

1. REDUCING WASTE AT EVENTS

Events are fantastic meeting grounds for people to gather, connect and celebrate, and they can also bring serious economic benefits to communities. They come in all shapes and sizes, from small community affairs to large sporting or cultural events. They take place in all sorts of venues, from school fields to stadiums.

Events can produce an immense amount of waste, but they don't have to. With plastic pollution in our oceans and waterways now a serious problem, and new challenges with our capacity to process recyclables, it's time to address waste minimisation seriously. Public gatherings at events are the ideal place to showcase best practice, educate the public and build your brand's reputation as environmentally responsible and leading the way.

REDUCE

Take the time to analyse all the waste produced at/by your event, then consider whether any of it can be reduced or avoided altogether.

- Provide well sign posted water stations for refilling drink bottles
- Consider avoiding printed programmes
- Encourage attendees to bring their own plate, cup, cutlery and provide a wash up area for DIY cleaning.

REUSABLES

If you are having any catering or food and beverage vendors at your event, then reusables are the best option for reducing waste as you will avoid single use packaging entirely. For an event with 10,000 people, you could end up with only one wheelie bin of rubbish to go to landfill! Now that is impressive.

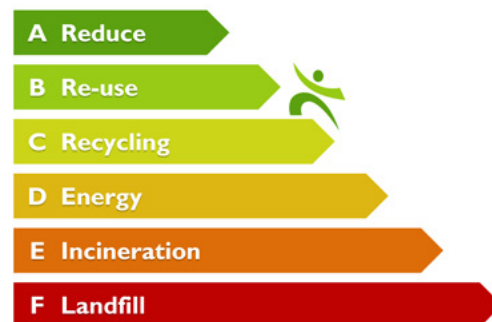
- Supply food and beverage vendors with reusable crockery, cutlery and cups which are washed onsite or after the event, usually by volunteers or a fundraising group.

RECYCLING & COMPOSTING

The next best option is to ensure that all packaging at your event is either compostable or recyclable so that it can be taken to a resource recovery centre and not to a landfill.

- Food and beverage vendors are supported to choose packaging that is either recyclable or compostable
- Stand-alone landfill bins are replaced by 'waste stations' (commonly four bins with mixed recycling, glass, compost & landfill), these are strategically placed around your event site
- Waste stations are monitored by Waste Ambassadors who assist eventgoers to place their waste in the correct stream
- Waste should be sorted at the end of the event to ensure it's 'clean', before transfer to a resource recovery centre.

WASTE HIERARCHY - LANSINK'S LADDER



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Case Study: Globelet at the cricket

Ali Lawley from Nelson Venues & Events was inspired by WOMAD festival's reusable solution from New Zealand company Globelet. Punters are charged a small deposit on their first drink which they can exchange when empty for a new full one. At the end of the event they can get their deposit back, or keep the cup as a souvenir. Cricket Nelson successfully trialed the Globelet system and diverted 15,000 single use plastic cups from landfill – wow. Nelson Venues & Events has since bought a supply of Globelet cups – contact them if you'd like to hire them for your event.

See the full article on Stuff.co.nz.



2. REUSABLE SYSTEMS & SUPPLIERS

After reducing unnecessary waste, the best way to minimise waste at your event is to use reusable products. Contact one of these service providers to discuss a reusable system for your event:

Service Provider	Contact	Area they service	What service do they offer
Nelson Venues & Events	nelsonvenues.co.nz info@nelsonvenues.co.nz 03 546 6330	Nelson/Tasman	850 'Globelets' (washable plastic cups) to hire to event organisers
Globelet	globelet.com sales@globelet.com 022 133 2466	Nationwide	Supply of reusable cups and systems to events and festivals
Carlo Wiegand, Waste No More	c.wiegand@xtra.co.nz 021 122 9439	Nelson/Tasman	Design a Wash Against Waste system for your event, has access to a steriliser

DIY 'WASH AGAINST WASTE' SYSTEM

The ultimate zero waste initiative is to put in place a Wash Against Waste system at your event. Eventgoers use real crockery which is then washed and put back into circulation, just like at home. This avoids single use packaging entirely, reducing the amount of waste produced and your waste removal costs. You can either wash onsite during the event or after, depending on how much reusable crockery you have on hand and staff to wash and re-circulate the crockery.

