

ReMain



Sustainability

Guidelines

Events and public gatherings are an essential part of Nantucket's community life and have a positive effect on its downtown vitality. Unfortunately they can have a negative impact on our environment. Events generate waste, use energy, and can create pollution.

These guidelines are intended to help organizers reduce the environmental impact of their events, introduce the concept of sustainability into their purchasing and operational decisions, and demonstrate the power of environmentally responsible actions to their audience.

Managing your event with sensitivity and educating all participants involved is an important part of responsible environmental stewardship.



Provided by:

re Main

NANTUCKET

***If you think you're too small to have an impact,
try going to bed with a mosquito in the room.***

– Dane Anita Roddick

PURCHASING POLICY

The environmental impact of your event can be greatly reduced if you evaluate products and services through an awareness of how they are manufactured, used and disposed. When purchasing consider the hierarchy of rethink, eliminate, reduce, re-use, and recycle. Choose suppliers that honor sustainable achievement.

CONSIDER EVENT SUPPLIES, CONSTRUCTION, SIGNAGE

- **All Supplies and Products** Use eco-labeled products and those produced or sold locally for the event and for your office.
- **Cleaning** Use environmentally chemical-free products which are biodegradable, phosphate and bleach-free for bathroom, kitchen and general cleaning.
- **Consumables** Use toilet paper made from recycled paper and use biodegradable trash bags.
- **Signage** Use alternatives to PVC banners such as timber, recycled plastics, fabric and creative re-use.
- **Paint** Use low or zero VOC, non toxic, water-based paint. Source recycled paint.
- **Timber** Use FSC certified timber or salvaged/recycled timber.
- **Re-Use** Store and re-use products, use salvaged materials, send your used goods for repurposing/reuse.

Did you know:



If you need to hand out name badges with plastic sleeves, you can leave a collection basket for patrons to drop off after your event ends for re-use at the next event.

If pens are needed, eco-friendly pens are a great alternative as they are made from over 80% of recycled materials. Even better are pens made from corn! They're 100% biodegradable and compostable.

FOCUS ON FOOD AND BEVERAGE

- **All Products** Choose eco-labeled products where possible.
- **Local** Use locally produced beverages, dairy and produce to reduce transport and support our community. Please use reusable grocery bags when shopping.
- **Organic** Use certified organic or local products which are moving towards organic certification.
- **Serviceware** Where appropriate, use washable and reusable cups, glassware, plates, bowls, cutlery and linens. If disposable products are necessary use biodegradable / compostable materials. Do your very best to avoid paper plates, plastic utensils, and styrofoam.
- **Determine** Reasonable catering quantities - this can save energy, resources, time and money.

Did you know:

If you have too many leftovers, you may be able donate excess catered food to Sherburne Commons or The Homestead:



*The Homestead
Tish Coulle
508.228.1135*

*Sherburne Commons
Andrew Trattel
508-228-4080*

...you can also donate left over flower arrangements to our local hospital!

When it comes to catering, finger foods don't require utensils and plates...they're a good choice for zero waste.

PURCHASING POLICY CONTINUED

REGULATE MARKETING MATERIALS, MERCHANDISE, GIFTS, AWARDS

- **Paper** Use 100% post consumer recycled paper. If it's blended paper, use FSC certified virgin pulp.
- **Printing** Ask your printer to use vegetable inks and varnishes. Avoid mineral inks and varnishes.
- **Reduce** Minimize orders and packaging. Don't over-produce the number of products ordered.
- **Sustainable** Choose products and garments from sustainable materials.
- **Local** Commission creatively produced items from salvaged and recycled materials made locally.
- **Safe** Choose garments made from organic cotton—the finished product should be certified chemical free.



Did you know:

www.goodguide.com is a great resource to evaluate and rate the health, social and environmental impact of products you purchase. Not all consumer products are listed but their database is growing.

