

Sail MV Guide

for Hosting a **Locally Sourced** / **Zero Waste** Regatta



On behalf of Sail Martha's Vineyard, we thank you for your interest in hosting a **Locally Sourced** / **ZERO Waste** regatta. Trash, particularly plastic trash, is creating a crisis for our oceans. An estimated 8 million metric tons of plastic enters the ocean every year. We believe sailors are positioned to be leaders in ocean sustainability and that we have an obligation to be stewards of our oceans.

This document contains information that will help you in planning and hosting a sailing event with a reduced environmental impact. Specifically these guidelines will minimize the trash footprint of your event.

We are available to answer questions and support you in this endeavor. Thank you for thinking green and making a conscious choice to help the environment.

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OVERVIEW

Why host a **Locally Sourced** / **Zero Waste** regatta ?

- Demonstrate your commitment to sustainability and clean oceans
- Generate awareness about environmental issues, particularly marine debris
- Generate less trash (that could eventually end up in our oceans)
- Decrease your disposal costs by reducing your waste stream

GENERAL BEST PRACTICES:

- NO PLASTIC!!!
 - Disallow (or limit) single-use plastics (ie. no plastic water bottles or cups, no plastic cutlery or plates, no plastic bags, etc.)
 - Provide a water filling station with reusable cups or make it clear that guests need to bring their own drinking vessel
- RECYCLE
 - Be sure to properly recycle any plastics that DO end up at your event, and all other recyclable materials (paper, glass, etc.)
- Think LOCAL
 - Source all materials (food, dishware, rentables, etc.) as *locally* as possible
- Choose *sustainable* and *seasonal* foods (especially regarding seafood!)
- Think REUSABLE
 - Use reusable china plates, metal utensils, cloth napkins, etc.
 - If you use disposable utensils/dishware, use *biodegradable* and *compostable* options (wood or cornstarch based utensils, paper NOT PLASTIC plates)
 - NOTE: Some compost centers do not accept paper, wood, or cornstarch products
- Make waste management centralized and easy to navigate
 - Provide clearly marked bins for:
 - (1) Returning (nickel bottles and cans)
 - (2) Recycling
 - (3) Reusing (dinnerware, etc.)
 - (4) Compost
 - Educate your staff/volunteers (“green team”) and your guests about which waste items belong in which waste bin
 - Do NOT place trash cans around your venue! They will become filled with a combination of recyclables, compost, and trash
- Think DIGITAL
 - Use digital instead of paper communication whenever possible (event details, directions, social activities, etc.)
 - Create reusable signs for a recurring event
 - Create signs made from *100% recycled paper* or other sustainable materials
- COMMUNICATE
 - Communicate your expectations clearly to those helping host the event and to your guests *before* your event occurs and then reiterate your expectations during the event

- Carbon Offsets
 - Consider calculating your event's carbon footprint and then purchase carbon credits to offset your event's footprint.

PLANNING YOUR REGATTA

» Designate a Coordinator

- A well-organized person with excellent communications skills is crucial to the success of a green event
- Clear expectations and thoughtful training of staff/volunteers are key

» Create a "Green Team"

- This group of staff/volunteers (event staff, adults, kids!, other like-minded non-profits, schools, etc.) oversees and implements waste management for the event
- This group can also manage check-in, water filling stations, and generally communicate the ZERO goals to guests

» Register your regatta with Sailors for the Sea

- <https://www.sailorsforthesea.org/node/add/regatta>

COMMUNICATION

» Define your protocols for the event

- Venue: Consider a location with access to public transportation. What is the power/energy source? Is there a water source?
 - Consider a parking discount or VIP parking spots for participants who carpool, or a prize for those who bike
- Water: Will you prohibit single-use plastic water bottles? Will competitors need to bring/provide their own reusable drinking vessel?
- Food: Source your food as *locally* as possible.
 - Seafood - Use locally caught fish, and be aware of *how* the fish is caught.
 - Consider vegetarian meals as they have a smaller ecological footprint.
- Awards: prizes, and handouts should be reusable and not made of plastic.
- Signage: If this is an annual/recurring event, create *reusable* signage. If not, choose sustainable materials and avoid plastic.
- Wristbands: If you plan to have wrist bands remember NO PLASTIC and NO TYVEK - perhaps chose a stamp or biodegradable bracelet.

» Create and Establish Expectations

- Establish clear and achievable guidelines for all constituencies: municipal employees, elected officials, competitors, guests, volunteers, media, etc.
- Community: Reach out to the Chamber of Commerce, business associations, business owners, police, fire, EMS, harbor masters, local environmental groups, elementary/middle/high schools.
- Competitors: At every opportunity reinforce with all competitors (owners, captains, crew) the ZERO approach to the event and request their support and compliance.
- Guests: Make sure that virtually anywhere a guest goes the ZERO priorities are visible and reinforced.

