#SAGREEN

SMALL CITY, BIG EVENTS
SALMON ARM'S "GREEN" EVENT FUNDING PROGRAM

HOW IT WORKS

01

Why go SAGreen?
Salmon Arm is home to an emerging event-hosting industry with successful annual traditions and new events each year. As part of the MRDT event fund program, Salmon Arm is looking to help encourage event planners to think strategically about planning eco-minded events in the community. As an incentive to the program, Salmon Arm's MRDT Committee is offering a unique funding opportunity in 2024, as a pilot program, to attract eco-minded events!

02

Is your event SAGreen qualified?
We've taken the guess-work out of the equation for you. Start by reviewing the qualifications guidelines available online, fill out the online application form and contact us directly if you have any ideas or questions. We are looking for innovative ways to host sustainable events in our community. We are seeking events that are dedicated to reducing their environmental footprint.

03

How to apply?
It's simple! Fill out the online application form HERE. The review committee will discuss and determine if your event qualifies for funding, or other ways to support your event and provide a response.

04

Explore event examples!
Looking for ideas & inspiration? There are numerous industry leaders in green event planning. We've gathered a list of examples to help get the ideas flowing! Check out our list HERE. We also welcome your ideas and suggestions!

Questions?
Connect with us today & visit our website.
250.833.0608 (MRDT Program)   projects@saeds.ca

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WHAT MAKES AN EVENT SAGREEN?

GUIDELINES
EXPLORE THE SAGREEN PRIORITIES FOR YOUR EVENT!

Reduce Waste

- No 'throw away' or wasted items sold or provided at event (i.e. no disposable dishware or compostable)
- Offer compostable & recycling solutions, washable items or a 'bring your own' campaign (i.e. managing/ hosting waste solutions)
- Promotional materials, signage or attendee items (i.e. name tags, lanyards, reusable signage options) digitized or not single-use items to reduce waste
- Volunteer management or 'leave no trace' planning for event clean up
- Marketing and communications with guests, attendees, volunteers or staff prior to event and during (i.e. MC)

Support Local

- Procurement of local items, foods, products (i.e. could also be pesticide-free)
- Sustainably packaged products, merchandise or local gifts
- Venue management, values & logistics (i.e. what is the environmental plan at the event site or venue?)
- Local hospitality or accommodations (i.e. staying local overnight for event and reducing travel or gas-emissions)
- Plan event in a way that reduces the overall carbon footprint and environmental impact

Sustainable Exploration

- Transportation options, shuttle, carpooling or planning efforts to utilize active and lower carbon transportation options
- Consideration for the time of year and activities planned during the event
- Offering itineraries, maps, local information to attendees that communicates safe & sustainable exploration in the area
- Consideration for power-usage, time of day, time of year/season during event
- Information about travel alerts and information for those travelling to region

Water Conservation

- Water conservation is becoming increasingly important in the community, especially on hot summer days, during wildfires or draughts. How will your event consider water conservation and protecting the natural wetlands and water sources in our community?
- Refillable water stations and potable water access
- Is the event utilizing water, rivers, lakes, wetlands, beaches or any outdoor environments near the waterways in the area? Consider what information will be shared with guests or promoted based on the time of year of the event and location.
- Are there any special permits required for event (i.e. fire permits, fishing licenses, boating licenses?) How are you educating the guests/participants?

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EVENT EXAMPLES

THERE ARE MANY EVENTS, LOCAL BUSINESSES AND PROGRAMS IN OUR REGION THAT ARE CARVING A 'GREEN PATH' FOR US ALL! CHECK OUT THESE EXAMPLES!

City of Salmon Arm

- On June 10, 2019, Salmon Arm Council officially adopted the Single Use Plastic Bag Bylaw, No. 4297
- The City provides food waste collection, as well as recycling, yard waste and compost on schedules
- The City also utilizes the 'Recycle Coach' mobile phone app
- To better manage water demand and ensure sufficient supply during summer months and more severe drought conditions, the City of Salmon Arm has implemented a multi-stage restriction strategy for outdoor water use. These restrictions apply to all properties in Salmon Arm (residential, commercial, industrial, institutional, farm, etc.) that use the City water supply.

CSRD

- Columbia Shuswap Kickin' Compost is a soil supplement, not a soil replacement. The humus created in the composting process can add valuable fertilizer to aid in plant growth, increase the organic matter in the soil, increase water retention, and help attract beneficial organisms such as earthworms.
- The CSRD currently produces compost from the yard and garden waste at the Salmon Arm Landfill.
- Through a partnership with FortisBC the methane gas collected is being processed and upgraded to pipeline quality, which is then being delivered to the FortisBC pipeline for distribution to homes and businesses in Salmon Arm.
- The landfill gas capture project was the 2012 winner in the waste category for the FCM Sustainable Community Award.

