



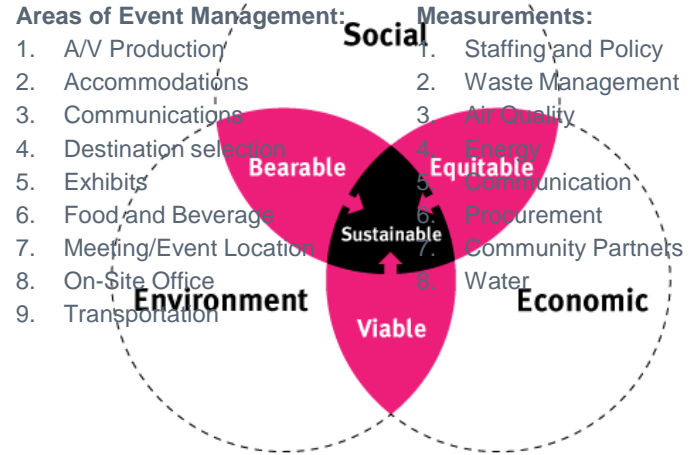
Creating Sustainable Solutions for Events

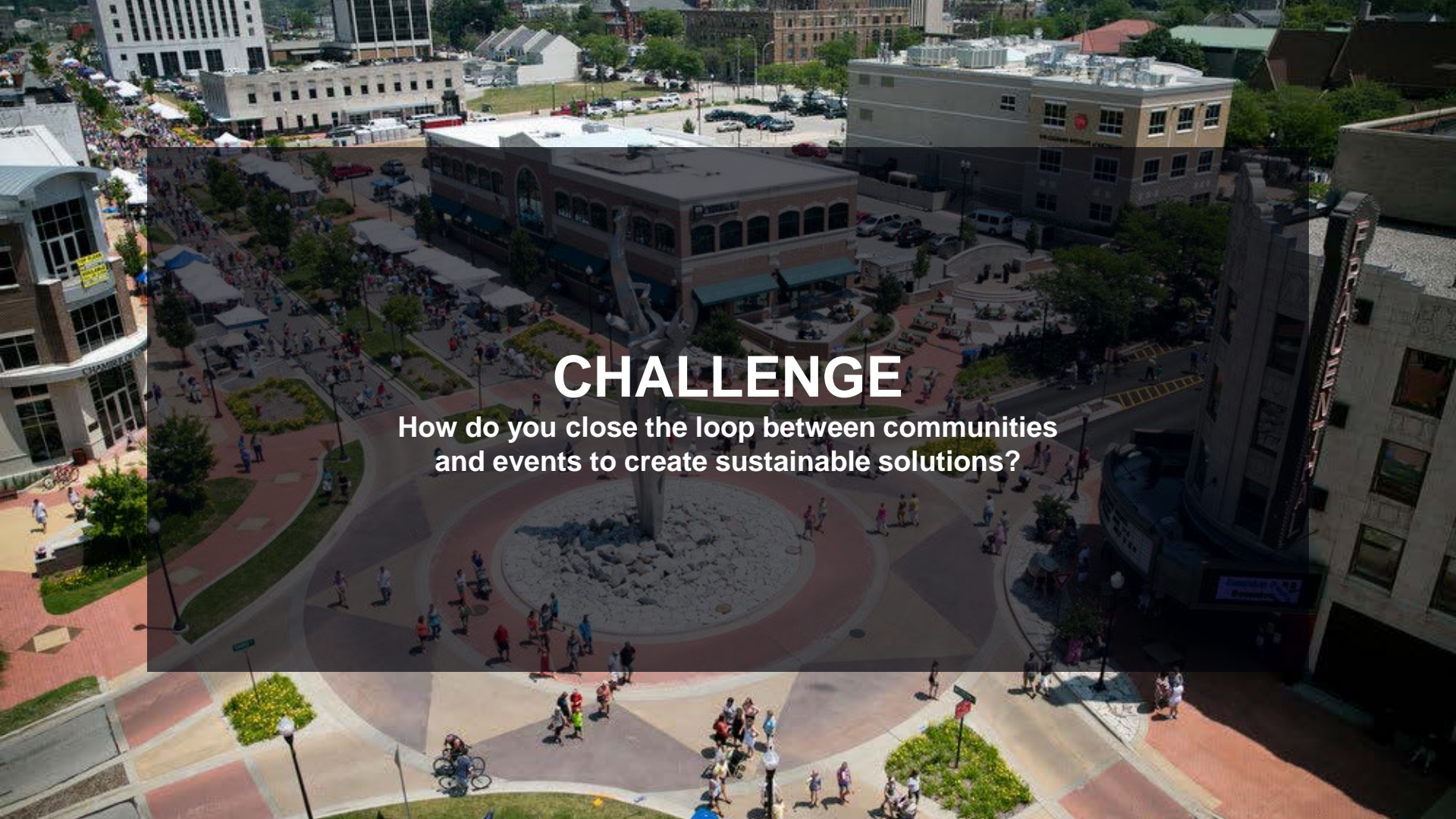
Jessica Loding, CMP



Sustainable Event Management

Designing and executing an event with consideration of the environmental, economic and social impact. This is often measured by the **triple bottom line**.





CHALLENGE

How do you close the loop between communities and events to create sustainable solutions?



SustainAbility™

Providing our clients with the ability, through our knowledge, resources and experiences, to successfully navigate their journey to become economically, socially and environmentally balanced.

Customized programs for events, venues and communities.



