waste, scrap metal, food, bulky materials, hazardous waste)
- How is it being collected?
- What is event/vendor responsibility?

What is known about the containers?

□ Types of containers needed

□ Cardboard boxes with lids

■ Pros

- Cheap
- May be recycled themselves

■ Cons

- Lack of tolerance to weather = rain and wind especially
- Visually does not always separate from other garbage containers therefore having a higher contamination factor

□ Special made recycling containers

■ Pros

- Visually they not an obvious standard garbage container
- Withstand weather
- Lower contamination factor

■ Cons

- Expensive
- Hard to store



What is known about the event?



- ❑ Location of containers
- ❑ Signage for containers
- ❑ Number of containers
- ❑ Monitoring of containers
- ❑ Collection and sorting of material
- ❑ Contamination factors

□ Contamination **Recycling**

- Mixing of food or liquids with recyclable items prevents recyclable items from being recycled
 - Plastics, Glass and Aluminum have low levels of contamination due to the high levels of heat used in the recycling process
 - Paper Products have high levels of contamination. Paper products are simply washed and turned back into pulp to recycle therefore any food, liquid, grease etc...on paper or cardboard mixed with recycled items must be removed or papers cannot be recycled.

□ Volunteer support (Green Teams)

- Volunteer Teams used to collect recyclables before, during and after your events

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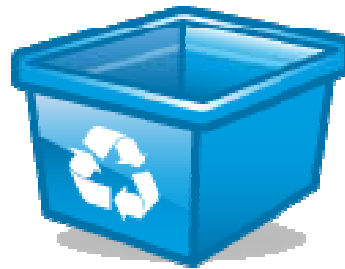


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Recycling: Bottom Line

- Recycling not more work---different work



- Recycling—a standard for community involvement

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WE-B-Green Recycling Program

St. Paul Festivals Association

- Cinco de Mayo
 - Recycling
- Irish Fair
 - Recycling
 - Cup reuse program
 - Sustainability plan
- Rondo Days
 (“Collard Green
 Team”)
- Grand Old Day
 (“Grand Goes Green”)
 - Park & Ride (Metro
Transit)
 - Purchase wind power
 - Training for business

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Local, solar-powered music

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Locally baked snacks



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Local coffee

Strengthening tourism through
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Local food, Compostable cups

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Waste management

Strengthening tourism through
education and research



Waste management and Education

Strengthening tourism through
education and research



Education (tools)

Strengthening tourism through
education and research



Education (tools)

Strengthening tourism through
education and research



Education (nature)

Strengthening tourism through
education and research



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Organic fruit (local)



Strategy #2: Composting

- ❑ Appropriate staffing
- ❑ Volume of materials
- ❑ Reusable and/or biodegradable utensils/plates
- ❑ Who/where/when composting take place
- ❑ Use of previous year's compost



Strengthening tourism through
education and research

August 27 through Labor Day, Sept. 7, 2009
MINNESOTA STATE FAIR



Linden Hills Festival



- ❑ Annual community festival, held in late May outdoors in a city park
- ❑ Festival has many components and takes a lot of volunteer hours to plan pull off successfully
- ❑ Components include food, entertainment, silent auction, kids games, art fair, community fair
- ❑ Specific areas delegated to individuals. Board chair serves as overall coordinator. Therefore, essential to get every ‘head’ on board and aware of changes.
- ❑ Primary fundraiser for neighborhood council
- ❑ Approximately 2,000 people attend the Linden Hills Festival

A 'Zero Waste' Festival??

What does that mean??



Plan the Festival so that the only things
'produced' by the Festival are either
COMPOSTABLE or **RECYCLABLE**.

COMPOST

- All food (meat & dairy too!)
- Non-recyclable paper (napkins, cups, dirty paper)
- Corn-based spoons. **NO PLASTIC UTENSILS**
- Liquids



RECYCLABLES

PLASTIC

- Plastic bottles with a neck (empty liquids into liquid or compost first)



CANS & TINS

- Cans (empty into liquid or compost first)
- Foil (**clean only**)



GLASS

- Glass bottles
- Glass jars (broken glass goes in trash!)



