



Ministry for the
Environment
Manatū Mo Te Taiao

GREENER EVENTS GUIDE

A PRACTICAL GUIDE TO REDUCING THE ENVIRONMENTAL IMPACT OF YOUR EVENT



Disclaimer

This guide was developed by the Ministry for the Environment, in consultation with event organisers, key government departments and local authorities. Following the suggestions in this guide does not mean that your event's strategy or plan – or the event itself – is endorsed by the Ministry for the Environment. Nor does it provide any guarantee or certification/verification that your event is 'green.'

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Greener Events Guide

A practical guide to reducing the environmental
impact of your event

1 Introduction

Organising a festival, conference, sporting or other event? This guide is full of practical tips, resources and checklists to help ensure your event is both successful **and** more environmentally responsible. It suggests ways to reduce the environmental impacts of staging your event – from choosing the venue and location, to managing communications, suppliers, catering, waste and transport. Using this guide, you'll find that 'event greening' makes good business sense and guarantees a better experience for everyone involved.

2 Why host a greener event?

GREENING YOUR EVENT CAN:

Improve the experience of your participants – well-organised 'greener' practices of the kind described in this guide will improve, rather than detract from, your attendees' experiences. For example, ensuring they have access to a convenient public transport system will reduce their travel time, traffic congestion, and parking issues.

Position you as a leader – demonstrating your environmental commitment can enhance relationships with your customers and stakeholders.

Save you money – by reducing the costs of waste disposal, energy and water.

Create legacies – by raising attendees' awareness, inspiring behaviour change, and influencing suppliers to adopt greener practices.

Help the environment and local communities – by minimising the use of water and energy; reducing greenhouse gas emissions and waste; and boosting local economies.

IT MAKES GOOD BUSINESS SENSE.

Activities associated with hosting an event can have negative impacts on the environment

Any event involves transporting people, goods and services to and from the venue. This can create congestion and generate greenhouse gases. In addition, a large amount of waste is often created by promotional activities, construction and food consumption. All that waste tends to end up in the landfill.

New Zealanders are concerned about environmental impacts

The vast majority of New Zealanders – 83 per cent – are aware that the world is facing significant environmental problems because of climate change. Over 32 per cent are interested in environmentally responsible products and services.¹ As the number of environmentally-aware New Zealanders continues to grow, so will public expectations for events that are more environmentally responsible.

¹ Moxie Design Group. 2006. *Understanding the market for sustainable living*. Wellington: Moxie Design Group.

3 How to use this guide

The next couple of pages cover the first steps towards a greener event – setting objectives, drawing up a plan of action, and working out how to measure the success of your greener actions.

The guide then works through each of the key aspects of event management: communication, venue and location, suppliers and caterers, waste, and transport. At the end is a set of checklists relating to each of these topics; they include questions you can ask yourself as well as potential suppliers and contractors. There is also an action plan template you can use when developing your action plan.

Remember: choose what’s relevant, realistic and appropriate for your event. Don’t try to do everything.

Remember, too, that this guide doesn’t cover everything about staging greener events – the ideas and examples outlined here are just a starting point. For more detailed information on hosting a greener event, see the *Major Event Greening Guide: A practical guide to reducing the environmental impact of a major event*.

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4 Getting started

Set your objectives

Greening your event starts with making a firm commitment to reduce the environmental impacts associated with it. You can do this by setting specific objectives. For example, your objectives may be to reduce waste sent to landfill, and to reduce emissions from transport. **Pick one or two key objectives and focus on doing these well, rather than trying to do everything.** You can add more objectives for future events.

If you hold events regularly, do a stocktake of your existing environmental initiatives – you may find that you are already doing a number of good things. A stocktake will also help you decide where you can best focus your efforts.

Develop an action plan

Your objectives provide the basis for your ‘greening action plan’. The plan should include:

- > your objectives and any targets
- > actions to achieve your objectives

- > stakeholders – roles and responsibilities
- > a plan for measuring and evaluating the success of your actions
- > funding requirements and an estimate of costs.

The bigger your event, the more detailed your action plan may need to be. A template is provided at the back for this document to help you develop your action plan.

EXAMPLE OF A POSSIBLE OBJECTIVE, TARGET AND SUPPORTING ACTIONS

Objective: To reduce the amount of waste produced through activities related to the event.

Target: 80 per cent of waste diverted from landfill.

Actions: Develop a waste awareness campaign as part of the event.