» Generate Awareness and Promote Your Regatta

- Digital media: Reduce paper media and use *digital* communication when possible.
 - For registration, scoring, etc.:
 - <http://www.regattanetwork.com/>
 - <http://www.regattaguru.com/>
 - <https://www.yachtscoring.com/>
 - Use 100% Post-Consumer Recycled Paper (or FSC-certified paper). Make sure all printouts are double-sided.
 - Signage at the regatta: Display signs that clearly communicate the sustainability goals of your event. Create reusable signs if your event will reoccur annually.
- Print media: Seek out local and regional coverage with feature articles. They are free advertising and the topic different enough to capture even the most discerning editor's eye. Make sure that any article concludes with language to the effect that "this newsprint" is compostable.
- Televised media: Reach out to special interest and local programming.
- Web media: Create a sustainability page on your regatta website, write a blog article.
- Social media: Develop an organic strategy for Facebook, Twitter, Instagram, etc.
- Radio: Seek out local and regional coverage - more free advertising and more awareness about the event and ZERO strategy.
- Sponsors: Target brands that fit with the Locally Sourced and ZERO strategy and communicate well in advance that packaging (if relevant) should be kept to a minimum, if not avoided all together. Also encourage sponsors to tie in their advertising/promotion in an environmentally relevant manner and link to your event.
- Team up with local environmental non-profit organizations and see if they want to host an information booth on "ocean health" or "marine plastics" or other similar themed topic.
- Create a photography or art contest with an environmental focus to coincide with the regatta and display the artwork during the event.

» Establish Legislative Support

- Local: Get on the agenda for a Selectmen's meeting to explain the ZERO strategy and seek their written support. It's best to send a draft letter ahead, so they can approve it in public session. These meetings are typically televised, so it is good overall exposure. Make sure that the Department of Health is plugged in, as well.
- County: Meet with the County Commissioner, ask for her/his written support and get on the County Commissioner's meeting agenda and seek their written support.
- State: Make the State Representative and Senator aware of the ZERO effort, either by meeting with them or mailing them a description of the ZERO event. Seek their endorsement for a ZERO WASTE proclamation during the event.
- Federal: Identify and approach the local Environmental Police Officer and the Senior Chief of the nearest USCG station and solicit the support of their assets.

*Don't forget to send thank you letters to your elected officials and ALWAYS include your event data when you do!

ON THE WATER

- Draft a Notice of Expectations ("NOE") to be added to your Notice of Race ("NOR") as an Appendix setting forth required environmental practices
 - Remind all participants that sewage discharge is illegal.
 - Remind sailors that according to ISAF Rule 55 competitors shall not intentionally discharge trash in the water.
- Consider providing competitors with recycling bags for their vessel to use on the water during the event.
- Suggest a "Water Only Washdown" protocol for boats at your event. Eliminate the use of any harmful/toxic cleaning products at event site.
- Coordinate with nearby organizations or marinas to have emergency plan in case of large oil spill emergency.
- Limit number of crash-boats (coaches, judges, spectators, etc.) on the racecourse by having coaches "boatpool" with each other.

DRINKING WATER

- Communicate that single use plastic water bottles are NOT allowed.
 - If these bottles show up at the event make sure they are recycled properly.
 - Provide participants with reusable water bottles OR require participants to bring their own.
- Provide water filling stations on land and on the water:
 - 5 gallon jugs with dolphin pumps
<https://www.amazon.com/Water-Bottle-Pump-Original-Excluding/dp/BooAPU2Y8Q>

- Have clearly marked water stations on land and designated water boats (or outfit each coach boat with a water filling station)

FOOD

- Set rules for your vendors, making clear the “ZERO waste” goal. Ensure that vendors recycle or carry out what they bring in.
- Source all food as *locally* as possible
 - Ask your caterer where they source their produce, meats, cheeses, breads, etc.
- Choose seasonally appropriate foods.
- Offer a variety of vegetarian options (meat has a much higher ecological footprint!)
- If serving fish - chose a sustainably caught species.
 - <http://www.seafoodwatch.org>
- Don't waste leftovers - send them home with your volunteers, or coordinate pickup by a local organization.
- Work with a local farm willing to take your compost.

ICE

- A large portion our our waste was plastic bags that ice is packaged in.
- Consider taking coolers/totes directly to the ice company to be filled right out of the machine, and then put them in a freezer trailer to hold them until needed.

