

Zero Waste Events

101 Guide to Success



EcoMatters

Why a Zero Waste Event?

- Auckland Council's aspirational goal is to be Zero Waste by 2040
- More waste diverted from landfill is better for the environment
- Less litter makes your event look and feel better
- It is a public demonstration of your brand values
- It makes your event more attractive to sponsors, funders, and attendees
- A zero waste event creates goodwill amongst your team
- Events are a great way for the public to engage with and learn a zero waste approach.

What is a Zero Waste Event?

- A Zero Waste Event is one where careful consideration is given to the products used on site and where these end up [post event](#)
- The aim is for event waste to be recycled, composted or avoided altogether
- The zero waste approach is designing an event that generates less waste, and/or the right kind of waste for reuse
- It also involves educating patrons and raising environmental awareness about waste minimisation

Planning

- Step 1** - Event Planning, seek a zero waste champion, set achievable waste goals, do a waste budget, and apply for our [grant](#)
- Step 2** - Complete your [WMMP](#) (three to six months before your event)
- Step 3** - Ensure you have a [waste management budget](#)
- Step 4** - Engage with an [advisor](#)
- Step 5** - Engage with [vendors](#)
- Step 6** - Engage with the [waste service providers](#)
- Step 7** - Marketing and promotion of your event
- Step 8** - Engage with [volunteers](#) and bin monitors
- Step 9** - Get feedback at the event, and remember to [capture waste diversion stats](#)
- Step 10** - Celebrate your success and share your stories

Four easy steps

1 - Reduce waste coming in

Think about all the ways that waste could be brought into the event. For example, food and drink can be a big generator of waste. Instead of providing disposable plates, cups and cutlery, you can provide reusable alternatives or ask attendees to bring their own.

If you're running a large event with vendors, outline your expectations for packaging, serving and waste disposal in your [vendor agreement](#).



EcoMatters

2 - Provide the right bins

The number of bins required will depend on attendee numbers. Put bins together in stations to make it as easy as possible for attendees to dispose of their waste. If you're aiming to completely eliminate waste to landfill, you may decide not to supply a landfill bin.

Event Star Rating	Description
Platinum Star Event	<u>Reusables</u> , organic (just food)
Gold Star Event	Recycling and Compost bin (Food waste and/or compostable packaging)
Silver Star Event	Rubbish, Recycling, and Compost bins (Food waste and/or compostable packaging)
Bronze star Event	Rubbish and Recycling



EcoMatters



Hot tip: Make sure you have enough bins, and that they're big enough and placed in convenient spots, such as places where people are likely to eat. Overflowing bins are a nightmare for clean-up.

3 - Let people know

Promote early

Publicise your event as a 'Zero Waste Event.' In the lead-up, you can send reminders for people to bring their own gear, such as water bottles and reusable coffee mugs.

Create clear signage

Signs should be clear and bold, so your bin stations are easy to find. What you accept in your compostable bins may depend on whether their contents are going to be commercially or home composted.

Staff bin stations

There is often confusion about what can be recycled or composted. The best way to stop items from ending up in the wrong bin is to make sure there's someone there to help attendees choose the right one.



EcoMatters

4 - Capture feedback and waste data

Find out from your attendees & vendors what worked and what didn't - it will help you do even better next time. If you can, record and share any information on how much you've diverted from landfill. You never know who you might inspire!

Resources you can find at the Zero Waste Events website:

- [Free loan gear / waste service providers / packaging](#)
- [Zero waste case studies](#)
- [Zero waste event grants up to \\$200](#)
- [Zero waste event advisors / free advice](#)



Visit [The Compost Collective](#) for composting advice and courses.

Visit [ShareWaste](#) to find like minded people in your community.

Checklist for bin station monitors

1. Write a list of which waste companies you are using for each waste stream, so they know where the waste will end up
2. Point out any event-specific items that they may encounter during your event, and where they need to go (eg, crockery)
3. Make sure to have volunteers on short shifts (no longer than four hours at a station)
4. Tell them the difference between compostable and biodegradable packaging
5. Tell them about the different types of plastics and which ones can go into the recycling bins
6. Help them understand what contamination looks like
7. Health and Safety plans in place
8. Provide appropriate PPE (gloves, grabbers, aprons, etc)

Checklist for Stallholders and Vendors

1. Make sure that they are using the correct [packaging supplies](#)
2. Know the difference between [home compostable](#) and [what needs to be commercially composted](#)
3. [Reusables - case study](#)

Stay connected with the Zero Waste Movement in Auckland

1. [Getting to Zero](#)
2. [EcoMatters](#)