PAPER

- Flyers
- Brochures
- Office paper (clean)
- Newspaper (separate)
- Magazine (separate)

TRASH

- Plastic food wrappers
- Styrofoam cups
- Diapers
- Cigarette
- Plastic bags
- Plastic tubs or other non-recyclable plastic
- Straws
- Latex gloves
- Dirty foil
- Broken glass
- Any containers that contained hazardous materials



NOTE: JAMBA JUICE CUPS SHOULD BE RETURNED TO JAMBA JUICE STAND FOR RECYCLING BY JAMBA JUICE! (They are recyclable, but not collected by Minneapolis.)

Planning

- ❑ Talked with each area head and talked through how their area might be impacted.
- ❑ Communicated early and often to all vendors and any exhibitors (if applicable).
- ❑ Outlined restrictions (with rationale) and gave clear guidelines to help in their planning. Work with them to find acceptable alternatives, as necessary.

Examples of changes included:

- ❑ Ketchup, mustard & relish packs → condiment station with large bottles
- ❑ Individual bags of chips → paper bags of popcorn only
- ❑ Styrofoam hot cups → paper hot cups
- ❑ Foil wrappers for hot dogs → paper wrappers for hot dogs
- ❑ Plastic wrap for cookies, desserts → paper wrap or paper bags



UNIVERSITY OF MINNESOTA ❑ No plastic lids for cups, no straws, no balloons, no plastic-wrapped candy



Thank you for volunteering as a ‘station manager’ as the Linden Hills Festival strives towards Zero Waste. Your participation will greatly help us with our ‘zero waste’ goal by minimizing the contamination of the various waste streams. Your job is to stand by the disposal stations for your scheduled time and instruct Festival-goers where to put their recycling and composting. To guarantee zero contamination, and minimize waste, please:

- Stand in front of the disposal station for the entire duration of your shift. (There should be 2 monitors at each station, so if you have to use the restroom, please make sure at least one person is standing at the station.)
- Insist on seeing what people are throwing away to ensure it goes into the correct bin.
- If someone throws something into the wrong bin, nicely ask them to correct it.
- If both stations monitors are unsure about how to appropriately dispose of something, you may ask the folks at the Linden Hills Power & Light table or the Festival Zero Waste coordinator, Keiko Veasey (cell: 612-805-6477). If it is not reasonable to consult either of those sources, **please err on the side to prevent contamination and instruct the individual to throw it in the trash.**

<p>What is zero waste??</p>	<p>The goal of a zero waste event is to eliminate, or at least minimize, any 'trash' - that is, anything that is neither recyclable nor compostable. There will be some unavoidable waste, such as latex gloves required for food service, but we have committed to pursuing alternatives and substitutes wherever possible and reasonable. So, to the extent possible, everything produced at or by the Festival will be either compostable or recyclable, and we will minimize true 'waste' that will end up in a landfill or incinerator.</p>
<p>Why do we have separate everything?</p>	<p>Sorted recycling generates the highest revenue for the city, to offset the costs of running a recycling program. Additionally, it is important that items serve their ‘highest’ possible reuse. For example, it is much more ‘valuable’ for a piece of paper to be part of paper recycling rather than put with the compost, even though it is technically compostable.</p>
<p>What happens to this material?</p>	<p>The city of Minneapolis will collect the compost material and take it to a commercial composting facility, where it will be turned into compost, which resembles a rich soil. The recyclables will be processed the same way as the recyclables collected curbside.</p>
<p>I thought you weren’t supposed to compost meat and dairy.</p>	<p>Because commercial composting facilities are carefully monitored, they can handle organic materials that would not easily compost at home. Sustained high temperatures and careful monitoring allow for the safe composting of meat and dairy products, which aren’t recommended for backyard compost bins.</p>
<p>These plastic spoons are compostable?</p>	<p>The spoons at the Festival may look like plastic, but actually they are made from corn! So, yes...these are special spoons that can be composted!</p>
<p>What’s the status of the curbside compost collection pilot project in Linden Hills?</p>	<p>The exact start-date for that project is still uncertain. Visit the Linden Hills Power and Light table for additional information on that exciting project!</p>

Equipment

- Composting & recycling carts
 - City of Minneapolis has recycling and composting carts available for rent including service
 - Hennepin County has a portable recycling unit loan program (no cost), but the event is responsible for dumping what's collected.