What you'll need (see Resource #8 for where to source/buy):

- Crockery, cutlery, cups
- Buckets, scrubbers, dish liquid, gloves, apron, tea towels
- Sturdy long table
- Washing system (make sure you refresh the water regularly):
- Tub 1: soapy water, at least 70 degrees
- Tub 2: first rinse, at least 70 degrees
- Tub 3: second rinse, at least 70 degrees
- Steriliser
- Access to fresh potable water
- Waste water outlet (e.g. sewer connected to water treatment facility)
- Signage
- Staff to wash dishes and re-circulate to vendors (or to wash up after the event).

How it works:

- Seek the support of your food vendors well ahead of your event; assure them that the crockery will be tidy and clean (sterilised). They may wish to bring a back-up supply of packaging
- On event day, vendors are supplied with a set of crockery, cups and cutlery (you could supply cutlery at a central station)
- Vendors serve their food and beverage on/in supplied crockery
- Event goers deliver their used crockery to the wash against waste station where it is washed and sterilised by a team of volunteers and then recirculated to vendors for re-use.



Case Study: Wash Against Waste, Lifestyle Expo

Local event waste minimisation guru Carlo Wiegand from Waste No More trialled a Wash Against Waste system at a 3-day lifestyle expo in Nelson in 2018. The eight food vendors were supplied with real crockery, cutlery and cups which Carlo sourced from second hand stores. A fundraising team washed the dishes onsite and then ran everything through a steriliser. The food vendors were supportive, and the event goers absolutely loved it! Contact Carlo to discuss a Wash Against Waste system at your event.

3.

ENGAGING A WASTE SERVICE PROVIDER

You'll need a comprehensive system for collecting waste at your event, even if you opt for a reusable system. As a rough guide, an event with 1,500 attendees over one meal time will likely need 2-3 waste stations.

Contact one or more of the service providers listed below for a quote to:

- Hire & deliver wheelie bins (possibly skip bins) for your waste stations
- Collect bins and transfer recyclables, compost and landfill waste to their respective processing facilities

	Contact	Area they service	Service
CAN PLAN	canplan.co.nz 03 547 0642	Nelson, Richmond, Brightwater & Motueka	<ul style="list-style-type: none"> ✓ Hire & delivery of wheelie bins & skips ✓ Collection of mixed recycling (some plastics, cans, tins, paper, cardboard), mixed glass, landfill
Nelmac / Betta-Bins	nelmac.co.nz service@nelmac.co.nz 0800 635 622 03 546 0910	Nelson up to Teal Valley; Tasman to Three Brothers Corner	
Smart Environmental	smartenvironmental.co.nz thodgson@smartenvironmental.co.nz 0800 424 990 021 224 1280	Nelson & Tasman (check for areas covered)	
Waste Management	wastemanagement.co.nz cfitzgerald@wastemanagement.co.nz 03 548 1166 027 442 8407	Nelson, Motueka, Wakefield	
EnviroWaste	envirowaste.co.nz steve.steele@envirowaste.co.nz 03 547 0662 027 523 8964	Nelson & Tasman	<ul style="list-style-type: none"> ✓ As above, along with home compostable packaging (see Resource #4) ✗ No PLA products
Community Compost	communitycompost.co.nz info@communitycompost.co.nz 027 777 7301	Atawhai, Nelson, Stoke, Richmond	<ul style="list-style-type: none"> ✓ Hire of 20L buckets with lids or can negotiate the type and size of vessel ✓ Collection of food waste & green waste ✓ Must be sorted to remove rubbish, plastic, bioplastic, compostable packaging ✗ No packaging, meat, dairy, oils or eggs

Curious to know where your recyclables will go after your service provider has taken them away? Interested in getting up close and personal with your local landfill? Book yourself on a tour of your local recycling plant and landfill!