Shuswap Trail Alliance

- The Shuswap Trail Alliance exists as a collaboration of partners working together to create purpose built, sanctioned and sustainable trails throughout the Shuswap region. Their vision is Connected Trails, Healthy Communities and through thoughtful collaboration, they develop, operate, maintain, and promote non-motorized trails throughout the Shuswap.
- They see success as people living actively, enjoying nature, and demonstrating a commitment to sustainability.

ROOTSAndBLUES Festival

- Salmon Arm is home to the ROOTSandBLUES music festival (annual event).
- The Salmon Arm Folk Music Society is dedicated to reducing the environmental footprint of the annual ROOTSandBLUES Festival and is an example of how community members are placing high value on sustainable practices. They invest money and resources into implementing green solutions that help to mitigate their environmental impact.
- This event is a benchmark and sets a high standard for event hosting not only in Salmon Arm but in all of BC. The festival has programs dedicated to: Carbon Reduction, Waste Stream Reduction, Reduce/Re-use/Regift/Refuse/Repair/Recover, Equipment Sharing Program, Generator Reduction Program
- While other event planners and venues are also thinking more 'green,' this music festival sets a positive example in Salmon Arm.

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Meet4Impact

- MEET4IMPACT is a non-profit organization aiming at changing the way we plan, measure, and talk about the business events industry.
- #MEET4IMPACT takes pride in working with organizations and associations worldwide. Although each project is unique, our methodology is universal and aims to create a more resilient, resourceful and sustainable tourism industry globally.
- For example "Explore Edmonton" project.

GreenStep Solutions

- GreenStep is a social enterprise that helps businesses and organizations measure, report on, and improve their sustainability performance and take climate action.
- They provide sustainability and regenerative strategy development, climate action plans, product lifecycle analysis, and a range of certification programs, software tools, and consulting services.
- There are many programs and resources available such as EcoFund, Sustainable Tourism, Business Certification and their Carbon Footprint Measurement.

RDOS Festivals & Events Toolkit

- Developed for the Okanagan-Similkameen, yhis toolkit is designed for festivals and events in the RDOS to use for setting up and maintaining successful waste diversion programs. It is intended for event organizers, conference coordinators, green teams, local governments, and concerned citizens.
- The 'Hot to Guide' provided is designed to help event planners understand the benefits of waste reduction, and provides guidance and checklists for before, during, and after the event.

ISO 20121 Sustainable Events

- This International Standard has been developed to relieve the strain on local infrastructure and utilities, reducing the potential for conflict in communities where events are hosted.
- ISO 20121 offers guidance and best practice to help you manage your event and control its social, economic and environmental impact.
- Resources for event planners can be found, including the event sustainability management systems.

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SD#83 South Canoe Outdoor Learning Program

- The mission of the school community is to inspire learners to act wisely by cultivating healthy relationships with nature, community, and self.
- At a macro level, their aim is to develop a successful program that is replicable in our district and beyond, while contributing to the cultural shift in education towards human and planetary health.
- They believe that thoughtful and active learning outdoors in a supportive community allows us to connect and relate to others and to the natural world, which together enables and inspires us to act wisely.

Salmon Arm Earth Day Gathering

- Hosted by Downtown Salmon Arm, The Salmon Arm Arts Centre and Song Sparrow Hall, the Earth Day gathering at Ross Street Plaza.
- Focus on conservation and being low-waste, the gathering featured booths from local organizations, businesses and clubs that prioritize environmentalism. Children had the opportunity to make bug houses and cardboard planters for their gardens and there were a few opportunities to take home seeds packets and saplings.
- Electric vehicles were on display.
- Runaway Moon Theatre's Walk of the Woods tree parade.

TOTA Biosphere Program

- Biosphere is a Sustainable Tourism System certified by the Responsible Tourism Institute, an international certification body that maintains a Memorandum of Understanding with UNESCO, is affiliated to the World Tourism Organization, and is a member of the Global Sustainable Tourism Council. The system is aligned with the United Nations 17 Sustainable Development Goals and the Paris COP21 Accord to Fight Climate Change.
- TOTA's Biosphere Commitment Program allows tourism industry stakeholders within the Thompson Okanagan to become involved. The Commitment Program follows a simple process in order to be recognized as a Biosphere Committed Company. In Salmon Arm, Song Sparrow Hall is part of this program!

Adams River Salmon Society

- The Adams River Salmon Society is run by a volunteer board of directors who are committed to promoting the conservation of wild salmon and the cultural resources of Tsútswecw Provincial Park through education and interpretation.
- An interpretive facility has been developed to help visitors to appreciate and understand the ecology of the salmon and the environment. The Interpretive Centre plays an important role in the regional economy by attracting people to the area and providing recreational opportunities that enhance the quality of life for residents and visitors.
- The Society has been working with partners on the restoration of the former overflow parking lot, which began with the planting of over 1,000 tree seedlings in the spring of 2010. Each year the Society takes on other projects to help with fulfilling our mandate to encourage and facilitate the education and conservation of the natural and cultural resources of Tsútswecw Provincial Park.

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