Day of the event

- ❑ Each disposal station must consist of **all disposal options** with clear signage
- ❑ **Move** all other trash receptacles, or cover/close in some way, including a note or sign.
- ❑ Talk with each **station monitor** when they come on 'duty' and go over the training handout. Answer any questions they may have.
- ❑ Go through each area of the event to make sure leaders and participants fully understand the system. Answer questions and **solve problems!**
- ❑ As the event proceeds, circulate between the disposal stations. Look inside carts/bins and 'correct' as needed.
- ❑ Take-down/clean-up. Bring applicable containers to the various locations



Results



- 14 compost carts filled
- 4 recycle carts
- TWO bags of 'trash'
(usually an overflowing dumpster!)



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Costs & Challenges

□ Costs

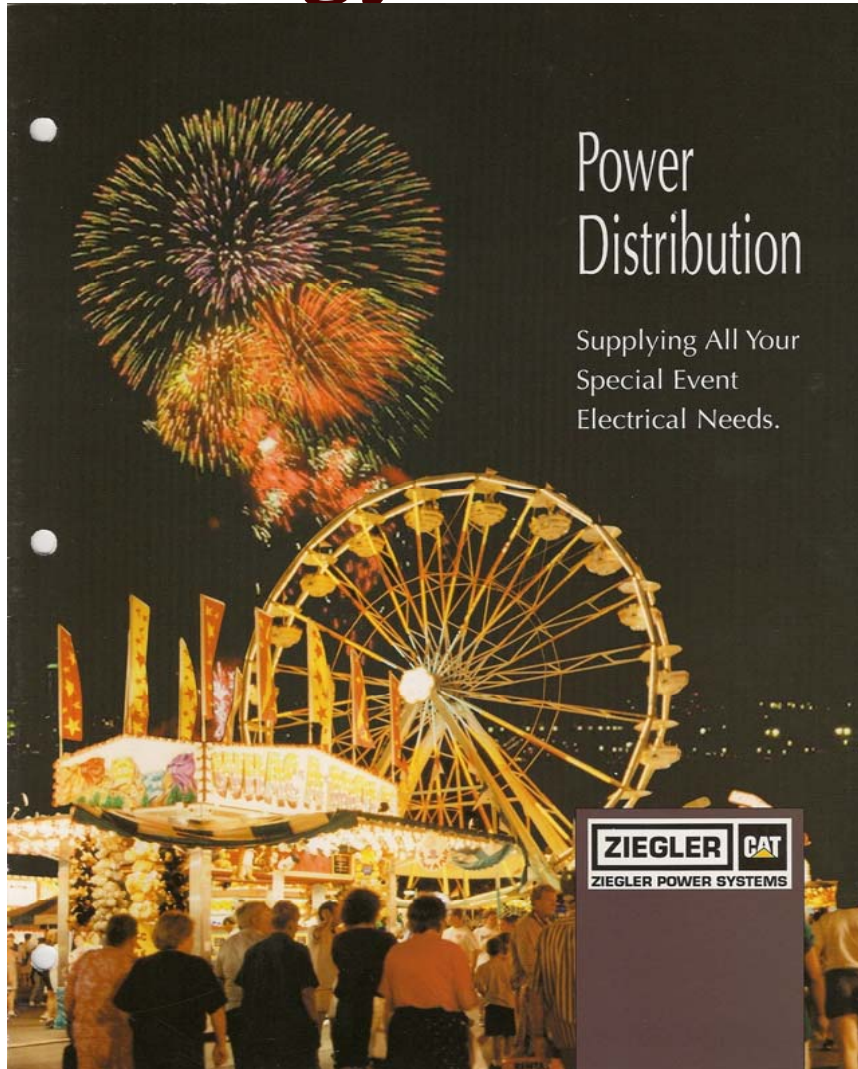
- Primarily time in organizing, coordinating with vendors, finding alternatives
- Some minor costs associated with higher cost compostable alternatives

