

GREENEST CITY SCHOLARS PROGRAM - 2014 PROJECT

Project title

Building capacity to support more sustainable special events

Greenest City goal(s) supported

Zero Waste Long Term Goal: To keep recyclables out of landfills and incinerators by developing a “Zero Waste protocol and tools for public events” (GCAP Goal 5, strategy 5).

Project context, scope, and value to City

Context

In 2012, the Green Events Program was developed to support the GCAP direction to “look for opportunities to green community events that the City runs, sponsors, and permits”. Waste diversion was identified as a major component of greening special events, and accordingly, efforts were made to provide services and education to event organizers. Research in 2013 indicated that this objective was more complex than originally anticipated. Waste diversion at special events requires collaboration of five key parties: the City, event organizers, volunteers, waste management service providers, and event attendees.

Background

Research completed in 2013 indicates that event waste diversion is more successful when volunteers are present at waste stations. Likewise, during a stakeholder workshop, event organizers confirmed that volunteer access and resources are a top priority to help achieve the goal of a green event.

Scope

Research best practices employed by other municipalities and institutions to engage volunteers as recycling ambassadors at special events. Provide analysis and recommendations of strategies that could be used by the event community to create and maintain resources to promote recycling and waste diversion. Incidental benefits could be the development of a volunteer pool to support other sustainable practices at special events such as bike valets or provision of non-bottled water.

Research analysis and recommendations would inform and help to direct decisions about volunteer capacity building related to special event waste management. Adopted recommendations will be applied in 2015, and data collected will be compared to that collected in 2013 and 2014. Results will be used to measure the impact of volunteer presence at waste stations.

Out of Scope

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Implementation of event volunteer strategies to recruit and retain volunteers is not within the scope of this project.

Deliverables

- Summary and analysis of volunteer programs used by other municipalities (best practices)
- Recommendations on strategies to recruit and retain volunteers as sustainability ambassadors at special events. These recommendations could include draft resource development strategies.
- Produce report including research and data with implementable recommendations and deliver to Green Events Steering Committee

Mentor department

Filming and Special Events

Candidate skill set/background

- Excellent best practice research and data presentation skills
- Report writing skills
- Proficiency with MS Office programs including Access and Excel for data analysis and charting
- Demonstrated interest in Solid Waste Management
- Experience conducting stakeholder engagement is an asset
- Public special event experience is an asset.

Note: The preferred schedule for this Scholar position is 5.5 hours/day, 3days/week (Tues-Thurs) for 15 weeks.