

## WHAT IS A WASTE-FREE WAITAKI EVENT?

- A Waste Free Waitaki Event is one where waste is given careful consideration: pre-event waste, incoming waste, & on-site waste
- A Waste Free Waitaki event has an aspirational goal where as much event waste as possible is minimised, recycled, diverted or avoided.
- Another key part of a Waste Free Waitaki Event is one where education and awareness plays a big role and waste station monitors can educate and inspire event attendees to become Waste Free Waitaki Ambassadors too.

Joining as a Waste Free Waitaki Event ambassador is a great way to help reduce our waste footprint, as well as it being a great selling point for your event. Here are 4 steps to help plan your Waste Free Waitaki Event:



### 4 STEP PLAN

1. Understand your event waste
2. Plan your waste station set-up well
3. Publicise your event as a Waste Free Waitaki Event
4. Evaluate, evaluate, evaluate

## 4. EVALUATE, EVALUATE, EVALUATE!

Set your event up so you can collect data and feedback on how waste free you managed to be. This will help drive improvements for consecutive years, give valuable feedback to any sponsors. It could become a unique selling point in future marketing.

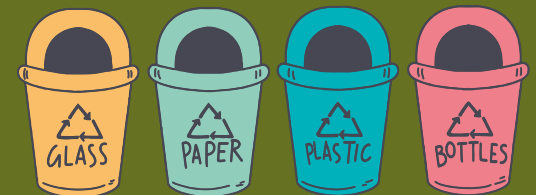
- Record how much waste your event generated, and what types
- Use a simple waste audit sheet, record it on-site, or use the waste audit sheet that comes with the Waste Free Waitaki Event Kit.
- Ensure you ask your waste station monitors for their feedback and perceptions.
- If you are gathering any post-event feedback from event attendees, make sure you ask one or two questions about the waste service provision or general sustainability of your event.

This helps you easily evaluate the waste generated. Sharing how much waste you diverted from landfill with potential sponsors, event management and staff and your customers can be really powerful marketing.

Download our Post-Event Waste Analysis Report template



## EVENT WASTE Minimisation Guide



# 1. UNDERSTAND YOUR EVENT WASTE

Understanding where all of your event waste is coming from is really important as then you can look at where improvements can be made – all waste coming into your event has to be managed.

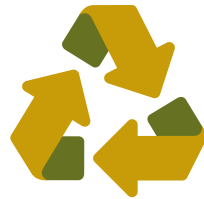
## Where different types of waste can come from

- Stall holders and food/beverage vendors
- Suppliers & sponsors
- Entertainers
- The public

Use our handy Waste Free Waitaki Event Waste Minimisation Plan template to help with planning

## Factors impacting waste generation

- Event type
- Attendee numbers
- Event duration
- Stall type/activity
- Unique event waste eg. animal bedding
- Event areas eg. music stage, bars, food etc



Once you know what kind of waste your event will generate, then you can start looking at alternative options or choose to work with vendors & suppliers with sustainable options...

Such as substituting unnecessary event waste & reducing food & beverage waste

# 2. PLAN YOUR WASTE STATION SET-UP WELL

A well-designed waste station set-up will generate the right vendor & customer behaviour. Therefore you need to understand your vendor's needs & optimal placement of waste stations, and plan to cover any public bins.

Additionally, plan to staff your stations, create really clear signage, and monitor waste on your whole event site regularly.

- Hire the Waste Free Waitaki Event Kit from the Waitaki Resource Recovery Park
- Download our waste station signs
- Download our checklist for waste station monitors

## Waste Free Waitaki Event Kit Hire

The kit is available to hire from Waitaki Resource Recovery Park. The kit has everything you need to set up your waste station but event management must supply station monitors to ensure the waste that comes back is correctly sorted and is free from contamination.

The kit includes safety vests, bins, gloves & pincers, signage, flags & waste audit sheets.

# 3. PUBLICISING AS A WASTE FREE EVENT

Share your waste minimisation goals with potential sponsors early – remember there will definitely be sponsors who want to support the environmental benefits of your Waste Free Waitaki Event

Communicate to all of your event audience that you are a Waste Free Waitaki event. Set really clear guidelines with your suppliers and vendors and share your Event Waste Minimisation Plan widely.

Remember to include any information that allows your event attendees to do their bit too – such as encouraging them to bring reusable water bottles and keepcups or BYO cutlery and plates.

Don't forget that being a sustainable event is a really great selling point and will resonate well with your prospective event audience.

Download our Waste Free Waitaki "event" logo to use in collateral

