



How To Host An EarthFEST

A Handbook to assist in the hosting of EarthFEST, a trade show and festival of sustainable technologies and lifestyles for the whole family.



This Handbook is also available on the EarthFEST Web site:
<http://www.web.net/earthfest>

The EarthFEST Vision— A fun event to bring people together and provide them with enthusiasm, ideas and tools to live more sustainably on the planet.

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Acknowledgements

EarthFEST'98 could not have happened without the help of our volunteers, thank you, everyone. Thank you also to our sponsors, particularly Natural Resources Canada and Human Resources Development Canada, who made EarthFEST and the production of this Handbook possible.

PART A— INTRODUCTION

On August 22 and 23, 1998, fifteen hundred people gathered at the Courtenay Fairgrounds on Vancouver Island to learn more about appropriate technology and sustainability, and to celebrate the first of what we hope will be many similar events. EarthFEST is an attempt to briefly create a vision of a sustainable society. It is part conference, part trade show, part festival, and an opportunity for practitioners to network in a multi-disciplinary milieu. EarthFEST provides a showcase for the best and most up-to-date methods and products for sustainable housing, transportation, energy, water use, waste treatment, food production, eco-forestry, and ecologically planned communities. The first EarthFEST, a two-day outdoor festival, trade show and information exchange, was blessed with sunshine, knowledgeable, enthusiastic exhibitors and workshop leaders. Attendance and public support made EarthFEST '98 an outstanding success. We hope that EarthFEST, like the Fall Fair or Home Show, will be held regularly in many communities, and that EarthFEST will eventually become a major information transfer mechanism and catalyst for new technology adoption.



I found EarthFEST to be an excellent introduction into the world of walking softly."

"The very fact that EarthFEST was put on is a big feather in the Comox Valley's cap. This is something that has been waiting to happen for a long time - an excellent idea - a real awakening as to how we should be living."

"Come again, EarthFEST!!"

Invitation to Host an EarthFEST!

This handbook provides an overview on how to host an EarthFEST event. We want you, dear reader, to host an EarthFEST in your community. Go ahead, steal our ideas, pick our brains. This idea works! It worked for us and it will work for you! All we ask in return is three things:

1. your event be hosted by a non-profit group
2. you adopt our environmental criteria, or establish your own equal or better criteria
3. you let us know when and where your event is happening.

We would like to see EarthFESTs all over B.C.— all across Canada— North America— the World. We invite you to join us in hosting a fun and energy-filled event that has real potential for bringing positive environmental change.

"Meeting Randy Holmquist, a Vancouver Island designer and promoter of the electric car conversion kit, was by far the highlight of EarthFEST for me." EarthFEST '98 attendee.



EarthFEST in a nutshell

EarthFEST is about environmental information exchange, education and economic stimulus. It is a festival which combines workshops and demonstrations with some aspects of a conference and trade show. The format is similar to a rural agricultural fair or folk festival. By involving people at a grass roots level and by fostering local 'green' business activity, EarthFEST seeks to strengthen the capacity of communities to meet their own needs through the generation and regeneration of community talent and resources.

Vision: EarthFEST— A fun event to bring people together and provide them with enthusiasm, ideas and tools to live more sustainably on the planet.

Themes, technologies and methods demonstrated:

- F** = **Food** (organic, permaculture, seed savers, rare breeds, biodiversity) and **eco-Forestry** (small scale equipment, wood lots, community forests, fibre)
- E** = **Energy** (energy-efficiency, solar power, solar heat, wind, microhydro, wood)
- S** = **Shelter** (advanced housing, healthy housing, sustainable housing, envelope techniques, earth / straw bale construction, appropriate mechanical systems)
- T** = **Transportation** (bicycles, electric vehicles, alternative fuels, horse power)
- + **Water** (rainwater cisterns, conservation and purification, watershed restoration)
- + **Waste** (composting toilets, greywater systems, recycling, reused products)
- + **Sustainable communities & green business opportunities**

Other topics, such as non-toxic household products, greenways, computer networking, eco-tourism, holistic health, wilderness conservation, and green business skills, could also be included.

Components:

- Commercial exhibits from companies that meet the environmental criteria
- Non-profit displays that fit the themes
- Free workshops at the theme locations throughout both days
- Renewable energy demonstrations and workshops
- Construction demonstrations and workshops
- Organic gardening demonstrations and workshops
- Organic food stalls
- Environmental Fun Fair, children's eco-activities and solar model building
- Music (PV powered)
- Environmental theatre
- Ecology walk
- Camping
- The Legacy Project, a practical demonstration and gift to the host community

ENVIRONMENTAL CRITERIA

Exhibits and products must fit the EarthFEST themes and must demonstrate one or more of the following:

- **SAVES** energy, water, natural resources.
- **REUSES or RECYCLES** materials.
- **PEOPLE POWER** hand-made, hand tools, bicycles.
- **SUPPORTS** health, sustainable communities, biodiversity, bioregionalism

Every effort is made to apply these criteria to the site infrastructure. For example, site vehicles operate on alternative fuels (electricity, pedal power, horse power). The Solar Stage entertainment is PV-powered. There is a zero waste policy on site. Food concessions serve organically grown food.



About The Earth Festival Society

EarthFEST is a project of the Earth Festival Society, a non-profit society registered in BC (Nov '97) and sponsored by the **Solar Energy Society of Canada, Inc. (SESCI)**, **Canadian Organic Growers Inc. (COG)** and other environmental groups. The society's mandate is:

to provide people with information and education, by means of public events, workshops and demonstrations, about environmentally sustainable practices and technologies, including, but not limited to, organic food production, renewable energy, green building techniques, alternative transportation, water conservation, waste minimization and green business practices.

The five founding directors are:

John Hague, Accountant and public utility specialist.	delwood@uniserve.com
Richard Kadulski, Architect and publisher of Solplan Review.	kadulski@direct.ca
Anne Macey, Biologist, author and organic farm inspector.	macey@saltspring.com
Andrew Pape, Energy consultant and renewable energy systems supplier.	apape@island.net
Elizabeth White, Sustainable housing consultant.	elizwhite@saltspring.com

We welcome new members. If you would like to join the Earth Festival Society, please contact the society, or any of the directors.

PART B—ORGANIZING AN EarthFEST EVENT

EarthFEST is about appropriate technology, but organizing EarthFEST is about people. Thousands of hours, volunteer and paid, go into an EarthFEST event. Taken step by step, it is not complicated. If we can do it, so can you. All you need is about nine months, a core group of people and the determination to make it happen. Just follow our recipe, and change the ingredients as necessary to suit your circumstances



Organic food concession at EarthFEST'98

Chapter 1 Putting EarthFEST together

This chapter covers the essential administrative tasks, and the team structure, schedule and budget needed to get the job done.

The EarthFEST team

The start-up team can be very small, just two or three people for the first three months. As planning progresses, the event starts to snowball and more people join the team. Funding makes an enormous difference—once money starts to flow in, people can be hired.

Although many tasks can be done by volunteers, some of the more time consuming ones need to be paid. This also helps with continuity and follow-through. There is a tendency in non-profit organizations for volunteers to back off as soon as paid people are available. This is a big mistake. EarthFEST needs a large team—paid, partially paid and volunteers—to make it happen.

