

Zero Waste Events



Photo¹

Zero Waste Guide For Events



¹ Queenstown Winter Festival: www.winterfestival.co.nz/



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**Incinerating 10,000 tons of waste creates 1 job, landfilling it creates 6 jobs,
and recycling it creates 36 jobs²**

² Zero Waste New Zealand Trust: www.zerowaste.co.nz

1 INTRODUCTION

What

This Zero Waste Guide is to help you, the event organiser, provide a successful waste management plan for your event.

The District's waste problem is significant, and growing.

Being an area of outstanding natural beauty, the Queenstown Lakes District plays host to a range of local, national and international events that are held annually, biannually and as one-off events.

Queenstown Lakes District Council is committed to protecting the District's unique environment and in 2003, the Queenstown Lakes District Council (Council) adopted a Waste Management Strategy (Strategy), containing 43 waste minimisation initiatives aimed at reducing and managing waste more sustainably in all sectors across the District.

One of the objectives of the Strategy is to reduce the quantity of waste generated at events and to manage the waste that is generated more effectively. Initiative Number 19 of the Strategy requires '*events to manage their waste appropriately and provide appropriate recycling facilities*'³

Why

This Zero Waste Events Pack contains the following documents to assist you in submitting a successful Waste Management Plan for your event:

1. **Zero Waste Guide for Events;**
2. **Zero Waste Directory of Contacts; and**
3. **Zero Waste Event Form.**

The **Zero Waste Guide for Events** will help you, the event organiser, to design a successful waste management plan for your event. It will provide useful tips & ideas to holding a successful zero waste event.

The **Zero Waste Directory of Contacts** is a directory of contact details for local waste contractors, businesses and resources. This will help you find what you need, when you need it.

Finally, you will need to complete the **Zero Waste Event Form** outlining your proposed waste management system and submit it as part of your Resource Consent, Outline Plan or Lakes Leisure Contract.

³ Waste Management Strategy 2003; Initiative 19; pg.25

How

The District Plan contains the following rules for all temporary activities:

- >500 persons when the activity is undertaken indoors;
- >200 persons when the activity is undertaken outdoors;
- and/or if the activity remains on the same site for a period longer than 7 days in any calendar year;
- and/or if the activity does not comply with the relevant noise standards of the zone.⁴

If you exceed the above you will need to submit an approved **Zero Waste Event Form** to obtain your Resource Consent, Outline Plan or Lakes Leisure contract.

This Zero Waste Event Form will operate as the waste management plan for your event.

Please complete all sections of this **Zero Waste Event Form** and submit as required to:

**Lakes Environmental,
Level 1,
74 Shotover Street,
Queenstown**

or post to **Lakes Environmental, Private Bag 50077, Queenstown 9348.**

**Lakes Leisure Limited
Joe O'Connell Drive, Frankton
PO Box 2009
Queenstown**

This Zero Waste Event Guide will help you through the process; providing templates, resources & tips to holding a successful Zero Waste Event.

Get it Sorted!



**This guide will focus on all of the issues that you will need to cover. We can help you devise a plan which works for you and your event.
It couldn't be simpler!**

⁴ Queenstown Lakes District Council District Plan 2008; Relocated Buildings, Temporary Buildings & Temporary Activities – Rules; pg.19-3

2 PLANNING

Planning an effective waste management system is crucial for any event. With some simple pre-event planning steps you can accomplish a system which is economical, easy to use, cost efficient and effective at minimising the production of waste and maximising the diversion of waste from landfill.

2.1 The Process

Figure 1 shows the approval, monitoring and reporting process of waste management forms as part of a non-notified Resource Consent application:

