Qualitative Assessment Template

Name of Action: Hold a Green Fair

In a few short sentences, please describe the action and identify your partners.

The 2015 Camden Jam featured an EcoZone that highlighted sustainable practices by providing a variety of hands-on activities and demonstrations for visitors of all ages. Camden Jam was a free event that drew over 4,000 visitors from the region.

EcoZone Partners:
- City of Camden
- Camden SMART (Stormwater Management and Resource Training) Initiative
- AmeriCorps New Jersey Watershed Ambassadors
- Camden County Office of Sustainability
- Fairmont Water Works
- New Jersey Audubon
- Rutgers Center for the Arts
- Sustainable Cherry Hill
- Sustainable Haddon Heights

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.

The estimated cost of the 2015 Camden Jam EcoZone was approximately $40,000. EcoZone partners were committed to the EcoZone from 12pm-8pm (8 minimum hours) on Saturday, September 19, 2015.

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

The EcoZone was successful in promoting sustainable practices to Camden Jam visitors. Visitors were intrigued by the various demonstrations and activities provided by EcoZone partners.

Due to the EcoZone’s close proximity to the performance stage, visitors had trouble hearing the entirety of each demonstration. If this action is tried again in the community, it will be critical to strategically place the EcoZone in a location with minimal noise pollutants.

What are the next steps for this action?

The City of Camden, in partnership with Cooper’s Ferry Partnership, will be hosting the 2016 Camden Jam on September 10, 2016 from 12pm-8pm. This year’s Camden
Jam will feature an expansive EcoZone with over 15 partners providing information to visitors about adopting a more sustainable lifestyle.