

# CITY OF SAN JOSÉ ZERO WASTE



Zero Waste  
Closing the Loop

## Fact Sheet: Interactive Outreach

Events present numerous opportunities to engage, educate and entertain attendees about being green where they live, work, and play. Offering hands-on environmental displays at your event is an important step in communicating the “zero waste” message. Interactive outreach should be tailored to your event attendees and cover all age groups, including multi-cultural activities. Here are some ideas that you can use at your event.



### ENVIRONMENTALLY PREFERABLE PRODUCT GIVE-AWAYS AND PROMOTIONS

- Give away compact fluorescent light bulbs. [www.sanjoseca.gov/esd/natural-energy-resources/energyresources.htm](http://www.sanjoseca.gov/esd/natural-energy-resources/energyresources.htm)
- Display ENERGY STAR appliances. [www.energystar.gov](http://www.energystar.gov)
- Promote green building products- display and raffle for TREX decking (made from film plastic bags), TIMBRON crown molding (made from recycled polystyrene), recycled glass, steel, plastic and paper building and design products for countertops, carpet, flooring, wall coverings etc. [www.buildinggreen.com](http://www.buildinggreen.com)
- Organize a green house exhibit and tour, solar exhibit tours, and native landscaping demonstration garden. [www.greenexhibits.org](http://www.greenexhibits.org)
- Create your own “Extreme Green Makeover” home makeover display. This can be done by demonstrating environmentally friendly products and materials that can be used when remodeling your home. [www.green2green.org](http://www.green2green.org)



### REDUCING YOUR CARBON FOOTPRINT

- Demonstrate different makes and models of alternative fuel vehicles, i.e. Prius, Civic Hybrid, Tesla Roadster, etc. [www.hybridcars.com](http://www.hybridcars.com)
- Promote “Ride your bike to work day” with raffle/bike giveaway. [www.svbcbikes.org](http://www.svbcbikes.org)
- Provide information on “Flex Car” type vehicle sharing programs. [www.zipcar.com](http://www.zipcar.com)
- Offer incentives for ride-sharing, using mass transit- corporate and public sector recognition and award ceremony
- Display electric bikes, scooter, and golf carts. [www.easyracers.com](http://www.easyracers.com)



### UTILITY AND GOVERNMENT SPONSORED REBATE PROGRAMS

Display Rebate Program Information for:

- Water Efficient Devices (toilets, sprinkler systems, etc.): [www.valleywater.org](http://www.valleywater.org)
- Photovoltaic Systems: [www.pge.com/solar](http://www.pge.com/solar); [www.gosolarcalifornia.ca.gov](http://www.gosolarcalifornia.ca.gov)
- Energy Efficient Appliances: [www.energystar.gov](http://www.energystar.gov)
- PG&E Energy Efficiency Rebates (cooling & heating equipment, lighting, seasonal, appliances, remodeling, appliance recycling, home electronics, e-rebates at a glance): [www.pge.com/myhome](http://www.pge.com/myhome)

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Visit [www.sjrecycles.org/events-venues/](http://www.sjrecycles.org/events-venues/) for more ideas on how you can incorporate interactive outreach at your event.



## MASCOTS

Photo opportunities with mascots:

- Recycle Rex- CA Department of Conservation, Division of Recycling
- SJCC Mascots "Froggy" and "Bobby"  
[www.sjcccharterschools.org](http://www.sjcccharterschools.org)



## GAMES

- Fishing contest with steel cans and magnet on a pole
- Name the number of bottles/cans etc needed to build the Golden Gate Bridge or Statue of Liberty. Winner gets a prize!
- Recycling race- What bins do certain products go into?
- "Scrapture" - using scrap and discards for art projects. Winner announced at special event and then displayed in the community.
- Contests or raffles to win compost bins



## ZERO WASTE FILM FESTIVAL

Movies for all ages with an environmental theme:

- Who Killed the Electric Vehicle?
- An Inconvenient Truth
- Darwin's Nightmare
- Dude, Where's my River?
- Fern Gully
- Happy Feet



## EDUCATIONAL DISPLAYS

- Displays of worm bins for the children to learn about composting
- "Learn how to recycle at home" displays
- Energy efficient electronics and appliance showcase
- Outreach booths about water, energy, solid waste, transportation, and land use planning
- Event education booth explaining the recycling and/or composting efforts at event
- Allowing announcements at each stage briefly describing the program and how to participate
- Earth Balloon display
- An interactive display on the effects of an oil spill on the Bay (Youth)

