

## **Qualitative Assessment Template**

**Name of Action** “Green” Your Green Fair

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

The 2015 Camden Jam and EcoZone was a sustainable event. The Jam was hosted during daylight hours to eliminate the need for excessive artificial lighting. Recycling bins and trashcans were strategically placed throughout the event to encourage the use of sustainable practices with regards to waste reduction. The Camden Jam featured a variety of local vendors that provided guests with food, beverages, reading material, and additional goods for a fee. In addition to local vendors, the Jam featured local environmentalists that provided hands-on activities and demonstrations that relate to issues present within the region such as managing stormwater runoff or adopting alternatives to reduce plastic consumption. Additionally, the Jam was hosted at Roosevelt Plaza park, a space that is easily accessible from PATCO, RiverLine, NJ Transit, and the RiverLink Ferry. To encourage the use of public transportation, parking was not made readily available.

***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 “Greening” Our Green Fair is \$5,000. The time commitment to “Green” Our Green Fair was approximately 13 hours. (8 hours for event, 5 hours of planning).

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

The Camden Jam was a successful event that utilized minimal energy and produced minimal waste as much of the event products were recyclable. Partners identified the need to promote sustainable practices through educational information signage posted throughout the event. In the future, partners will include sustainable educational messages throughout the event on items such as trash cans, recycling bins, light posts, etc. Signage will educate consumers about their environmental impact.

***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 educational signage that will assist consumers in understanding their environmental impact.

