

# CITY OF RICHMOND **COOL RICHMOND 2016 CASE STUDY**



# COOL Richmond 2016 Case Study

## Situation

In late 2013, the City of Richmond was invited to become a development partner with the International Academy of Sport Science Technology/Académie Internationale des Sciences et Techniques du Sport (AISTS) in Lausanne, Switzerland for the development and implementation of the Sustainable Sport and Event Toolkit (SSET). In 2014, a three-year partnership with AISTS was approved to promote the City of Richmond as a leader in sport, sustainability, event management and economic development.

To enhance the ability of event organizers to host sustainable events within the City of Richmond, we simplified the SSET to a manageable and easy to use 'Richmond Sustainable Event 7-Step Quick Guide'.

## Task

As the concept of a sustainable event was vague to most local event organizers and their perception was that incorporating sustainability would cost them more money or place significant restrictions on their ability to produce an excellent event, we needed a method of:

- **Socializing** the concept of sustainable events that overcame any negative misconceptions
- **Distributing** the 'Richmond Sustainable Event 7-Step Quick Guide' to local event organizers.
- **Showcasing** services offered by the City of Richmond and other vendors in Metro Vancouver that could assist local event organizers in producing a sustainable event.

We felt that the best way to accomplish the objectives above was to host an Event Sustainability Exhibition.



## Actions

As events within the City of Richmond range from small community gatherings to major international sporting competitions, we had to create an event that would appeal to as wide a variety of participants as possible and include practical tips applicable to community event organizers (as these small event organizers would make up the bulk of the attendees).

The event was branded under the name COOL Richmond 2016 to reference both the need to cool our warming planet and that events could be both sustainable and spectacular.



COOL Richmond 2016 contained four major elements: meetings, a trade show, speakers / educators, and entertainment.

To ensure that City staff were well educated on our sustainable events program, meetings were held at the event to review the objectives of the City partnership with AISTS and to review the 'Richmond Sustainable Event 7-Step Quick Guide'. Additionally, Basic (a biodegradable cutlery vendor) held a workshop with local restaurant industry participants regarding the benefits of biodegradable cutlery and their complete line of products.

The trade show component allowed a wide variety of local exhibitors, including the City of Richmond, to showcase their sustainable solutions: from water and bike stations to sustainable wineries and transportation.

An array of star speakers were invited to attract local event organizers to the event, including:

### Ann Duffy

President of the Ann Duffy Group and former Corporate Sustainability Officer for VANOC (the Vancouver 2010 Games Organizing Committee).

### Marc Stoiber

Sustainability and Brand Marketing Expert.

### Geert Hendriks

Head of Projects, International Academy of Sports Science and Technology and Manager, Sustainable Sport and Events Centre.

### John Donnelly

Independent producer of concerts and events, including 3 Celebration Sites at the Vancouver 2010 Winter Olympic Games, 5 major festival properties for City of Surrey, a new summer concert series in North Vancouver, and numerous corporate events and awards shows.

### Matt Carrico

Founder of the successful Main Street and Car Free Day local festivals.

### Jane McFadden

Producer of the Khatsahlano Street Party; a free outdoor Music & Art Festival that attracts more than 150,000 locals every year.

For entertainment, Circus West performed acrobatics amongst the crowd in between speaker presentation from the main stage and [inset details about that cool violin DJ].

Additionally, to prove that events can be both sustainable and spectacular, COOL Richmond 2016 was produced following our own 'Richmond Sustainable Event 7-Step Quick Guide'.



### 1. **Create a Sustainability Commitment Statement**

“COOL 2016 is committed to fostering positive environmental, social, and economic impacts for current and future generations within the local community.”

### 2. **Waste Reduction and Recycling**

Richmond’s Green Ambassadors volunteers were on site to assist attendees with the proper disposal of their garbage and recycling. Food scraps collected from this event were sent to Metro Vancouver’s designated composting facility to be recycled into nutrient-rich compost. Mixed containers were sent to a local processing facility and sold to end-markets in BC.

### 3. **Make Smart Water Choice**

Richmond portable water stations were on site during the conference, meaning attendees could bring their own refillable water bottle from home and have free, clean, fresh, and cold drinking water. Since summer 2014, the water stations dispensed approximately 52 cubic meters, or 52,000 litres of water – which is equal to 104,000 water bottles filled.

### 4. **Positive Local Impact**

COOL 2016 educated and provided local community event organizers economical and practical tips and tactics to run a successful and sustainable event, large or small.

### 5. **Promote Public and Clean Transportation**

COOL 2016 was held at the Richmond Olympic Oval conveniently located close to a major transportation hub in Richmond. The Oval is only walking distance (2.2 km) to the Aberdeen Station of the Canada Line Sky Train. There was a Wheel Watch station available for attendees to park their bikes.

### 6. **Make Smart Food Choices**

COOL 2016 event showcased a few food trucks, local catering, brewery and winery companies. Healthy and locally sourced food samples were distributed using a combination of reusable cutlery and plates and well as compostable ones.

### 7. **Support Sustainable Accommodation**

The COOL 2016 website listed local hotels that were both close to the event and part of the Green Key Eco-Rating program, a graduated rating system designed to recognize hotels, motels and resorts that are committed to improving their environmental and fiscal performance.

## Results

Approximately 350 people attended COOL Richmond 2016 and received the 7-step quick guide. Additionally, City staff and event organizer attendees were able to make numerous new contacts with sustainable event providers.

Since hosting COOL 2016, the following additional benefits have been realized:

- The City has received 27 applications for Event Champions program.
- The City has been able to expand many of its sustainable event services.
- Creating a sustainability commitment statement is now required for all event permit and Richmond Sport Hosting incentive grant program applications.
- The creation of a 'Sustainable Food Services Quick Guide' for event organizers and planners.
- Greater use by the community of the City of Richmond sustainable event resources and services, including 50 events supported with over 700 recycling receptacles used by over 170,000 event attendees in 2016 alone.