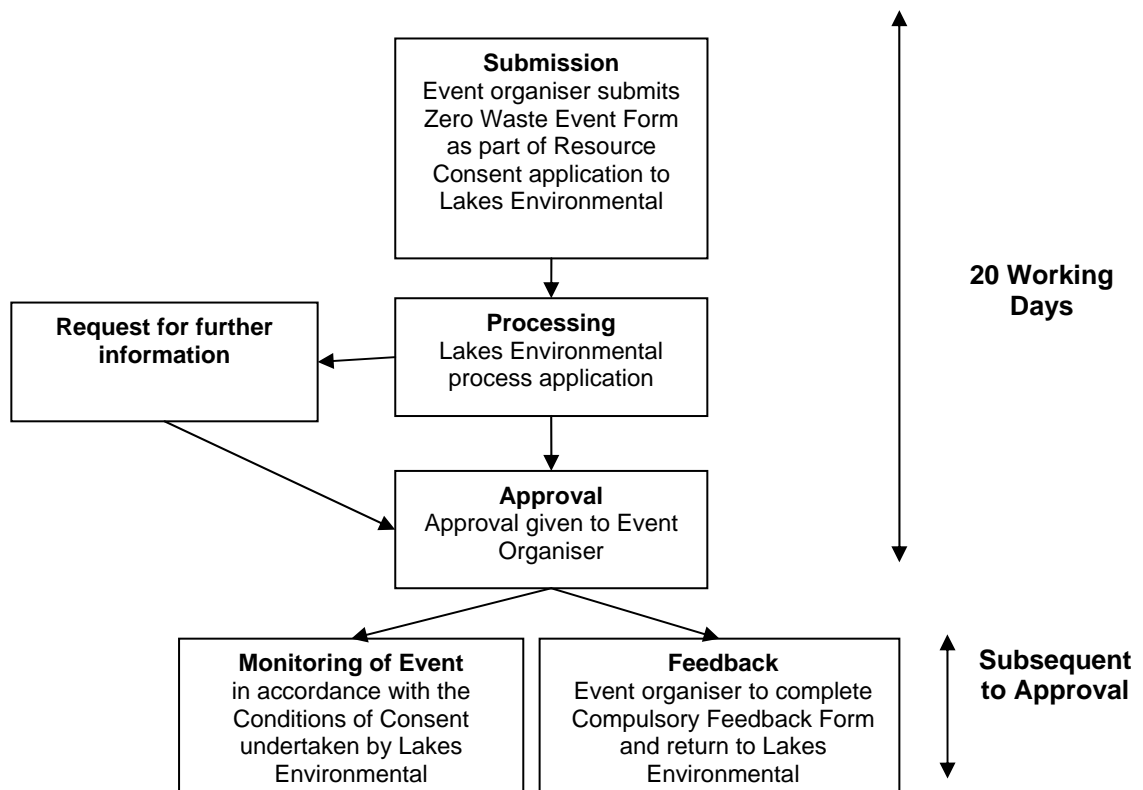


Figure 1: Approval, monitoring and reporting process of Zero Waste Event Forms

N.B. The above process is typical of a standard non-notified Resource Consent application only; processes may vary with individual applications.

2.2 Requirements

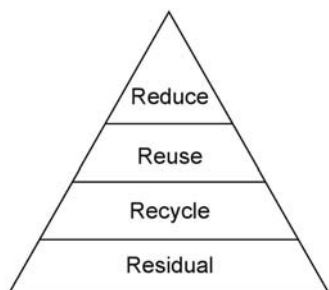
In order for your waste management form to be approved you will need to complete the following sections:

1. **Event Details**
2. **Education Programme;**
3. **Contractor Recommendation;**
4. **Site Plan; and**
5. **Post-Event Feedback Section.**

Your Zero Waste Event Form will need to be approved to obtain your Resource Consent, Outline Plan or Lakes Leisure Contract.

2.3 The Waste Hierarchy

The waste hierarchy is a simple communication tool used to demonstrate waste management priorities with the most preferred waste management option at the top and the least preferred option at the bottom.



The waste hierarchy consists of four major stages:

- **Reduce** – reduce the quantity of waste produced;
- **Reuse** – reuse items wherever possible;
- **Recycle** – recycle old materials into new products; and
- **Residual** – dispose of residual waste to landfill.

The principles of the waste hierarchy should be adopted as the basis for any waste management plan. It has been used as a prerequisite in this Zero Waste Guide for Events.

2.4 Why hold a Zero Waste Event?

Achieving a successful waste management system at your event can provide a range of benefits, including;

- Reduce overall costs for waste management;
- Provide more marketing and promotional opportunities for your event;
- Exceed your patrons expectations;
- Achieve recognition for being a Zero Waste Event and supporting sustainable waste practices;
- Reduce the impact of your event on the environment;
- Create a positive environmental feel good factor; and
- Reduce the use of space in the landfill.