Project manager - A dedicated person with good administrative skills, who is available to follow the project through from beginning to end, is needed to provide overall project management. Depending on the availability of funds and the number of tasks taken on by the project manager, this position may be volunteer or paid. If volunteer, a token honorarium and expenses should be included in the budget. The project manager needs to make sure that everyone knows their job and gets it done.

Other positions will depend on the people, skills and funds available. Our paid positions were as follows:



Coordinator— We found HRDC summer placement student funding, at minimum wage, for this position, which covered 350 hours. In fact this person worked closer to 470 hours.

Program and exhibitor coordinator— For this position we found HRDC Career Development funding, which covered 560 hours over 4 months.

Site manager— This was a contract position, paid out of general revenues. The site manager should be involved early, though the bulk of the work occurs in the two months leading up to the event.

Entertainment coordinator— Contract position, paid out of general revenues.

Youth program coordinator— Contract position, paid out of general revenues.

Volunteer coordinator— Although we didn't have this as a separate position, we strongly recommend that one person oversee and coordinate all volunteers.

Our volunteer positions included the Project Manager (see above), Organic Food coordinator, Solar Stage coordinator, and the Web master. We could have used other skills as well— fund raising, marketing, graphics design, bookkeeping.

Myra Pagé - Coordinator

Agreements We had a written agreement with each paid person. The agreement included a detailed job description as well as the amount being paid. This is essential should a dispute arise, and is also very useful to determine who is responsible for what.

Payroll If you have staff on payroll (not recommended unless required by the funding agency) you must register as an employer with Revenue Canada and submit regular payroll deductions. You may also have to register with the Workers Compensation Board.

Meetings The team should meet regularly, perhaps once a month until, say, three months prior to the event, then every two weeks, and weekly for the final month. Between meetings people need to communicate regularly by phone, fax or e-mail. The project manager needs to keep track of everyone to make sure they are happy, on schedule and on budget.

Legal stuff

A legal entity is needed to sponsor EarthFEST. It can be an existing **community organization** or a non-profit society set up specifically to host the event. The Earth Festival Society is available to help and may be able to sponsor your event. Ask us.

You will need a **bank account**. We used a regular checking account with two signatures required for each cheque.

You will need to **rent the location** several months in advance.

You will need a **mailing address, telephone and fax numbers, an e-mail address and web page**.

A shared office space is nice, but not essential. Our team mostly worked at home. For ease of communication the key people should have e-mail access.

You will need various **permits for the event**. Check with the local Health Board, Fire Department, RCMP, and with the Municipality.

You will need **liability insurance**. The site lessor will probably require you to prove that you carry sufficient insurance and may require specific clauses in the policy. Ask.

Funding and sponsors

You will need some **financial assistance**, because the revenue from exhibitors and admissions is unlikely to cover all the costs. (If you discover a way to avoid outside funding, please let us know!)

Letters of support from other environmental groups are important in obtaining funding because they demonstrate a broad base of support for the EarthFEST concept. You will also need **sponsors** who can provide **in-kind donations**, such as equipment loans.

Some funding organizations allocate grants in the Fall or early Spring, so make a bunch of calls right away to get deadlines and application forms. Then find someone with proposal-writing skills to write the grant applications. Save time and use the Earth Festival Society grant applications as a starting point. Ask us for copies.

Potential funders are government— federal, provincial and regional / municipal— private foundations and corporations. Seeking and working with funding organizations, especially those we hope will offer larger contributions, needs a confident, diplomatic and enthusiastic person.

We obtained financial assistance from **Human Resources Development Canada, Natural Resources Canada, BC Hydro, Canada Trust Friends of the Environment Foundation, the Regional District of Comox-Strathcona and West Kootenay Power**.

We received in-kind assistance from **CFB Comox, Energy Alternatives, Compass Resource Management Ltd., West Coast Waste Systems Inc., Mount Washington Resort, Island Internet, Eatmore Sprouts and Water Pure and Simple**.

Comox Valley Environmental Council, Canadian Organic Growers, the Pembina Institute, and the Solar Energy Society of Canada were sponsoring environmental groups.

Treat your sponsors very well! We invited all our sponsors to attend EarthFEST and provided them with small gifts (EarthFEST T-shirt or mug and certificate of appreciation) on the main stage. Their names were used in media releases, and their names and/or logos appeared in the program and on banners.

Budgets

It is safer to **begin with a generous budget that includes everything you can think of**, and then pare it down as hard cold reality sets in, rather than thinking you can do everything on a shoestring and discovering at the last moment that you can't.

EarthFEST'98 began with a budget of about \$100,000 and wound up with an event that cost about \$36,000, excluding the value of volunteer time. Cash outlay was about \$27,000. We reworked the budget every month as we received new information on costs and revenues. The final budget was prepared three weeks before the event and was very close to actual costs. (see Appendix B)

The main reason that EarthFEST'98 was a financial success (i.e. we didn't lose money) was that we had a great, budget conscious team. Everyone had input into the budget and was responsible for making sure that their portion of the work got done within the budget they had allocated for themselves. We operated without loans and no cheques were issued unless there were sufficient funds to cover. We used a simple accounting program to track all transactions.

Web site

Our e-mail server gave us a free Web site because we were a non-profit society. A volunteer designed and mounted our Web site, and kept it updated. <http://www.web.net/earthfest> We received lots of good comments about our Web site, which is available for others to copy and modify. (Please ask us first.) A good Web site is important in attracting exhibitors and can help in getting funding. Potential exhibitors can be directed to it to view information about EarthFEST. It would be a good idea if they could also register through the Web site, but we didn't do that.

Schedule and checklist

The schedule and checklist (Appendix A), is suggested as a guide. We were late getting started and were running late throughout. This definitely had a negative impact on the event in terms of numbers of exhibitors and participants. If people don't know EarthFEST is happening, they don't come! Establish a schedule and stick to it!

Chapter 2

Attracting Exhibitors and Workshop Presenters

Exhibitors and presenters are the EarthFEST stars. The exhibitors determine the nature of the event, so pick the best and treat them well! It is unlikely that you will be familiar with all the methods and technologies that you will be showcasing. Start by finding out who are the experts in the various fields, invite them to give a workshop and ask them for contacts and ideas.

Our contact list snowballed as word got out, and we found it easy to attract qualified exhibitors.

Unknown exhibitors need to be carefully screened. It's better not to accept a questionable exhibitor rather than confuse the public with mixed messages.



The concept of EarthFEST sold itself the first year; following years should be even easier.

Networking is the best way to reach potential exhibitors. About 75% of our exhibitors found out about EarthFEST by direct contact with one of the organizers, or by word of mouth. The others found out about us through a magazine or newspaper article (Appendix F).

Step 1 — design a good workshop program

At least six months before the event, contact key exhibitors and potential workshop speakers from each theme area and develop the workshop program. Presenters usually want display space too. An interesting workshop program and a few well-known speakers and exhibitors works wonders in convincing others to exhibit. This step is mostly done by phone, fax and e-mail.