WASTE POLICY

It's not just waste management, it's human behavior you're managing, including your own. Consider how your participants and spectators are going to participate in your recycling and composting strategy. You can have an impact on the overall sustainability of your event by minimizing the waste created and manage trash collection regularly to avoid overflowing bins.

Develop a "leave no trace behind" strategy: Incorporate into your planning ways to leave the event site in better condition than you found it.

WASTE PREVENTION

Preventing waste from being created in the first place is an obvious step to take to reducing the total waste volume at your event. There are many ways you can work toward zero waste. The following are tips to prevent waste being generated:

Use salvaged and reclaimed materials.

Store and re-use materials and equipment, or salvage and donate materials for re-purposing/re-use.

Hire equipment, infrastructure and materials, rather than buy.

Manage waste created onsite by contractors, vendors, caterers, sponsors and the audience.

Registration and Ticketing

- Commit to paperless registration, implementing online options where possible.
- Communicate event information online and via email.

Promotions, Marketing, Merchandise and Sponsors

- Be frugal in producing your printed program and other printed materials for the event.
- Eliminate all flyer distribution at your event.
- Eliminate waste-creating giveaways.
- Ensure all sponsors meet your waste, purchasing and production guidelines.

Vendors, Catering, Bars

- Use refillable and reusable cups, containers, plates and cutlery.
- Ask all vendors to use bulk dispensing rather than single sachets of sugar, salt and pepper, butter and sauces.
- Ban drinking straws.
- Offer re-usable bags for merchandise giveaways. Don't allow plastic bags to be used.
- Ban polystyrene packaging.
- Ban non-biodegradable packaging such as plastic and Styrofoam which is forbidden on Nantucket (Town Code Section 125-3).
- If you must use disposable food service-ware, make sure it is compostable.

WASTE POLICY CONTINUED

Drinking Water

Bottled drinking water is a major creator of waste. Every day 30 million single serve water bottles end up in landfills worldwide. We can change this outcome.

- Use tap water or bulk stored water where possible.
- Encourage participants to bring re-usable water bottles.
- Sell or provide re-usable water bottles and water refill stations.



Did you know:

It takes nearly 7 times the amount of water in a plastic bottle to create the bottle itself.

RECYCLING TIPS

The key questions you need to ask yourself for optimizing your event's waste management system are:

What types of waste will be generated at the event?

How can you influence or regulate the types of waste generated?

Since Nantucket's landfill composts non-recyclable materials segregation of waste is mandatory (Town Code Section 125). You must provide recycling bins for: paper, cardboard, plastics, metal, glass, timber, and other recyclable materials.

Here are some tips to help get your waste separation working and your audience paying attention and participating:

- **Bin and Site Logistics** Consider factors such as the site layout and access for emptying along with number and volume/size of the bins. Identify key points where foot traffic will converge and high impact areas such as around food stalls and bars. Consider crowd density and bin visibility.
- **Group Your Bins** Make sure you always have each bin option available.
- **Use Bin Tops** Cover the top of the bin with a lid, plastic shroud with a hole, or bin cap. Outdoor bins can be plagued by seagulls!
- **Eye Level and Overhead Signs** Signs on the front of bins may look great when you're sticking them on, but once there's a crowd, who can see them? Place signs at eye level and/or overhead so it can be seen afar and over crowds.
- **Recycling Messaging** Include educational materials in your recycling plans for maximum impact with your audience.
- **Creative Display** Consider including creativity in your waste program. Set up interesting recycling stations, interactive displays, etc.
- **Volunteer Bin Stewards** Recruit volunteers to encourage everyone to put the right item in the right bin and keep them from overflowing.



Did you know:

Nantucket has proven its leadership in waste management. Segregation of waste for recycling is mandatory in Nantucket and we are proud to have been recognized as #1 in the nation for recycling.

TRANSIT POLICY

While innovations in transport infrastructure, vehicle technology, and sustainable fuels develop further, we need to change behaviors with what we presently have in regards to sustainability.

