



## CORPORATION OF THE TOWNSHIP OF ESQUIMALT

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### MEMORANDUM

**DATE:** May 9, 2016  
**TO:** Mayor and Council  
**FROM:** David Shaw, Chair, Environmental Advisory Committee  
**SUBJECT:** **Green Event Planning Guide – Measurable Activities and Visual Aids**

At the February 25, 2016 meeting of the Environmental Advisory Committee, the committee received a referral from Council pertaining to the Green Event Planning Guide. Council requested the committee consider and develop examples of measurable activities and visual aids to assist groups utilizing the Guide.

The committee brainstormed a list of possible measurements and visual aids; however, the committee believed a more flexible approach to measuring the “green” performance of events was needed. Instead, the committee developed a list of leading questions on key areas within the Guide

The committee reviewed the draft list of leading questions (Green Event Reporting Form) at its April 21<sup>st</sup> meetings. Following the discussion, the committee made the following recommendations:

That Council:

1. Adopt the Green Event Reporting Form as a tool to measure the environmental performance of events receiving financial or in kind support from the Township (attached to memorandum); and
2. Direct staff to establish icons for each of the following categories: Venue; Transportation, Equipment & Materials; Food; Waste Diversion; and Communication, and that these icons be utilized in the guide and on all green event reporting forms; and
3. Direct staff to update the Green Event Planning Guide by developing these additional resources:
  - a. A transportation fact sheet that lists travel options and transportation routes in Esquimalt;
  - b. An information sheet listing the types of equipment, materials and communication resources that may be utilized when hosting an event on municipal property; and
  - c. Re-designed bin signage templates to be consistent with the colour scheme recommended in the guide.

Respectfully submitted,

David Shaw  
Chair, Environmental Advisory Committee

Attachment

## **GREEN EVENT REPORTING FORM**

### **1. Venue**

Please tell us what environmental factors you considered in selecting the venue of your event.  
*(e.g. location, energy use, environmental practices of venue operator, etc.)*

### **2. Transportation**

How did you encourage the use of alternative transportation to your event?  
*(e.g. bike parking, posted transit routes, provided shuttle service, etc.)*

### **3. Equipment & Materials**

How did your procurement and purchasing activities for this event reflect the green event goals of conserving resources, reusing materials and reducing waste?  
*(e.g. energy efficient options, recyclable material content, rented equipment, paperless)*

### **4. Food**

How did you work with food vendors to select more sustainable food choices?  
*(e.g. no bottled water, organic, local, fair-trade, sustainable seafood, vegetarian options)*

### **5. Waste Diversion**

What actions were taken to reduce and divert the amount of waste from your event from the Hartland Landfill? *(e.g. reusable or compostable serving wares, composting and recycling bins, signage, volunteers, etc.)*

### **6. Communication**

How did you communicate the green practices of your events to staff, volunteers, vendors and attendees? *(e.g. policy, contracts, promotional materials, signage at event, etc.)*