

GVBTW SOCIETY SUSTAINABILITY GOALS FOR 2015 BTWW EVENT

CLOSING THE LOOP ON OUR EVENT WASTE STREAMS

It's a simple formula: public event + samples = waste. With 1000's of participant's riding for 100's of workplace teams across Greater Victoria there's always more waste than expected.

The Greater Victoria Bike to Work Society promotes the bicycle for commuting needs as the silver bullet method for increasing overall health and wellness, decreasing personal carbon footprint and increasing the sustainability of the community.

Our participants agree. Above all other reasons participants of Bike to Work Week in Greater Victoria state environment and sustainability as their number one motivator for ditching driving.

This is why the Society is now taking the steps necessary to bring our event into the modern era of eco-event organizing. We believe it is our responsibility to set an example for other events and for our participants who believe in it. We can do it and we can make it easy; here's how.

WHERE'S OUR IMPACT:

Food and Beverage

1. Waxed lined sample cups
2. Plastic sample cups
3. Plastic gloves for volunteers
4. Wax Paper
5. Paper Napkins
6. Plastic Spoons
7. Yogurt cups and foil
8. Milk cartons
9. Miscellaneous food packaging

Paper

1. Prize gift certificates (printed by GVBTWS)
2. Daily prize ballots
3. Promotional Materials
 - a. Signs and posters
 - b. Sign-up sheets
 - c. Print outs

Transportation

1. Cargo vans and sponsor vehicles to and from Celebration Stations

OUR GOALS ARE:

1. To be a waste free event
2. To be a non-recyclable plastics free event
3. 100% recyclable items at all our stations including Launch, Commuter Challenge and Celebration Stations
4. Track and report our successful transition towards a waste-free event
 - a. continue to monitor and report on waste generation each year and mitigation steps taken

GRAND VISION:

To become the CRD's first carbon neutral free public event before 2020

2015:

- Introduce 'Waste Watchers' volunteer role at all Celebration Stations
- Consult partners at reFuse on product substitutes for sponsors
- Waste diversion rate of at least 75% (tracked by reFuse)
- Develop baseline data analysis of waste streams and quantities. This number will then be used as the starting point for which all future reduction goals are based on.

- Begin transition towards a cup-free event
 - o Inform all participants to bring their own mug for Starbucks coffee and other drink samples
 - o Inform all participants to bring their own water bottles to fill up at our water station
 - o Wax-lined cups will not be placed out for public to grab and use. Cups will be handed out by volunteers to those who request one. Volunteers will be tasked with informing those who request a disposable cup that BTWW is transitioning to a waste-free event and to bring their own bottles/mugs next time.
- Begin transition towards a tree-friendly event
 - o Inform sponsors of quality guidelines coming into place for printed paper in 2016
 - All printed paper products to meet a minimum of 30% post-consumer recycled paper content
 - All food paper products (e.g.: napkins) to meet a minimum 100% post-consumer recycled paper content

LONGER TERM:

- Conduct feasibility research on alternatives to Celebration Station set up. Innovate creative ways to get Celebration Station's set up without the use of cargo vans
 - o Further goals on this point will be added based on results of feasibility research

2016:

- Sponsors are aware and expecting the shift towards reduced waste
 - o Commitment to Sustainability Agreement signed by all sponsors
- Waste prevention rate of 50% from 2014 event
- Waste diversion rate of at least 80% (tracked by reFuse)
- No eco-unfriendly 'give-aways'
- Cup-free event!
 - o Disposable cups will be kept on hand for emergency purposes only. Celebration Station attendees are expected to bring their own bottles/mugs for station samples and have been reminded through continual year-round promotion
 - o Alternative beverage mug/cup available for purchase on site
- Explore the feasibility of becoming a carbon-neutral event

2017:

- Waste prevention rate of 80% from 2014
- Waste diversion rate of 85% (tracked by reFuse)
- 100% recyclable items at the Launch, Commuter Challenge and all Celebration Stations
- At least 75% paper free transactions for GVBTS generated prize gift certificates
- Take first steps towards carbon-neutrality

2018

- Waste free event!
- Tree-friendly event
- Achieve a minimum 50% carbon neutrality rating through prevention and local community offsets

HOW WE ARE GOING TO MAKE THIS TRANSITION HAPPEN – SMOOTHLY AND EASILY?

Continue to develop our relationship with our friends at reFuse and obtain their assistance with baseline tracking and waste stream analysis

- reFuse provides BTWW with excellent services and we intend to continue with: composting bins for food waste, recycling bins for paper, plastic and other recyclable materials
- with the help of our new volunteer 'waste watchers' all bins will be properly sorted on site and dropped back to reFuse for daily waste accounting and disposal

We will promote the good word as much as possible in the weeks leading up to the event. Vendors and sponsors will also be provided with canned promotion text they can share with their networks on behalf of the event.

We will do everything in our power to ensure the message is heard. Through clear, consistent communication we will work towards ensuring all BTWW participants are aware of the new sustainability goals and their role in achieving these goals

- encourage participants to bring their own cups/mugs
- have mug alternatives available for purchase at the celebration station tents
- provide sponsors with vendor sustainability agreement which includes a table of traditional sponsor/vendor products and environmentally responsible alternatives (including where to purchase when possible)

COMMITMENT AGREEMENT

GVBTWS will include a Celebration Station participant agreement with the sponsor agreement policy for those sponsors that will be present at Celebration Stations.

This document must be signed and returned to the GVBTWS before the event so we are prepared for the items sponsors will use.



Papers, brochures, programs, flyers and paper bags must contain at least 30% post-consumer content recycled paper and be labeled as such. Since dark colors, fluorescents and Kraft papers are not recyclable, they will not be permitted.



Food/Drink sampling materials must be one of the following items: paper or sugarcane cups with no plastic lining (wax is okay), napkins, wax paper sheets or toothpicks. Wax test: if you scratch the surface of your cold-drink cup and an obvious build-up of wax occurs under your fingernail it is acceptable; otherwise it is plastic coated and not compliant. If you have another type of material please call Alyssa at 970-987-3140.



Plates, bowls and clamshells must be paper or sugarcane based. They cannot have a plastic lining. Preferred types are the thin, uncoated plates that allow grease to soak through (no plastic lining) or the thick plates, bowls and clamshells such as those produced by Chinete, Solo Bare or Eco-Products.



Cups greater than 6oz. must be corn-based OR paper. Either must be clearly labeled *Compostable* on the outside (such as Eco-Products' *Green Strip* line). Preferred manufactures include Eco-Products, World Centric and Greenware (by Fabri-Kal). If you provide lids, straws or stir sticks (to reduce waste we do not recommend this) they also must be compostable and labeled as such.

¹ Taken from: <http://aspenecofest.com/vendors/Vendor%20Agreement%202014.pdf>



Utensils must be corn-based and labeled *Compostable*. Our preferred manufacturer is World Centric; it is important that they are labeled *compostable* and *not biodegradable*.



Beverage containers such as aluminum cans and plastic bottles (greater than 6oz.) are approved for sale. However, no matter the container, bottled water is not permitted.



No Saran wrap, Styrofoam, chip bags, condiment packets or plastic bags will be allowed. If you have an individually packaged item it must be presented in packaging approved above; for any other items please contact Alyssa at 970-987-3140.