



## **ZERO WASTE SPONSORSHIP POLICY**

Applicability: Recycling & Waste Management Division, Engineering Services Department

Effective Date: June 12, 2013

### **PURPOSE:**

To establish a policy regarding sponsoring of waste reduction and recycling projects.

### **POLICY:**

The following sponsorship policy will be the basis for evaluating all applications, and the conditions upon which any approval may be awarded.

Sponsorship:

1. Is administered by the Recycling & Waste Management Division for projects focusing on Zero Waste objectives.
2. Is limited to one application per year and to not-for-profit or non-governmental organizations or groups that cannot benefit financially from such a privilege and are located within the Cowichan Valley Regional District.
3. Is provided *up to* \$500. The sponsorship amount will vary depending on the project's expected measurable waste reduction and recycling benefits, including but not limited to:
  - a. the extent of the education component;
  - b. the duration of the project;
  - c. the number of volunteers/hours involved;
  - d. the benefit of the community-at-large, e.g. local residents, non-profit and/or community group;
  - e. the degree of public awareness generated;
  - f. the number of other partners, groups, agencies, sponsors involved;
  - g. the extent of media involvement/coverage received; and
  - h. the total cost of the event.
4. Requires that an adult sign the application form and thereby is responsible for ensuring that all conditions set out by the CVRD are fulfilled.
5. May require that the applicant include the CVRD and the Zero Waste logos on posters, programs, website, and other promotional materials related to the project, and whenever possible acknowledgement of the CVRD.
6. Requires the applicant to submit a brief summary report within the calendar year of receiving the sponsorship funds and that the report includes:
  - a. an evaluation of the project, including the number of participants involved and if applicable, measurable waste reduction and recycling benefits;

- b.** if applicable, copies of publicity and promotion materials; and
  - c.** a statement detailing how the sponsorship funds were spent.
- 7.** The CVRD will provide half of the approved funds to the successful applicant within 30 days of approving the application. The remaining portion of funding will be released upon final summary report submission.
- 8.** Applications will be responded to by the Recycling & Waste Management Division within 30 days.

Approved by: CVRD Board Approval date: June 12, 2013
---

*CVRD Zero Waste Sponsorship Policy*