



A GUIDE TO PRODUCING A LOCALLY SOURCED/ZERO WASTE EVENT

1. Communicate

- a. Establish Expectations
 - i. Community...Reach out to the Chamber of Commerce, business associations, business owners, police, fire, EMS, harbor masters, local environmental groups, elementary/middle/high schools
 - ii. Competitors...At every opportunity reinforce with all competitors (owners, captains, crew) the ZERO approach to the event and request their support and compliance.
 - iii. Guests...Make sure that virtually anywhere a guest goes or sees within the Race Village that the ZERO priorities are reinforced, e.g. using the Race Village entry bracelets as a way of promoting a ZERO practice by just printing a key word on the bracelet, e.g. "Compost!"
- b. Establish Awareness/Promote
 - i. Print media...Seek out local and regional coverage with feature articles. They are free advertising and the topic different enough to capture even the most discerning editor's eye. Make sure that any article concludes with language to the effect that "this newsprint" is compostable.
 - ii. Televised media...Reach out to special interest programming, e.g. Boston's Chronicle.
 - iii. Social media...Develop a day-by-day paid and organic strategy for Facebook, Twitter, Instagram.
- c. Establish Legislative Support
 - i. Local... Get on the Agenda for a Selectman's meeting to explain the ZERO strategy and seek their written support. It's best to send a draft letter ahead, so they can approve it in public session. These meetings are typically televised, so it is good overall exposure. Make sure that the Department of Health is plugged in, as well.

- ii. County...Meet with the County Commissioner, ask for her/his written support and get on the County Commissioner's meeting agenda and seek their written support.
- iii. State...Make the state representative and senator aware of the ZERO effort, either by meeting with them or mailing them a description of the ZERO event. Seek their endorsement for a ZERO WASTE proclamation during the event.
- iv. Federal...Identify and approach the local Environmental Police Officer and the Senior Chief of the nearest USCG station and solicit the support of their assets.
- v. ALWAYS include your data when you send your thank you letter to your elected officials

2. Protocols/Guidelines

- a. Establish clear and achievable guidelines for all constituencies: municipal employees/elected officials, competitors, volunteers, media.
- b. Sponsor selection and limitations...Be careful to target brands that fit with the overall ZERO strategy and communicate well in advance that packaging (if relevant) should be kept to a minimum, if not avoided all together. Also encourage them to tie in their advertising/promotion/activation in an environmentally relevant manner and link to your event.
- c. Very carefully document the process for waste separation...compost/return/re-use/ recycle and TRAIN the volunteers not only how/what/where to separate but how to approach and interact with those in attendance.
- d. Carefully discuss and select appropriate food service equipment right down to dinnerware and utensils. Think through the processes of food preparation, presentation, service and clean-up. No detail is too small, e.g. what kind of detergent is to be used for clean-up, linen vs. paper table cloths.
- e. Include reference to the goals and requirements of a ZERO event in all regatta documentation. e.g., NOR and Sailing Instructions as well as all social media and blogging releases.
- f. Specifically outline for competitors how yacht "garbage" and recyclables are to be handled, even to the extent of prohibiting the use of single use plastic water bottles.
- g. Promote the use of non-metallic bottom paint. Reinforce the prohibition of in-harbor bottom cleaning...preferably all bottom cleaning, especially when metallic abrasives have been used.
- h. Require that regatta/event awards, door prizes and hand-outs are re-usable and not made of plastic.

3. Guidelines

- a. What constitutes compost/returnables/recyclables/re-usables?
- b. Defined regatta/event ZERO goals
- c. Re-usable signage

4. Sourcing

- a. Food...Limit food sourcing to sustainable and seasonal products
- b. Equipment...No disposables
- c. Human resources...Expectation setting and careful training are key to every event. Don't cut corners here!
- d. Venue...Access to public transportation, power/alternative energy resources, water
- e. Believe it or not we have found that the biggest contributor of what gets taken to the dump as garbage are the big plastic bags that ice cubes come in. So now we take our igloos directly to the ice company and they are filled right out of the machine, and then we put them in a freezer trailer to hold them until we need them.

5. Details

- a. Collecting/Separating/Directing/Tracking...compost, returns, recyclables, re-usables. Remember co-mingling is a barrier to success, so
 - i. TRAIN your volunteers well
 - ii. Only place "garbage" receptacles in what we call the Sustainability Tent, a 10' x 10' tent with sides on three sides, a 3' x 10' banner across the front reading (left to right) COMPOST, RE-CYCLE, RETURN, RE-USE and behind each of those labels place a barrel and a volunteer. Re-usables will be things like plates, silverware and napkins, each of which has its own place, e.g. plates and silverware go into tubs, then to a wash tent. This strategy kind of forces your guests to either work with the Green Team kids or bring their stuff to the Sustainability Tent.
- b. Wristbands...no plastic...no Tyvek
- c. A Green Team made up of kids with parental oversight who work the venue, picking up/bussing bottles, cans, plates, etc. not only directs heretofore waste to its proper place in the Sustainability Tent but keeps your venue clean, neat and attractive

6. Carbon Offsets

- a. Explore viability of delivering/securitizing carbon offsets

7. THE RESULT

- a. The 2016 Vineyard Cup hosted over 1,000 people over three days. Our total waste fit in a box that measured 18" x 24" x 16" and weighed slightly over 4 pounds.

YOU CAN DO IT!