



Reduce the EcoFootprint of your next Community Cleanup

Tips to help you Reduce, Reuse and Recycle

www.calgary.ca/footprint

The City of Calgary's Community Energy Initiative Team delivers the Community Footprint Program, and is the author of this document, for more information please contact us at footprint@calgary.ca

Last year, the Community Footprint Program helped several Calgary Community Associations reduce the EcoFootprint of cleanups and other community events. Using the tools from the Ecological Footprint web site and the learnings from other communities groups have greened their communications; increased the recycling, reusing exchanging of items before they went to the landfill; and educated residents about easy everyday actions they can take to reduce their environmental impact. We encourage you to use the quick tips and the other resources below to reduce the EcoFootprint of your next community cleanup.


Quick Tips for Cleanups:

Learn about your EcoFootprint


- Find out about Calgary's Ecological Footprint and how you can reduce the impact of your next clean up.
- Use the NEW EcoFootprint Calculators to calculate your footprint and track your actions and encourage others in your community to do the same:
 - www.calgary.ca/footprint (see calculators)
 - http://www.footprintnetwork.org/en/index.php/GFN/page/calgary_footprint_calculator
- Communicate the importance of running a low footprint event, and encourage others to participate.
- Develop a green plan – a list of how you intend reduce the footprint of your event.
- For more green options see Calgary's Green Event Toolkit:
 - www.calgary.ca/footprint (search EcoFootprint Green Event Toolkit).

Limit printed advertising materials

- Throughout the planning stages, make the best environmental choices possible. Consider your purchasing policies, e.g., is the paper 100% post-consumer? How are you handling invitations and registrations; what products could you use again at future events? Visualize looking around your event and seeing very little that needs recycling.

- 
- Consider e-advertising - use email styled posters and distribute through community newsletters and other email lists to reduce the amount of printed materials, use phone calls for small events.
 - If using printed materials consider using recycled paper and vegetable based inks.
 - Use the printed materials as a way to boost participation in your event, write your name and phone number and bring or show your advertisement to qualify for a door prize offered by one of your community businesses (thereby ensuring the materials would be recycled and attach additional value).
 - Purchase or rent sandwich board style signage to add additional advertisements and then plan to use those in the future
 - Minimize or eliminate handouts and giveaways. Set guidelines for exhibitors to do the same.

Recycle everything you can

- 
- Invite a host of recycling vendors to your clean up (see the Cleanup toolkit).
 - Collect refundable containers.
 - Encourage a cloths exchange or rummage sale as part of the event.
 - Designate an area for recyclables, or reusable items.


Tips for Recycling Appliances

- Find a recycler in the Cleanup toolkit.
- Consider a request for funding to cover costs of Freon gas recovery for refrigerator recycling.
- Encourage people to recycle their appliances and take advantage of the excellent existing rebate programs:
 - Alberta Government <http://environment.alberta.ca/3291.html>
 - Climate Change Central http://www.climatechangecentral.com/my-rebates/home_evaluation
 - Government of Canada <http://oee.nrcan.gc.ca/corporate/incentives.cfm>

Include education opportunities

Educate your guests and stakeholders about your environmental commitment and encourage participation. Share the steps you took to green the event, i.e., before the event, at the event and post-event.

- Invite environmental education groups who have educators that attend events: (see the Cleanup toolkit)
- Contact Green Calgary and the City of Calgary's Community Energy Initiative Team for more information on vendor ideas.

- 
- For larger events include an eco-expo to let people know about more environmentally friendly products and services.
 - For smaller events include an eco-station with a resource person and a table for green vendors to provide information.
 - Include how you are reducing the EcoFootprint of this event in all communications.

Encourage people to walk, bike or carpool

- Provide bike racks or a place to secure bicycles,
- Provide a bicycle valet, someone who will supervise bicycle parking and direct cyclists to lockup facilities.
- Promote carpooling:
 - If the event has a website, set up a car pool blog or link so people can come to the event together; link the website to a transit map or transit website.
 - Encourage sustainable transportation in all event communications.

Re-think giveaways (SWAG)

- Discourage or exclude giveaways.
- If using giveaways make them functional and environmentally friendly.
 - Reduce the waste generated by these giveaways and promotional items ensure they are useful, use recycled materials, and have minimal packaging that is recyclable.
- Encourage vendors to use environmentally responsible materials and provide recycling receptacles.

Measure your success

- Build measurement and evaluation tools into your event where ever you can
- Find ways to measure your actions qualitatively and quantitatively (number of people attended, amount of recycling, or e-cycling collected).
- Provide a summary of the event to support your evaluation of success.

Leverage funding for your cleanup

- Leverage the greening of your event to include community businesses and other partners interested in the environment.
- See our funding resource package available at www.calgary.ca/footprint (Search Calgary Community Footprint Program funding package).
- Calgary Dollars (C\$) has been issuing grants since it began circulating complementary currency in 1996. Take Action Grants (TAGs) are designated for social and environmental projects in Calgary. <http://calgarydollars.ca/grants>



Other tools to help green any event

There are many event greening resources available on the web. The list below includes a few of the best resources we have found; they offer a good checklist and rationale for taking steps to reduce the footprint of an event:

The City of Calgary – EcoFootprint Green Events Toolkit

- www.calgary.ca/footprint

University of Calgary Green Events Toolkit

- <http://www.ucalgary.ca/sustainability/green/events/toolkit>

Sustainable Life Media – Green Event Guide

- www.sustainablelifemedia.com/files/SLM_GreenEventGuide.pdf

Green Calgary – Waste Reduction for Events and Festivals

- http://www.greencalgary.org/images/uploads/File/GreenEvents_GC.pdf



What are other Community Associations doing:


Many communities have incorporated the ideas listed here into their community cleanups. We realize this is not an exhaustive list, but represents some of the best ideas taken from the projects the Community Energy Initiatives Team has been involved with:

McKenzie Lake Community Association- Spring Clean up:

- Added electronics round up (e-roundup) and bottle drive to their community clean up.
- Promoted the EcoFootprint calculator to family residents to teach about green lifestyle choices and environmental impact.
- Gave prizes for the most obscure item rescued from the landfill.
- Their first e-cycle event diverted over 12038 pounds or 5 tonnes of items from the landfill

Arbour lake Community Association-EcoExpo:

- Coordinated 12 eco-friendly vendors to educate the community about green living options.
- Encouraged people to sign up for the community “Clean Team” to support more green initiatives.

- 
- Developed and sold Ecobags for residents to educate and help them immediately take action to reduce their EcoFootprint.
 - Ecobags were filled with donations from local businesses and City of Calgary departments: these included items like CFL light bulbs, aerators, Healthy Yards CD's, power bars, rain gages etc.

Bridgeland-Riverside Community Association-Harvest Festival and Green Your Routine:

- Included a bike tune up clinic, community harvest and e-recycling event with their clean up.
- Educated residents on cycling and reducing vehicle traffic in the community.
- Encouraged business and community partnerships with local retailers to provided services.

Temple Community Association- Recycling Event

- Held a garage and rummage sale - minimal fee for tables
- Included: FREE e-recycling, perennial plant exchange, and clothes exchange at their event.

Contact us:

We encourage you to contact us with other examples that will enhance this work. Please send a web link and a description of the actions your community has taken to reduce the footprint of your cleanup to footprint@calgary.ca. Use “Community cleanup” in your subject line.

Add your community success story to our blog:

<http://calgaryfootprintactionnetwork.blogspot.com/>

First name: Footprint

Last name: Action Network

login: footprintactionnetwork

password: calgary3

Learn more about the Community Footprint Program at

www.calgary.ca/footprint