2.5 Pre-Event Planning

As part of your Zero Waste Event Form, you will be required to consider the following:

- **Waste Types & Quantities;**
- **Catering and Vendors;**
- **Container Types, Quantity and Placement;**
- **Waste Collections & Services;**
- **Education, Monitoring & Reporting.**

Did you know?

The Wakatipu Recycling Centre receives an average of 120 tonnes of commercial recyclable waste per month.

That's the equivalent weight of 15 double-decker buses.

3 WASTE TYPES

3.1 What is Waste?

In order to gauge what you will need for your waste management system, it is important to first consider what types of waste will be produced.

Waste fits into the following categories;

1. **RECYCLABLE WASTE;**
2. **COMPOSTABLE WASTE; and**
3. **RESIDUAL WASTE** (sent to landfill)

The amount of residual waste produced should always be minimised as much as possible.

4 COST

Disposal costs for residual waste in the District are significantly higher than recycling and this is set to continue as the Council has adopted a polluter-pays principle where those that produce waste pay a premium to use the District landfill. This will encourage the community to do the right thing and maximise the diversion of waste from landfill by undertaking recycling and composting more cheaply.

In order to change behaviour, sending waste to landfill is up to 3 times more expensive than recycling.⁵

The more waste you recycle; the more money you save!

This Zero Waste Event Guide ensures that your recycling system is efficient. Increased awareness will ultimately lead to better practice and cost effectiveness.

Set a goal. Commit to continuous improvement for each event.

***What diversion rate do you think you can achieve for your event?
See if you can beat it!***

⁵ Prices valid as of 1st April 2008: Otago Southland Waste Services and Smart Environmental Ltd.

5 CATERING & VENDOR WASTE

5.1 Consider your vendors

Get your vendors involved. They will create the majority of your waste, which makes them a major stakeholder in your event. As the organiser, you can be in control of the packaging products which are used at your event:

- ✓ **Advise** vendors of recyclable and biodegradable packaging. Introduce a list of preferred packaging suppliers for your stallholders;
- ✓ **Encourage** waste minimisation; will vendors be handing out extra packaging such as napkins and straws they don't need to?
- ✓ **Feedback**; tell vendors how successful their efforts were after the event.



Biodegradable Cutlery and Food Packaging Products available from Potatopak NZ Ltd;
(See Zero Waste Directory of Contacts)

CASE STUDY: QUEENSTOWN WINTER FESTIVAL

Organisers of the Queenstown Winter Festival ensure their stallholders manage their waste appropriately by adopting the following principles:

- All stallholders are required to use compostable and recyclable packaging products from an approved list of suppliers;
- Recycling bins are located within the stalls for vendor's use;
- All food waste is composted;
- Stallholders are required to remove their own residual waste from the festival-site.

5.2 The Facts about Food Packaging

Think about what packaging and food waste your vendors will produce and the disposal methods required. By using biodegradable products, you are supporting sustainable sources.

Plastic may be cheaper to buy from the shelf, but the consequences of disposing it to landfill are environmentally harmful, expensive and unsustainable. While biodegradable products may be more expensive to purchase, the landfill costs to dispose of the plastic packaging are significantly higher.

Plastic:

- Plastic products take years to degrade in a landfill;
- It produces harmful substances including:
 - Leachate into the earth;
 - Methane which when burned adds to global warming;
 - Dioxins which when burned are carcinogenic;
- Landfill costs are significantly more expensive than recycling and composting.

Biodegradable:

- Readily degrades;
- Causes no harm to the environment;
- Made from sustainable resources;
- No toxins. No chemicals;
- Now competitively priced.

5.3 What are plastics 1-7?

Plastics are given numbered codes between 1 to 7 in order to define what type of plastic they are.

To recycle plastic, look for the recycling triangle on the product; it is usually found on the bottom of bottles & containers:

- ✓ If it has a number 1 to 7 you CAN recycle it!
- × No symbol – you CANNOT recycle it!



Use the recycling checklist overleaf to make sure what types of plastic can be recycled.



A directory of biodegradable food packaging suppliers is included in the Zero Waste Directory of Contacts.

