

Zero Waste Washtenaw: Expanding Zero Waste Events throughout Washtenaw County



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Program Purpose & Funding



- **Expand the reach of Zero Waste events throughout Washtenaw County;** including education and ordinance efforts
- **\$19,500 Pollution Prevention Grant** from the State of Michigan Department of Environmental Quality (DEQ)
 - Funding from August 2015- August 2017
 - Existing program staff, funds, partnerships, and supplies

Program Highlights

- Average diversion rate per event was **89% over 40 events**
- **6.4 tons of waste** was diverted from the landfill
- **62,000 attendees** were reached
 - Largest event had 18,000 attendees
- Discussions began about creating a **Zero Waste event ordinance** for Ann Arbor
- Developed an **outreach and advertising** campaign
- Created a **“toolkit”** for other communities to use



Program Challenges

- **Volunteer recruitment**
 - Education of all attendees
- **Food vendor and exhibitor compliance with guidelines**
 - Purchasing compostable and recyclable packaging
- **Expanding to other areas**
 - Viewing “zero waste” as achievable
- **Program recognition at events**