Tasman District: contact lesswaste@tasman.govt.nz | Nelson City: contact lesswaste@ncc.govt.nz

Composters – delivery only

If you'd like to go for a more local and direct option and are happy to deliver to them, contact the community gardens listed below. PLA products generally need a specialised commercial composting facility to break down properly, so are not suitable for this type of composting. Any organic waste delivered to them must be free of contamination – see Resource #5.

Composters – delivery only	Contact to arrange	What event waste do they accept
Motueka Community Garden	Motueka Community Garden Facebook page	<ul style="list-style-type: none"> ✓ Small quantities of food scraps and home compostable packaging (see Resource #4) ✓ Must be sorted to remove rubbish, plastic, bioplastic/PLA, etc. ✗ No PLA packaging, meat, dairy, oils or eggs
Golden Bay Community Gardens	gbcommunitygardens@gmail.com 027 258 8807	

4. VENDOR PACKAGING GUIDELINES

Use the table below as a guide for mobile food vendors. It details accepted compostable and recyclable packaging that can be processed in Nelson / Tasman and products to avoid as they have to be sent to a landfill.

A NOTE ON COMPOSTABLE PACKAGING Not all compostable packaging is made equal. Fibre-based packaging can easily compost in a home or community compost environment, but as a rule of thumb anything that looks like plastic, even if it says its compostable, will need the hot temperatures of a commercial compost facility to break down.

<p>HOME COMPOSTABLE In small quantities, these products are suitable for a home compost or community garden environment. Check with your service provider or composter what they are happy to receive. Any organic waste collected must be free of rubbish or anything that isn't listed here.</p> <p>NB: PLA products generally need a specialised commercial composting facility to break down properly, so are not suitable for home composting.</p>	Food waste	Sugar cane / bagasse	Unbleached napkins	Unbleached paper bags, cardboard (no lining)
				
	Potato Pak	Pine boats	Wooden cutlery	Paper straws
				
<p>MIXED RECYCLING Recyclables you collect must be as clean as possible – see Resource #5. If recycling is dirty (covered with food, grease etc.), it is considered 'contaminated' and should be washed or go in the landfill stream.</p> <p>NB: supply chain is weak for plastics #3-7. Check with your provider as accepted items can sometimes change.</p>	Plastics 1-7	Steel & aluminium cans	Paper & cardboard	MIXED GLASS Must be collected separately to mixed recycling.
				
	Compostable plastic products, PLA plastic cups	Cups with a PE (petroleum based) lining, e.g. coffee or hot chip cups	Cardboard boxes with paraffin waxed or plastic PET lining	Dirty plastics #1-7
<p>LANDFILL – avoid These products are neither compostable or recyclable, therefore are considered as rubbish for the following reasons:</p> <ol style="list-style-type: none"> 1. They are double layer products e.g. that are paper with a plastic lining 2. They are made of a type of plastic/material that is not accepted by local recyclers/composters 3. They get stuck in machinery or are unsuitable for the standard recycling process 4. They are dirty therefore create contamination. <p>Try to avoid these products by using their recyclable or compostable alternatives.</p>				
	Polystyrene	Plastic cutlery/plates	Plastic straws	'Degradable' plastic bags
				
	Plastic bags, soft plastics	Cellophane	Drink cartons	Dirty tin foil
				

5. COLLECTING “CLEAN” WASTE

It's extremely important that any waste streams you collect are as clean as possible. Only clean recyclables are able to be processed, and composters do not want plastics or other rubbish in their compost. At events, there are often numerous types of packaging and it's not always obvious which bin it should go into. There are several ways to successfully achieve clean waste streams at your event that will leave your service provider smiling and happy to take your event waste again and again.

