

## **Qualitative Assessment Template**

### **Name of Action:**

Green Your Green Fair

### **In a few short sentences, please describe the action and identify your partners:**

The Green Fair at Gloucester Township Day was held on June 7, 2014. Major partners included Gloucester Township elected officials, the Gloucester Township Scholarship Committee, the local Blackwood Farmer's Market, the Gloucester Township Municipal Utilities Authority, Public Works, and Soles 4 Souls.

### **Even if the action was performed by volunteers, or you got in-kind donations, please**

### **estimate your costs and the time commitment required to complete the action:**

Shop Rite Supermarkets donated 500 earth bags, an approximate value of \$250.00. Supplies were purchased by Green Team members for posters. The tent, table and chairs were borrowed. Approximately \$300.00 of basil seeds was donated. An estimated 30 hours of time was spent by volunteers to plan and perform the event. We had a donated rain barrel for the informational session and raffled it off at the end of the fair.

### **Assess what worked and what could be done if this action is tried again in the community:**

The event was held outside at a field in one of our parks, using the natural outdoor lighting which largely benefitted our environment. We urged everyone planning to attend the event to use alternative transportation such as carpool, walking or biking. We had an information table promoting a green lifestyle in the community. Many recycling containers were available throughout the fair ground beside all trash cans. Vendors and consumers were also asked to recycle if possible and signs were placed on each stand, strongly encouraging attendees to recycle. A troupe of our Teen Greens was seen around the fair throughout the day also promoting simple changes to help the environment while asking people to take our Green Challenge and inviting them to talk to the Green Team at the booth. The Green Team and the Mayor & Council booths were side by side under the same tent to demonstrate this commitment to the

community's sustainability. We held informational sessions on rain barrels and raffled the rain barrel off at the end of the fair. We displayed the winners of the Sustainable Gloucester Township capture the beauty of summer and winter Photo contests. We had Green Team members on hand to answer any questions people had about the environment, sustainability and what is happening in Gloucester Township.

**What are the next steps for this action?**

Each year we strive to increase the green presence at the fair by including a larger group of green vendors and demonstrations and further encourage more recycling and carpooling. The green team has always worked on this together as a group. Next year, we want to have a subgroup focus and take full responsibility of this action. We feel that we have it structured well for someone to take on and grow.