

## Penguin Friendly events - minimising waste and litter

The 2017 Penguin Friendly Events project participated in a variety of community run events within the City of Port Phillip to investigate how waste and litter were generated and to identify leverage points to minimise waste and litter at future events. The project engaged positive wildlife messaging to eliminate waste and litter.

### Organisation / Business Snapshot [80 Words].

The Penguin Friendly Events project was delivered by the City of Port Phillip in partnership with Port Phillip EcoCentre. Both organisations have strategic commitment to reducing waste and litter through their:

- [Toward Zero Sustainability Environment Strategy](#) – City of Port Phillip
- Empowering and engaging community, to actively cultivate long-term social and environmental well-being – Port Phillip EcoCentre [Strategic Plan 2015 - 18](#)

### Background [80 Words].

How and why did the program come about?

The City of Port Phillip's Sustainability Team is often approached by organisers of community events seeking zero waste support for their community events. The place-based, cross-sector project Penguin Friendly Event project was developed to assist community organised events prevent community event litter and waste going to landfill and the environment.

The project aligned to the following elements from the VLAA best practice model:

- Education (formal and experiential)
- Working together
- Good communication and
- Monitoring and evaluations

### Project [160 Words].

What were the aims / objectives?

How were they measured?

What was done?

Key actions

Who was involved?

What did they do / how did they contribute?

The aim of the Penguin Friendly Events project was to support event organisers for 10 City of Port Phillip events (see table for list of events) to identify the common leverage points that when implemented they would reduce an event's waste and litter.

|    | Date                            | Event   |
|----|---------------------------------|---|
| 1  | 4 March 2017<br>9am – 4pm       | Albert Park Primary School Fete                                       |
| 2  | 18 March 2017<br>Noon – 4pm     | Port Melbourne Community Carnival, Port Melbourne Neighbourhood House |
| 3  | 25 March 2017<br>10am – 1pm     | Get Striped Markers project@ St Kilda Primary School                  |
| 4  | 3 April 2017<br>11 – 3pm        | Piers Festival  |
| 5  | 30 April 2017<br>10 – 2pm       | Garden City Party   |
| 6  | 27 May 2017<br>10am – 12noon    | SkillsFest Creatures of the Bay                                       |
| 7  | 17 June<br>2pm – 4pm            | Creatures of the Bay art exhibition                                   |
| 8  | 15 September 2017<br>10am – 2pm | Sustainable Schools Festival. St Kilda Town Hall and EcoCentre        |
| 9  | 20 October 2017<br>10am – 2pm   | Community Garden Group & Bike group combined community lunch          |
| 10 | 29 October 2017<br>9am – 4pm    | St Kilda Primary School fete  |

A planning meeting (and follow up emails and conversations) was organised for each of the 10 events. The following information was captured for each event:

- Understanding the purpose of the event
- Location and time of day of the event
- The size of the event space and number of people they hoped to attract
- Audience including age, are they residents or visitors and how participants travelled to event
- What food and drink stalls were participating
- Documentation associated with booking a stall
- Bins and the management of waste

Each event had an information stall promoting Port Phillip Bay's amazing wildlife and raising positive messaging awareness of the impacts of litter. Staff and volunteers from the Port Phillip EcoCentre provided participants actions that they can individually implement.

Waste and litter audits were conducted at 7 of the events (target was 5 events).

## Outcomes [80 Words],

Please note the following is a combination of 3 sections within the case study template: Outcomes [80 Words], success factors (80 words), and take home learnings (80 words). See Appendix 1

Data that was collected during the project which contributed to the evaluation

What was achieved?

Qualitative and quantitative data and findings

The Penguin friendly events project has identified the following different audiences and their roles preventing waste and litter at a community event:

| Audience                                      | Intervention   |
|---|--|
| Event Organisers                              | Event is to have a no plastic straws, no balloons and no individual sauces (tomato, BBQ and soya sauce) stance. Include a zero waste agenda item in all pre and post meetings  |
| Community food/ drink stall                   | Management and planning of waste/ litter minimisation to occur in pre-event organising meetings  |
| Commercial food/ drink vendor                 | Waste and litter minimisation clauses to be included in the event stall registration form. These clauses to cover packaging items that are / are not allowed and how the waste of the stall is to be managed (landfill, recycling, organic and soft plastic).  |
| Stall holder associated with event organisers | Lead by example and not provide individually packaged give-away items (eg lollies, biscuits, or balloons). Confirm if waste associated with the stall is to be removed by the stall holder or can it be included in the event bins. The management and planning of waste/ litter minimisation to occur in pre-event organising meetings  |
| Other stall holders                           | Request that the stall holder doesn't provide individually packaged give-away items through written clauses in the event registration form. Also confirm if waste associated with the stall is to be removed by the stall holder or can be included in the event bins (eg empty boxes or food scraps).   |
| Event volunteers                              | Volunteer induction to include a zero waste component including what goes in which bin, where the cigarette butt bins are (to be used during their breaks) and if they see litter pick it up (or organise someone to pick it up)   |
| Event participants                            | Provide clearly marked and signed bins that are located in relevant and visible locations. Where possible use red and yellow bin caps (or similar) and have both a landfill and recycle bin located beside each other (not in separate locations). Consider providing picture signs at each food stall showing which bins each packaged item can go in. Where possible, the zero waste message can be shared with participants prior to the event eg school newsletters or event promotional items |
| Waste contractor/ volunteer                   | Ensure that a contractor or volunteers have been organised to observe and manage the bins and collection of litter. The bins are to be regularly checked and where possible the cross-contaminated items placed in the correct bin and that litter is collected. Identify which stall the litter is being generated from and communicate with the stallholder to either stop handing out the items creating the litter or asking their participants to do the right thing.                         |

