

Growing Green! Bridgewater Sustainability Festival 2010

Event Information & Guidelines

Bridgewater is Growing Green!

The Festival is organized and funded by the Town of Bridgewater as part of its efforts to provide education to the broader community on the topic of sustainability. It ties in with Bridgewater's Integrated Community Sustainability Plan – a long-term vision for how all people in our community can live within the Earth's means, while meeting their basic needs. The Festival is organized by a team of community volunteers working together with Town Council and staff to create a successful event.

Mission: *The Growing Green! Festival is Bridgewater's way of expressing its pride in becoming a sustainable community. Through it, our community engages itself in deliberate small and large acts of vision and daring to improve our home town, build our sense of community, and celebrate the simple things we can all do to make a difference. We do so by creating an environment that explodes in a colorful and fun mosaic highlighting the unique individual passions, talents, and efforts of our local people, businesses and organizations. The Festival plants positive ideas... in order to harvest a sustainable future.*

The Festival has 4 central themes:

- Improving the sustainability of our community through “community improvement actions”, and inspiring people to take sustainable actions in their own lives
- Sharing knowledge and skills that promote sustainable living and that are required for a sustainable future
- Providing a connection to local sustainability projects, products & services
- Bringing people together and celebrating through local food, music, and art

The Festival is based on the following “core values”:

- | | | |
|---------------|---------------|-----------------|
| ▪ Green | ▪ Educational | ▪ Local |
| ▪ Inclusive | ▪ Fun | ▪ Shared effort |
| ▪ Interactive | ▪ Healthy | |

We encourage all participating groups, businesses, and individuals to share in these values, and help us create a positive event that lives up to them.

Festival Details

Date & time: Saturday August 21st, from 8:30 a.m. to 3:00 p.m.

Location: King Street, between Empire St. and Dominion St. That section of the street will be closed to vehicular traffic from 7:00 a.m. to 4:30 p.m.

Sustainability Guidelines

The Growing Green Festival is about learning to live within the Earth's means, while celebrating our community and meeting our basic needs. The Festival will embody this spirit wherever possible, both through organization of the event, as well as through the specific workshops, products, and activities that are offered during the day by participating groups and businesses. We encourage all participants to carefully consider the following list of guidelines, and to plan their involvement in a way that meets them as much as possible:

Topic	Good practice	Better practice
Waste	Produce very little waste. Any waste can be properly recycled or composted. No hazardous materials.	Produce no waste at all
Energy	Use much less energy (fuel, electricity) compared to usual products or practices	Use no energy at all, or use only renewably generated power (wind / solar, etc)
Transportation	Use very little transportation, and don't truck things in from thousands of kilometers away. Use energy efficient transportation where possible	Require no motorized transportation at all. Promote "active transportation" (walking / cycling)
Chemicals	Minimize use of hazardous or toxic chemicals, replace them with environmentally friendly products or natural based products	Use no hazardous chemicals, or irritants. Larger sustainable operations are certified by a reputable independent agency.
Materials	Make little use of natural resources (mined materials, harvested lumber, fish and other wildlife) that cause significant damage to the environment. Use recycled materials.	Use no raw natural resources at all, or use only those produced using sustainable harvesting practices. Larger sustainable operations are certified by a reputable independent agency.
Food	Grown & harvested using more environmentally friendly practices. Not trucked in from thousands of kilometers away.	Grown locally using only sustainable practices. Larger sustainable operations are certified by a reputable independent agency. Little or no packaging.

In addition, good sustainable practices:

- ✓ Are healthy and safe, and promote people's overall physical and mental wellbeing
- ✓ Help other people in our community meet their basic needs too (eg. building skills & capacity, fair labour standards, reduce poverty, etc)
- ✓ Improve relationships and cooperation between people, and increase our sense of community
- ✓ Support the local economy
- ✓ Increase our ability to be self-sufficient
- ✓ Improve the places where we live (eg. making them safer, beautiful, and more accessible)

All participating groups are expected to abide by these guidelines during the Festival. For example, we will strive for a **“zero waste”** event, and encourage all participants to plan their booths and activities in such a way that no waste is generated. Certainly no Styrofoam will be allowed! Instead, the Festival organizers will make available a limited number of 100% compostable paper cups, plates and cutlery, available by vendors on request. We will also be encouraging people to walk to and from the Festival, bring their own reusable coffee mugs, and do other simple things to enjoy our downtown while leaving a light “environmental footprint”.