Limiting Factors of an Event Sustainability Program

For The Event:

1. Source of labor
2. Funding
3. Access to services and equipment

For The Municipality:

4. Access to proper equipment
5. Lack of a clean recycling stream
6. Education of the event organizer



#1

Determine what you **can recycle**, not necessarily what you **want to recycle**.



Cardboard

Produced primarily from event set-up, food vendors and exhibitors.



Beverage Containers

Water bottles, beer/pop cans, glass bottles (wine, liquor from a bar area)



Food Waste

Primarily produced back of house from unsold, uncooked food and scraps.



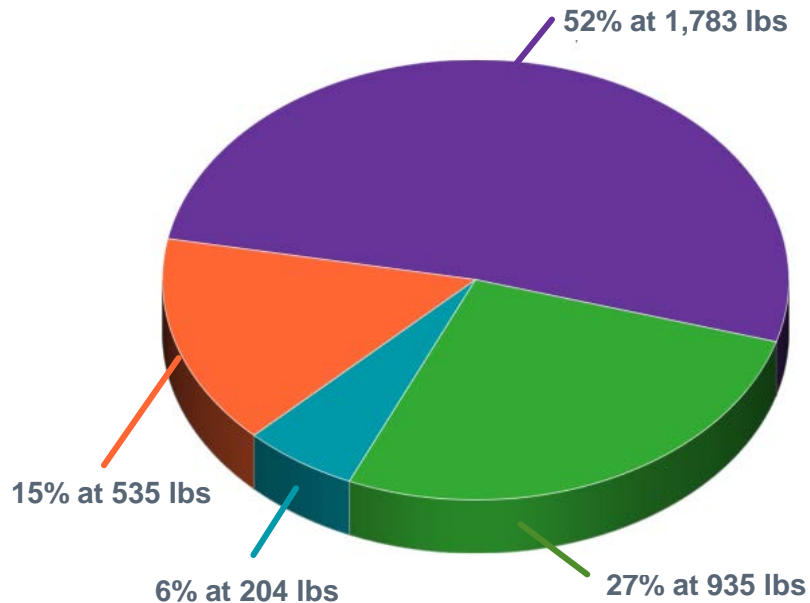
Paper & Signage

Brochures, office paper, directional & informational signage.



