

Fredericton
TOURISM • TOURISME

GREEN

Event Guide



SEVEN STEPS FOR GREENER AND ZERO WASTE EVENTS



Our Vision

Events, festivals, and markets are a key driver of Fredericton's tourism industry and an integral part of what makes our city a great place to live and play. Fredericton Tourism is here to support you as you reduce waste at your event and keep the focus on the fun, not the environmental impact. Together, we can achieve Fredericton's vision for zero-waste by taking simple steps over time to change how we plan, host and attend events.

Objectives

Implement the seven valuable steps in this guide to move your event or business toward less waste, less impact, and a better experience for guests.

Fredericton Tourism will work with other City departments to provide the infrastructure and tools to support you on your journey.

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How to Use This Guide

This guide is intended to help you hold greener festivals and events and reduce waste. It provides seven key actions you can take to minimize your event's impact and meet the community's expectations for addressing environmental challenges. It provides seven key actions you can take to minimize your event's impact and meet the community's expectations for addressing environmental challenges.

You can achieve each action in this guide by following these important steps:

- 1 PLAN:** Identify the key actions you want to achieve for your event.
- 2 UNDERSTAND:** Consult the resources provided to understand how to achieve those objectives.
- 3 IMPLEMENT:** Pick three actions to start with, then add more for each new event.
- 4 COLLABORATE:** Share your objectives and actions with stakeholders, including guests, vendors and staff, in advance of the event.

This guide is for

Event and Festival Organizers



Market and Food Truck Vendors



Community Groups





SEVEN STEPS FOR GREENER AND ZERO WASTE EVENTS

- 1 Use the recycling waste bins and signage available from the City**
- 2 Eliminate the sale of bottled water**
- 3 Use fixed and movable water refill stations**
- 4 Replace single-use plastics with compostable alternatives**
- 5 Use a standardized compostable cup**
- 6 Recycle all back of house corrugated boxes, buckets, tubs, and containers**
- 7 Separate food waste for commercial composting**



Use the recycling bins and signage available from the City

Access to recycling bins is essential to proper waste disposal. When event attendees see garbage bins unaccompanied by recycling bins, they are more likely to throw their recyclable waste directly into the garbage. Having effective signage to go with your waste bins is also an important step so that waste is properly sorted into the correct bins.

Identify high traffic areas of the event, and plan the number and locations of your waste stations accordingly.

Have separate bins for garbage and recycling at each waste station.

Clearly label waste stations on event maps for guests, when applicable.

Have a “Green Team” of volunteers to monitor waste stations and to educate attendees on proper disposal.

Ensure signage is simple, clear and visible to attendees and pedestrians.





Eliminate the sale of bottled water

It takes about 6 liters of water to produce and cool just 1.5 liters of bottled water. It is also estimated that just 50% of all plastic water bottles are recycled; the rest are either littered or end up in landfills. By eliminating the sale of bottled water, we can take an important step in reducing waste and lowering our carbon footprint.

Work with vendors and partners in advance to ensure everyone is committed to eliminating the sale of bottled water.

When promoting the event, include suggestions to bring reusable water bottles or mugs.

Consider selling or giving away reusable water bottles to encourage attendees to avoid bottled water.

For smaller events or vendors, provide self-serve water jugs or stations.





Use fixed and movable water refill stations

An important step in eliminating bottled water from festivals and events is ensuring there are alternative water sources in place for your guests. Water refill stations can also encourage guests to invest in refillable water bottles that they can bring with them to future events, which further eliminates plastic waste.

Consider access to drinking water in advance when selecting your event site.

Request to use the City's water refill station at your event, or rent refill stations privately, if not already available on site.

Identify high traffic areas of the event, and plan the number and locations of your water refill stations accordingly.

Tell guests in advance if there will be water refill stations.

Clearly label water stations on event maps for attendees, when applicable.



Replace single use plastic dinnerware with compostable alternatives



Switching to compostable alternatives can still have a positive impact on the environment even without municipal composting programs. The Fredericton Region Solid Waste Commission uses a landfill gas utilization plant to reduce our environmental impact. The plant captures the methane produced by decomposing solid waste in landfills and turns that methane into enough energy to power over 2,000 homes. By using compostable alternatives, we can reduce the City's landfill requirements and contribute to the removal of up to 60,000 tonnes of greenhouse gasses from the atmosphere each year.