□ Challenges

- Gloves
- Packaging
- Tablecloths
- Walk-ins



Strategy #3: Existing Energy Grid



- Site layout & mapping
 - Load levels (cluster)
 - Generator placement

- Identifying specific energy needs
 - Volts/Amps/Watts

- Correct permits & inspections

2008 Republican National Convention

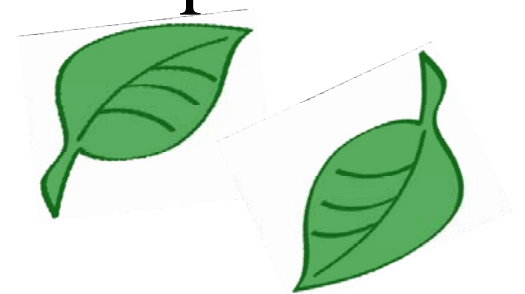
- Catalyst for the Green Gatherings project
- Key players:
 - Minneapolis Saint Paul 2008 Host Committee (GreenMark)
 - Xcel Energy Center (Waste Management, Coca-Cola Recycling, Freeman Contracting)

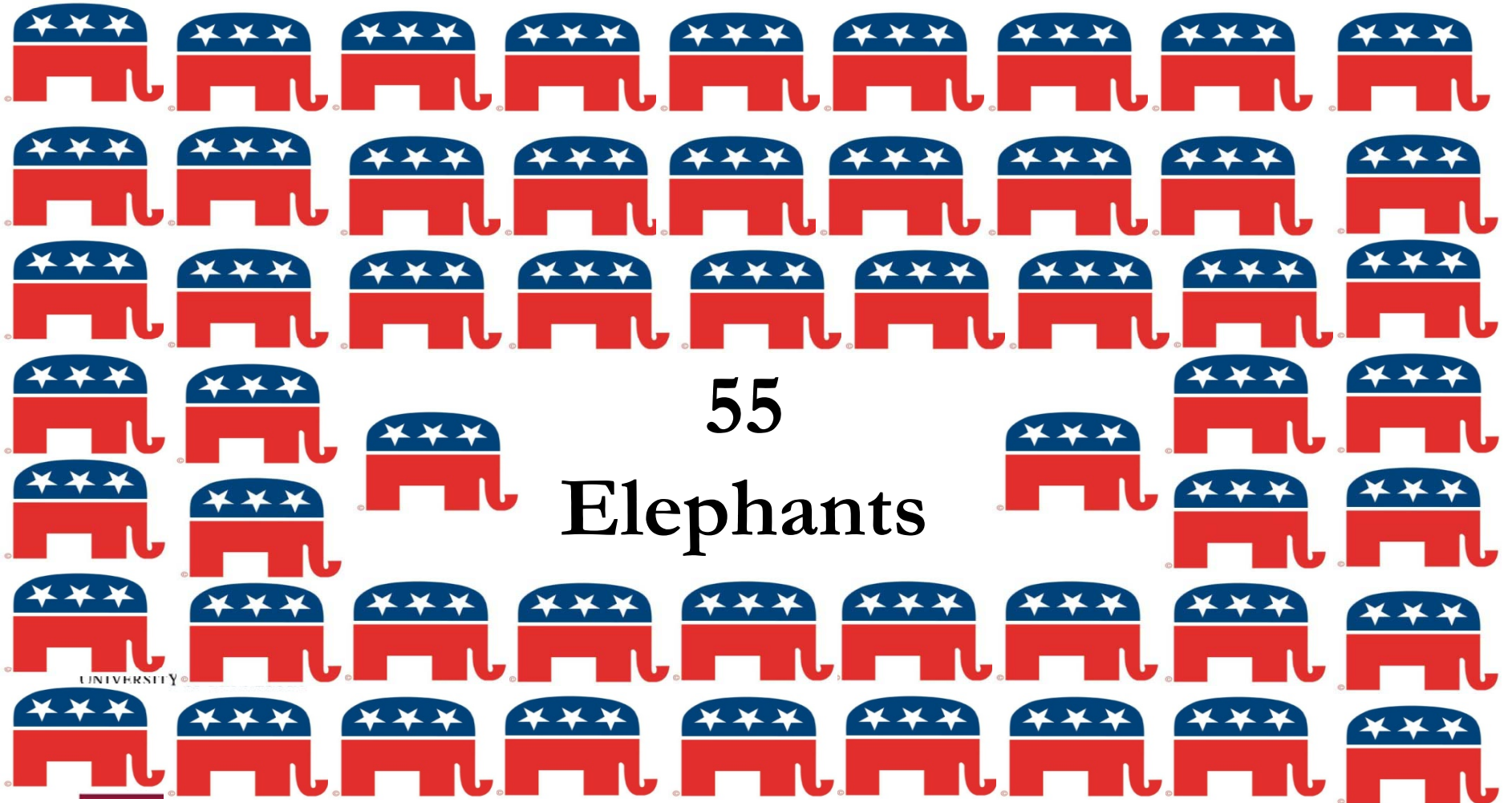


• **GOP's greenest convention to-date**

RNC Outcomes: Renewable Energy

- Xcel Energy purchased 100% renewable power for the RNC (wind and solar)
- Additional renewable energy provided through District Energy St. Paul
- “Celebrate the Energy” event in Minneapolis



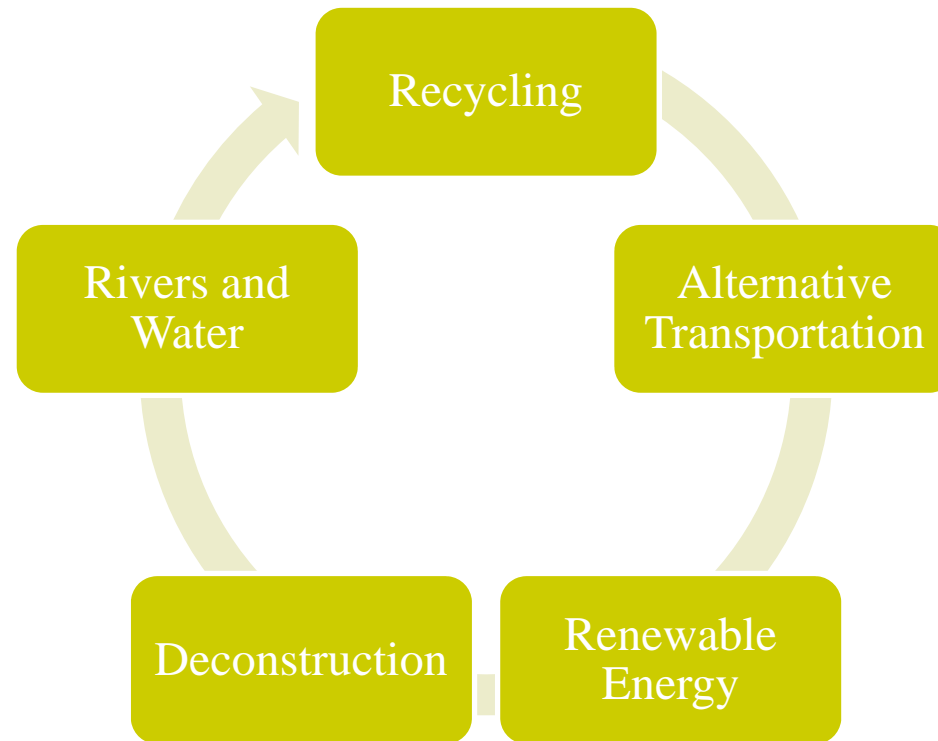