Expand the contact list of potential exhibitors. We began with a contact list of over 100 names, and now have nearly 300 local and regional companies, organizations and individuals. Develop an **exhibitor package**, which should include the environmental criteria, preliminary program and registration forms (see Appendices c and f). Mail, fax or e-mail to the expanded list four months before the event, or earlier. Do not expect an overwhelming response. Follow-up phone calls, faxes, e-mails or a second mailing will probably be needed.

Step 3 — identify weak areas

Check if any of the themes are poorly represented or, horrors, missing. If so, get on the phone and stay there until you have found the missing links and convinced them to exhibit. It can be done, but preferably not at the last minute.

Step 4 — communicate

Lots of phoning is necessary. E-mail is helpful, but doesn't replace phone and face-to-face contact to clear up little details. We directed exhibitors and potential exhibitors to the Web site for updates on the program and list of confirmed exhibitors. We sent an EarthFEST update one month before to all confirmed exhibitors, and contacted each to ensure we had the correct information about their display dimensions, power and water needs, and number of exhibitor passes required.

During EarthFEST

We had an information package waiting for each exhibitor, which included booth location, name tags, program and receipt. We were available if anything was needed. We visited each exhibit during the event, asked that the exhibitor evaluation form be completed, and returned later to pick it up. We suggest having a planned time for all exhibitors to meet each other and relax.

Exhibitor fees, policies and environmental criteria

We charged \$200 for a booth space, with a discounted rate of \$50 for non-profit groups and small businesses (defined as annual sales under \$30,000). We offered a \$50 rebate if exhibitors gave a workshop. All exhibitors were very happy with these rates. Policies and environmental criteria are printed on the back of the Exhibitor Registration Form. (Appendix C). They will be revised to include mandatory prepayment of registration fees, and a firm cut-off date for late registration, (or some creative way to handle late arrivals).

Workshops

We had thirty-one different one-hour workshops, demonstrations and tours covering the main themes. Most of these were repeated on both days. (See Program, Appendix G). In the evaluation forms (Appendix E), just about every workshop was recommended at least once. In general they were rated "very informative," "about the right length," and "professional." We anticipate that next year we will have more people wanting to give workshops than time slots available. We may add an extra workshop area and reduce the number of repeated topics.

Exhibitor evaluation forms

These were provided to all booths, and about half were returned. Comments were positive, and all but two "maybes" said they would exhibit again. We rated especially high in number of knowledgeable people, good place to network, and fun place to be. (See EarthFEST '98 Exhibitor Evaluation Summary in Appendix e.)

"Working with the exhibitors was one of the most pleasant parts of my job," says Susan Holvenstot, EarthFEST '98 program coordinator.

Chapter 3

Attracting the Public



*"I liked being comfortable amidst a sea of folks with similar/compatible ideologies. Makes it easy to say 'good morning' to anyone you pass by with a genuine smile."
EarthFEST '98 attendee.*

It is a challenge to get the public to attend an unknown new event, especially when the promotion budget is small. Some local people turned away at the gate when they discovered EarthFEST was not free. But about fifteen hundred people did attend, and the vast majority liked what they saw. Word of mouth (41%) and newspaper articles (26%) were the most successful, and least-cost, way to attract the public. Posters were in the middle with 15%, and at the bottom were brochures (6%) and newspaper ads (4%). (Appendix E)

Micro marketing

Micro marketing is a low cost way of reaching groups with common interests. For example, Salt Spring Seeds included an information sheet on EarthFEST'98 with seed orders. The monthly EcoNews published information about the event. Local environmental groups with newsletters provided coverage. EarthFEST flyers were provided to Brown Box services for inclusion with the weekly food delivery. E-mail lists were also used to circulate information. All these things build awareness about the event in the communities you want to reach, and lead to word-of-mouth advertising, the most potent way to attract people. We also wanted to speak to community groups to explain and promote the event, but did not get organized in time. We plan to do more micro marketing next year, designed for **our four market groups: the environmentally aware, interested locals, cottagers and trades people.**

Media releases

Newspaper articles were second to word-of-mouth in attracting the public. We had a media contact list for all of Vancouver Island, major West Coast, and some national media. Our list included monthly specialty/trade magazines, weekly, biweekly and daily newspapers, radio and television. We prepared and sent out a media release every second week beginning 8 weeks before EarthFEST. Some of these releases were written for local media, others were targeted to specific publications.

We received "cover story" status once and very positive editorials:

"No, this is not designed to be some poetic 'hippie eco-freak' fair of old, it is designed to show there are ways we can all work together within the economy of the society to cut down the despoliation of our resources."

Another said: *"Congratulations to the forward-thinking people who put this new annual event together, and to those with the foresight to participate. You are the hope of the future."*

We gained some unexpected media exposure because of a controversy over organic meat at EarthFEST. We were looking for a supplier to serve organic hamburgers. This idea was strongly opposed by the local vegan community, and well discussed in the local media. This heightened the profile of EarthFEST and proved a valuable opportunity to explore some aspects of sustainability.

Media outreach should start at least three to four months before. There is much that could be said about working with media, but best get someone to help you who has experience. We have copies of most of the 1998 media coverage.

Posters

Posters are important in attracting the public and need to be distributed at least three weeks before the event at key locations in all the target urban areas, not just the local community. Our original plan was to produce small, 8 1/2" x 11", posters for bulletin board and store window display, and to involve the elementary schools through a poster competition. Local businesses and corporate sponsors would be asked to display the posters for two weeks prior to EarthFEST. We were not able to organize this early enough, so we paid to have a poster designed for 11" x 17" tree-free paper. We find this size a bit too large for easy, frequent posting. We had 500 of these large posters made, which we mailed across BC to previous contacts, and another 300 smaller ones made for local use. When we could not find a volunteer, we paid 10-25 cents per poster for distribution.

Brochures

We produced a 3-fold brochure (Appendix H), which served us well, especially as early outreach to exhibitors and sponsors. This was adapted into 1/3 cut handbills, many with a discount coupon attached, of which we handed out nearly 1000. Seventy-eight of these discount coupons were returned at the gate, a response rate of about 8%.

Newspaper advertising

We ended up spending over \$1800 in newspaper advertising. Even though we got some very good deals, it was not worth the cost in terms of attracting more attendees. A few key ads are probably required, but good articles will do most of the advertising. Coop advertising with exhibitors paying for a portion of the ad would be a better way to handle paid advertising, but needs to be planned at least six weeks before the event.

Banner

Our large bright blue and green EarthFEST highway banner was spectacular and very welcoming to newcomers to the Valley. We had another on the main stage, but missed one at the front gate, or where entering the fairgrounds. We went to some trouble to use environmentally-friendly materials for the banners (canvas rather than plastic) and hand-made them. EarthFEST banners should be made with no reference to the year, or with the year removable, so they can be reused.

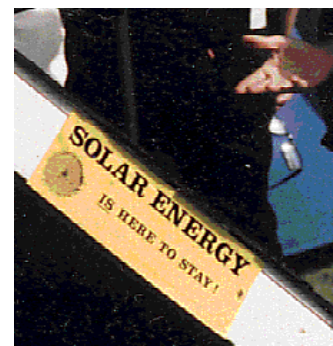
Highway signs

We used approximately fifteen 6" high reusable coroplast signs with EarthFEST and an arrow to direct out-of-towners to the site. Generally they worked well, though we had comments they should be larger.

