



Some 20 tons of recyclable materials recovered every year

The Festival International de Jazz de Montréal: Green for almost 20 years

Montreal, June 25, 2007 — When it comes to the environment, the **Festival International de Jazz de Montréal** has played a lead role in the events sector by **recovering on-site waste since 1989**. Year after year, some 20 tons of recyclable materials are recovered on the Festival site. Approximately 55% of these materials are cardboard fibre, 25% are plastic (including close to 150,000 plastic cups), 15% are glass and 5% are aluminium.

Involvement that makes a real difference!

In 2005, a **TD Canada Trust** sponsorship allowed the Festival to set up a litter clean-up service around the outdoor stages, and **Alcan** joined the effort last year. During its initial partnership, from 1987 to 1992, the aluminium giant and the Festival initiated a major environmental awareness campaign. With this renewed support, the Festival has been able to pursue its efforts to increase public awareness of the importance of waste recovery and recycling.

The Festival International de Jazz de Montréal has always been proactive to promote means of increasing waste recovery and recycling. It has taken part in numerous pilot projects aimed at finding innovative solutions to the various logistical problems related to waste recovery: recycling drums made of recycled cardboard and bearing the recycling symbol, a cardboard compacter, an on-site sorting centre and an on-site clean-up team, etc.

The little story of a major festival's efforts to be sustainable

As early as 1989, thanks to a sponsorship from **Recyc-Québec** some **40 recycling bins** were placed in strategic locations throughout the site for festival-goers, and no less than **2,500 recycling bags** were collected over the 11 days and nights of the Fest. Everywhere, stickers reminded people of the benefits of an individual gesture on behalf of the environment.

Starting in 2002, the Festival's recycling activities were carried out in partnership with **Consortium Écho-Logique**; the partnership gave rise to a joint pilot project aimed at clearly identifying the recycling resources required on site and in the Festival offices. This marked **a first in the major events sector**, and today this recovery and recycling system serves as a model for countless public events. This landmark agreement also brought about a sharing of responsibilities meant to make the most of the in-depth skills and know-how available from both parties, resulting in an improvement of clean-up and collection activities around the stages since 2004.

At the 2007 Festival, the Consortium will:

- set up **150 MRBs** (mobile recycling bins for plastic, glass and aluminium); plastic bags were used since 2006;
- support waste recovery from food kiosks and on-site merchants by providing **25 360-litre mobile recycling bins**;
- set up a sorting centre in the horticultural park;
- provide a **53-foot semi-trailer** to store waste generated during the event before final removal;
- supply **20 cardboard combos on pallets** (for fibre recovery) and **2 plastic combos with a cage** (for glass recovery) ;
- set up a 40-cubic-yard container for cardboard collection.

The Festival will:

- provide an on-site coordinator and **maintenance staff of 70**—the Jazz-Net team—to ensure waste collection and clean-up; working **round the clock** for the **11 days** of the Festival, this team attests to the Festival's real commitment to sustainability and to an excellent collaboration with the team from Consortium Écho-Logique;
- supply the equipment needed to ensure that recycling operations are run effectively;
- stage an on-site **promotional campaign**.

As part of its ongoing efforts to achieve sustainability, the 2007 Festival will:

- **recycle the wood used during set-up**;
- recycle paper, cardboard, glass, plastic and aluminium generated **during set-up** ;
- step up efforts to **recycle paper and cardboard** in production offices, at on-site kiosks, in the press room and in artists' dressing rooms.

Recognized internationally for its unique concept of free urban entertainment in an outdoor site that is safe, clean, visitor-friendly and free of car traffic, the Festival International de Jazz de Montréal—dubbed the biggest festival in the world by the Guinness World Records—has made a strong contribution to Montreal's reputation as a tourist destination and to the promotion of sustainable living.

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Source:

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