

EcoLogo^{CM} Program Certification Criteria Document

CCD-095 Events (Draft 1.0)

November 2008

The EcoLogo^{CM} program is currently revising the certification criteria document (CCD-095) for Events (previously titled "CCD-095: Outdoor Community Events"). This document is a draft version of the new proposed CCD which is up for a four week stakeholder and public consultation period. For more information on how the proposed criteria were developed, please see the Background Note for CCD-095, which is available at:

<http://www.ecologo.org/en/criteriaunderdevelopmentandreview/criteriaunderpublicreview/>

If you wish to provide comments on this draft CCD, please read the instructions below.

What are the benefits of becoming a Stakeholder?

Participating in the EcoLogo standards development process has the following benefits:

- * Your organization will have the opportunity to express its viewpoint and contribute to the revision of the North American environmental standard for events.

- * The development of this environmental leadership standard will be highly publicized in mainstream media. If you agree to become a stakeholder, your positive involvement in the process will be publicized in kind.

- * You will have the opportunity to learn about green standards and practices and network with experts in a broad range of stakeholder groups, including other industry members, purchasers, consumer groups, academics, scientific researchers, NGOs and government representatives.

As a stakeholder, you will receive project updates and announcements, and will be invited to offer your comments and feedback. The total estimated time commitment is 10 to 15 hours.

How does the EcoLogo standards review process work and how do I participate?

We have established an online discussion forum for stakeholder comments and to advance the discussion of issues. By registering on the forum, stakeholders can post contributions in several pre-determined topic areas, or they can propose new topics for discussion. Please note that registered users will be able to view all documents related to the revision process and all comments received by stakeholders.

How do stakeholders register for the discussion forum?

To begin your participation and register for the review process:

* Send a request to ecologo.manager@gmail.com and specify your name (first and last name), indicating your affiliation, and your wish to participate in the events usergroup (CCD-095).

* Go on the following URL: <http://ecologo.forumactif.com> and register an account; for the username please use first initial and full last name.

Once you have registered, the Forum Administrator will assign you to a specific usergroup (i.e. according to your request above) and grant you privileges to participate in the discussion forums. You should receive a welcome email from the EcoLogo Development Forum ASAP.

While the EcoLogo discussion forum is the main tool for compiling comments, the EcoLogo program will also accept comments by e-mail and fax. These comments may also be posted to the online forum and will be viewable by all registered forum participants involved in the discussion.

This stakeholder consultation period will be open for 4 weeks beginning November 7, 2008. Comments must be received by December 5th, 2008.

Your time and input in helping us to establish the most stringent environmental standards are very much appreciated. We will send you a reminder as our closing date for comments approaches.

Sincerely,

Jocelyn Leney, Researcher, Science and Certification
jleney@terrachoice.com
EcoLogo Program Management
Attn: CCD-095 - Outdoor Community Events
TerraChoice Environmental Marketing Inc.
Toll free: 1.800.478.0399 ext: 242
Fax: 613.247.2228

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Introduction

The EcoLogo^{CM} Program is designed to support a continuing effort to improve and/or maintain environmental quality by reducing energy and materials consumption and by minimizing the impacts of pollution generated by the production, use and disposal of goods and services.

There are hundreds of events occurring in North America every day, including meetings, conferences, trade shows, concerts, sporting events, and festivals. These events may require electricity or fuel for sound, lighting, transportation, and other activities. As well, material resources are required, such as food products, tableware, signage, printed materials, and sanitary paper products. Events often generate significant amounts of solid waste and other waste products such as air emissions. Much of the solid waste produced at events is either recyclable or compostable; however at some events, a significant proportion of event-related waste may be sent to landfill. This problem can be easily avoided by selecting materials that can be recycled or composted using local facilities.

Based on a review of currently available life cycle information, the product category requirements will produce an environmental benefit through options such as purchasing renewable electricity, offsetting carbon emissions, waste minimization, appropriate waste disposal methods, and the use of environmentally preferable products and services at events.

Life cycle review is an ongoing process. As information and technology change, the product category requirements will be reviewed and possibly amended.

Notice

Any reference to a standard means to the latest edition of that standard.