Participating groups are also expected to interact with Festival visitors in a way that educates and engages people in thinking about sustainability. At the very least, you should be able to explain how what you are selling, offering, or teaching can make people’s lives more sustainable, or improve our environment or our community.

For those selling products or services, please consider carefully what educational value your business may add to the festival, and please focus only on your services & products that are genuinely “sustainable”. If you would like to sell or promote “local” products, we require that they are also produced in a more environmentally friendly way. The Festival organizers will advise interested participants if their contributions generally fall short of these expectations, but will not micro-manage your participation. Please use common sense and the honor system when doing business at the Festival.

How to Participate

Note: all interested (a) **vendors**, (b) **sustainability information kiosks**, (c) **green living skills demonstrators**, and (d) **performers and artists**, must submit a completed copy of the registration form and liability agreement (pages 11-12) to the festival organizers by the dates indicated in this document. (e) **Sponsors** need to submit a registration form (page 11) with their donation.

(A) Vendors

The Growing Green! Fest is seeking local businesses to sell “sustainable” products & services to festival visitors during the day of the event. This includes food products, and Vendors interested in selling food should contact the Bridgewater Farmers’ Market (mikebienstock@gmail.com / 677-2707 / ma_bells@eastlink.ca) as they will be coordinating all food sales during the event day. Note the “Zero Waste” section (p.8) of this document, which applies particularly to Food Vendors.

Regardless of the type of product or service, Vendors may only sell or promote products which are in line with our “Sustainability Guidelines”. As the Festival is an educational event with a purpose to promote sustainability, the Festival organizers reserve the right to accept or reject any vendor on the grounds of the products or services they plan to sell.

All vendors will have access to a 10x10 ft. space, which they will lease from the Festival organizers for the modest fee of \$15 for the day, made payable to the Town of Bridgewater. Vendors are also offered the exclusive opportunity to become Festival Sponsors for \$50 – if they do so, the organizers will waive the \$15 booth fee, and allow them to receive a donation receipt for income tax purposes. Registration fees are payable to the Town of Bridgewater, and must reference “Growing Green Festival” in the memo line.

Additional display space may be available in 10x10 ft increments - Vendors requesting more space need to discuss their specific site needs with the Festival organizers as soon as possible. **All vendors are required to provide their own table, shelter (tent), chair, and other items they will need to be comfortable for the duration of the day.**

The Festival has room for approximately 20-30 Vendors, though these numbers are subject to change based on the space requirements of interested Vendors, and other site needs. To be eligible for a space, Vendors must submit a completed Registration Form and Liability Agreement (pages 11-12) to the Festival organizers by no later than **Tuesday, August 3rd**.

(B) Sustainability Information Kiosks

The Growing Green! Fest is seeking community groups and non-profit organizations to promote non-profit projects, services, memberships, and information to community members that relate in some way to improving sustainability in people’s lives. Areas of interest include but are not limited to:

- Community or environmental membership organizations, preferably with currently active projects that improve the community’s sustainability (food, energy, transportation, greening the economy, etc.)
- Community-led projects that involve food, energy, transportation, greening the economy, etc.
- Government or non-profit support programs or services that help people live more self-sufficiently, in the areas of food, energy, transportation, greening the economy, etc.
- Health & wellbeing related programs or projects that also have environmental benefits
- Poverty or social inclusion projects or programs
- Etc.

Applications from political and religious groups will not be accepted. While we will strive to be as inclusive as possible, the Festival is an educational event with a purpose to promote sustainability, and the Festival organizers reserve the right to accept or reject any group on the grounds of the knowledge or programs they wish to promote.

Groups wishing to participate as Sustainability Information Kiosks are strongly encouraged to consider the following:

- How can you connect your information or programs to the Sustainability Guidelines? Can you actively use that language in your information?
- How can your information be delivered in a way that is engaging, participatory, and interactive? How can it have appeal to people of all ages? How can it be accessible to people with mobility, linguistic, or financial challenges?
- Keeping in mind that this is an environmentally-themed, “no waste” event, how can your information be delivered in a way that minimizes waste? If you would like to give out free handouts, can they be reused? Can they be properly recycled?

All Sustainability Information Kiosks will have access to a 10x10 ft. space, which they will lease from the Festival organizers for the day at no charge, but a Liability Agreement must be signed by a member of the organization. Additional display space may be available in 10x10 ft increments - groups requesting more space need to discuss their specific site needs with the Festival organizers as soon as possible. **All participating groups are encouraged to provide their own shelter (tent), and other items they will need to be comfortable for the duration of the day. The Festival organizers can provide a table & chairs ON REQUEST if the request is made no later than Tuesday, August 3rd.**

The Festival has room for approximately 15-25 Sustainability Information Kiosks, though these numbers are subject to change based on the space requirements of interested groups, and other site needs. To be eligible for a space, Sustainability Information Kiosks must submit a completed Registration Form and Liability Agreement (pages 11-12) to the Festival organizers by no later than **Tuesday, August 3rd**.

(C) Green Living Skills Demonstrations

The Growing Green! Fest is seeking people and organizations to offer live demonstrations of “sustainable skills”. These skills help people by reducing their environmental impact on the world, and increase their ability to be self-sufficient. Skills may be “old” traditional skills such as fishing or basket making, or “new” such as installing solar panels on a home. Community members must be able to learn about these skills using interactive, hands-on approaches (eg. not just standing and watching). Some examples:

- Home building or renovation using “green” methods (cob, strawbale, heritage carpentry, etc)
- Traditional sewing, weaving, or knitting skills
- Traditional agricultural skills
- Using recycled or waste materials to produce useful items or art
- Gardening, canning, and other methods of growing and preserving food
- Home-made soaps & cosmetics using non-toxic, environmentally friendly materials
- Etc.

Applications from political and religious groups will not be accepted. While we will strive to be as inclusive as possible, the Festival is an educational event with a purpose to promote sustainability, and the Festival organizers reserve the right to accept only skills demonstrations that are in line with the goals and spirit of the Festival.

Groups wishing to participate as Green Living Skills demonstrators are strongly encouraged to consider the following:

- How can you connect your skill to the Sustainability Guidelines? Can you actively use that language in your demonstration?
- How can your skill be taught or demonstrated in a way that is engaging, participatory, and interactive? How can it have appeal to people of all ages? How can it be accessible to people with mobility, linguistic, or financial challenges?
- Keeping in mind that this is an environmentally-themed, “no waste” event, how can your skill be taught in a way that minimizes waste? If you would like to give out free handouts, can they be reused? Can they be properly recycled?

All Green Living Skills groups / individuals will have access to a 15x15 ft. space. Additional space may be available - groups requesting more space need to discuss their specific site needs with the Festival organizers as soon as possible. **The Festival organizers will provide a table & chairs for your comfort. All participating groups are encouraged to provide their own shelter (tent), and other items they will need to be comfortable for the duration of the day.**

Participating groups will receive a mini-grant of up to \$50 to help cover costs of participating during the day (buying & transporting materials, etc). Please let us how large a grant your group will be requesting before you sign the registration form. A Liability Agreement (p.12) must also be signed by a member of the group / organization.

The Festival has room for approximately 10-15 Green Living Skills groups, though these numbers are subject to change based on the space requirements of interested groups, and other site needs. To be eligible for a space, groups must submit a completed Registration Form and Liability Agreement (pages 11-12) to the Festival organizers by no later than **Tuesday, August 3rd**.

(D) Performers & Artists

The Growing Green! Fest is seeking local performers and artists to participate in a variety of entertainment and artistic opportunities. We prefer acts or works featuring local talent, reflecting unique, “homegrown” or traditional arts. We have opportunities for stage performances, street busking, readings and artwork on display.

1) **Performers** are encouraged to perform at least some content that relates to:

- The environment / sustainability / healthy living
- Improving our communities / creating a better world
- Recognizing our cultures & traditions

To take part in the day, performers will receive \$50 (individual) or \$75 (group). Performers may also collect money from busking at designated times, and sell CDs and merchandise.

2) **Artists** will be selected to display works at the Bridgewater Library on the theme of “Sustainability is...” Works will be on display the day of the Festival as well as the two weeks following.

To take part in the Festival as a performer or artist, please contact the Festival organizers. A member or representative of Performing groups must sign the Liability Agreement form (p.12). Artists featuring their artwork in the South Shore Regional Library Branch in Bridgewater as part of the art show must sign the The Artist Release and Waiver of Liability form (p.13) instead.

The Festival has room for approximately 12-15 performers, and 8 – 10 artists. (These numbers are subject to change). To be eligible for a performing slot or display space, performers/artists must submit a completed Registration Form (p. 11) and Liability Agreement (p.12) or Artist Release Form (p.13) to the Festival organizers by no later than **Tuesday, July 19, 2010**.

(E) Sponsorship Opportunities

The Growing Green! Fest will not be able to achieve its goals without generous sponsorship from businesses, organizations, and people in our wider community. The Festival organizers are offering a limited number of 70 official “Sponsorship Opportunities”. Each Sponsorship slot can be secured through a modest donation of only \$50. All Sponsors will receive a municipal donation receipt for the amount donated, which is equivalent to a charitable receipt for income tax purposes.

The limited Sponsorship Opportunities are coupled to a specific group attending the Festival. Sponsors are asked to indicate which group they would like to support:

- **Stage Acts and Performers** (20 Sponsorships available) - each performer will be supported by 2 Sponsors. Sponsors will be announced at the start and end of each performance.
- **Sustainability Information Kiosks** (20 Sponsorships available) - each information display will be supported by a single Sponsor. The Sponsor’s name will be displayed prominently at the kiosk table.
- **Green Living Skills Demonstrations** (20 Sponsorships available) - each demo / workshop group will be supported by 2 Sponsors. The Sponsor’s name will be displayed prominently at the workshop site.
- **Community Improvement Event** (10 Sponsorships available) - the community improvement event this year will be supported by a set of Sponsors. The Sponsors’ names will be displayed prominently at the community improvement site for the duration of the day.

As thanks for your donation, Sponsors will also be recognized as follows:

- on the Festival website at www.bridgewater.ca
- in printed materials made available to Festival visitors on the day of the event
- through a “thank you” ad in a local paper after the event

All Sponsors must submit a completed Registration Form (page 11) to the Festival organizers and contribute their Sponsorship donation by no later than **Tuesday, August 3rd**. To do so, please email growinggreenfest@gmail.com or call 541-4390. All Sponsors will be awarded slots on a first-come-first-served basis, and slots are secured only once donations have been received. Donations are payable to the Town of Bridgewater, and must reference “Growing Green Festival” in the memo line. Sponsors are welcome to register for more than 1 Sponsorship slot, at a rate of \$50 per additional slot. Sponsors wishing to gift \$250 or more in donations will be awarded additional business promotion opportunities, and are encouraged to contact Festival organizers as soon as possible to discuss possibilities. Sponsorship details may change without notice.

(F) Volunteer Opportunities

The Growing Green! Fest can’t happen without the help of many volunteers! If you’d like to help out with the Festival and don’t fit into one of the roles above, we can DEFINITELY use your help:

- **Organizing team volunteer** – if you like working behind the scenes, making phone calls, planning, getting prices and quotes, and brainstorming all the ways this Festival could become great, this is the place for you. The organizing team starts its work several months before the event, and continues for a few weeks afterward to wrap up loose ends
- **Event day volunteer** – if you have at least a few hours to contribute on the event day, we would greatly appreciate your help! We need volunteers to help set up and take down the event, greet visitors, see to it that our vendors and performers are comfortable and have all their needs met, run errands, staff the volunteer tent, and assist with various other tasks.

Families with children are very welcome to volunteer, as long as children aged 16 or under work under the supervision of parents or guardians. Please contact us as soon as possible if you or your family would like to volunteer.

Summary of Ways to Participate

Participant	Fee / Donation	Participation Grant
A1) Vendor (products & services)	\$15. Become a Sponsor to waive the fee	\$0
A2) Vendor (food)	Please contact the Bridgewater Farmers' Market	
B) Sustainability Information Kiosk	\$0	\$0
C) Green Living Skills Demonstration	\$0	\$50
D) Performer, Busker, or Reader	\$0	\$50 for individuals, \$75 for groups. You may sell CDs / merchandise, and collect money through busking.
E) Sponsor	\$50 per slot. Additional opportunities for donations of \$250 or more.	\$0
F) Volunteer	Please contact the Festival organizers	

Summary of Deadlines

Date	Deadline	Contact
July 19 th 2010	Registration for performers & artists	Festival Organizers
August 3 rd 2010	Registration for vendors (food)	Bridgewater Farmers' Market
August 3 rd 2010	Registration for vendors (products & services)	Festival Organizers
August 3 rd 2010	Registration for Green Living Skills demonstrators	Festival Organizers
August 3 rd 2010	Registration for Sponsors	Festival Organizers
As soon as possible	Sign-up for Volunteers	Festival Organizers

Liability & Insurance

All participating Vendors, Information Kiosks, Green Living Skills groups, and Performers are required sign a Liability Agreement with the Town of Bridgewater. This agreement confirms that the participating business, group, or individual will not hold the Town of Bridgewater liable for damages or claims resulting from the use of the space during the day of the Festival. Liability Agreements must be signed no later than **Tuesday, August 3rd**.

Zero Waste

The Growing Green! Fest will strive to be a "low-waste" or "zero waste" event. This means that the Festival organizers, and all participating groups and businesses, must commit to producing as little waste as possible. Waste sorting stations will be placed at several locations across the festival grounds, and we will have waste sorting educators at the event. We expect all participating groups to follow proper waste sorting practices, and help community members learn to deal with waste appropriately.

Plates, cups & cutlery: if you are selling food, please consider ways to reduce the amounts of plates and utensils that will be necessary to feed people. Can your meal be offered without a plate or fork? If some plates or utensils are necessary, **styrofoam or plastic (including “biodegradable plastic”) will not be allowed** as these products are not recyclable and cause significant disposal problems. Instead, all materials must be made of compostable paper, boxboard, cardboard or wood that do not contain plastic liners. If you cannot supply these materials yourself, Festival organizers will make available a limited quantity of compostable:

- Cups
- Plates
- Utensils

These need to be reserved ahead of time. Please contact the Festival organizers if you wish to reserve your compostable items.

Discount Policy on Reusable Containers: if you are selling food / drink items that require a plate or mug / cup to consume, the Festival organizers would like you to participate in a Festival-wide policy to offer a small discount on your consumable product if the buyer brings their own re-usable mug or plate. The exact discount is left up to individual food vendors to decide on, but either a few cents off the usual purchase price, or a slightly larger serving (etc.) is considered an appropriate discount. The Festival organizers will advertise this discount on Festival posters and promotional materials.

Electricity and Other Needs

- **Electricity:** electrical outlet and load capacities are very limited at the Festival location. However, a limited number of spaces are being made accessible to power sources. Vendors, Information Kiosks and Green Living Skills groups are requested to keep their power needs to an absolute minimum, and work without power as much as possible. If you would still like to have access to power, please inform the Festival organizers as soon as possible to reserve a powered location. No power load may exceed 15 amperes (approx. 1500 watts).
- **Toilets & sanitation:** several “portapotties”, including at least one that is wheelchair accessible, will be available on the street during the day of the event. We will provide hand sanitizer at various locations.
- **Other requirements:** If you have special site needs such as wheelchair accessibility, water or other services, please contact the Festival organizers as soon as possible to discuss possible ways to meet those needs. We would like to help all participating groups meet their needs and make the Growing Green! Festival a success for everyone.

Contact Information

Festival Organizers

Email (preferred): growinggreenfest@gmail.com

Telephone: 541-4390

Website: www.bridgewater.ca/sustainability

Bridgewater Farmers' Market

Email (preferred): mikebienstock@gmail.com or ma_bells@eastlink.ca

Telephone: 677-2707

Website: www.bridgewaterfarmersmarket.ca

Bridgewater Century Ride

Email: wildwood.cafe@hotmail.com

Website: www.bridgewatercenturyride.com

Going Green! Bridgewater Sustainability Festival 2010

Participant Registration Form

Name of Business / Group / Individual _____

Contact Person & Title _____

Phone # _____ Email _____

Type of Involvement *(please check one)*

- | | |
|---|--|
| <input type="checkbox"/> Green Living Skill Demonstration | <input type="checkbox"/> Performer |
| <input type="checkbox"/> Information Kiosk | <input type="checkbox"/> Vendor (goods / services) |
| <input type="checkbox"/> Art Display | <input type="checkbox"/> Sponsor |

