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About Green Chair Recycling Inc.

Green Chair is a small social enterprise based in Vancouver, BC. Their mission is to reduce waste sent to landfill from all types of events from festivals to marathons.

They do this by providing event waste management services. Their services include setting up recycling stations where Green Chair staff and volunteers actively sort and recycle waste while engaging and educating event attendees.

With their unique business model they have formed strategic partnerships that are integral to their growth and success.



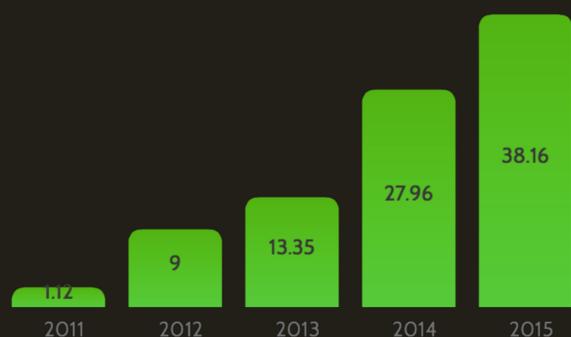
Sustainability Challenges

<p>Greenwashing</p> <p>For example, self proclaimed 'compostable' plastic cutlery containing 70% compostable material.</p>	<p>Behavioral Change and Compliance</p> <p>Developing vendor compliance through education is a gradual process.</p> <p>Public recycling stations require monitoring for proper waste sorting.</p>
<p>Food Waste</p> <p>Events generate large amounts of edible food waste.</p> <p>In Canada approximately 40% of our food is wasted (Gooch et al. 2010, Value Chain Mgmt Int.).</p>	<p>The Business Case for Sustainability</p> <p>Waste management budgets are not designed to cover extensive recycling services. Reputational and educational benefits must fill the gap.</p>

Key Takeaways

- Environmental claims are not reliable without credible certification.
- The normalization and convenience of wasteful behaviour is a huge challenge to overturn and must be undertaken one step at a time.
- Facilitating sustainable action, has to be made as practical, accessible, and cost effective as possible.
- The social aspect of management can be essential to operational success. E.g. Leadership qualities of enthusiasm and charisma that motivate staff, volunteers, and the public.
- The reward of working for a greater purpose can in itself serve as a form of compensation.

Annual Waste Diversion Totals in Tonnes



Valuable Experience

Acting as team lead and managing the multi-day Harmony Arts Festival in West Vancouver.



Developing Green Chair's Recycling in a Box service marketing materials.

Producing event environmental impact and future recommendation reports for Green Chair's clients.