5.4 What can be recycled?

Make sure people know what they CAN and CANNOT recycle!

Here in the Queenstown Lakes District, the following materials can go into your recycling bins:

YES	NO
<ul style="list-style-type: none">✓ All Paper✓ All Cardboard (flattened)✓ Plastics 1-7 (with logo only)✓ Metal - Steel & aluminium cans - Clean aluminium foil (Queenstown only) - Empty aerosols✓ Glass - Clean bottles & jars (lids off)	<ul style="list-style-type: none">× Plastic Bags× Tetra Packs× Disposable Coffee Cups× Polystyrene Products× Chip & Lolly Packets× Laminated Paper× Glad Wrap× Organic & Food Waste× Rubber× Broken Glass, Pyrex or Window Glass

5.5 Contamination

Ensure that you keep contamination levels low. If non-recyclables are present in your recycling bins, you will accumulate high levels of contamination and contractors may charge extra fees to service your bins.

Remember! Materials cannot be recycled if they are contaminated with food waste. It will need to be disposed of as residual waste.

Consider which materials will have low contamination levels at your event and how you can easily divert these from landfill.

An effective education programme will help to ensure the right things go into the right bins.

6 CONTAINERS

6.1 How Many Recycling Bins?

Consult with your Recycling and Waste Contractors and complete your CONTRACTOR RECOMMENDATION SHEET

Every event is different and therefore the waste management requirements will differ from one event to another.

We recommend that you contact your recycling or waste service provider for a consultation in order to define a system that meets your requirements. You will need to include your Contractor Recommendation as part of your Resource Consent, Outline Plan or Lakes Leisure Contract.

Ideally, you should always aim to have a **greater number of recycling and composting bins than residual waste bins**. The amount of containers needed will depend upon various factors, including:

- **Type of event;**
- **Duration of event;**
- **Estimated crowd size;**
- **Quantity of food and beverage stalls present;**
- **The type of waste produced at the event (i.e. plastics, aluminium, cardboard, glass, compostables etc);**
- **The quantity of waste & recycling produced;**
- **Weather conditions (i.e. increased drink sales if hot weather);**
- **Layout of venue (i.e. crowd dispersed over large area or confined).**

A full list of waste and recycling service providers is available in the Zero Waste Directory of Contacts for Events.



You will need to attach a copy of the Contractor Recommendation to your Zero Waste Event Form.

6.2 Define your System

Container type, quantity and placement are all important factors when designing a successful waste management system.

When designing your system, key issues to consider include:

- **Number of recycling, composting & residual waste containers;**
- **Where these containers are placed;**
- **Are they labelled clearly;**
- **Who are your waste contractors;**
- **How often will the containers be serviced; and**
- **How will you quantify your waste and calculate your diversion target**

7 SITE MAP

When completing your Resource Consent, Outline Plan or Lakes Leisure Contract, you will need to provide a site map of your event.

You will need to include the locations of your recycling waste stations on your Event Site Map.

This will allow you to visually consider appropriate locations to place your recycling stations. Make sure your bins are:

- **Accessible and conveniently located;**
- **Located near food and eating areas;**
- **Near entrance and exit points;**
- **Close to crowded areas; and**
- **Ensure they are accessible by the waste and recycling service vehicles & personnel.**

Figure 2 shows a typical example of a site map for an event identifying all recycling and waste stations.