Mugs and T-shirts

We thought that selling EarthFEST mugs and T-shirts in advance and at the event would be good promotion. We produced 200 EarthFEST mugs (cost \$5, sell for \$5) and 80 T-shirts (cost \$12, sell for \$20, half were distributed free to volunteers). Neither sold very well, and we probably will not repeat the effort. We had expected sales to offset the cost of producing these items, but we were wrong. A less expensive form of identification, like a hat, would have worked well for volunteers. The mugs were not so costly and we will order a few again next year for our sponsors.

portable saw mill



Chapter 4

Planning and Organizing the Site

The site needs to be selected very early in the planning process. Look for a large enough, conveniently located site. Because part of the objective is to **create an inspirational vision of a sustainable community**, it is important that the site be attractive. An **adjacent campsite** is important too in creating a community atmosphere, and also helps to draw exhibitors and out-of-towners. Fairgrounds and parks are obvious potential sites and may have buildings to rent, an advantage if the weather is bad.

EarthFEST '98 used the large flat grassy site of the Comox Valley Exhibition Grounds, on the outskirts of Courtenay, next to the Tsolum River. The Comox Valley is well known for having an abundance of sustainable activities, innovations and practitioners. The site is used for many events, including a music festival, and has the necessary facilities to handle large crowds.

It is hard to pick a date with no conflicting events. On our weekend there was a farm tour, sheepdog trials, a music festival and a horse show. We wanted to hold EarthFEST fairly late in the summer so that there would be lots of local organic produce available for our caterers. Good weather sure helps, and just after the full moon is supposedly auspicious for dispersing ideas. Good luck!



Site management

If the site is used for other large events, the first step is to talk to the organizers and find out how they set up their site. Talk one of the organizers into joining the EarthFEST team! They may have equipment and shelters that they will be willing to lend or rent for a nominal fee, and their experience will be invaluable. We hired the site manager of the music festival, and he saved us many hours and dollars because of his experience. This is one area where professional assistance more than paid for itself.

Practicing what we preach

EarthFEST not only exhibits appropriate technologies, but uses them on site. This complicates things, but is well worth the effort. There will be times to back off and go for a standard solution, but much can be achieved. All food sold at EarthFEST'98 was organic, served on china plates, it was a zero-waste event, the stage was solar powered, on-site transportation was by foot, bicycle, tricycle, electric vehicles or horse-drawn. We hope to do more next year.

Site design

Draw up a list of all the things that will have to be included in the site design. Our list was as follows:

- **Workshop areas:** four theme marquees, **F, E, S, T**, with **T** acting as a catch-all for transportation, water and waste and sustainable communities.
- **Exhibit areas**, grouped around each theme marquee.
- **Dark room** for showing slides and videos.
- **Food court** - organic food concessions and covered eating area.
- **Solar stage**
- **PA system**
- **Children's area** - with shelters, stage and activity areas
- **Admissions area and ticket booth**
- **Information booth**
- **Handicapped access and facilities**
- **Portable toilets**
- **Security tent**
- **First aid tent**
- **Volunteer tent**
- **Public and exhibitor parking**
- **Camping area**
- **Recycling area**
- **Food delivery area**
- **Emergency access lanes** - required by fire department
- **Water supply**
- **Power supply**
- **Secure place for cash**

Other items might include security fencing, construction demonstration areas, dish washing facilities, and entertainers' backstage tent.

A rough site plan can be worked up months in advance and refined over time. Make sure that unshaded solar access is available for all solar equipment— solar stage and solar exhibits, etc.

Equipment

Lots of equipment is needed for a large public event. Expand each item on the design list above and add in all the extra things like shuttle buses, signage, radios for the security staff, etc. **Equipment can usually be rented at a discount rate or borrowed.** We borrowed a number of army tents, tables and chairs from CFB Comox, two shuttle buses from Mount Washington Resort, PV equipment, electrical cables, water hoses and connections. We rented at nominal cost the solar stage, children's stage, ticket booth and information booth from the music festival; got the solar stage circus tent at half price, and obtained a good discount on the marquees and extra chairs and tables. Marquees are in big demand in the summer, so **reserve them early.**

Permits and approvals

Check with **local government**, the **health department**, **fire department** and **RCMP** and obtain all necessary permits. Make sure that **liability insurance** is in place.

Volunteers

Volunteers are the heart and soul of any community event. We had a general policy of volunteers working 5 hours for free admission, although many worked much more. Volunteers need to be offered some benefits for their often hard done work. In addition to free admission, identification tags, bottled water and lots of thank yous, we gave EarthFEST T-shirts, mugs and \$5 meal vouchers on a discretionary basis. We would have liked to offer these extras to all the volunteers but we could not afford that.

About 100 volunteers helped, in the following areas:

site set-up	20+
security	14
gate	8
first aid	8
info booth	8
environment/recycling	12
stage crew	8
workshop hosts	18
children's area	8
parking	2 (4 - 6 needed)
collecting tent fees	1 person each evening
site take-down	20+ needed (we had less)

Most of our volunteers signed up weeks in advance, many were from out of town. Some volunteered at the gate to gain free admission. Last minute volunteers can be used as floaters. Count on at least 10% no-shows for their shift.

Organic food

Providing organic food, preferably locally grown, for thousands of people is not a simple task. Everything from organic bread to organic mustard, ketchup and carbonated beverages has to be sourced and procured in approximately the right quantities. Early in the planning process we found a local organic producer, **Eatmore Sprouts**, to coordinate and cater the event. Prices were kept low, about \$4.50 per meal, and over a thousand meals were served. The food was great, but several organic concession stands would give a better impression than just one. Note that each food vendor needs a health permit, and hot water may be a requirement.

Children's and youth area



Young people have perhaps the most to gain (or lose) as we move (or don't move) toward sustainability. It is important to involve the youth eco-activities coordinator early in the event, and connect the activities with the rest of the event. We tried to set an atmosphere of friendliness, co-operation and creativity in a relaxed setting with hay bales, several shelters, a central stage and enthusiastic volunteers. Because the youth area must meet the needs of all age groups we had a number of diverse areas.

We had an amazing array of entertainers - singers about garbage and human relatedness to animals, storytellers of stories with a message, and a composting cowboy skit. We had a humungous environmental crossword puzzle, arts and crafts area with recycled supplies, and toy solar car construction. There was a larger than life septic system crawl-through model, cardboard box maze, stilt walking and bouncy balls.

There are many volunteers and organizations willing to assist in youth activities. Check out supportive child care centres, recreation departments, teachers, churches and schools. Young people themselves should be encouraged and supported in designing and running the youth area.

We note particularly the question of security around young people. There should be clear procedure to follow if a known offender enters a children's area. They should be escorted out by security people. The youth coordinator cannot monitor the activities of and care for the children and monitor an offender's behavior. Given sufficient time, perhaps a criminal record check could be part of volunteer recruitment in security and the youth area.

"...there's always someone who's as crazy as me who loves coordinating such an a event for the involvement and education of youth."

- Jane Larsen, EarthFEST '98 Youth Activities coordinator.

Zero waste policy

This really works! Instead of garbage cans, we had recycling bins for compostibles, glass, metal and cardboard. These were emptied into larger containers outside the site. The Regional District's Waste Reduction Coordinator helped us organize the recycling, and West Coast Waste Systems provided free haulage.