All food and beverages to be served in recyclable or compostable packaging.

Set up managed recycling stations at the event to help ensure people use recycling bins correctly.

Measure and evaluate

Start thinking about how you will measure and evaluate the success of your actions after your event.

First, set some targets – make sure they are realistic and achievable, but also challenging. Your targets will vary according to the nature and scale of your event. If you can, also set some key indicators against which you can measure progress towards your targets. For example:

- > waste – percentage of waste not sent to landfill
- > transport – number of people who took public transport/walked/cycled to and from the event.

Sometimes you may be able to demonstrate the dollar savings made through meeting such targets.

After your event evaluate your actions by considering what worked well and what could have been improved.

WHY MEASURE AND EVALUATE?

After the event, measurement tells you how well you met your environmental objectives and targets. If you hold events regularly, measurement provides a benchmark to help you track your progress over time.

Measurement provides data that tells the greening ‘story’ of your event – eg, ‘this event diverted x kilograms of waste from landfill by composting and recycling’.

Evaluation allows you to learn valuable lessons which can help you better manage the environmental impacts of future events.

Measuring and evaluation help verify claims about how ‘green’ your event was.

5 Event organisation

Communication

Successfully managing the environmental impacts of your event requires good communication. As early as possible, tell everyone involved in the event about the greening objectives which have been set – their understanding and support is crucial.² Make sure everyone knows: event managers and planners, promoters, media, vendors, contractors, venue owners, sponsors, performers, volunteers and attendees. They all have a part to play in greening your event – and, with more than half of all New Zealanders keen to know more about how to protect the environment,³ your greening initiatives are likely to be well received.

Tips

- » **Share your environmental goals** with your partners early in your planning process so they understand and can support your intentions.
- » **Be transparent** to avoid ‘greenwashing’ accusations (see below) – share your greening action plan with your stakeholders and ensure your messages are clear and consistent.
- » **Train your staff and volunteers to be ‘green champions’** – promoters and advocates of greening actions – so they can communicate your messages to attendees at your event.
- » **Encourage your performers to be green ambassadors** by supporting and promoting your objectives.
- » **Make it fun** for attendees to get involved by offering incentives – eg, people get a free drink if they present a public transport ticket, or get their deposit back when they return a reusable cup.
- » **Use a range of communication methods** – website, social media (eg, Facebook), stage announcements, signage, ‘green’ champions.
- » **Share the story of your greening journey and what you’ve achieved** – this will help get support for future events and promote your event as environmentally responsible.

Useful resources

Guidelines for Green Marketing – The Commerce Commission’s green marketing guidelines will help you avoid making misleading or untrue claims about your event under the Fair Trading Act.

The Sins of Greenwashing – Greenwashing means misleading consumers about a company’s environmental practices or about the environmental benefits of a product or service. This website provides more information on common greenwashing ‘sins’ and how to avoid them.

² Landcare Research. 2007. *Environmental Sustainability for Major Events Concept Development*. A report prepared for the Ministry of Tourism.

³ Moxie Design Group. 2006. *Understanding the market for sustainable living*. Wellington: Moxie Design Group.

Venue and location

The choice of venue has a huge effect on the environmental impacts associated with your event. The location, and whether it can be reached easily, determines how people and goods will travel to get there, and for how long. This in turn determines the volume of greenhouse gases emitted from transportation. Whether the venue's energy and water supplies are energy efficient is another important factor in your choice of venue.

Tips

- » When choosing a venue or location, consider how close it is to public transport, central areas, and amenities such as accommodation, shops and banks.
- » Look for venues that are *Qualmark Enviro-Award*, *Green Globe* or *carboNZero* certified. These programmes provide assurance that venues are taking steps to manage and reduce their environmental impacts.
- » When checking out a possible venue, ask to see its environmental policy or plan. You could ask specific questions about:
 - waste – does it minimise waste? Are there recycling and composting facilities?
 - energy efficiency – does it have *energy efficient products* and avoid unnecessary lighting?
 - water efficiency – does it have water saving measures such as water efficient taps and dual flush toilets?
 - staff – are its staff aware of its environmental policies and trained to put them into practice?

HOSTING AN EVENT ON PUBLIC OR CONSERVATION LAND?

If your event is taking place on public or conservation land, talk to the *local council* and/or *Department of Conservation* early to find out whether you need to apply for a *resource consent* or *concession*.

