**Meeting & Event Challenge – action package**January 2020, version 1.0

**Objective:**

* Do not use single-use plastic during events, ensure good waste separation and collection, step by step reduce remaining waste to become ‘zero-waste’ at festivals, markets, parties, games, tournaments and other events in your local community.

**What can you do?**

* At meetings and events organized by your Rotary Club or by Rotary Cubs in your Region or District:
do not use single-use plastic during events and ensure good waste separation and collection.
* Step by step reduce remaining waste to become ‘zero-waste’ at festivals, markets, parties, games, tournaments and other events.
* At meetings and events organized in your local community: contact the organization or local government and ask to make a plan to become ‘single-use plastic free’ and ‘zero-waste’.
* Introduce a Label to promote ‘single-use plastic free’ or ‘zero-waste’ meetings and events.
* Focus is on publicity and awareness. Include campaigns for awareness with the general public, that they refuse to use single-use plastics, reduce plastics and separate waste to keep plastic out of our environment.

**How to start?**

* Start to avoid single-use plastics at your own Rotary events.
* Add an EndPlasticSoup awareness action at events and festivals, e.g. a booth with information and tips how to reduce plastic.
* Do a Plastic Pricking action during the event and inform visitors and make them aware of the plastic pollution.
* Ensure publicity before, during and after, including pictures and an announcement of the result.
* Make a multi-year plan to, step by step, year after year, reduce remaining waste to become ‘zero-waste’ at meetings and events. It cannot all be done at once: alternative products often cost more and someone (ticket price, sponsors) need to be pay for it. Also suppliers and contracts terms need time to change.

**Other tips to make an event zero-waste:**

* Do not forget the complete system, including suppliers (not to bring plastic), garbage collection and sponsors.
* Use Social Media to create publicity.
* Ask a local or national celebrity to kick off the event or make visitors aware.
* Do it step by step, year after year, in collaboration with the meeting or event organization, sponsors and suppliers, local government, community leaders and policy makers.
* Jointly with the organization team, approach sponsors and suppliers not to offer and not to use single-use plastic products, and ensure clear waste separation and try to become zero-waste.
* Communicate to the general public and to visitors that the event becomes plastic-free and zero-waste, and ask visitors not to bring plastic bottles, snacks with wrapping and drinking packages, but to take reusable water bottles and ensure no waste is left at the event.
* Ensure there are sufficient waste baskets and make waste separation simple and clear.
* Ensure waste baskets are placed at clear and sufficient locations, have enough capacity/volume and are being emptied in time during the event.
* Ensure agreements with cleaners and waste collectors are in place to keep waste separate during cleaning and collection.

**Make or assist in making a plan and runbook:**

1. Analysis:
	* How many visitors and exhibitors?
	* What kind of food, drinks are being offered?
	* How do exhibitors promote themselves?
	* Where will waste being generated?
2. Make policy to prevent waste:
	* Discuss what disposables will be used and stimulate the use of reusable bottles, refills, etc.
	* Align the procurement of products and materials with the possibilities for separation of waste collection
	* Prevent single-use plastics, packaging materials and promotion materials etc.
3. Ensure waste collection:
	* Ensure sufficient collection capacity (waste baskets…) for the different waste streams
	* Appoint a Waste coordinator to ensure timely emptying and cleaning Waste collection baskets
	* Align the waste transport to the waste collection at the event location.
4. Extra focus to communication:
	* Communicate the importance of a waste free and plastic free event in the media and in the communication to the visitors, make a sign on the ticket
	* Communicate to sponsors and exhibitors before and during the event.
	* Ensure clear communication, directions and signs where to find the waste baskets and to put the waste in the right baskets
	* Have ‘waste collector persons’ or ‘Walking bins” walking around during the event for awareness
	* Promote the zero-waste element before and after the event.
	* Make an evaluation and publish the results in the media.