The key is to reduce the amount of waste and recyclables generated on site by eliminating disposables such as paper plates and styrofoam cups. Food was served using rented china plates, cups and glasses, and were washed off-site by the rental company. It is possible to wash them on-site with proper approval from the Health Department.

Food scraps and brown paper napkins were collected for composting at the regional facility, and glass, metal and cardboard was recycled. At the end of the first day, the site had yielded only half a household garbage bag of non-recyclable waste, much to the amazement of Don Bradley the site manager, who is used to collecting literally tons of waste at other outdoor events.



make solar toys with recycled items

Entertainment

Wandering minstrels and buskers, jugglers, stilt walkers and clowns would make for good entertainment during the day and would add to the festive atmosphere. We did not manage to organize this for EarthFEST'98, but will do so next year.

We had several children's entertainers on the children's stage and a free Saturday concert with a number of talented musicians. There was some overlap with the last workshops, which was unfortunate, but in general people liked the music and felt it added to the event. (Appendix E) Well-known sustainability advocate, Guy Dauncey was the main stage MC. He provided a context for the event and appropriate "filler" during the set changes - like asking who had been vegan the longest, or who had ridden a bicycle the furthest to come.

Although the main stage entertainment was good, it was an expensive aspect of the event and did not draw additional crowds. We estimate that we could have saved about \$6,000 by eliminating the main stage and the evening concert. Other less expensive options will be considered for next year.

Solar stage



The main music stage, running from 3 pm to 10 pm, was powered by an independent photo voltaic system of four 75 W panels and two 90 W panels. These charged a set of six forklift batteries with a capacity for 1000 amp hours running through a Trace sine-wave 4024 inverter. This system, which performed with no technical flaws for 7 hours, was supplied by Energy Alternatives of Courtenay and Kamloops. Sound equipment was provided by Bill Irwin of Lillooet, BC (1-800-265-8898).

PA system

The solar stage sound system was a good PA system, but it was only available on Saturday. We needed a simple but powerful solar powered PA system that could be heard throughout the site. Alternatively, a Town Crier or a roving announcer with a hand-held bullhorn are possibilities.

Admissions area

The main gate is the first point of contact for people as they enter EarthFEST, (except for the parking area which needs a sign or person directing people to camping/parking and day parking). The gate should have a map of the site, if this is not included in the program. We needed signs explaining the free workshops, the zero-waste policy, and the no dog policy.

We had maps of Vancouver Island, and the world at the main gate. All attendees were encouraged to put a colored pin in the map showing where they were from. It was beautiful. There were a total of 538 pins, about 1/3 of the attendees. 19% were from the Comox Valley, 34% from north of Nanaimo, 54% from Vancouver Island and 61% from BC. 39% said they were from various parts of the rest of the world, and we assume this indicated where they were born, and not that our advertising reached that far. Next time we will ask where people live now.

Admission prices

Colour-coded tickets were \$8 per pay, \$5 for students and seniors, and \$12 per weekend pass, \$10 for students and seniors. Children under 11 were free. We had targeted 2000 attendees paying \$10,000, and had approximately 1500 paying \$8,163. \$200 extra revenue was not accounted for in tickets. This may have been due to exhibitors buying extra passes. We suggest a two-step admission procedure, with one person selling the ticket, and a second collecting the stub to ensure more accuracy. After 3:00 pm on Sunday we offered admission by donation. This should have been publicized in advance as some locals who arrived earlier in the day turned away when they found out they had to pay to get in. The Fall Fair, on the same grounds, charges \$5 adult, and \$3 senior per day.

Program

All visitors received a four page 8 1/2" x 11" program, printed on tree-free paper (hemp/cotton/straw), when they purchased their ticket. The program included the full workshop and tour schedule, a list of all 71 exhibitors and presenters and the activities at the children/youth area and main stage. Next year we will try to convince one of the local papers to print the program as an insert. Having the full program available to local people in advance will help to explain and promote the event.

Information booth

Centrally located, with a big sign, the information booth served as sales point for EarthFEST T-shirts and mugs, for various educational materials, and as area for information sharing. Lost and found, and workshop updates were posted there, and EarthFEST evaluation forms collected.

Other items

A professional **photographer** shot two rolls of film for us. He charged \$50, plus \$50 for two rolls of film and processing. We offered free **shuttle pick-up** from the bus, train and ferry terminals. This was not well advertised, and not well used.

We promoted **car pooling**, and tried to arrange volunteers in different communities to coordinate car pools. We are not sure how much car pooling took place.

It is very useful to have all key staff, coordinators, and directors be available by **radio**. At least have radios in specified locations- the gates, info booth, main stage, etc.



Speaking of radios...check out a hand-cranked, solar-powered Baygen.

And in the end...

...we succeeded!

The public met the experts...



...and the experts met each other..

People came away with new plans, contacts and ideas about sustainable living.
The exhibitors gained sales, networked and learned some new things.
Just about everyone agreed that EarthFEST was a good place to learn and a fun place to be.
And we have a few dollars in the bank to start planning Courtenay's EarthFEST'99.
An EarthFEST event is an effective way to get things happening.



Need help organizing an EarthFEST event in your community?

e-mail us at: earthfest@web.net

or write: The Earth Festival Society,
2050 Pine Place, Courtenay, BC, Canada V9N 3C1
tel: 250-537-2616, fax: 250-537-2681

How to Host an EarthFEST *page 20*



How To Host An EarthFEST

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NOTE: A complete list of EarthFEST'98 exhibitors, presenters, and sponsors is mounted on the Web site at <http://www.web.net/earthfest/>.

For more detailed information, especially regarding philosophy, need for EarthFEST, marketing plan, technical content, time line and evaluation methods, also see the document "Technology Transfer Plan for EarthFEST '98" (March 27, 1998), available from the Earth Festival Society.

APPENDIX A

Suggested Schedule and Checklist (use this as a guide, add your own items)

MONTH	ACTIVITY
-------	----------

PHASE I— Research and Planning

- | | |
|---|--|
| 9 | <input type="checkbox"/> discuss objectives and local needs, confirm that EarthFEST fits |
| | <input type="checkbox"/> form core group and set up organizing team |
| | <input type="checkbox"/> select non-profit host organization |
| | <input type="checkbox"/> select location, site and date |
| | <input type="checkbox"/> obtain application forms from funding organizations |
| | <input type="checkbox"/> _____ |
| | <input type="checkbox"/> _____ |

- | | |
|---|--|
| 8 | <input type="checkbox"/> confirm themes and environmental criteria |
| | <input type="checkbox"/> draft program and draft budget |
| | <input type="checkbox"/> submit first funding applications |
| | <input type="checkbox"/> _____ |
| | <input type="checkbox"/> _____ |

- | | |
|---|---|
| 7 | <input type="checkbox"/> begin corporate donation campaign |
| | <input type="checkbox"/> rent site |
| | <input type="checkbox"/> develop list of key exhibitors and workshop presenters |
| | <input type="checkbox"/> prepare preliminary information package |
| | <input type="checkbox"/> submit more funding applications |
| | <input type="checkbox"/> _____ |
| | <input type="checkbox"/> _____ |