Choose compostable straws or stir sticks, or eliminate them altogether wherever possible.

Replace foam take away containers and utensils with compostable alternatives such as paper-based or bamboo containers.

Switch from plastic to paper or reusable bags.



Use a standardized compostable cup



Compostable cups are the best option for fueling Fredericton Region Solid Waste's landfill gas utilization plant. By switching from plastic, you can reduce your environmental impact even when disposing them in the garbage. If your event is ready, you can also reduce your impact even further by having your cups properly composted through a compost collection service.

Standardizing cups can also help you and your event partners provide clear, consistent messaging to guests about proper disposal. This will help to avoid inconsistency and confusion so that the cups always end up in the correct waste bins.

Eliminate the use of disposable cups whenever possible first before deciding on a standardized cup.

Coordinate with all vendors prior to the event to agree on a compostable cup alternative.

Have a plan in place for proper disposal of the agreed-upon cups.

If composting through a private compost collection service, consult with them first to ensure the selected cups can be composted.

Contact [Plant Plus](#), [Capital Foodservice](#), or [Gordon Food Service](#) to learn more about their compostable dinnerware options.





Recycle all back of house corrugated boxes, buckets, tubs, and containers

Did you know that plastics can take more than 1,000 years to properly degrade? If you can't avoid using them completely, properly recycling back of house plastics and cardboard can go a long way in eliminating landfill waste. Recycling boxes and containers also reduces the greenhouse gasses emitted and the raw materials required to produce new items.

Prior to purchasing recyclable products, try sourcing items with less packaging altogether.

Have a communication plan in place for all event or vendor workers and volunteers to ensure everyone is recycling correctly by properly sorting waste.

Ensure any contaminants, such as leftover ketchup or mustard in bulk condiment containers, are washed out before recycling.





Separate food waste for centralized commercial composting

If you want to go even further in waste reduction and establish yourself as a leader in green festivals or events, you can look to composting businesses to help you divert food waste from the landfill. In the future, we hope to see a market for compost collection services grow, creating new opportunities for greater waste diversion.

Encourage food vendors to remind guests when their purchases are compostable.

Ensure waste stations stay clean and usable by having clear bags readily available to reline waste containers when full.

Consider establishing a sorting area for workers and volunteers to separate organic waste from garbage bags.

If necessary, hire a waste management company to collect the organic waste from your event to ensure it is properly composted.

Contact [Greensteps Compost Collection](#) for more information on their compost collection service.





We're here to help

Have questions about greening your event? The City of Fredericton is happy to help you get to zero waste. Call 506-470-4701 to talk to the Special Events Coordinator about your event, the guide, or accessing the City's mobile recycling bins and water refill stations.

All festivals and events to be held on City sites must be approved through the City of Fredericton's [online application system](#). The online application form also gives organizers options for requesting a water refill truck or recycling and garbage bins from the City.





Resources

Festival Waste Reduction Advice

[RAW Foundation's Guide to Plastic-Free Festivals and Events](#)

[Recycling Council of Ontario Zero Waste Toolkit for Events](#)

Compostable and Recyclable Alternatives

[Plant Plus](#): Currently, Plant Plus only sells compostable straws made from sugar cane fibre, but they will soon be expanding to provide several compostable dinnerware options

[Capital Foodservice](#): New Brunswick business offering food, cleaning supplies, and a variety of compostable dinnerware options

[Gordon Food Service](#): Nova Scotia company selling food, cooking equipment, cleaning supplies and disposable dinnerware

Waste Management

[Greensteps Compost Collection](#): Fredericton-based compost collection service

[Fredericton Region Solid Waste Guidance on What Can be Recycled](#)

[City of Fredericton Recycling Depots](#)

[Fredericton Region Solid Waste's Landfill Gas Plant](#)

[The True Cost of Recycling Incorrectly](#): An article on recycling contamination and its costs in Canada

[US Environmental Protection Agency's FAQ on Biodegradable and Compostable Plastics](#)

Your Environmental
Trust Fund at Work



Votre Fonds en fiducie pour
l'environnement au travail