You should also refer to the *New Zealand Environmental Care Code Guidelines*. These guidelines outline your environmental and social responsibilities, and will help ensure your event has a minimal impact on the natural environment.

Suppliers and caterers

Providing food and beverages creates large amounts of paper, glass, plastics and organic waste. Therefore, the suppliers and caterers you choose will have a big influence on your event's environmental impacts.

When checking out potential suppliers, being clear about your greening objectives will help you choose the right one. And by requesting products that minimise environmental harm, you'll be sending a clear message to suppliers that there is a growing demand for sustainable products and services.

Tips

- » **Ask potential suppliers and caterers about their environmental policies.** You could ask if they:
 - minimise waste – eg, by avoiding unnecessary packaging on food or merchandise
 - recycle and compost
 - source food, goods and services from local providers
 - use certified sustainable products – refer to the Ministry of Economic Development's *eco-label directory* for more information about what different environmental labels mean
 - use energy efficiently – eg, minimise transport emissions and energy usage.
- » **Look for local suppliers** to help support the local economy. Using local suppliers potentially means lower transport costs and emissions.
- » **Consider using written agreements** to ensure full cooperation and include 'green clauses' in your contracts (see examples in the box below).
- » Ask attendees to choose meals in advance to reduce food wastage.

Useful resources

North Shore City Council's Rugby World Cup Sustainable Procurement Resources – a useful resource for anyone wanting to identify potential suppliers of goods and/or services.

Sustainable Business Network – a forum that puts you in touch with other organisations committed to becoming more sustainable.

EXAMPLES OF GREEN CONTRACT CLAUSES

- » All packaging (including paper, serviettes and food wrappers) is to be either recyclable or compostable within the region if possible.
- » All produce is to be locally sourced wherever possible.
- » All staff are educated on sustainable practices relevant to their role (eg, waste management, water efficiency, environmentally friendly cleaning).

Waste

At any event, probably the most obvious environmental impact is waste. Not only is it unpleasant for attendees to be surrounded by litter, but waste is also very costly to dispose of. For example, sending waste to landfill can be up to three times more expensive than recycling.⁴

But minimising waste need not be as hard as you think. In fact, many attendees will see reducing and recycling waste as the norm – they do it at home and work, so they expect to be able to do it elsewhere.

4 Otago Southland Waste Services and Smart Environmental Ltd. April 2008. Sourced from Queenstown Lakes District Council, *Zero Waste Guide for Events*.

Managing waste at your event involves two steps:

- > *controlling inputs* – eg, what food and beverage containers are permitted on site
- > *managing outputs* – eg, providing bins for compostables and recyclables and having volunteers on hand to inform attendees of where to put their rubbish.

Tips

- » **Communicate with your stakeholders and attendees electronically** to reduce paper wastage and save on printing costs.
- » **Work with your suppliers** to minimise individually-packaged food and drink items, and to maximise the use of reusable, recyclable or biodegradable packaging.
- » **Talk to the local council** about what recycling and composting facilities are available in the area.
- » **Ask the venue manager** what recycling is available on site.
- » **Consider charging stallholders** a bond for their sites, which are assessed before they leave – this encourages them to be serious about waste removal.
- » **Encourage people to recycle** by offering incentives, eg, ‘get your deposit back when you return your reusable cup’.
- » **Ensure recycling facilities and bins** are clearly visible and marked.
- » **Station volunteers** at recycling bins to ensure waste goes into the right bins.
- » **Consider sorting the recyclable and composting materials** before they leave the site.

Useful resources

LoveNZ – recycle with care. The LoveNZ brand is available for use at events.

Auckland City Council – event waste management case studies and a zero waste event guide.

Christchurch City Council – a step-by-step guide to organising a minimum waste event.

Queenstown Lakes District Council – Zero Waste Guide for Events.

WOMAD 2008 – case study from Taranaki Regional Council.

New South Wales Waste Wise Events Case Studies – includes case studies from food and wine festivals, community events, exhibitions and shows.

Transport

Travel can be one of the most complex aspects of hosting an event, and it's often the largest contributor to costs and greenhouse gas emissions. Reducing the need to travel or choosing 'greener' transport options not only reduces these factors – it's also much more enjoyable for attendees than dealing with the stress of congested roads and full car parks.