PHASE II— Preparation

- | | |
|--------------------------------|--|
| 6 | <input type="checkbox"/> confirm EarthFEST team and tasks- who does what |
| | <input type="checkbox"/> contact key exhibitors and workshop presenters |
| | <input type="checkbox"/> develop detailed marketing plan and budget |
| | <input type="checkbox"/> develop expanded contact list of potential exhibitors |
| | <input type="checkbox"/> advertise contract and paid positions (contingent on funding) |
| | <input type="checkbox"/> talk to potential suppliers- organic food, PV, entertainment, equipment |
| | <input type="checkbox"/> continue fundraising |
| | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | |

- | | |
|---|---|
| 5 | <input type="checkbox"/> publicise event and draft program |
| | <input type="checkbox"/> mount website |
| | <input type="checkbox"/> contact key local organizations for support |
| | <input type="checkbox"/> prepare exhibitors' mail out package |
| | <input type="checkbox"/> mail out to full list of potential exhibitors |
| | <input type="checkbox"/> organic food catering, PV power, & other special needs secured |
| | <input type="checkbox"/> _____ |
| | <input type="checkbox"/> _____ |

MONTH

ACTIVITY

4

- official EarthFEST launch event
- final workshop topics, presenters & key exhibitors confirmed
- follow up calls to potential exhibitors
- promote, promote, promote
- _____
- _____

3

- confirm all co-ordinators, hire students, extra staff
- confirm tasks- who does what and when
- confirm major funding
- adjust plans and budget according to funds
- follow up calls to potential exhibitors, identify & target missing sectors
- follow up information to confirmed exhibitors
- site plan, facility inventory and needs list completed
- begin monthly media releases
- book rental equipment and services
- final program confirmed, program printed/distributed
- _____
- _____

PHASE III— Delivery

2

- liability insurance, permits, licenses obtained
- security, first aid and other services confirmed
- final site planning and logistics
- follow up calls to potential exhibitors
- follow up information to confirmed exhibitors
- bi-weekly media releases
- seek site volunteers, develop volunteer task lists
- final marketing, promotion and advertising materials ready
- _____
- _____

1

- review budget
- adjust rental, caterers, suppliers as necessary
- banners, signage, posters up
- update to all exhibitors/presenters to build enthusiasm
- prepare exhibitor/participant surveys and methodology
- confirm all volunteers
- weekly media campaign, sponsor recognition
- _____
- _____

MONTH ACTIVITY

- Week of**
- site set up
 - final briefings with authorities
 - review how cash will be handled and security arrangements
 - _____
 - _____

During EarthFEST

- respond to the needs of exhibitors, volunteers, public & media
- give public recognition to sponsors and volunteers
- be flexible, keep cool, have fun
- _____
- _____

- Day after**
- site clean-up, rental equipment return
 - initial debriefing with organizing team

PHASE IV— Evaluation, Wind-down

- Week after**
- prepare draft financial statements
 - follow-up media releases
 - analyse survey data
 - compile all media coverage
 - _____
 - _____

2 Weeks after

- organizing team debriefing, volunteer party and thank yous
- co-ordinators write short reports to help with next event
- outstanding receivables collected, bills paid
- _____
- _____

Month after

- final financial statements
- reports to funders and sponsors if requested
- planning meeting for next year's event

APPENDIX B

EarthFEST'98, actual costs and revenues versus budget, as of September 21					
EXPENSES	Sponsor	Full cost	Cash reqd	Paid	Paybl
MANAGEMENT COSTS					
Coordinator	HRDC	\$3,000	Ø	\$3,361	
Site manager		\$2,500	\$2,500	\$2,500	
Promotions	HRDC	\$4,000	Ø	Ø	
Children's coordinator		\$500	\$500	\$300	
Entertainment director		\$500	\$500	\$750	
		\$10,500	\$3,500	\$6,911	
OFFICE & PROMOTION COSTS					
Telephone, postage, courier	NRCan	\$1,500	Ø	Ø	
Site office phone, copies, etc.	HRDC o/h	\$1,000	Ø	\$760	\$793
Banners	Canada Trust	\$200	Ø	\$274	
Posters	Canada Trust	\$600	Ø	\$460	
Flyers & brochures	Canada Trust	\$700	Ø	\$686	
Programs	West Kootenay	\$200	Ø	\$160	
Advertising		\$1,000	\$1,300	\$2,123	
Mugs		Ø	\$100	incl below	
T-shirts	sales	\$1,000	\$500	\$1,768	
Speakers expenses (& photographer)		\$500	\$500	Ø	\$101
Entertainers, exp. & honoraria		\$3,000	\$3,000	\$2,575	
Children's games & exhibits		\$1,000	\$1,000	\$922	
Handbook production*	NRCan / HRDC	\$5,000	Ø	?	
Miscellaneous, contingency		\$1,000	\$1,000	\$1,476	
		\$16,700	\$7,400	\$11,204	
SITE COSTS					
Site rental	Comox/Strathcona R.D.	\$300	\$300	\$398	
5 marquees @ 20x20		\$1,200	\$600	\$1,293	
30 x 40 octagonal dining		\$400	\$300	incl above	
Circus tent		\$1,200	\$600	\$600	
Stage		\$200	\$100	Ø	
Portable toilets, etc.		\$1,100	\$550	\$514	
Gates & fencing		\$350	\$350	Ø	
Admission & info booths		\$400	\$200	\$200	
DND, tents, tables, chairs		Ø	Ø	Ø	
Volunteer construction food		\$200	\$200	Ø	\$393
Site services, electrical, water,		\$400	\$400	\$83	
PV expense, Energy Alternatives		\$500	\$500	\$500	
PA system, Bill Irwin		\$800	\$800	\$700	
Security		\$200	\$200	\$570	
First Aid		\$500	\$500	Ø	
Insurance		\$400	\$400	\$325	
Shuttle buses, 1 free	Mount Washington	Ø	Ø	Ø	
Electric vehicles, other expenses		\$300	\$300	\$275	
Miscellaneous		\$1,000	\$1,000	\$513	
		\$9,450	\$7,300	\$5,971	
TOTAL EXPENSES		\$36,650	\$18,200	\$24,086	\$1,287

INCOME	total rev	net cash in	Cash rcvd	Rcvables
SITE REVENUE				
Admissions, 2000 @ \$5 avg.	\$10,000	\$10,000	\$8,835	
Trade exhibits, 5@\$150(\$200 less \$50)	\$750	\$750	\$1,737	\$500
NGOs 6 @ \$50	\$300	\$300	\$1,225	
Food sales net	\$500	\$500	Ø	
T-shirts, mugs	\$500	(\$600)	Ø	
Camping fees			\$32	
Donations			\$55	
	\$12,050	\$10,950	\$11,884	
GRANTS & DONATIONS				
NRCan Buildings Group	\$10,000	\$4,500	\$3,994	
Human Resources Canada	\$8,200	\$200	\$3,309	\$694
Canada Trust	\$1,500	Ø	\$1,500	
BC Hydro	\$3,000	\$3,000	\$3,000	
West Kootenay Power	\$200	Ø	Ø	\$200
Site Suppliers	\$1,880	Ø	Ø	
Courtenay Toyota			\$250	
Other corporate sponsors			<u>\$500</u>	
	\$24,780	\$7,700	\$12,553	
TOTAL INCOME	\$36,830	\$18,650	\$24,437	\$1,394

Not included above are approximately \$6,000 of mostly one-time expenses (office, promotion, printing, mileage, etc.) covered directly by the NRCan grant.