WASTE MANAGEMENT

- By reducing the use of plastics and disposables and reusing dishware, you should limit the recycling and other waste at your event.
- Manage litter at your event site during the event: have volunteers/GreenTeam look for and appropriately manage discarded bottles, wrappers, papers, etc.
- Retain a waste hauler who clearly understands how to implement your program and can arrange for the proper recycling of materials you collect from the event. Or manage the waste yourself.
- Do NOT place garbage bins around your venue! They will become filled with co-mingled trash, recycling, compostables, etc.! Instead create a single (or multiple if a large venue) *monitored* waste station area.
- Have very clear signage at the waste station area(s) - be consistent.
- Decide specifically which items fall under which category and be consistent.
- Possible waste system:
 - Trash for landfill = plastic bags from ice
 - Compost = food scraps, paper pamphlets, compostable cutlery, paper plates
 - Recycling = cardboard, plastic
 - Returns = bottles that earn \$ (aluminum cans, plastic bottles, glass bottles)

- Reuse = glassware and silverware rented from a vendor, cloth napkins, china plates, etc.
- Train a staff/volunteers/kids to monitor the waste management station(s).
- Train a staff/volunteers/kids to be “bussers” and walk through the venue/tent and pick up waste items and help direct people to waste station(s).
- You may need a washing station for plates, cups, silverware, if so consider what type of soap you use to clean the dishes.

DINNERWARE (DISHWARE, GLASSWARE, AND PAPER GOODS)

- Reusable dinnerware is the most environmentally friendly.
 - You will need a rinsing/washing station
- If not using reusable, make sure you chose *compostable* or *recyclable* options. (NO PLASTIC or STYROFOAM!)
 - Bambu compostable dishware and utensils
<https://www.bambuhome.com/collections/compostable-dinnerware#shop>
 - Birch wood utensils
https://www.amazon.com/Wooden-Disposable-Cutlery-Set-Biodegradable/dp/B071P7SZ24/ref=sr_1_1_sspa?ie=UTF8&qid=1508755849&sr=8-1-spons&keywords=disposable+wooden+utensils&psc=1
- Straws - do NOT provide/use plastic straws!
 - Choose biodegradable options
 - Paper straws #strawfreeocean - \$0.04/straw
<https://www.aardvarkstraws.com/white-solid/strawlessocean775->
 - Hay!Straws - \$0.08/straw
<https://www.haystraws.com/>
 - Navy anchor straws - \$0.04-0.12/straw
<https://shopsweetsandtreats.com/anchor-navy-paper-party-straws>
 - Bambu Straws - \$1.42/straw
https://www.bambuhome.com/collections/utensil-sets/products/bambo-o-straws?gclid=CjoKCOjwvuDPBRDnARIsAGhuAmbGtqNPI2xBx66-BB7nfXAdWenjWbZDkcN4Sj7zRsFASGWZ6hoKSGoaAvdvEALw_wcB
- Use cloth napkins and tablecloths (NOT disposables)
 - Be sure to compost paper napkins if you do use disposables!

AWARDS

- Consider creating/using a perpetual trophy
- Choose trophies made of recycled or reclaimed wood, metal, glass or sustainably sourced materials.
 - Closed-loop idea: Use beer bottles from the regatta as raw material to create next year's glass trophies.

- Instead of trophies, give out “practical” awards such as: sunglasses, watches, cutting boards, or other gear.

KIDS ACTIVITIES

- If you plan to have activities for kids, include some sustainability-focused activities as part of the entertainment
 - Sailors for the Sea’s KELP Lessons:
<https://www.sailorsforthesea.org/programs/kelp>
- Have kids help with a beach clean-up
- Have kids create sculptures from marine debris
- Do NOT have helium filled balloons (latex or mylar) - balloons are a major source of ocean pollution!

DURING THE EVENT

- Keep notes as the regatta unfolds.
 - Suggestions/changes for next year’s event
 - Record data (waste amounts, etc.)
- Check-in with vendors and make sure they understand their role in the ZERO waste initiative. Do not let them use their own co-mingled trash/waste bin.
- Arrange waste bins and waste signage, but be prepared to move or add stations in response to demand.
- Make sure the Green Team members (waste monitors) familiarize themselves with their assignments at the waste stations and that they fully understand their roles.
- Document your efforts and post to social media platforms to promote ZERO waste initiatives.

POST EVENT

CLEAN UP

- Record the volume/weight of each type of waste for data collection purposes.
- Clean up and consolidate all waste and recyclables into large bins for hauling.
- Bring compost to a local farm or composting facility (or arrange to have them pick it up from you!)

CARBON OFFSETS

- Consider offsetting your regatta's carbon footprint to make it a carbon-neutral event!
 - SeaGrassGrow - <https://www.oceanfdn.org/calculator>

COMMUNICATION / PRESS

- Include your waste data/stats in any media reporting to gain interest and awareness surrounding ZERO waste events!

You Can Do It!

THE RESULTS

- The 2016 Vineyard Cup hosted approximately 1,000 people over three days.
 - Total waste fit in a box that measured 18" x 24" x 16" and weighed slightly over 4 pounds.
- The 2017 Vineyard Cup hosted approximately 1,000 people over three days.
 - Total waste to landfill = 4.7lbs