## **“Quote Place your copy here [1-2 lines, 10 Words]”**

“The conservative estimation is that 10,000 items will be diverted annually from waste streams through the use of the War on Waste Washing up Kits” Joint School Penguin Friendly Organising Committee

### **Success factors [80 Words].**

What worked well in the project?

See Appendix 1

### **Challenges [80 Words].**

What challenges were faced? What would you do differently next time?

The timeline of the funding and when events were being held was a challenge. The delay in funding being announced meant the project missed the opportunity to demonstrate how the War on Waste washing up kit works and how community groups can use it. Please see the Penguin Friendly event – zero waste school fete or event case study for more information about the War on Waste Washing up kit.

### **Take home learnings [80 words]**

Overall findings and learnings from the project. Did it work? If someone else was to replicate the project, what advice would you have for them?

### **See Appendix 1 Next steps [80 Words].**

What next for the project / organisation? Will you continue to deliver the project, build on the learnings, etc.?

Next step is to share this case study with City of Port Phillip staff who work with community groups to hold events especially events, communications and sustainability staff. Also, to include this case study in City of Port Phillip communications with community groups and organisations who are hosting or thinking of hosting local events. There could also be the opportunity to present this project at relevant conferences or network meetings.

### **Further information**

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Photos



Piers Festival: Stall (with roving pirate performer) and individually wrapped gifts available on a community stall that then became litter or placed incorrectly in the recycling bins



Port Melbourne Community Carnival and information stall



SkillsFest litter prevention workshop by Beach Patrol (and human sized penguin) and participants watch [BayKeepers film](#)



Bin auditing and soft plastic recycling at school fetes

## Appendix 1

### City of Port Phillip Penguin Friendly Events

The information in the following table will assist organisers of community events within the City of Port Phillip to include waste and litter reduction actions within their events, with the target of being zero waste.

|   | Event                             | Organiser   | Date and time | Location                        | Purpose   | Audience  | Food/ drink stalls  | Documentation  | Bins  | Feedback and Suggestions  |
|---|-----------------------------------|---|---------------|---------------------------------|---|---|---|--|---|---|
| 1 | Albert Park PS Fete               | Albert Park PS organising committee (parents and staff) | 4 March 2017  | Albert Park PS                  | Fundraising for the school and to strengthen connections within the school and local community                        | Approx. 2,000 students, families and friends of school and surrounding community. Majority of participants walked | A combination of school fundraising and other stalls.                           | Non-school stalls completed an application process with zero waste clauses | Extra bins were organised – both 240L and 1100L skip bins. A collection the day after event was also organised<br><br>Audits completed  | Red and yellow bin caps and signage on each 240L bin would have reduced contamination.<br><br>Using the War on Waste washing up kit to reduce landfill and recycling volumes  |
| 2 | Port Melbourne Community Carnival | Port Melbourne Neighbourhood Centre (PMNC)              | 18 March 2017 | Street closure in front of PMNC | Unmasked - Uncovering the Heart of Port Melbourne, exploring and celebrating the essence of this resilient community. | Approx. 400 locals, majority who walked   | One BBQ stall run by local community group. Cold non-alcoholic drinks also sold | Stalls completed an application form to have a stall                       | Used existing bins from the PMNC<br><br>Audits completed. Worst litter item was from lollies handed out from local business stall and cigarette butts (outside event area but where | Great work on not allowing plastic straws or balloons.<br><br>Through the application process request that stall holders not give out individually wrapped items (like lollies) or any items with plastic or balloons. Provide and use a butt |