Note that there were still outstanding receivables and payables a month after the event. Be prepared for this.

APPENDIX C



Be part of **EarthFEST'98!**

where: Courtenay Fairgrounds, Vancouver Island, B.C.

when: August 22nd and 23rd, 1998

EXHIBITOR REQUEST

EXHIBITOR PRICE for 12 ft x 12 ft area:— \$200
Special rate for NGOs and very small businesses:— \$50
Corporate Sponsor:— \$500

Number of spaces required _____ Price \$ _____ \$ _____

Power needed (\$50 hook-up) _____ \$ _____

Campsite (unserviced) # nights _____ @ \$6.00 \$ _____

Total \$ _____

your name: _____

company name: _____

tel: _____ fax: _____

email: _____

mailing address: _____

city: _____

province: _____ post code: _____

Please check which themes you wish to exhibit:

organic growing *eco-forestry*

solar energy, micro-hydro, wind power

energy conservation

sustainable shelter, healthy housing

alternative transportation

water & waste *healthy, sustainable communities*

other: _____

I would like to give a workshop topic: _____

I have read and agree to the Terms and Conditions of **EarthFEST'98**

name (print)

signature

date

PLEASE MAIL WITH PAYMENT AND EXHIBIT DESCRIPTION TO:

EarthFEST'98, 171 Vesuvius Bay Road, Salt Spring Island, B.C. V8K 1K3

(250) 537-2616 fax: (250) 537-2681 email: earthfest@web.net

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APPENDIX D



EarthFEST'98— Terms and Conditions for Exhibitors

1. **EarthFEST'98**, the Earth Festival Society, event organizers, sponsors and partners shall not be held liable for any loss, damage or injury associated with this event, or with the occupation of the site.
2. Exhibitors are responsible for supplying information about their exhibit at time of booking. **EarthFEST'98** event organizers reserve the right to remove any exhibit that does not fit the **EarthFEST'98** themes and/or meet the environmental criteria (see below). **EarthFEST'98**, the Earth Festival Society, event organizers, sponsors and partners shall not be held liable for any loss, damage or injury caused by such removal.

THEMES— Technologies and Methods to be Demonstrated

F = Food (organic, seed savers, rare breeds, biodiversity, permaculture) and eco-Forestry

E = Energy (energy-efficiency, solar power, solar heat, wind, microhydro, wood)

S = Shelter (advanced housing, healthy housing, sustainable housing, energy-efficient and passive solar homes, envelope techniques, appropriate mechanical systems)

T = Transportation (bicycles, alternative fuels and electric vehicles)

PLUS the other things that are part of a sustainable future:

Water & Waste (rainwater cisterns, conservation and purification, composting toilets, greywater systems, new waste treatments) and Sustainable Communities (healthy communities, LETS, co-housing, green business opportunities).

ENVIRONMENTAL CRITERIA

Exhibits and products must fit the EarthFEST themes and must demonstrate one or more of the following:

- SAVES energy, water, natural resources.
- REUSES or RECYCLES materials.
- PEOPLE POWER hand-made, hand tools, bicycles.
- SUPPORTS biodiversity, bioregionalism, sustainable communities, health

Not sure if you fit? Ask us!

3. **EarthFEST'98** reserves the right to refuse exhibits until 7 days before the event for any reason whatsoever. If an exhibit is refused, fees will be refunded in full.
4. Fees are due when space is booked. A handling charge of 20% will be applied to cancellations received before July 22. No refunds will be given for cancellations received after July 22.
5. Exhibit spaces are just that— a 12' x 12' piece of ground. Exhibitors are responsible for providing their own awnings and other needs.
6. A limited amount of PV power is available on a first come basis. Grid power or PV power must be requested when exhibit space is booked.
7. Exhibits shall be in place by 8:00 a.m. on Saturday, August 22 and shall be removed by 8:00 p.m. on Sunday, August 23. Exhibits shall not be removed before 5:00 p.m. on Sunday, August 23. Exhibits shall be staffed throughout both days.
8. Exhibitors are responsible for ensuring that their exhibit meets local health, fire and safety regulations. Exhibitors who fail to conform to regulations shall, when requested, remove the exhibit. **EarthFEST'98**, the Earth Festival Society, event organizers, sponsors and partners shall not be held liable for any loss, damage or injury caused by such removal.
9. If **EarthFEST'98** should be cancelled due to Act of God or other circumstances, exhibit fees paid are not refundable but may be credited towards the next **EarthFEST** event.

APPENDIX E

EarthFEST'98 Evaluation— Summary of Responses

Fifty-one evaluations were returned, from about 1300 potential, for a response rate of 3%. (We would have had more responses if the evaluation forms had been handed out at the ticket booth on Saturday morning).

Write-in comments:

“I found EarthFEST to be an excellent introduction into the world of walking softly. I imagine every year would have more to offer, even if the exact same booths were present... excellent food! See you next year!”

“The very fact that EarthFEST was put on is a big feather in the Comox Valley Exhibition’s cap. This is something that has been waiting to happen for a long time— an excellent idea— a real awakening as to how we should be living. Come again, EarthFEST!!”

“Thanks for making it easy to camp here for the weekend”.

“Excellent idea, come again EarthFEST”.

“This was excellent, thanks to all who made it possible”.

“Do it again next year please”.

“Excellent idea, all of it”.

“I like being comfortable amidst a sea of folks with similar / compatible ideologies. Makes it easy to say ‘good morning’ to anyone you pass by with a genuine smile”.

“Thanks for disabled porta potty, great first year”.

“Gathering of common spirit, weather, opportunity to learn, network”.

“Next year publish times and workshop names in papers (Islander, Weekend Edition)” (this from someone coming by ferry who wanted to attend specific workshops and couldn’t get the info.)

“Get more people, more and better advertising, better means to ticket people-button? name tags?”

“You need to advertise more in Victoria. I found out by accident. No coverage in Times-Colonist— even though they have an Enviro-News section once a month.”

3. City: Courtenay/Comox/Cumberland 10	SSI 4	Vancouver 2
Victoria/Sidney 9	Nanaimo 3	Campbell River/Quadra 2
Duncan/Mill Bay/Chemainus 6	Denman/Hornby 3	Kamloops/Lilloet 2
	Qualicum 2	Winnipeg 2
		USA 2

(Lots of people from the south island, few from the north.)

WORKSHOPS & SLIDESHOWS

- 11. How many workshops and slideshows did you attend?**
none 8 (two said observed), one 7, two 8, three 8, four 3, five 4, six 1, seven 1, eight or more 6 (one said some)
(Relatively large number said none. Was this because we did not announce them adequately?)
- 12. Which would you recommend to others?** Just about every workshop was recommended once. The ones with multiple recommendations are as follows:
Permaculture 5 (which one not always specified), Simple living 5, Ezra 5, Dan Jason 3, What's Money 3, Guy Dauncey 2, Richard Kadulski 2, Solar hot water 2
- 13. In general, were they:**
- | | | | |
|---------------------------|-----------------|-------------------|-------------|
| very informative 16 | informative 22 | not informative 0 | too short 5 |
| about the right length 22 | professional 15 | unprofessional 2 | too long 0 |
- (This tells me we have the right formula for the workshops. One of the unprofessionals added "but good", one said "neither professional nor unprofessional".)