The EcoLogo^{CM} Program reserves the right to accept equivalent test data for the test methods specified in this document.

Notice of Intent

It is the intent of the EcoLogo^{CM} Program to amend this document with requirements to:

- Use reclaimed wood or wood that comes from forests which may be demonstrated to be managed under a code of sustainable forest practices such as the FSC, CSA, SFI or PEFC-recognized scheme.
- Use double-sided printing and/or print two pages on each side of the sheet.

- Serve only seafood that is certified or recommended by an organization promoting sustainable seafood such as the Marine Stewardship Council or the Blue Ocean Institute.
- Serve only coffee that is certified Fair Trade.
- Reduce the use of disposable items (e.g. plastic carry bags, disposable tableware).
- Provide washing stations to encourage participants to bring their own reusable dishes.
- If disposable tableware must be used, purchase items with recycled content.
- Choose environmentally preferable decorations.
- Select the most energy-efficient lighting system suitable for the purpose.
- Give priority to private vendors that sell environmentally preferable products.
- Donate/reuse equipment, building materials or other items after the event.

Interpretation

1. In this criteria document:

"affiliate" means any person or group commissioned by the event organizers to provide an event-related product or service;

"compostable" means that a material is capable of undergoing biological decomposition in a compost site as part of an available program, such that the material is not visually distinguishable and breaks down into carbon dioxide, water, inorganic compounds, and biomass, at a rate consistent with known compostable materials. Compostable plastics must meet a recognized compostability standard such as ASTM D6400 (Standard Specification for Compostable Plastics) or ISO 17088 (Specifications for compostable plastics). Items lined/coated with plastic must meet a recognized compostability standard such as ASTM D6868 (Standard Specification for Biodegradable Plastics Used as Coatings on Paper and Other Compostable Substrates);

"event" means an activity (or a series of related activities) with a fixed duration which occur(s) at a particular geographic location, including but not limited to: conferences, meetings, trade shows, concerts, festivals, and sporting events;

"event organizer" means any person or group involved with the planning of any or all aspects of the event;

"non-affiliate" means any person or group selling or providing products, materials, or services at the event but whose products/materials/services (excluding those identified in this criteria document) have not been specifically requested/arranged by the event organizers or their affiliates; for example, vendors, exhibitors, sponsors, non-profit organizations, etc.;

"recycled material" means post-consumer material and pre-consumer material. It does not include by-products of an industrial process that can be, and regularly are, used in either the same process, or in a different process, except that proportion which originated as post-consumer material and pre-consumer material. It may include sawdust or planer shavings from sawmill operations;

“renewable fuel” means, for the purposes of this criteria document, fuels from biological origin that can be replenished by natural processes at a rate comparable to or faster than its rate of consumption by humans or other users (e.g. biodiesel, ethanol, vegetable oil, etc.);

“renewable fuel content” means the percentage of renewable fuel which is physically present in a fuel;

“renewable electricity” means electricity generated using resources which are replenished through natural processes or through sustainable management practices so that a resource is not depleted at current levels of consumption (e.g. solar, wind, small hydro, biomass, renewable fuels, etc.);

“reusable” means an item is sufficiently durable that it can be used repeatedly without a loss of quality;

“tour” means a series of related events wherein organizers, performers, and staff travel to various geographic locations, but participants do not, e.g. concert tours and travelling festivals (but not, for example, sightseeing tours); and

“Type I ecolabel” means a voluntary, multiple-criteria based, third party program that awards a license that authorizes the use of environmental labels on products indicating overall environmental preferability of a product within a particular product category based on life cycle considerations (e.g. EcoLogo^{CM} or Green SealTM).

Category Definition

2. This category includes all events and tours as further defined in the subcategories in this section. The subcategories are:
 - (a) CCD-095A – Events; and
 - (b) CCD-095B – Tours.

General Requirements

3. To be authorized to carry the EcoLogo^{CM}, the event or tour must:
 - (a) meet or exceed all applicable governmental and industrial safety and performance standards; and
 - (b) be carried out in such a manner that all steps of the process, including the disposal of waste products arising therefrom, will meet the requirements of all applicable governmental acts, by laws and regulations.

