



Disclaimer

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St. Louis Earth Day "Recycling On the Go"

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Executive Director





St. Louis Earth Day is an 18-year-old, year-round, non-profit environmental organization working to bring sustainable practices to the St. Louis region.





- Produce annually the Midwest's oldest and largest environmental educational event – St. Louis Earth Day Festival.
- Produce annually the St. Louis Earth Day Water Symposium, an industry-focused event that calls attention to water quality issues facing our region.





- Showcase leading thinkers in the environmental arena with an annual lecture:
 - Robert F. Kennedy, Jr. spoke in May 2007
- Act as an educational catalyst by forming strategic alliances and providing credible environmental information to the community.





- Operate a recycling program that addresses the negative environmental impact of large outdoor and indoor events by diverting recyclable solid waste that would have ended up in area landfills.

Recycling On the Go...





PROGRAM DESCRIPTION

St. Louis Earth Day's *Recycling On the Go* program is the region's first event-based recycling program.

Prior to the launch of *Recycling On the Go*, no other coordinated and concerted event-based recycling program existed in the St. Louis region.

St. Louis Earth Day is the only non-profit organization in the region to provide event-based recycling service.





Reduce the negative environmental impact of large festivals and events by collecting and recycling the trash they generate.





- 40 % of solid waste is generated outside the home
- Home-front recycling around for decades
- Recycling not widely practiced in public venues:
 - