

Closing the loop on Waste

Connecting personal and environmental wellness at the Sidney Health Fair 2010

This year the Sidney Health Fair aims to strengthen the connection in people's minds and hearts between personal and environmental health.

Volunteers will help you to find the right recycling box and have great information on what and where you can recycle on the Saanich Peninsula!

We want our visitors to experience healthy lifestyle choices that are good for the planet and are connected to personal health.

A practical way to make this connection is to take a new approach to presenting information and offering an experience

Reducing waste from promotional items and communications will:

- **Support markets for environmentally friendly products**
- **Reduce the consumption of fossil fuels**
- **Promote responsibility for the lifecycle of a product**
- **Create financial savings for exhibitors**
- **Create a more environmentally conscious experience for visitors**

How?

We are asking all exhibitors to consider the following guidelines:

1. Food or sampling packaging should be 100% compostable.
Note: There will be recycling facilities thanks to Pacific Mobile Depot for foil wrappers that come with some samples.
2. Promotional items may be:
 - made from recycled materials
 - recyclable and reusable or biodegradable
 - non-toxic
 - minimally packaged or not packaged at all
3. To make your communications more environmentally friendly consider:
 - Use electronic forms of communication instead of printed materials
 - When printing use recycled paper with a minimum of 80% post consumer content. Print on both sides of the paper.
 - Use environmentally friendly inks.
 - Avoid excess printing and save on costs
 - Format materials **without** specific event information so that leftovers can be used in the future
4. At the end of the show
 - Participate in the recycling program
 - Plan to donate food leftover items and materials to the donations program

Concepts being integrated into the Sidney Health Fair 2010

Product stewardship: Everyone involved in the lifespan of the product is called upon to take up responsibility to reduce its environmental impact. For manufacturers, this includes planning for, and if necessary, paying for the recycling or disposal of the product at the end of its useful life. This may be achieved, in part, by redesigning products to use fewer harmful substances, to be more durable, reusable and recyclable, and to make products from recycled materials. **For retailers and consumers, this means taking an active role in ensuring the proper disposal or recycling of an end-of-life product.**

A process that has a closed loop, where all outputs are used again as inputs and no waste is created, similar to the way that resources are reused in nature.

***Thank you for your support!
Your Sidney Health Fair team.***