Product Specific Requirements: CCD-095A - Events

4. To be authorized to carry the EcoLogo^{CM} the event must obtain the points prescribed in each of the following three categories:
- Waste Reduction,
 - Materials, and
 - Energy, Carbon and Transport.

Waste Reduction Category

- (a) For the Waste Reduction category, the event must have completed any combination of the tasks described below to give a total of 5 points:
- 3 points: Containers are provided for the collection of at least the following materials: glass, plastic, metal, paper; and these materials are taken to a licensed recycling facility.
 - 3 points: Containers are provided for the collection of compostable tableware, and this material is taken to a licensed composting facility. (These points are only available if compostable tableware is used at the event.)
 - 3 points: Drinking water is provided in bulk containers.
 - 2 points: Containers are provided for the collection of food scraps, and this material is taken to a licensed composting facility.
 - 1 point: All condiments, including those provided by non-affiliates, are provided in bulk containers, not single-use packets

Materials Category

- (b) For the Materials category, the event must have completed any combination of the tasks described below to give a total of 6 points:
- 3 points: If cleaning products are purchased by the event organizers or their affiliates for use at the event, at least 50% of cleaning products are certified by a Type I ecolabel. (The percentage of products is based on the number of different products purchased, not by weight or volume of product used.)
 - 3 points: 100% of tableware used at all meals, snacks, coffee breaks and water refill stations is reusable. (Tableware includes all plates, bowls, glasses, mugs, and cutlery. Tableware provided by non-affiliates must be included.)
 - 2 points: If any single-use tableware is used, 100% of the single-use tableware is compostable. (Single-use tableware includes all plates, bowls, cups, cutlery and any other boxes or containers used to serve food items. Tableware provided by non-affiliates must be included.)
 - 2 points: All toilet tissue contains at least 70% recycled material.

- 2 points: All table napkins (including napkins provided by non-affiliates) contain at least **70%** recycled material.
- 2 points: All paper towels (provided in washroom facilities used by attendees) contain at least **70%** recycled material.
- 2 points: At least **10%** (by cost) of all food and beverages provided are locally sourced, meaning that all of the ingredients in the product were grown less than 160 km from the event location. (The total cost excludes food/beverages provided by non-affiliates. Water and alcoholic beverages are excluded from calculations.)
- 1 point: At least **10%** (by cost) of all food and beverages provided are certified organic. (The total cost excludes food/beverages provided by non-affiliates. Water and alcoholic beverages are excluded from calculations.)
- 1 point: All fine paper/cardboard products used at the event (e.g. signs, posters, handouts, reports, etc.) contain at least **30%** recycled material. (Materials provided by non-affiliates are excluded.)
- 1 point: All printed materials used at the event (e.g. signs, posters, handouts, reports, etc.) are printed using vegetable-based inks. (Materials provided by non-affiliates are excluded.)
- 1 point: If t-shirts are provided by the event organizers or their affiliates, these are made with **100%** certified organic fibres.
- 1 point: Signs/banners are not manufactured with vinyl compounds, e.g. PVC (polyvinyl chloride). (Signs/banners provided by non-affiliates are excluded.)

Energy, Carbon and Transport Category

- (c) For the Energy, Carbon and Transport category, the event must have completed any combination of the tasks described below to give a total of 3 points:
- 3 points: Attendees are provided with the opportunity to make donations which will be used to offset the carbon related to the event. (Carbon offsets must be purchased from a provider that has valid certification with an independent carbon offset certification organization.)
 - 3 points: **100%** of the grid-based electricity used at the event is renewable, where renewable means either of the following have occurred: electricity has been purchased from an electricity provider that has valid certification from an independent electricity certification organization, and/or renewable energy certificates (RECs) have been purchased from a provider that has valid certification with an independent REC certification organization.
 - 2 points: All generators (excluding those used by non-affiliates) are powered using fuel with a renewable fuel content of at least **20%**.
 - 1 point: Bicycle parking facilities are provided within 1 km of the entrance to the event.

Product Specific Requirements: CCD-095B - Tours

5. To be authorized to carry the EcoLogo^{CM} the tour must:
 - (a) be comprised of events, all of which *independently* meet all applicable criteria listed in Section 4 (CCD-095A – Events); and
 - (b) power at least 90% of the buses/trucks used to transport the event organizers, affiliates, staff, presenters, performers, and equipment between events on the tour using fuel with a renewable fuel content of 20% or greater.