RESTRICT THE RANGE OF PACKAGING AT YOUR EVENT

This is the simplest way to achieve clear waste streams at your event. Follow these steps to put this in place:

1. Refer to the Vendor Packaging Guidelines
2. Double check with your service provider which types of waste/packaging they will and won't accept
3. Contact your food vendors (ideally well ahead of your event) asking them to only use packaging that your service provider will accept, or to seek their support for your fantastic reusables system.

MANUALLY SORT YOUR COLLECTED WASTE

Conduct a post-event sort to remove any things that don't belong from your waste streams. A lot of smaller events hand sort by emptying all the waste they have gathered onto a table or tarpaulin. To do this you will need:

- A long table, e.g. trestle table
- Buckets
- Cut resistant gloves
- Wheelie bins for sorting waste into
- Someone who is trained in identifying different types of packaging

Empty bags onto a table. It can be handy to create DIY sides (e.g. using waste wood) to stop waste falling off the table onto sorters or the surrounding area. Using buckets, sort through the waste, transferring sorted items into larger bins for collection by your service provider. Ensure that you and your helpers are safe – always wear cut resistant gloves.

HAVE TRAINED WASTE AMBASSADORS MONITOR YOUR BINS

There are two options for front of house sorting, both require waste staff that have been trained to identify different types of packaging (this will be made easier if you have restricted the range of packaging at your event):

1. Have Waste Ambassadors / Educators monitor your waste stations, helping the public place their waste in the correct bin. Here's some advice for your Waste Ambassadors on interacting with event goers:
 - Be friendly and encouraging, thank the public for using the waste stations: make them feel good about doing the right thing.
 - If you meet a difficult person, try being polite and remember “water off a duck's back”, there are those slow adopters who aren't quite ready for change.
 - Try not to take their rubbish for them, just point them in the right direction.
2. Have roaming waste staff who rotate between the waste stations, clearing any misplaced waste from your marked waste streams. This method removes the public education component but is effective in achieving clean waste streams.

Example vendor letter

Subject: Reducing waste at our event

Dear valued vendors, [event name] are dedicated to reducing waste sent to landfill at our event, but we need your help to do it.

In [Nelson/Tasman], there is a limited range of food servicewear that can be recycled and composted and we'd like to ask for your support in only using these products at our event. They are:

[see Resource #4, Vendor Packaging Guidelines]

Where possible please avoid any items that are in the red section as they will go to landfill.

We will be offering a \$50 refund on stall booking fees to the stall with the best range of packaging and will be featuring this stall in a post-event press release celebrating our waste minimisation effort.

We thank you for your support!



Example of a sorting table at the Gourmet Night Market event

• *Note that a dirty piece of recyclable packaging (oily, covered in food) is considered 'contaminated' and should either be washed, or go in the landfill bin.*

6.

MEASURE YOUR WASTE (and shout about your success!)

Knowing how much waste you have saved from landfill is excellent for publicity. It also provides you with a bench mark for future waste minimisation efforts. Conducting an audit of your collected waste streams is easy and will pay off. Make sure to note any types of packaging that are clogging your landfill bin that could be exchanged for a recyclable or reusable option. There are two options for gathering waste data, a full audit, or a visual count.

Conduct an event waste audit: Calculate the weight of your waste

The industry standard is to measure waste by weight. Use the template below to get an accurate figure for the amount of waste you've saved (or 'diverted') from landfill.

To measure the weight of a bin, you will need:

- Scales (regular bathroom will do)
- Flat ground (not grass or carpet)
- Pen and paper

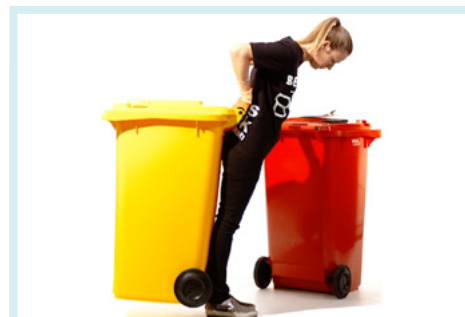
Follow these steps:

1. Weigh an empty wheelie bin, write this down
2. Weigh yourself, write this down
3. Weigh each of your bins containing waste, write this down
4. Add all three together

Subtract the bin weight and your weight from the total, this will give you the net weight (actual weight of the waste in the bin).

