



Brave New Workshop Citizenship Commitment Statement

“We, the Brave New Citizens, stay true to the Brave New Workshop’s mission to invoke laughter, provoke thought and incite transformation, while remaining honestly profitable, socially responsible, and environmentally conscious. We strive to always positively impact our organization’s stakeholders, innovate tirelessly, and lead progress in our industry and our community.”

Project 824 Overview

Brave New Workshop’s Project 824 reflects the company’s longstanding spirit of community service and citizenship and its owners’ philanthropic commitment. As part of the initiative, the BNW offers use of the Experimental Thinking Centre (ETC) event venue free of rental charges to local and global community organizations, causes, individuals and social enterprises that aim to showcase innovative ideas and contribute to humanity’s ability to solve pressing problems and create a better world. BNW’s Project 824 is named as such not only in reference to the physical address of the Brave New Workshop and ETC venues, but as a bold commitment to use the space in this manner for at least 824 events. To learn if your group or organization is a good fit for Project 824, please read this entire document. If, after reading the Qualification guidelines, you feel you might have an event that fits within the program, please complete BNW’s Project 824 Application, available online [here](#) or [here](#). Your application and related documents will be reviewed and if your event is accepted into the Project 824 program, you will be notified via email within two weeks of the posted Application deadline for each quarter.

Project 824 Qualification

It is our aim to partner with groups whose events have certain key attributes for success. Some examples include:

- An event which is monumental or significant to the organization or is considered highly innovative and forward-looking
- An event which introduces a piece of legislation
- An event with a noteworthy keynote speaker
- Significant fundraisers
- Community awareness events
- Hybrid or virtual events



In addition to incorporating one or more of the previous elements, all Project 824 applicants must:

- Be able to provide an insurance document of coverage for \$1,000,000
- Have an existing marketing plan
- State a food and beverage budget and total event budget
- Agree to use the Brave New Workshop logo in all marketing materials and receive prior approval from Brave New Workshop for all flyers, notices, etc. in regards to the event. Please refer to the Marketing Cooperation Checklist document available [here](#) or [here](#).
- Provide an RSVP count 30 days before the event and updates 2 weeks and 4 days before the event to assist us hosting a successful event for you.
- Applicants should be aware of, and prepared to follow the ETC's environmental guidelines. Please review the considerations below as you plan your event and feel free to reach out to the ETC team with questions.

Reuse and reduce first.

- Design promotional or event related materials for use at other events to avoid waste.
- With the ETC's robust technical capabilities, we can decrease or sometimes eliminate the need for materials and replace them with screen projections. Please consult with our team on available options.
- Only hand out promotional items (flyers, key rings, rulers, leather or wooden coasters, etc.) to attendees who request them. Be prepared to take remaining items with you for future use.
- Only bring the amount of supplies you'll need for this event; and be ready to take unused supplies with you.

Recycle.

If you plan to distribute anything that may be consumed or discarded onsite (signage, name tags, literature, candy, sample products or promotional materials), we require that it is recyclable or compostable. Items include:

- Glass bottles, aluminum cans & foil, milk cartons, juice boxes, and plastic bottles with a 1 or a 2 on the bottom are all acceptable at the ETC.
- Flyers, leaflets, boxboard, cardboard, pop/beer boxes, paper, and cardboard are all recyclable at the ETC.
- **ALL** food including meat and dairy, waxed paper, paper pastry bags, and food contaminated cardboard (such as pastry boxes), wooden stir sticks, wooden or leather coasters, pencils, wooden rulers, leather or paper coasters, and non-recyclable paper such as paper cups, napkins, etc. are acceptable.
- If you plan on handing out any biodegradable plastics (PLA) they must be certified compostable by the Biodegradable Plastics Institute (BPI). Visit www.bpiworld.org, or call Eureka Recycling (651) 222-7678 for more information on BPI and certified compostable products. The ETC provides acceptable biodegradable cutlery and plates for a fee.

Brave New Workshop
824 Hennepin Avenue
Minneapolis, MN 55403



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Communicate.

Chances are you will energize the collaboration of volunteers, sponsors, partners and attendees for your event. Communicate with them the aspiration of a zero waste event and share the guidelines as appropriate as you assemble your event team. The ETC team will want to touch base with your caterers in order to communicate with them directly and are always happy to provide further assistance.

Applicants should be aware of, and prepared to include in their budget, any applicable standard costs associated with staffing an event. Examples of typical labor costs you can expect to incur may include, but are not limited to:

- bartender fees of \$75/bartender if you offer a bar at your event, *unless* bar sales exceed \$500.00
- security staffing of \$50/hour
- event staff management fee of \$325, which includes a Manager on Duty, AV Technician and one usher
- additional equipment rental and/or AV Technician costs may apply based on event needs

Post-Event Follow Up

After your event, we will ask you to provide follow-up information in regards to the success of your event initiatives, such as attendance, funds raised, signatures obtained, etc. We will also request that you complete a post-event survey about your overall satisfaction. This survey will be used primarily as a tool to learn how we can better serve our community through the Project 824 initiative.

Based on the volume of Project 824 applicants, please submit all inquiries and requests for further information via email to: Heidi Cerdas, ETC Sales Ambassador, heidi@bravenewworkshop.com.