Verification

6. To verify a claim that an event or tour meets the criteria listed in the document, the EcoLogo^{CM} Program will require access, as is its normal practice, to relevant documents, including event or tour plans, contracts with affiliates and/or suppliers, receipts for goods/services provided, and other documents as requested, as well as the right of access to the event or tour site(s) on an announced basis.
7. Compliance with section 3(b) shall be attested to by a signed statement of the primary event or tour organizer. The EcoLogo^{CM} Program shall be advised in writing immediately by the licensee of any non-compliance which may occur during the term of the license. On the occurrence of any non-compliance, the license may be suspended or terminated as stipulated in the license agreement.
8. Prior to the event or tour, a bond must be posted; the value of the bond is dependent on projected event attendance as specified below (for tours, the number of attendees represents the **total** attendance at all tour-related events):
 - 1,000 attendees or fewer: **\$500**
 - 1,001 to 10,000 attendees: **\$2,500**
 - 10,001 attendees or more: **\$5,000**.

This bond will be returned following the event if verification shows that the required points were obtained in all three categories. Otherwise, the bond will be donated to an environmental charity which is not affiliated with any person or association organizing the event. In addition, if the event or tour fails to obtain the required points in all three categories, the following penalties will be incurred:

Total No. of Points Below Requirements	Penalty
1-2	<ul style="list-style-type: none"> • Bond will not be returned
3-5	<ul style="list-style-type: none"> • Bond will not be returned • Future events/tours will not be eligible for EcoLogo^{CM} certification for a period of 3 years
6+	<ul style="list-style-type: none"> • Bond will not be returned • Future events/tours will not be eligible for EcoLogo^{CM} certification for a period of 3 years • Event/Tour and organizers will be posted on the EcoLogo^{CM} Fraud Advisory List

Notes: For the purposes of determining penalties (using the table above):

- (a) For Events (CCD-095A), "Total No. of Points Below Requirements" is equivalent to: $(5-x) + (6-y) + (3-z)$, where:
- o x = Points obtained in Waste Reduction Category (if less than 5);
 - o y = Points obtained in Materials Category (if less than 6); and
 - o z = Points obtained in Energy, Carbon and Transport Category (if less than 3);
- (b) For Tours (CCD-095B), if one or more events comprising a tour fail to obtain the required number of points in each category, each non-compliant event must apply the equation in Section 8 (a). The "Total No. of Points Below Requirements" for the tour as a whole is considered the sum of the values obtained for each non-compliant event within the tour;
- (c) For Tours (CCD-095B), failure to meet criterion 5(b) will also be considered equivalent to a loss of 3 points, which will be added to the "Total No. of Points Below Requirements" for the tour as a whole.

Conditions for EcoLogo^{CM} Use

9. The EcoLogo^{CM} may appear on advertisements and signage prior to and/or during the event or tour, provided that the event or tour meets the requirements in this guideline.
10. It is recommended that a criteria statement appear with the EcoLogo^{CM} whenever the EcoLogo^{CM} is used in association with the event or tour. The intent of this statement is to provide clarification as to why the event or tour was certified and to indicate constraints to which the certification is limited. This is to ensure no ambiguity over, or misrepresentation of, the reason(s) for certification.

The suggested criteria statement wording for this product type is "Events" or "Tours". The licensee may propose other wording for the criteria statement, but any such proposed wording must be approved by the EcoLogo^{CM} Program.

11. All licensees and authorized users must comply with the Program's *Guide to Proper Use of the EcoLogo^{CM}* regarding the format and usage of the EcoLogo^{CM}.
12. Any accompanying advertising must conform with the relevant requirements stipulated in this guideline, the license agreement and the Program's *Guide to Proper Use of the EcoLogo^{CM}*.

**For additional copies of this criteria document or for more information about the
EcoLogo^{CM} Program, please contact:
TerraChoice Environmental Marketing Inc.
Toll free: 1-800-478-0399, Telephone: (613) 247-1900, Email: ecoinfo@terrachoice.com**