|   | Event                      | Organiser   | Date and time | Location                               | Purpose   | Audience   | Food/ drink stalls                                | Documentation   | Bins  | Feedback and Suggestions  |
|---|----------------------------|---|---------------|--|---|--|---|---|---|---|
|   |                            |   |               |  |   |  |   |   | event patrons gathered to smoke   | bin in the designated smoking area  |
| 3 | Get Striped Makers project | Space 2b social design                              | 25 March 2017 | St Kilda PS                            | A celebration of diversity acceptance and respect through creative arts   | Approx 150 Farmers Market patrons, local residents, those interested in cultural diversity and creative arts | N/A – event was workshops and forums              | People register or turn up for workshops and forum                  | Used existing bins within the rooms at the school   | Potential opportunity to run a creative arts workshop relating to reducing waste and litter through reuse.  |
| 4 | Piers Festival             | Multicultural Arts Victoria                         | 9 April 2017  | South Melbourne Town Hall <sup>1</sup> | An event that recognises the significant social, economic and cultural contributions made to Victoria by the many immigrants who arrived through Port Melbourne | Normally thousands but numbers reduced to less than 1,000 due to inclement weather                           | All food and drink stalls were by private vendors | Good documentation for booking stalls with clauses for food vendors | The event has its own waste management plan and engages a contractor to organise and manage the bins (and toilets) and waste during the event<br><br>Audits completed | Great work on not allowing plastic straws or balloons through contract clauses.<br><br>Through the application process request that stall holders not give out individually wrapped items especially lollies and biscuits |
| 5 | Garden City Picnic         | StarHealth <sup>2</sup> and local community members | 30 April 2017 | Garden City Reserve, Port              | An event for locals to meet each other and to learn about   | Under 200 local families who live within walking   | Pizza stall and BYO picnic                        | N/A   | Just the bins at the Reserve  | Well done on reducing waste by serving pizzas by the slice on serviettes not as   |

<sup>1</sup> Relocated from Station Pier to South Melbourne Town Hall due to bad weather

<sup>2</sup> Formerly Inner South Community Health

|   | Event      | Organiser                | Date and time | Location                                  | Purpose  | Audience  | Food/ drink stalls             | Documentation                          | Bins                        | Feedback and Suggestions  |
|---|------------|--------------------------|---------------|---|--|---|--------------------------------|--|-----------------------------|---|
|   |            |                          |               | Melbourne                                 | Beach Patrol   | distance  |                                |  |                             | <p>a whole pizza in a box</p> <p>Provide zero waste picnic ideas as part of the event promotion. Participants provided their own food and there was lots of packaging with what they brought. Most of this went home with them but it is still part of the CoPP's overall waste</p> |
| 6 | SkillsFest | Southport Uniting Church | 27 May 2017   | Southport Uniting Church, South Melbourne | Connecting local community and spreading the word to live more sustainably | Under 100 locals who live within walking distance | Tea and coffee within the hall | Emails to confirm stalls and workshops | Existing bins at the church | <p>The objectives of the SkillsFest align strongly with those of the Penguin friendly events project. As such there was minimum waste generated at the event, with all organic waste going into the community gardens compost bins</p>  |

|   | Event                               | Organiser   | Date and time     | Location                                   | Purpose  | Audience   | Food/ drink stalls                                       | Documentation  | Bins   | Feedback and Suggestions  |
|---|-------------------------------------|---|-------------------|--|--|--|--|--|--|---|
| 7 | Creatures of the Bay art exhibition | StarHealth <sup>3</sup> , and local community members | 17 June 2017      | Gasworks Art Park, Albert Park             | To showcase the student artwork from local schools.      | Approx 200 students, families and locals who travelled by public transport or car                                      | Tea and coffee   | Students had to submit their artwork   | Existing bins at the venue   | Artwork was created from litter items collected from beach and street. Art work had an environmental message. This art exhibition could be held again to continue raising the issue of litter through creative arts |
| 8 | School Sustainability Festival      | Port Phillip EcoCentre                                | 15 September 2017 | St Kilda Town Hall/ Port Phillip EcoCentre | School environment leadership event                      | 178 Environmental student leaders and teachers from local schools. Travelled by public transport, walked or car pooled | Morning tea provided, students bring their own nude food | Participating schools complete a registration form. Student families sign photo permission | Recycling and landfill bins in each room. Compost bins used at morning tea and lunch<br><br>Audits completed | Of the 10 events this was the closest to zero waste with only 0.6L landfill waste and no litter from 178 people.  |
| 9 | Community Garden Group              | Port Phillip EcoCentre                                | 29 September 2017 | Port Phillip EcoCentre                     | Community volunteers participating in communal gardening | 10 to 15 local residents interested in gardening and sharing a communal meal prepared from the garden. Walked or drove | Lunch prepared from garden                               | Participants complete an induction process   | 5 bin system – landfill, recycling, soft plastic recycling, worms and compost<br><br>Audits completed        | More detailed information or training could be shared at induction about what goes in each bin  |

<sup>3</sup> Formerly Inner South Community Health

|    | Event            | Organiser  | Date and time   | Location    | Purpose  | Audience  | Food/ drink stalls                                    | Documentation  | Bins   | Feedback and Suggestions   |
|----|------------------|--|-----------------|-------------|--|---|---|--|--|--|
| 10 | St Kilda PS Fete | St Kilda PS organising committee (parents and staff) | 29 October 2017 | St Kilda PS | Fundraising for the school and to strengthen connections within the school and local community | Approx. 3,500 students, families and friends of school and surrounding community. Majority of participants walked | A combination of school fundraising and other stalls. | Non-school stalls completed an application process with zero waste clauses | Extra bins were organised – both 240L and skip bins. A collection the day after event was also organised<br><br>Audits completed | Signage on the bins and at the stalls about which specific item goes in which bin.<br><br>Working with stall holders to have consistence in food packaging to make it easy for participants to know what goes in which bin |