Beyond the Bin has a great video detailing how to audit your waste safely:

beyondthebin.org.nz/video-9-auditing/



To weigh a bin, place the bin behind you with the handle closest to your back, and stand on the scales facing forward. Once you're safely on the scales, carefully lift the bin up behind you using your body as a lever, then tilt forward, as in the image below. Read the scales, write it down, and repeat for all bins.

Waste type	Total weight	Bin weight Industry average: 240L = 12KG	Human weight	Net weight
Recycling bin #1	91 KG	12 KG	70 KG	9 KG

<p>Once you have worked out the individual net bin weights, add these together to get a total weight for each waste stream.</p> <p>Then divide your landfill weight by the total weight to get your percentage.</p> <p>= (LANDFILL WEIGHT/TOTAL WEIGHT) x 100.</p> <p>Then take your landfill % away from 100 (%) to find out your diversion from landfill.</p>	Total	Net weights	% of total
	Rubbish (landfill)	91 KG	12 KG
	Compostable		
	Recycling		
	Glass		
	TOTAL		100%
	DIVERSION FROM LANDFILL		

Conduct a visual count of waste gathered

Follow the steps above but rather than weighing your bins, conduct a visual count of the waste gathered. Add up how many wheelie bins of each type of waste you have gathered, counting half or quarter fill bins accurately.

We are keen to hear about your waste diversion efforts! Send through information about how much waste (and what type) you diverted from landfill and we will give you a set of shiny stainless steel straws and an Ideal Cup! Email information to lesswaste@nelson.govt.nz or lesswaste@tasman.govt.nz.

7.

SORT AN AMAZING WASTE TEAM and keep them safe

Waste minimisation at events requires staff, whether volunteer or paid, for pre-planning and execution. You may wish to do the pre-planning yourself (see previous resources), or sub contract this out to your waste manager. Either way you'll need waste staff on the day for execution.

WASTE OPERATIONS MANAGER

Have someone in charge of waste logistics on the day. This person will:

- Set up & pack down your reusables system and/or waste stations
- Cover any permanent public rubbish bins if required
- Liaise with your chosen service provider
- Ensure you are collecting clean waste (see Resource #5).

VOLUNTEER MANAGER

Allocate a people manager to recruit and manage volunteers (your Waste Ops Manager could do this too if they're also a people person). This person will:

- Assist with recruiting and organising volunteers
- They could even deliver a training / information session to cover:
 - How your reusables system will work
 - Identifying packaging/waste as compostable, recyclable or landfill
 - Tips on interacting with the public if their role is to 'educate' the public
 - Overview of health and safety (with induction delivered on event day)
 - What they should wear/bring on the day (hats, drink bottle, closed in shoes)
- Ensure any personal protective equipment is given and explained to volunteers
- Deliver induction on event day, sign volunteers in and out.

WASTE AMBASSADORS (VOLUNTEER OR PAID)

Recruit a team of Waste Ambassadors or Educators. These can be individuals or a group that you offer a lump sum to as a fundraising initiative. These people will:

- Assist at your wash stations if you have a reusables system
- Either monitor or roam between waste stations
- Litter pick the event site using provided litter pickers
- Assist with moving full bins/bags around the event site
- Assist with set up / pack down of your reusable system and/or waste stations
- Interact in a positive, supportive manner with event goers.

HEALTH & SAFETY

Plan and deliver a good induction to all waste staff, including a sign in and out sheet. Be clear about all site specific risks and the evacuation and emergency procedures.

Recruiting Volunteers

Try the following organisations and networks to build your team:

- Volunteer Nelson, 03 546 7681 volunteernelson.org.nz
- The teams at Nelson City Council or Tasman District Council (including for contact with EnviroSchools for student groups): lesswaste@ncc.govt.nz or lesswaste@tasman.govt.nz
- Community gardens; local sport, community, political, cultural or environmental groups such as Nelson Environment Centre (nec.org.nz)
- Anyone you can think of! Don't be shy to ask friends and family to help, but make sure you make your expectations clear, let them know that you are relying on them for your waste effort to work well.

Waste Ambassador Induction checklist

Handling wheelie bins	Tips on heavy lifting, use of wheelie bins or wheelbarrows to transport waste
Safety around waste	What to do with broken glass, skewers; provide gloves, hand sanitiser, hand washing facilities
Environmental factors	Access to shade & sun screen, clothing (closed in shoes), access to drinking water & toilets
Wearing high vis	If working in the dark or around moving vehicles
Event attendees	How to interact with the public, what to do if attendees are drunk/invasive, lost children policy
Evacuation & emergency procedures	Refer to your event's risk management plan

Induction sign in/sign out template

Name	Phone Number	Emergency Contact	Any allergies?	Time in	Time out	Induction Received ✓

8.

EVENT KIT & BUDGET

Add in all waste related costs to your event budget so you know the estimated cost of your waste activity and have time to plan for fund-raising or to apply for sponsorship.

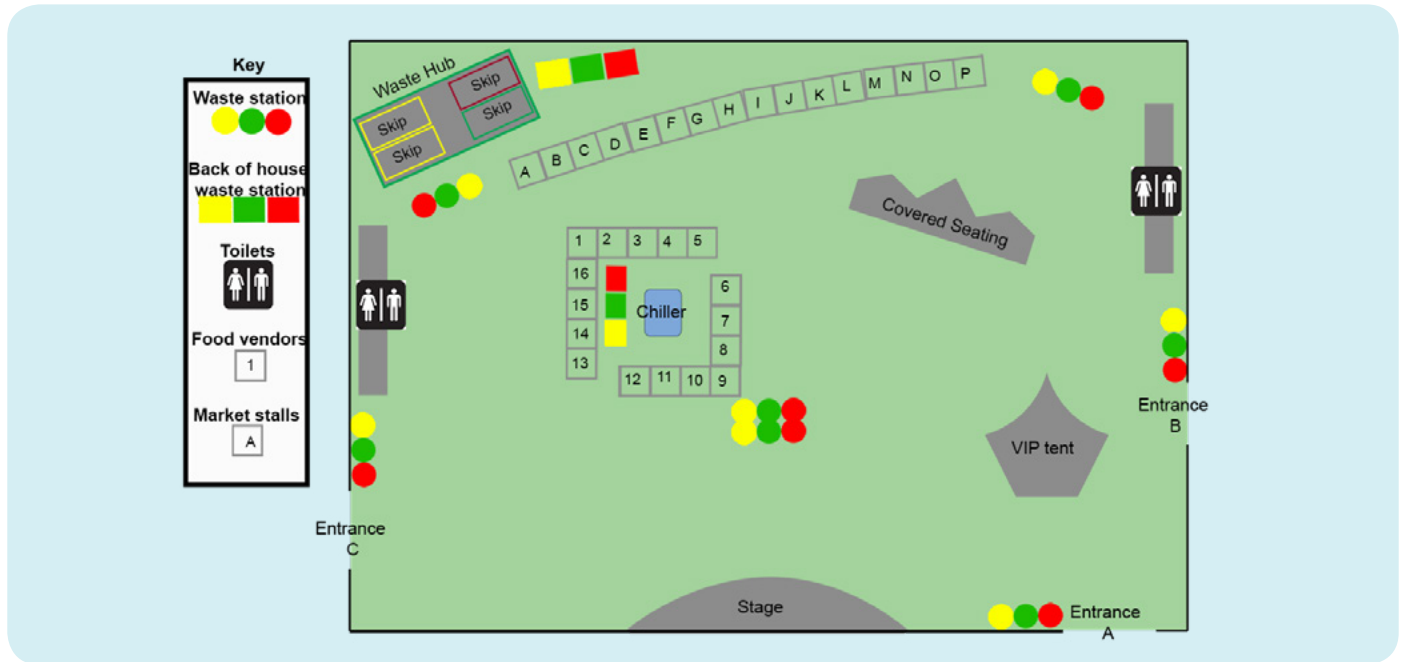
	Item	Notes	Available from	Approx. cost	Qty	Cost	Total
WASTE STAFF	Waste Manager	Employ a local expert to manage your waste minimisation effort for you	Carlo Wiegand 021 122 9439 c.wiegand@xtra.co.nz Jacqui Forbes 021 043 1127 jacqui@parakore.maori.nz	POA			
	Volunteers	Reward your volunteers & they will return	See Resource #7	\$20/shift			
WASH AGAINST WASTE	Crockery, cutlery, cups	Purchase or borrow from second hand shops, rent from a party hire company or dedicated reusables company like Globelet	Nelson Environment Centre, op shops, party hire companies, globelet.com	POA			
	Table	Sturdy waterproof table; rent or borrow/hire	Event hire/hardware store	\$20-\$100			
	Steriliser	Use one within your venue or hire	Event/party hire company; Carlo Wiegand (see above)	POA			
	Wash up kit	Tubs, detergent, scrubbers, gloves, tea towels	Supermarket	Various			
	Signage	Make your own to advertise your reusable system	Graphic designer	POA			
INFRASTRUCTURE	Wheelie bin hire	240L for mixed recycling & landfill 120L for glass & compost	Service provider	POA			
	Skip hire	Handy & sometimes cheaper to have a skip or two on site to empty your collected waste into	Service provider	\$250-\$350, range of sizes			
	Bin liners	Clear for recycling & compost, black for landfill, no liner for glass	Service provider	\$0.50-\$1.50/unit			
	Waste station signs	Downloadable signs available on the reducing waste at events page on both Council websites	Check Council website pages for event organisers	Free download			
	Public place landfill bin covers	Public place rubbish bins may need to be covered, contact lesswaste@tasman.govt.nz or lessewaste@nelson.govt.nz	paper4trees.co.nz – bin covers made from recycled billboard skins	POA, depends on size, quantity			
	Sorting table	Plastic/washable; create DIY sides (e.g. using waste wood) to stop waste falling off the table	Hardware store	\$50-\$100			
	Buckets	For sorting / transferring waste	Hardware store	\$2-\$10/unit			
HEALTH & SAFETY	Barrier glove	For Waste Ambassadors/Educators, e.g. latex	nzsafetyblackwoods.co.nz logger.co.nz mitre10.co.nz bunnings.co.nz officemax.co.nz safetyandapparel.co.nz	\$10-\$15/box of 100			
	Cut resistant gloves	For anyone sorting waste	mitre10.co.nz bunnings.co.nz officemax.co.nz safetyandapparel.co.nz	\$10-\$20/pair			
	High Vis	Night time events or around moving vehicles	safetyandapparel.co.nz	\$8-\$15/vest			
	Hand sanitiser	If hand washing stations not readily available	Supermarket	\$3/bottle			
	Sunscreen	Sun protection	Supermarket	\$10-\$20/bottle			
	Litter pickers	E.g. 'helping hands' or 'easi sticks', used to assist with litter picking	Bunnings, Aged Care Equipment suppliers	\$8-46 each			
Sub-total:							
Less event / waste minimisation grant and/or sponsorship income:							
Total waste budget							

9. PLANNING YOUR WASTE STATIONS

Once you have organised your reusables system and/or contracted a waste service provider, take the time to consider where you will put your waste infrastructure on your event site. Provide a detailed map to your contractor and event team so everything is dropped off where you want it.

SITE MAP

Use this sample map as a guide and the checklists below to ensure your waste infrastructure will work for you on event day.



WASTE STATION CHECKLIST

Ensure that your waste stations are:

- Located at each entrance/exit
- Visible from the food area
- Located on the way to toilets
- Easy to find: logical & visible to event goers
- Easily accessible (for removal of full wheelie bins/bags)
- Have clear, consistent signage.