Three Year Recycling Results

- Plastic and Aluminum
- Cardboard
- Organics
- Paper





Selecting Recycling Containers

- Cardboard event boxes
- Convert trash cans
- Specific beverage container recycling bins
- How do you transport glass?
- Specialized containers for food waste



Transporting Off-Site

- Roll-offs or front load containers
- Trailer or large truck
- Pick-up truck



Location to Deliver

- Local city or municipal recycling center
- Private business such as Schupan
- Materials recovery facility

#2

Determine how to **collect** recyclables, **transport** off-site and location to **deliver**.



#3 DESIGN YOUR PROGRAM



Determined what you want.



Identified what you can do.



Found solutions for how to collect, transport and deliver your commodity.





The Program Mechanics

1. Placement of recycling containers
2. Frequency of bag changes or gathering commodity at collection points
3. Proper signage to inform people what they can recycle in the bin
4. Cleanliness





#4 Securing Labor

1. Integrate with your existing waste management infrastructure.
2. Create a [volunteer program](#) people want to be a part of in their community.
3. Create a [recycling program](#) in which people want to participate.

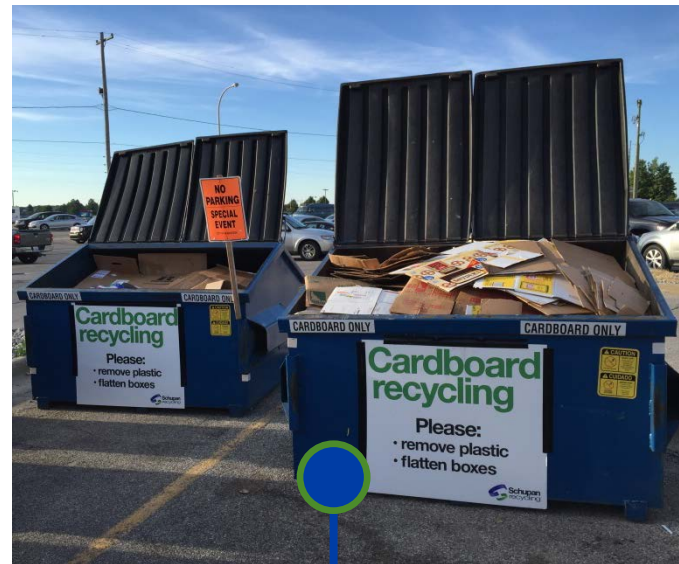


48 gallon two-wheeled toter with compostable bag liner and signage



Custom lemonade cup bins at key pedestrian walkways

Specialized beverage container recycling bins for bottles and cans



Recycling through contracted waste hauler. Use of front load containers to decrease contamination.



#5

Construct your budget. Can you do it yourself or would you prefer to contract with a vendor?

Costs to Consider

- Hired vs. volunteer labor
- Renting and/or purchasing recycling bins
- Type of liners: recycling, trash, compostable, colored?
- Personal protection equipment (gloves, hand sanitizer, etc)
- Staff giveaways such as t-shirts, coupons, etc
- On-site management of the program

Who to Call:

- Contracted waste hauler
- Resource recovery manager or recycling program manager for city, county, etc.
- Specialist vendor such as Schupan Events Recycling or another qualified provider/consultant



#6

Create funding through sponsorships, partnerships with local organizations, grants, budget allocation or fundraiser.

- Incorporate sponsorship signage
- Ticketing prices
- Increase existing sponsorship packages and allocate those additional funds to your program.
- Create recycling sponsorship for a local business or organization

#7 The More People Know



Identified recyclable commodities, how to collect, transport, and deliver those items



Designed your program.



Constructed your budget and allocated funds.



Create Awareness

1. Social media – before, during, and after
2. Signage at the event
3. Public relations opportunities through newspaper, online blogs, TV news broadcasts
4. Website
5. Include event recycling statistics as part of your community reporting or through an individualized event sustainability report
6. Interactive activities or booth space



Interactive Booth at Lakeshore Art Festival

	2016	2015
Outreach Measured by the number of giveaways distributed or number of contest slips received	928	961
Multiplier The average number of people with each person who interacted with the booth.	1.75	1.25
TOTAL REACH	1,624 People	1,201 People

#8 Be Flexible!





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