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Elephants

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2008 Republican National Convention Outcomes



RNC Outcomes: Recycling

- Waste Management, Inc. & Coca-Cola Recycling
- 300 single-stream recycling bins in Xcel Center
- Recycling also provided at Media Party and Civic Fest



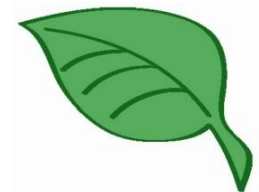
RNC Outcomes: Alternative Transportation

- Bike sharing program provided by Humana and Bikes Belong
- 1,000 bikes available for free use during convention week, with stations in Minneapolis and St. Paul
- Results:
 - 7,523 bike rides
 - 41,724 miles



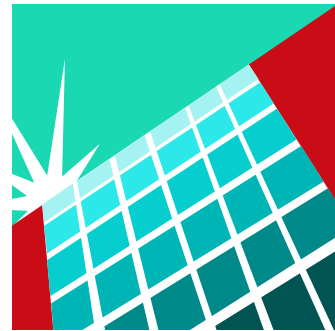
RNC Outcomes: Other Outcomes

- Deconstruction: Nearly 100% of waste from temporary structures and other construction in the Xcel Center recycled or reused
- Rivers and Water: Riverboat event for delegates representing states along the Mississippi



