



# ZERO WASTE EVENTS TASMANIA

## ABOUT

The Zero Waste Events Tasmania (ZWET) Program is a multifaceted project with an aim to facilitate adoption and acceleration of change in waste behaviours of event organisers and their patronage. The project is managed by Visit Northern Tasmania, supported by the Tasmanian Government through Events Tasmania and delivered by a team of key partners.

This project will include networking and workshops, development of guides and tools as well as an individual event coaching elements.

The goals of the ZWET program are for event organisers to:

- Be empowered to be leaders in waste management practices, consistently and coherently, and to lead by example to amplify change throughout Tasmania and beyond.
- Reduce their environmental impact by reducing material use, especially food waste and single use items (Avoid Generation).
- Redesign event set-ups and delivery systems to strive for regeneration (Regenerate).
- Achieve zero waste to landfill and thus reduce their associated emissions and pollution (Divert).
- Contribute to behaviour change at events and normalise better behaviour for a diverse range of patrons beyond the time and space of the event (Education and Behaviour Change).

## WHAT IS THE ISSUE?

Events are temporary in time and space, so setting up new systems are by nature difficult. Events have evolved to be reliant on single use items for construction of temporary sites and venues as well as for the distribution of consumables and non-consumables (food, show bags, etc). This has traditionally generated a large volume of material needing collection to recycling processors at best, but more commonly to landfill.

Events are often located in or adjacent to open natural spaces such as harbours, river lands, parks or farmland. The open nature of events makes the single use items more likely to become litter (though wind, rain) that pollute the site, land and waterways.

Patrons participate in events recreationally to engage with their community, via culture, sports and food. It is ironic that this point of connection has become associated with a consumption behaviours and material consumption that directly and indirectly harm communities.

Changing practices for reliance on single use packaging and construction material as well as on plastics has lagged in many regional areas and especially for smaller events. We know that the reasons for this are many and include lack of understanding, lack of access to resources to implement change at event level, lack of access to processing and waste services to facilitate change as well as perceived, and real, cost associated with change.

It is also more difficult for an event to change practices alone, as the participants may struggle to change their behaviour just for one event. As such, the need for a consistent and coherent approach is required. Information and on-ground assistance is also required to bridge the gaps of understanding, resourcing and skills development.

# WHAT IS ZWET DELIVERING TO EVENTS IN NORTHERN TASMANIA?

The idea of ZWET came from the identified need from a few events in the region. Some events were seeking advice and assistance, knowing that things could be done better (and indeed are done well by some events!) but that others were lagging behind. The drive was to create a regional approach, recognition for sustainable practices and to collaboratively raise awareness and set a standard for our local as well as travelling patrons.

The scope of this project covers 18 months over four stages that seeks to deliver technical information to the region, engagement of event stakeholder managers and staff and an applied coaching element. The proposed plan will:

- Research and document current existing event policies and initiatives in Tasmania, Australia and internationally.
- Engage in a workshop with event organisers to understand current practices and barriers to change, as well as to seek input for what type of assistance is desired and needed.
- Analyse existing information applicable to Tasmania's events industry and thus identify the gap in information, adaptation, and facilitation required.
- Develop a Tasmanian specific suite of assets that complement existing resources. For example, this may be a guide/decision tree to facilitate decision making and templates for making a Waste Management Plan and assessing performance (audit sheets, patron surveys etc.).
- Promote zero waste practices at events through program promotion, social media, event databases and relevant channels.
- Design specific training components and associated communication tools to be applied to the coaching element of the program.
- Deliver direct coaching and on ground training to events.

## PROJECT CONTACTS

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