Tips

- » If possible, **choose a venue that reduces transportation needs** or is close to public transport.
- » **Promote and advertise transport options** to attendees before the event – make sure they know about the most efficient ways to get to and from the event.
- » If the venue is not in walking distance of public transport, **offer a bus service** to take attendees to and from the event.
- » **Use a venue that offers accommodation** or recommend accommodation that's close to the venue so attendees can easily walk, cycle or use public transport.
- » **Work with local transport operators to gain free or discounted travel** – this also provides added value for attendees.
- » **Offer incentives to attendees using public transport**, eg, 'get a free drink if you travel by bus'.
- » **Promote carpooling** through your event website.

6 Summary

Greening your event makes good business sense. It can have many benefits for your organisation, your attendees, the local community, and the environment. Overall, greening your event can help:

- > improve the experience of everyone taking part
- > position you as a leader
- > save you money
- > create legacies
- > help the environment and local communities.

To achieve a greener event, focus your efforts on what is most relevant, realistic and appropriate for *your* event.

The following checklists build on the information in this guide and will help you develop your greening action plan.

Checklists

This section contains six checklists – one for each aspect of event greening.

Each checklist is broken into four sections:

- > **event planning**
- > **before the event**
- > **during the event**
- > **after the event.**

Use the checklists when developing your action plan. They contain questions to ask yourself and your potential suppliers and contractors, and other things to consider. Not all checklists are applicable in all situations – decide which are relevant and appropriate to your event.

You can download these checklists from the Ministry for the Environment's website to use or adapt to suit your needs.

Logistics and measuring success

ACTIONS	YES	FUTURE ACTION	NOT APPLICABLE
Event planning			
If you hold events regularly, have you done a stocktake of your existing environmental initiatives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you considered the likely expectations of your attendees and how much they are likely to get involved in environmental initiatives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you set your greening objectives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you developed an action plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does your action plan include the following:			
» Objectives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Targets and/or indicators and how they will be measured?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Actions – to achieve objectives and/or targets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Roles and responsibilities of key staff and stakeholders?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Timeframes for actions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» A monitoring and evaluation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you told the local council that you plan to hold an event in their area and asked them what information they have to support you?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Before the event			
Are there systems in place to collect data that will help measure the success of your objectives and/or targets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the event			
Is the necessary data being collected?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After the event			
Has measurement data been analysed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you considered what went well and what could be improved?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will the lessons learnt be incorporated into planning your next event?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Communication

ACTIONS	YES	FUTURE ACTION	NOT APPLICABLE
Event planning			
Have you identified all your stakeholders (eg, venue owners, suppliers, volunteers, caterers and sponsors) and shared your environmental objectives with them?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you decided what communication methods you will use to promote your objectives to attendees?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you considered what (if any) training your staff and volunteers need to help you deliver your objectives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Before the event			
Have your objectives been communicated to your attendees through your website and other appropriate channels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are attendees aware of any 'green' incentives that will be on offer at the event and/or activities they will be able to participate in?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have your volunteers and staff received appropriate training? For example, if you expect them to act as 'green champions', are they clear what is required of them?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the event			
Are you using appropriate communication methods – eg, clear signs, announcements over the loud speaker, and green champions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After the event			
Have you communicated your successes and lessons learnt to your stakeholders and attendees?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will the lessons learnt be incorporated into planning your next event?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Venue and location

ACTIONS	YES	FUTURE ACTION	NOT APPLICABLE
Event planning			
Have you considered the venue's proximity and accessibility to public transport, central areas, accommodation and other amenities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you talked to the local council and/or the Department of Conservation to find out what (if any) resource consents or concessions you require, and (if necessary) applied for them?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you asked to see potential venues' environmental policies and plans?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do the potential venues have policies and plans for:			
» Waste minimisation, and/or recycling and composting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Energy efficiency?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Water efficiency?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Staff training and awareness of environmental policies?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Before the event			
Do you have all necessary resource consents and/or concessions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the venue owner fully aware of your objectives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the event			
Are all unnecessary lights and appliances switched off to avoid unnecessary energy wastage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After the event			
Have you provided feedback to the venue owner to help them improve their environmental performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will the lessons learnt be incorporated into planning your next event?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Suppliers and caterers