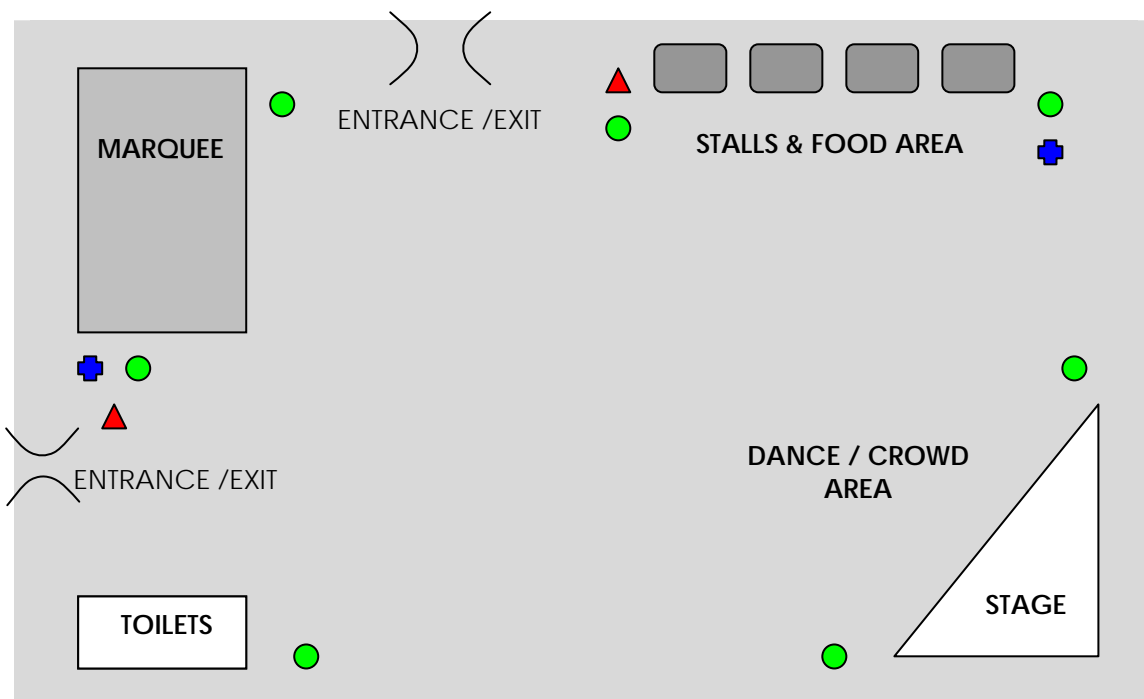


Figure 2: Example site map

- **Refuse & Recycling Stations**
- ▲ **Information Points**
- ✚ **First Aid Stations**

8 EDUCATION & PROMOTION

8.1 Education is Key

Education is a crucial part of your Zero Waste management system. It can also be a powerful marketing and promotional tool for your event.

People need to know what they can recycle and where to put it!

There are various methods that you can use to educate your patrons of the available recycling facilities and it is always better to choose more than one way to educate and communicate. You will need to choose at least 2 methods for your event. Some suggestions include the following;

- **Posters & Signs;**
- **Flags & Balloons;**
- **Volunteers & Mascots;**
- **T-Shirts & Costumes;**
- **Press and Media Releases;**
- **Information on tickets & event brochures;**
- **Public Announcements;**
- **Competition for best recycler; and**
- **Prize giving's.**



Photo⁶

Ensure your patrons know the locations of the recycling stations and the waste diversion target you hope to achieve for your event. A successful education system will also help to reduce contamination levels in your recycling and composting containers.

Increased public awareness will result in public participation and ultimately a higher diversion rate.

CASE STUDY: RIPPON FESTIVAL 2008, WANAKA

Rippon Festival incorporated an effective education programme at their 2008 music event.

How did they do it?

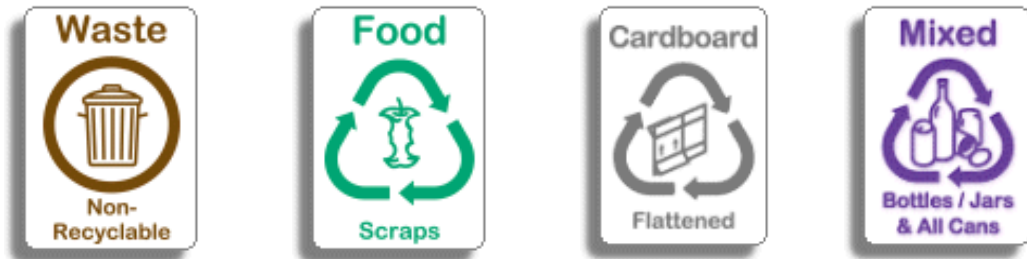
- Press release published prior to event to inform patrons about the waste minimisation target;
- Patrons given a recycling logo stamp on their hand upon entry;
- All recycling stations were manned with volunteers; and
- Volunteers wore t-shirts and vests with recycling-logo;
- Regular PA announcements made to tell patrons about the recycling facilities at the event;
- One contractor to deal with all waste (recycling, residual and composting) on-site throughout the event.