Reduce Impacts, Encourage Alternatives

Reduce Pre-Event Production Travel

- Teleconference rather than travel to meetings.
- Use public transport for site visits and meetings.
- Cut all but essential air travel.
- Use electric, hybrid or sustainable bio-fueled vehicles.



Did you know:

If you have to plan for on-island travel prior to arriving, www.wheelshheelsandpedals.com is a great resource on how to get around.

Reduce Participant and Spectator Transport

- Purchase locally and use local contractors.
- Book local artists and performers.
- Co-ordinate travel to maximize occupancy in hired cars, taxis and shuttles.
- Use hybrid, electric or biodiesel fueled vehicles for ground transport.
- Encourage car pooling.

Encourage the Use of Public Transport

- Provide information, maps and schedules for public transport.
- Create incentives for the audience to use public transport.
- Get more people on the NRTA bus, newly named "The Wave"!
- Create a project to encourage or reward public transport use.
- Communicate examples of CO2 impact from different types of travel.
- Promote public transport and ensure that all options to get to the event are available on your website, so people can plan before they come.
- Have event venues that are convenient to NRTA stops.



Did you know:

NRTA has a new "Where's My Bus" app for your smartphone. Check out their site to find out more: www.shuttlenantucket.com.

Encourage Cycling and Walking

- Provide bike racks and encourage cycling to the event.
- Forge partnerships with bicycle rental operations.
- Have secure bike parking, resources for puncture repairs and tune ups.
- Offer incentives or rewards for those that cycle or walk.
- Put together a special walk or cycle campaign to promote this to your audience.
- Provide information in advance on cycling opportunities on Island.
- Educate participants regarding bike routes.



Did you know:

Walking helps control your appetite, increases your energy, helps relieve stress, and slows aging. Research shows that regular cycling can cut the chances of heart disease in half.

ENERGY POLICY

Reducing power consumption and looking for alternative ways to provide power to the event are the pathways to sustainability. Innovation in new ways of powering our lives is moving rapidly and you are encouraged to use the event as a showcase in sustainable energy production.

REDUCE ENERGY USAGE / PLAN EFFICIENCY

Sign Up For Green Energy

To have as much impact as possible, your offices could join a green energy program. When you sign up for green energy, you are funding the production of renewable energy.



Did you know:

With less than 5% of the world's population, the United States consumes 25% of the world's energy. You can receive a 100% tax deduction if you join the New England GreenStart Program and itemize charitable contributions. Visit: www.massenergy.org/renewable-energy/negs to find out more.

Use Energy Efficient Equipment

When using the main power supply, the use of energy efficient equipment is a direct and simple way of reducing consumption and consequently greenhouse gas emissions. Your energy efficient equipment can include:

- Stage and general lighting (use LED)
- Sound equipment
- Office equipment
- Timing systems and other electronic gear.



Did you know:

Lighting consumes up to 34 percent of electricity in the United States. If every household and business replaced its most often-used incandescent light bulbs with CFLs, electricity use for lighting could be cut in half.

Switch Off and Unplug Campaigns

Leave nothing 'humming'. Turn off and unplug your gear to save energy. This includes:

- Office and other equipment.
- Battery chargers.
- Lights.
- Production equipment.

Daylight Hours

- Having your event outdoors during the day is the easiest way to reduce electricity use.
- If you do have your event indoors, use as much natural light as you can and be sure to test the light level multiple times to avoid over lighting.
- Incorporate efficient light technologies such as LED light bulbs and low-wattage fixtures where you can.

Outdoor Venues

Nantucket limits outdoor lighting and amplification of sound. Many consider these to be a type of pollution in addition to an energy drain. Refer to the Town Code Section 101 for noise regulations and Section 102 for exterior lighting regulations as you plan your event.

EDUCATION POLICY

Educating the public about all eco-related efforts helps change behaviors. Any efforts you make towards greening your event should be celebrated. By sharing what's been accomplished you offer insight and inspiration to attendees, vendors, and volunteers.

