



Leor Rotchild (Do It Green) gets Luigi take on waste management at Calgary's Comic & Entertainment Expo, held April 16 - 19, 2015 at Stampede Park.

Environmental Super Heroes take on Comic & Entertainment Expo

CALGARY, AB - Leor Rotchild has one of those cool jobs most people dream about. Combining his passion for the environment with his love for special events, Rotchild co-founded DIG (Do It Green) with Chris Dunlap and Matt Dorma, a social enterprise specializing in creative eco-friendly strategies. Last year, DIG partnered with over 50 events ranging from the Calgary Marathon to the Calgary Folk Music Festival to the Calgary Stampede in developing their waste-management solutions. But Rotchild holds DIG's partnership with the Calgary's Comic Expo & Entertainment Expo close to his heart.

"I'm a huge pop-culture fan, so it was fun to geek out for a few days," says Rotchild. "The Comic & Entertainment Expo has a lot of the same challenges that most large events are faced with. It attracts a lot of people over the course of a few days, and that means a lot of packaging, from food to collectibles. A lot of waste ends up at the landfill simply because it's put in the wrong bin." To solve this issue, DIG stationed its team of staff and volunteers at receptacles around the venue to educate patrons on the right choice for their packaging.

Specializing in creating zero-waste events, DIG has helped their clients divert more than 10 metric tons of waste away from the landfill and has reached over two-million people through public education programs since 2013. Now with clients in Northern Alberta and British Columbia, DIG is well on their way to achieving their mission of reaching over 16-million people through waste, water and energy awareness programs and diverting 100 metric tons of waste away from the landfill by 2020.

“I’m proud of the organization we’re building and our results to date, but we’re really only just getting started,” says Rotchild. “We’ve chosen special events as our niche because they’re fun and powerful mediums to engage and empower people about environmental solutions. We can see a lot of application for our practical approach beyond events too, but event management will always be something we do.”

DIG was recently recognized as a finalist in the Small Business Category for the 24th Annual Emerald Awards, a uniquely-Albertan award presented by the Alberta Emerald Foundation that recognizes and celebrates environmental excellence in our province. Recipients of this year’s Emerald Awards will be announced in a special ceremony on June 4 at the Citadel Theatre in Edmonton. “We couldn’t be more proud to be recognized by the Emeralds,” says Rotchild. “It’s a real honour.”

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