ACTIONS	YES	FUTURE ACTION	NOT APPLICABLE
Event planning			
Have you asked to see potential suppliers' environmental policies and plans?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the potential supplier have policies and plans for:			
» Minimising waste – eg, by avoiding individually packaged items and using reusable, recyclable or biodegradable packaging?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Recycling and composting waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Sourcing food, goods and services from local providers where possible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Using certified sustainable products?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
» Using energy efficiently – eg, by minimising transport emissions and energy usage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you included greening clauses in your suppliers' contracts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Before the event			
Can attendees order food before the event to minimise food wastage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you informed caterers of the exact number of attendees to avoid unnecessary food waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the event			
Is packaging reusable, recyclable or biodegradable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is packaging being disposed of correctly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After the event			
Have you provided constructive feedback to your suppliers to help them improve their environmental performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will the lessons learnt be incorporated into planning your next event?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Waste

ACTIONS	YES	FUTURE ACTION	NOT APPLICABLE
Event planning			
Have you talked to the local council to find out what can and cannot be recycled and composted in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Before the event			
Are you clear about what can and cannot be recycled and composted in the area, and have you written this into your suppliers' and caterers' contracts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you organised your recycling, composting and rubbish bins, both for attendees and for other waste generating areas (eg, behind the food stalls and stages)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you thought about how to manage the flows of waste from public areas to the area where these materials are to be collected and sorted before removal from the site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you briefed staff and volunteers on how to use the bins correctly and responsibly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do the people managing the collection of the full bins know how to handle each stream of material?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there systems in place to measure quantities recycled, composted and sent to landfill?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can you measure the amount of recyclable material coming into the site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the event			
Are recycling bins clearly marked and visible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are all receptacles for waste products (eg, wheelie bins for rubbish or skips for back-of-house cardboard recycling) clearly labelled?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are staff and volunteers located at bins to help attendees and stallholders?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After the event			
Has all waste been collected and sorted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you calculated the percentage of total discarded materials that were successfully diverted to recycling and composting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has all waste been disposed of correctly and responsibly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you asked the recyclers and composters if they're happy with the quality of the material they received?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you considered reusing and/or giving any non-recyclable items to charity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you considered what went well and what could be improved?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will the lessons learnt be incorporated into planning your next event?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Transport

ACTIONS	YES	FUTURE ACTION	NOT APPLICABLE
Event planning			
Have you identified the most efficient ways of getting attendees, goods and services to and from the event?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If public transport isn't available, have you considered arranging bus or shuttle services to get attendees to and from the event?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you considered offering incentives that encourage attendees to use public transport and discourage car usage (apart from disabled access)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Before the event			
Have you informed attendees of the most efficient transport options to get to and from the event?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you publicised details such as bus timetables, carpooling options, transit stops, and the location of secure bicycle storage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If attendees need accommodation, have you recommended options close to the venue to reduce transport costs and distances?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the event			
Are transit stops and bicycle storage facilities clearly marked?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you limited parking spaces to discourage private vehicle usage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After the event			
Have you considered what went well and what could be improved?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will the lessons learnt be incorporated into planning your next event?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Action plan template

<insert event name>

Environmentally responsible event action plan

The text under each heading is a guide only and should be deleted as you complete your action plan. You can download this template from the Ministry for the Environment's website to use or adapt to suit your needs.

Event overview

Provide an overview of the event:

- > dates
- > expected number of attendees – participants and spectators
- > locations and venues
- > any specific aspects that might cause particular environmental issues.

Environmental objectives and targets

Think about the following questions:

- > Why is it important to reduce the environmental impacts of the event?
- > What do you hope to achieve?
- > What are the key areas the plan will cover?
- > Are there guiding principles that will help determine what you will and won't do? For example, reasonable efforts will be made to reduce the impacts to the environment that fall within the direct scope of the event and are cost effective to do so.
- > If the plan is successfully implemented, what will the ultimate outcome be? How will the environment benefit?

Stakeholders

Who will be key in ensuring that the plan is delivered?

Measuring success

How do you anticipate measuring the successful implementation of the plan?

Environmental impacts

Insert a general comment about the environmental impacts likely to occur as a result of the event.

Initiatives already undertaken

List anything the event organisers, venue operators, or suppliers may already have done to reduce environmental impacts. For example, 'Selected venues have compost and recycling facilities in place'.

Event actions

For each of your objectives, list the targets, actions, responsibilities of key staff and stakeholders, timeframes, and measures of success.

OBJECTIVE			
Targets			
Actions	Responsibility	Timeframes	Measure of success

Funding requirements

What are possible funding sources for these environmental initiatives?

Include known costs if possible, or estimates of potential costs.

Approval

This plan has been approved by:

Signed _____

Position _____

Date _____

Your notes