⁶ Photo by Ele Flower: Queenstown Winter Festival Opening Party 2008

8.2 Signage

Plenty of signage is essential for a successful recycling system. Your signs may incorporate simple wording or even images of the different types of materials that can be placed in the recycling containers.

Here are some examples that are downloadable from the Recycling Operators of New Zealand website:



For more signage, check out *The Recycling Organisers of New Zealand* (or RONZ) at www.ronz.org.nz.⁷

However, you may wish to make your own signage. To make your signs look great and work well, incorporate the following:

- **Colour Coordinate;** Use different colours for each waste type;
- **Clear Wording;** Make them easy to read;
- **Placement;** Ensure they are positioned where people can see them easily;
- **Photos and Images;** Pictures of what you want to go in the bins is very effective;
- **Reusable;** Make them reusable and use them for your next event!



Photo⁸



Having clear signage displayed is important not only to educate people but also to reduce the levels of contamination that may occur in your recycling containers.

⁷ Recycling Organisers of New Zealand: www.ronz.co.nz/

⁸ Queenstown Lakes District Council: www.qldc.govt.nz

8.3 Volunteers

Get a team of volunteers on board!

Volunteers stationed by your recycling containers can supervise what goes into the bins and will also help to increase public awareness.

This will help reduce contamination and increase the amount of waste that is recycled overall, which will save you money.

It is also a great initiative to involve the community and promote local groups. Your team of volunteers could include:

- **Local Students;**
- **Sports Teams;**
- **Local Businesses; and**
- **Community Groups and Volunteers.**

By recruiting and training as many volunteers as possible, you will have a 'Zero Waste management team' available to assign to various tasks. One volunteer per recycling station tends to be sufficient, whilst other volunteers can hand out leaflets, advise which bins need servicing and clean-up after the event has finished.



Printed t-shirts or vests for your volunteers are a great way to promote recycling at your event and incorporate sponsorship logos

CASE STUDY: RIPPON FESTIVAL 2008, WANAKA

Rippon Festival incorporated a detailed waste management plan for their 7th open air music event.

Working alongside Wanaka Wastebusters and Sustainability Wanaka, the organisers achieved an astounding **85%* Waste Diversion Rate**.

How did they do it?

- A three-bin system was in place for recycling, composting and refuse;
- Clear signs for the recycling facilities were provided;
- Event-goers were given a recycling-logo stamp on their hand upon entry;
- All cups, plates and cutlery was compostable or recyclable;
- All paper was recycled; and
- Organisers encouraged all vendors and patrons to minimise waste and recycle.

9 AFTER THE EVENT

After your Zero Waste Event, you will need to report on your achievements by providing some feedback to the Council. When completing the **Compulsory Feedback Form** at the back of the Zero Waste Event Form you will need to consider:

- **Have you quantified your recycling, composting and residual waste?**
- **Do you know your achieved diversion rate?**
- **Did you have enough volunteers?**
- **Were the recycling stations used to maximum effect?**
- **Did your Vendors participate as much as you hoped?**
- **Did your education methods work well?**
- **How could you improve your system?**

Please complete your Zero Waste Event Form and submit it as part of your Resource Consent, Outline Plan or Lakes Leisure Contract.



Photo⁹

Can We Help?

Help us improve what we do. We welcome any feedback and comments that you would like to share, including:

- ✓ **Improvements to our form;**
- ✓ **Suggested ideas for Zero Waste Events;**
- ✓ **Your experiences; and**
- ✓ **Questions and queries.**

For more information on Zero Waste Events, please contact the **Queenstown Lakes District Council Customer Services** on (03) 441 0499 Mon – Fri, 8.30am – 5.00pm or email services@qldc.govt.nz.



Achieved a high diversion rate at your event? Ever thought of entering in the District Annual Zero Waste Awards?

Contact Queenstown Lakes District Council for more information

⁹ Queenstown Winter Festival: www.winterfestival.co.nz/

Acknowledgements

The Queenstown Lakes District Council would like to thank the following participants in the making of this Zero Waste Toolkit:



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**QUEENSTOWN
LAKES DISTRICT
COUNCIL**

July 2008