Other tips

- Consider a double waste station at the area predicted to be the busiest (e.g. front of stage or food area)
- Avoid random standalone landfill bins
- Provide vendors with back of house waste stations
- If organising a portable steriliser, you'll need access to fresh water and a sewer to discharge dirty water.

WASTE HUB CHECKLIST

Allocate an area to be your back of house waste hub, consider:

- Accessibility for service providers to deliver/collect bins
- Capacity to accommodate a sorting area (table or tarpaulin to spread waste onto)
- Shelter from the elements (in particular wind)
- If feasible consider a secure area where volunteers/waste staff can leave their possessions.

PERMANENT LANDFILL BINS

Head down to your event site and check if you have any permanent public place landfill bins within your site. If you do, contact lesswaste@ncc.govt.nz or lesswaste@tasman.govt.nz to check if you are required to cover these during your event. Consider attaching a 'bin closed' sign to covered bins, directing event goers to use a nearby waste station.

10.

MONEY TALKS: funding, sponsorship and media coverage

Supplement your event waste budget by applying for a grant or sponsorship from a local business. Many events have successfully secured sponsorship just for waste – it can be well worth the effort.

APPLY FOR A WASTE MINIMISATION GRANT

Contact lesswaste@nelson.govt.nz or lesswaste@tasman.govt.nz for information on any support available from Councils.

You can also apply for a waste minimisation grant from the Packaging Forum: recycling.kiwi.nz/funds

APPROACH LOCAL BUSINESSES FOR SPONSORSHIP

Approach local businesses for rewards for volunteers or cash sponsorship towards your event budget. Use the prompts below to form a sponsorship proposal (or media release). Remember to use a catchy opening line, and don't waste an opportunity for a good pun!

- List 5 local businesses that align with your waste ethos
- List 5 places you could place a sponsor's logo or mention their support (e.g. signage, t-shirts, media release, etc.)
- Describe how supporting your event's incredible waste minimisation effort will benefit their business/reputation
- Detail the commitment you are making to minimise waste at your event (e.g. your waste diversion goal, collaboration with a local sports group for your volunteer team, etc.)
- List 3 phrases that you could use to sell your event to a sponsor; don't be shy to use dramatic language like 'best ever', 'zero waste superheroes!'.

Hot Tip: precede and/or follow up your email with a phone call. A real, in person phone call. Sponsors are much more likely to give your proposal proper consideration if you call them or visit in person.

MEDIA COVERAGE

Plastic pollution and waste minimisation are hot topics in the media right now. Be innovative, lead the way, and your brand will reap the benefits.

YOU COULD EVEN WIN AN AWARD!

Nominate your event for an award and gain prestige in your sector.

Trustpower Community Awards

trustpower.co.nz/Getting-To-Know-Us/Community-Involvement/Community-Awards

Keep New Zealand Beautiful Awards

knzb.org.nz/beautiful-awards-2018/

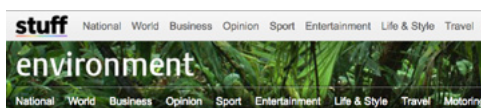
Green Ribbon Award – New Zealand Government

mfe.govt.nz/more/awards/green-ribbon-awards

'Cupcycling' grant

Nelson Venues & Events applied to Nelson City Council for a grant to purchase 500 reusable coffee cups for use at events. They have successfully been used at Cider Festival, Evolve Festival, cricket and netball fixtures and March Fest. These cups may be made available for hire to other events – watch this space.

Wellington's Newtown Festival successfully sourced almost \$5,000 worth of product (Fair Trade coffee and 'keep cups') to use as rewards for their 160-strong volunteer force.



Disposable cup ban wipes out waste at Nelson event

SARA MELJ
Last updated 17:02, August 1 2017



All Lowkey of Nelson Venues with the re-usable cups and glasses they use for events.