COMMUNICATE TO YOUR AUDIENCE

Brand the Event

- Create a campaign that demonstrates the new policies you've implemented.
- Offer statistics as to why your organization is managing its event with environmental sensitivity.
- Include your initiatives in all promotions, ads, and electronic mailings.
- Develop a slogan, create a theme.
- Add a footnote to your email blasts of your choice to reduce paper consumption.

If you have used recycled printed materials include a tagline of its contents and mark it with appropriate recycled logos.

Seek out feedback - create an online survey

- Survey your participants on their experience.
- Find out what practices were largely successful and what proved to be more challenging.
- Use it to educate your organization about the event itself.

Share your results

Post-event results demonstrates its effectiveness. Share the successes on your website. To prepare for this, you can maintain a post-event log documenting the number of trash bags used, napkins, etc. to track impacts over time. It reaffirms the positive actions of all involved and helps set next year's goals.

Communicate your message to vendors

Vendors can benefit from your knowledge and efforts. Your purchasing power creates change. Request eco-friendly products.

Inspire - There's always room for new ideas

We love new ideas! Your inspiration can lead to new initiatives. Think of some, use them and share them.

Events are unique. You may have an idea that hasn't been covered yet. If you come up with new initiatives, share them with other organizations and with us.

Also, provide volunteers, vendors, and attendees the opportunity to suggest additional ways the event could become more environmentally responsible. It's catchy!



Did you know:

If the entire world lived like the average American, we'd need 5 planets to provide enough resources. Our carbon footprint is still double the per-capita average of most of the world. Though America would have to reduce our carbon-emitting habits by 83% in order to be sustainable, that's not quite as insurmountable as it sounds. A shift toward renewable energy, conservation, more efficient waste management will go far toward decreasing our footprint as a nation.

Recyclable vs. Biodegradable vs. Compostable

These likable terms aren't as easily distinguishable as some may think. Here's a quick summary of differences between recyclable, biodegradable and compostable:

RECYCLABLE:

'Recyclable' products can be collected and reprocessed to produce new items. Common recyclable materials are: paper, cardboard, plastic, glass, aluminum, and electronic waste. Recycling is very important in diverting waste from landfills. Our Nantucket recycling center accepts plastic, aluminum, glass and paper in clear bags.

BIODEGRADABLE:

'Biodegradable' simply means that a product will break down completely into carbon dioxide, water and biomass within a reasonable amount of time (if perhaps slowly) into benign substances in the natural environment. The term 'biodegradable' however has no legal enforcement or definition. Therefore, the term has been used loosely by some manufacturers. One important thing to remember is that biodegradability is a desirable feature in products such as cleaning agents. Conventional cleaning agents will often release harmful phosphates and volatile organic compounds (VOCs) as they break down, but biodegradable versions will not. Products that are labeled as 'biodegradable' can be disposed of in your garbage. However it is important to remember that landfills lack the microorganisms and oxygen required for waste to biodegrade in a timely manner, so you should still try to minimize the amount of wasted material.

COMPOSTABLE:

'Compostable' products are a subsection of biodegradable, but with an added benefit: when they break down, they release valuable enriched nutrients into the soil, aiding the growth of trees and plants. They also pose no threat to human or ecological health through their disposal. These products degrade within several months in an industrial composting facility, diverted from landfills, and produce no toxic residues. Compostability is a desirable feature in traditionally-disposable products such as plates, bowls, cups and cutlery. These products are commonly made out of PLA (Polylactic acid), bagasse (sugarcane fiber) or vegetable starch. It is environmentally-preferable to use disposable products that are labeled 'compostable' rather than just 'biodegradable'.



Did you know:

Our local waste facility composts up to 80% of Nantucket's trash into usable topsoil. Through a multi-compartment filtered digester, acceptable composting materials are retained and processed over several weeks. The end result is high-quality organic compost that is free to residents for their garden uses.

