

## On February 12/13, Urban Impact's Zero Waste Stations and recycling Centre were in place at the City of Richmond's Winterfest Weekend

This year's community-focused festival featured main stage entertainment, skating and ice sport demonstrations, interactive sport activities, special cultural events, art displays and children's activities throughout the breathtaking 47,500 square foot Richmond Olympic Oval. The annual and popular community event allowed guests to experience a host of sports activities, displays, live entertainment and a tribute to the 2010 Winter Olympics.

Urban Impact believes that changing the way we deal with waste is a necessity. Every tonne of paper diverted from landfills through recycling and shredding reduces your carbon footprint by 3 megatonnes.

The enormous quantities of waste generated during festivals and events shortens the life of landfill sites. Not only is there a great deal of waste generated, it is the most visible impact to festival attendees. Different waste materials result in different impacts on the environment and humans. The production and transport processes, together with waste disposal treatment, release carbon dioxide, which is a major greenhouse gas. Therefore, the waste from festivals and events not only burdens landfill sites, it also aggravates global warming.



Urban Impact believes that it made sense to help the Winterfest event be as green as possible.

We also believed that by sponsoring Winterfest at the Silver "green" sponsor level, we could leverage our waste management skills and custom designed **Zero Waste Stations** to help the festival divert as much waste as possible from the landfill. Urban Impact's hybrid truck and Recycling Centre were displayed in the Oval's courtyard.

"At Urban Impact, we believe that for events and festivals, advance planning is key in making waste reduction efforts successful. For event organizers, taking steps to limit waste in the first place goes a long way in reducing litter, cost and the negative impacts that waste has on the environment. Urban Impact invested in designing Zero Waste Stations for events and festivals as our way of designing sustainable waste management solutions and giving back to our communities."

**Nicole Stefanelli**  
President and CEO, Urban Impact

## Urban Impact Zero Waste Station's were watched over by "Green Ambassador" volunteers

When festival attendees gathered for Winterfest, there was undoubtedly large carbon and resource-use footprints. Recognizing this, the City of Richmond invested in advance planning with Urban Impact to develop strategies to reduce waste, the key in making waste reduction efforts successful. The City of Richmond's steps to limit waste in the first place at Winterfest went a long way in reducing litter, cost and the negative impacts that waste has on the natural world.

With more and more people becoming concerned about reducing their "Carbon Footprint", Urban Impact salutes the City of Richmond's recycling efforts at Winterfest.

"On behalf of the City of Richmond, I would like to thank Urban Impact for your tremendous support of Winterfest Weekend at the Richmond Olympic Oval on February 12 and 13, 2011. Without your involvement, we could never have held such a first class event and your contribution truly enhanced the experience for our guests and left them with memories they will cherish for years to come."

**Jordan Thorsteinson**

Manager, Sponsorship Development, City of Richmond



Urban Impact was proud to be the Silver "Green" Sponsor of Winterfest 2011. With the support of the City's event organizers, a highly energetic and committed team of "Green Ambassador" volunteers at each Zero Waste Station to help festival-goers source separate recyclables from general waste. The volunteers worked in shifts throughout the day to help engage with attendees, educate and ensure the correct bins were used at each Zero Waste Station. Urban Impact's team emptied the Zero Waste Station containers when they were full into our Recycling Centre that was placed strategically at the event.



Waste management at Winterfest was a great success! There was very little contamination of materials recovered from this event. In large part this has been attributed to:

- An event waste management plan
- On going dialogue between Urban Impact, the City of Richmond's Winterfest organizing team and the Green Ambassador volunteers
- Zero Waste Stations providing a good visual of what should be in each bin, in support of the signage also provided by Urban Impact
- The majority of waste produced at such an event is recyclable (Compost, Paper, and Mixed Containers)
- Cooperation from food vendors who used biodegradable disposables or re-usable cups and plates.

### Urban Impact helped Winterfest divert the following from the landfill:

Compost = **192kg** or **49.5%**

Paper = **71kg** or **18.3%**

Mixed Containers = **50kg** or **12.8%**

Garbage = **75kg** or **19.4%**

Urban Impact's **Certificate of Diversion** provided the City of Richmond with documented proof of their efforts to reduce their environmental impact and improve their community. We are proud that many organizations post their Certificate in their main reception area, while others have created a news feature for their newsletters. The City of Richmond's recycling efforts sequestered approximately 1.3 tonnes of carbon emission. The Certificate of Diversion will help the City set realistic goals about what Winterfest could do to divert more waste at next year's festival.



"As Operations Manager for the City of Richmond's Winterfest at the Richmond Olympic Oval, I had the opportunity to work closely with Urban Impact, the "Green" sponsor of the Winterfest event. With 12 custom-designed Urban Impact Zero Waste stations, an event waste management plan and a Recycling Centre, the Urban Impact team and the "Green Ambassador" high school student volunteers, with cooperation from event food vendors, helped Winterfest divert approximately 80% of the waste generated at the festival from the landfill. Urban Impact's colorful Zero Waste Stations were designed to encourage festival attendees to place their waste into Compost, Paper and Mixed Container slots, and make a decision to stop using garbage cans. If your festival or event were trying to go green, I would highly recommend Urban Impact's Festivals and Events team. The event was a great success, with clean up time taking less than half of previous events."

**Warren Purchase**  
Operations Manager, City of Richmond's Winterfest



Urban Impact is a business committed to environmental conservation and global responsibility. In 2010, we collected and diverted 110,000 Metric Tonnes of recyclable material from local landfills. Throughout 2011, Urban Impact is committed to encouraging and publicizing waste wise practices. We are concentrating on getting positive outcomes by keeping recycling simple. Supporting zero waste events and festivals is a strategic priority.

**To find out more about how Urban Impact can help your event or festival reduce waste, please call 604-273-0089 ext 445.**