Please Describe: _____

Any special needs? *(e.g. power; extra space; compostable plates / cutlery; additional seating for participants, etc)*

I understand and agree that: *(please check all boxes that apply to you)*

- This is a “green” event and I will make all necessary efforts to have a low environmental impact on the day of the Festival, by adhering to the “Sustainability Guidelines” and “Zero Waste” policy
- The Festival runs from 8:30 a.m. to 3:00 p.m. and I will be on site from _____ to _____
- I have paid my \$15 registration due or upgraded to a Sponsorship (\$50) (Vendors only), made payable to the Town of Bridgewater (memo: “Growing Green Festival”)
- I (or a representative of my group) have signed the Liability Agreement *(not necessary for Sponsors)*
- I will supply all necessary table(s) / chair(s) / shelter(s) or tent(s) for my booth on the day of the event.

Signature

Date

Growing Green! Bridgewater Sustainability Festival LIABILITY AGREEMENT

Between the Town of Bridgewater (hereinafter referred to as the "Town") and

_____ (hereinafter referred to as the "Participant").
(name)

WHEREAS the Town of Bridgewater (hereinafter referred to as the "Town") is sponsoring the "Growing Green! Bridgewater Sustainability Festival" to encourage the development of skills, interests, and activities related to sustainability on the South Shore.

AND WHEREAS the Town has agreed to host the event on the King Street right-of-way between the intersection of King St and Empire St, and King St and the Old Bridge (the "Premises"), as well as a partner location at the Bridgewater Public Library.

AND WHEREAS the Participant wishes to take part in the Growing Green! Bridgewater Sustainability Festival as a Vendor, Information Kiosk, Green Living Skills demonstrator, or Performer / Artist, agreed upon with the Town organizers and volunteers.

NOW THEREFORE the parties hereto agree as follows:

- 1) The Participant will arrive at the Premises no earlier than 7:00 a.m. August 21, 2010 and will completely vacate the Premises no later than 4:30 p.m. that same day.
- 2) The Participant will occupy only such portion of the Premises as is deemed necessary by the Town.
- 3) The Participant will at all times follow directions of the Town.
- 4) The Participant shall be responsible to ensure that all activities on the premises are conducted in a safe manner, to provide all necessary safety equipment for both the Participant and spectators, and to ensure that adequate supervision is provided to ensure the safety of those taking part in the activities of the Participant.
- 5) The Participant shall be responsible for all damages occurring to the Premises as a result of the Participant or its representatives' activities thereon.
- 6) The Participant shall indemnify and hold harmless the Town from and against all liability, claims; damages or expenses due to or arising out of the Participant's occupancy of the Premises, and such indemnification shall survive the termination of this lease, anything in this lease to the contrary notwithstanding.

Dated the _____ day of _____, 2010.
(day) (month)

Participant (Signature)

Going Green! Bridgewater Sustainability Festival 2010

Artist Release and Waiver of Liability

Name: _____

Address: _____

E-mail: _____ Phone: _____

Artist Release:

I, the above named, hereby assume all risks and hazards incidental to any participation in the Growing Green! Bridgewater Sustainability Festival art show at the South Shore Regional Library Branch in Bridgewater.

The Artist warrants and represents that he or she is the sole legal owner of all right, title and interest in all Artwork, including all related intellectual property interests such as trademarks and the sole and exclusive copyright in all artwork, and has the full right and authority to enter this Agreement and grant the rights granted in this Agreement.

Waiver of Liability:

I do hereby expressly release and hold harmless the parties listed below:

- The Town of Bridgewater,
- South Shore Public Library,
- Growing Green! Sustainability Festival 2010

and all of its staff, volunteers, and resident artists, individually and collectively, from liability for all damages to or for the loss of the art work that I am voluntarily submitting, including transportation to and from activities.

I do hereby release and hold harmless the above listed parties from any claim arising from and usage of the facilities.

I HAVE READ, UNDERSTAND, AND AGREE TO THE POLICIES AS STATED ABOVE.

Artist Participant Signature

Date

Artwork Title

Medium

Please use back of form for additional pieces