Products that are biodegradable or compostable reduce waste and pollution and capture the full value of our increasingly scarce natural resources. Some companies will label their recyclable, biodegradable or compostable products.

Other Definitions

While there's plenty of "eco"-jargon to decipher, not all terms are clear. Here's a list of frequently used terms in the environmental area to assist you:

Sustainability - meeting the needs of the present without compromising the ability of future generations to meet their own needs. In terms of the environment, this refers to the act of not trashing our planet's resources so that our children will have a healthy place to raise their children.

Eco is a prefix that mostly relates to ecological or environmental terms. 'Eco' comes from Greek terminology, meaning 'home' or 'dwelling'. As the Earth is our home, ecology is the study of our Earth. Eco has recently evolved to refer to practices or products that are friendly to the Earth.

Green has become the symbolic color of environmentalism, chosen for its association with nature, health and growth. When something is described as 'green' it is considered environmentally- or eco-friendly.

Organic foods are produced according to certain production standards, meaning that fruits, vegetables, grains and nuts are grown without the use of conventional pesticides, artificial fertilizers, human waste, or sewage sludge, and that they were processed without ionizing radiation or food additives. Organic livestock are reared without the routine use of antibiotics and without the use of growth hormones. In most countries, organic produce must not be genetically modified.

The concept of **buying local** is simply to buy food (or any good or service) produced, grown, or raised as close to your home as possible. With industrialization, our food is now grown and processed in fewer and fewer locations, meaning it has to travel further to reach the average consumer's refrigerator. Although this method of production is considered efficient and economically profitable for large agribusiness corporations, it is harmful to the environment, consumers and rural communities.

Biodiesel refers to a non-petroleum-based diesel fuel consisting of short chain alkyl (methyl or ethyl) esters, made by transesterification of vegetable oil or animal fat (tallow), which can be used (alone, or blended with conventional petro-diesel) in unmodified diesel-engine vehicles.

A **renewable resource** is a natural resource that is replenished by natural processes at a rate comparable or faster than its rate of consumption by humans or other users. Solar radiation, tides, winds and hydroelectricity are perpetual resources that are in no danger of long-term availability. Renewable resources may also mean commodities such as wood and paper. Some natural renewable resources such as geothermal power, fresh water, timber, and biomass must be carefully managed to avoid exceeding the environment's capacity to replenish them. The term has a connotation of sustainability of the natural environment. Gasoline, coal, natural gas, diesel, and other commodities derived from fossil fuels are non-renewable. Unlike fossil fuels, a renewable resource can have a sustainable yield.

Alternative energy refers to any source of usable energy intended to supplement or replace conventional energy sources such as fossil fuels and nuclear fission. Alternative energy is often used synonymously with renewable energy, although some non-conventional sources are not renewable, and some renewable sources like hydroelectricity are conventional.

A **hybrid electric vehicle (HEV)** is a hybrid vehicle which combines a conventional propulsion system with a rechargeable energy storage system (RESS) to achieve better fuel economy than a conventional vehicle.

A **compact fluorescent lamp (CFL)**, also known as a compact fluorescent light or energy saving light (or less commonly as a compact fluorescent tube), is a type of fluorescent lamp. Many CFLs are designed to replace an incandescent lamp and can fit into most existing light fixtures formerly used for incandescents. Compared to general service incandescent lamps giving the same amount of visible light, CFLs use less power and have a longer rated life.

A **light-emitting diode (LED)** is a semiconductor light source. LEDs are used as indicator lamps in many devices like remote controls and video displays, and are increasingly used for lighting. Originally early LEDs emitted low-intensity red light, but modern versions are available across the visible, ultraviolet and infrared wavelengths, with very high brightness. LEDs have lower energy consumption, longer lifetime, improved robustness, smaller size, faster switching, and greater durability and reliability than incandescent light.