Suggestions for workshops and exhibits

- Ten or fifteen minute break between workshops 4
- Straw bale construction 2
- More appropriate technology exhibits 1
- More on intentional communities, cohousing 1
- More on waste and sewage systems 1
- White boards instead of flip charts 1
- Chairs in circle, not rows 1
- Y2K information 1
- Rumford fireplace info 1
- Couldn't find LLAFF 1
- One exhibit inappropriate 1 (organizers agree, it slipped by us)

CONCERT

- 15. Did you attend the Saturday concert?** yes 26 no 20
- 16. In your opinion, was it: (*circle all that apply*)**
- | | | | | | | |
|------------------------------|---------|--------|--------|------------------------------|-------------|------------|
| excellent 8 | good 10 | fair 7 | poor 1 | too loud 5 | too quiet 0 | too long 0 |
| appropriate for EarthFEST 12 | | | | could have done without it 3 | | |

Comments and suggestions for music

Concert started too early, couldn't hear workshops and exhibitors. Schedule amplified events later when booths closed. Concerts are an evening event for me. Music, no skits, need more people. Guy Dauncey is a great MC. Need more low key music during the day. Need dancing. More music. Music not necessary, if music then instrumental new age, flute, pan pipes etc. Need more buskers, clowns, minstrels. (The above seems to confirm my impression. Next year one evening dance band? and lots of daytime strolling entertainers?)

FINALLY

- 17. What did you like best about EarthFEST'98?**
Location 4, Variety 4, Workshops 3, Amount of info 2, on-site camping, weather, zero waste policy, music, good booths, friendly people, meeting people. (see also answers to 21.)

What did you dislike?

More food vendors 2, not much vegan food. Trying to be in 2 or 3 places at the same time. Booths closed at 6:00 pm. Expense. Cars on campsite, no dishwashing or compost bin at campsite. More people would have been good. What's to dislike?

18. Do you plan any lifestyle changes as a result of attending EarthFEST'98?

yes 20, no 17

“Building new shelter, starting business, gardening, farming, juice bar”.

“Possibly buying solar tank, permaculture, organic gardens, construction ideas”.

“Sustainable living, less meat and dairy”.

“Changes in housebuilding plans”.

“Building second house”.

already doing a lot, will work on more of them, try a little harder, hope to, can't say, changed already, I'm already there baby.

19. Approximately how much money do you plan to spend on environmentally appropriate improvements over the next year?

<\$1,000	\$1,000 — \$10,000	>\$10,000	don't know
2	6	5	18

“\$ as much as I need”, “I have very little \$”, “Most all income goes to it”, “I don't spend much money”, “More than in the past”. “Sustainability doesn't need money”.

20. Did you make contacts at EarthFEST'98 that you intend to look up in the future?

yes 47, no 4

(Wow, that is impressive!)

APPENDIX F

EarthFEST'98 Exhibitor Evaluation Summary of Responses

Twenty eight exhibitor surveys were returned as of Sept 5, representing a response rate of 40%. Like the participant surveys, they are very positive. All but two “maybes” say they will exhibit again next year. Although there were several write-in comments about how to increase attendance, only one respondent marked the attendance as poor.

Praise: “Congratulations, well done... thank you for inviting me. I’ll be here next year”. “Great— All in all, even though I made hardly any \$, it was more important for my organization to get out there, Thanks!” “Great idea and location, well-organized event.” “A great event!” “ EarthFEST was a good way for (our organization) to network with people from the Courtenay area ... many thanks.” “Very well done overall, especially for a first event... book me a booth for next year.”

Likes: the caliber of interested people, contact quality seemed above average, the weather, networking, meeting people, opportunity to see others of a like-minded direction, meeting old friends, networking, being in Courtenay area, we appreciated the knowledge that customers had and the friendly atmosphere, the atmosphere, the homogeneous grouping, spaciousness, cleanliness, security, opportunity to see and learn about technologies we’d only heard about, very relaxed and informal.

4. How did you find out about EarthFEST'98?

Call / email from EarthFEST organizers 11, Word of mouth 6, Press 6, Farmers Market 2, Mail-out 2

5. Would you come to EarthFEST again next year? yes 26 no 0 maybe 2

6. Compared to other events you attend, how do you rate EarthFEST'98?

	<i>very good</i>	<i>good</i>	<i>fair</i>	<i>poor</i>	<i>don't know</i>
Organization & administration	10	13	4	0	0
Information provided to exhibitors	6	14	7	0	0
Pre-event media coverage	6	9	6	0	6
Site layout, services	12	11	6	0	0
Number of people attending	0	16	9	1	1
Number of knowledgeable people	14	14	0	0	0
Volume of sales or donations	1	9	6	1	8

Number of sales leads	4	7	5	0	5
Good place to network	19	8	1	0	0
Good place to exhibit	18	8	1	0	0
Fun place to be	21	7	0	0	0

7. How could we improve the event for you next year?

Lower ticket price to increase attendance 4, More media coverage to increase attendance 3, More people 1, Amplified music not interfere with workshops / exhibits 3, more daytime entertainment, strolling minstrels, jugglers 5, more fun / dance evening music 4, Highlight workshops 2, Use enclosed tent rather than kin hut for slide presentations 1, Tighten booth spacing to create more buzz 2, Handwashing facilities 2, Yellow jackets were a problem 1, More food vendors 2, No dogs, daycare for dogs? 1, promote as home show-lifestyle event 1, planned get-together for exhibitors away from exhibits 1, child-sitters in childrens area 1, map of site 1, better signage to site 1, more info to exhibitors at least 1 month prior to event 1.

8. One objective of EarthFEST'98 was to provide a networking opportunity to stimulate green business formation. Do you think we succeeded?

yes 20 no 0 don't know 5

9. Did you come to EarthFEST'98 looking for specific information or business ideas? yes 7, no 21

If yes, did you find it? yes 5 no 0

10. Did you learn anything new at EarthFEST? yes 26 no 1

If yes, was it in your field of expertise? yes 9 no 19

WORKSHOPS & SLIDESHOWS

11. Did you give a workshop or slideshow? yes 12 no 15

12. If yes, how would you describe it

under 10 people	6	about the right length	7
11 - 30 people	3	too short	1
31 - 50 people	3	too long	0
over 50 people	0	too crowded	0

13. Did the workshop result in new sales leads or donations?

yes 5, no 3, maybe 2, don't know 1

MUSIC

14. How did you find the music?

liked it	15	too loud	4
added to the event	17	detracted from the event	2
not enough music	9	disliked it	1
right amount	6	too much music	0
no opinion	1		

FINALLY

16. Do you plan any lifestyle changes as a result of attending EarthFEST'98?

yes 7 no 17

17. Did you make contacts at EarthFEST'98 that you intend to look up in the future? yes 25 no 2