Capturing Organics Key to San José's Best in Class Approach to Greening Special Events

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Overview

San José Green Vision Goals



- 25,000 new Clean Tech jobs
- Reduce per capita energy use 50%
- 100% renewable electricity
- retrofit 50 million ft2 green buildings
- Zero Waste to landfill
- 100% beneficial reuse of wastewater
- Sustainability in General Plan
- 100% alternative fuel fleet
- 100,000 new trees planted
- 100 miles of interconnected trails



Overview

- Zero Waste Event pilot launched 2008
- Two year pilot resulted in 94% landfill diversion
- City Council approved new policies for 2010 season









Objective

Promote waste reduction planning in venue/event design & operation

- Enhance recycling
- Compostable material collection
- Green education, awareness and promotion



Capturing Organics











Current Program

RETHINA

- Policies
- Coordination with event planners
- Multi-level certification program
- Green event grants
- Partnership with the Conservation Corps
- Food & beverage vendor education
- Attendee education and collection systems
- Resources for event planners



Policies

Beginning on May 1, 2010, all events held on cityowned property with over 1,000 daily attendees are required to:

- Eliminate polystyrene (#6) use by food vendors
- Use #1 plastic for cups 7 oz. or greater and paper cups for less than 7 oz.
- Collect, at minimum, plastics, glass, metals, and cardboard for recycling, and...
- Submit a waste reduction plan and post-event diversion report (SJMC 9.10.1445)



Promotion through Certification







Multi-tiered
Criteria includes diversion level and additional requirements
25%, 50%, 75%

Certification available to all events, regardless of size Events must meet policy & reporting requirements



Green Event Grants

Criteria

- Events on public property with over 1,000 daily attendees
- Funding for expenses related to event greening
- Requirements
 - ✓ Meet policy and reporting requirements
 - ✓ Assign or hire an on-site materials manager
 - ✓ Apply for green event certification
 - ✓ Implement product compliance policy for vendors
 - ✓ Environmental education before and during event
 - ✓ Send trash and compostables to a processing facility



Eco-Station Loans

- Borrow & return
- Event assumes responsibility for setup, cleaning, and damage/loss







Recycling Services

Free to Qualifying Events

- San José Conservation Corps service
- Staffed and unstaffed services
- Criteria
 - 1,000 average daily attendees
 - Public street, facility, park
 - 30 day minimum notice





Food Vendor Education

- Send letters to vendors six to nine months in advance
- Hold meetings to explain program eight weeks prior to each event
- Assist events with product compliance policies
- Write policies into contracts
- Compostable utensils provided to vendors free for grant recipients









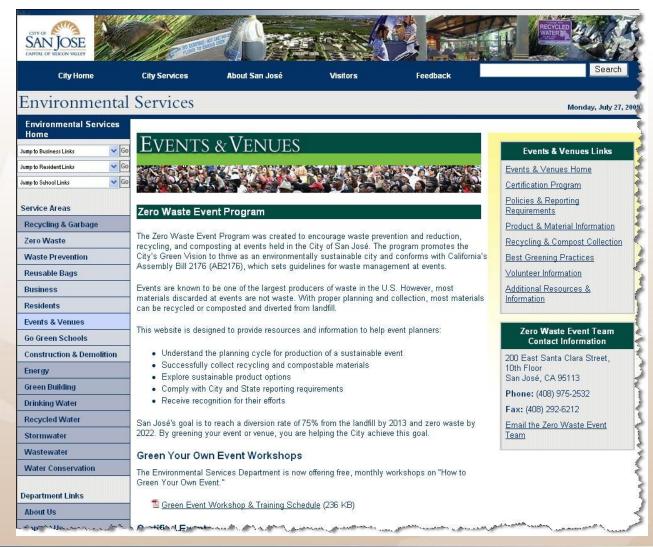


Program Resources

Website

Workshops

Technical Assistance





Technical Assistance

- Timeline and stakeholder checklists
- Material management planning & collection
- Site planning
- Sustainable product choices
- Vendor communication
- Certification and grant assistance



Best Practices

- Establish greening policies and practices for organization and event
- Set goals & communicate to attendees & stakeholders
- Locate containers & signage for optimal participation



The Opportunity

Compost collection can divert 75%-97% of materials from landfill.

Three-pronged approach to success:

- Pre-event planning & outreach
- Onsite collection
- Post-event processing and composting



Contact Information



City of San José
Zero Waste Event Program
(408) 975-2534
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www.sjrecycles.org/events-venues/