Strategy #4: Alternative Energy

- Bio-diesel
 - Event visibility for biodiesel producer in exchange for cooking grease collection (possibly run event generators)
- Solar
- Wind
- Carbon neutrality
 - Purchase renewable energy credits to offset CO₂ emissions during the event

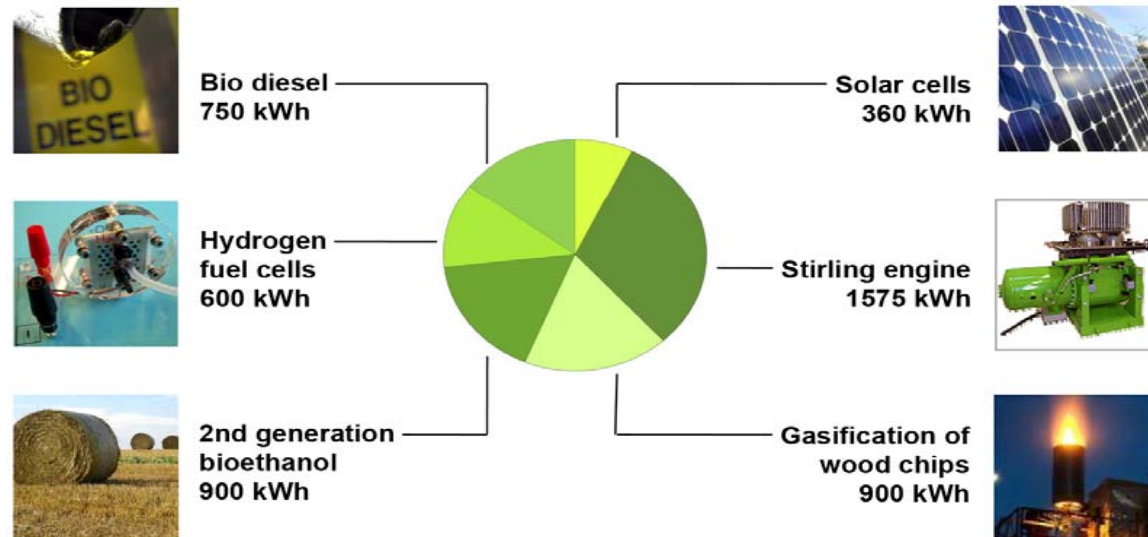


- Dansk
- English

Strengthening tourism through education and research



ENERGY SUPPLY



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Coachella Valley Music Festival

- ❑ Free train transportation plus incentives to car pool
- ❑ Extensive use of wind/solar power as well as biodiesel to power stages and equipment
- ❑ Most signage is bio-degradable
- ❑ Vendors required to compost, recycle grease, not use styrofoam
- ❑ Trade-in 10 plastic empty bottles—receive 1 free full water bottle
- ❑ Extensive recycling and composting



Costs Associated with Going Green

- ❑ Organic T-shirts: 50% - 100% more
- ❑ Recycled Paper: 10% more
- ❑ Biodegradable Pins: 75% -150% more
- ❑ Energy credits: (depend upon which calculator used)

Resources to help green your event



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MNGreenGatherings.Org

- Planning Guides
- Sustainability Plan
- Contracts



Resources

- Minnesota Pollution Control Agency

www.pca.state.mn.us

- Eureka Recycling

www.eurekarecycling.org

- Tourism Center

www.tourism.umn.edu

www.travelgreen.umn.edu

- Environmental Protection Agency

www.epa.gov

- Minnesota Waste Wise

www.mnwastewise.com

- Sustainable Waves

www.sustainablewaves.com

Why does going “green” matter?

How it Affects You

Creates a unique marketplace for sponsorship

Multiple Benefits for Your Community

Big Picture

Provides an opportunity for education about the benefits of sustainability

Conserves and Restores Natural Resources

Kent Gustafson
University of Minnesota Tourism Center
120 Biosystems
1390 Eckles Avenue
St. Paul, Minnesota 55108
612-625-8274
kgustaf@umn.edu
www.tourism.umn.edu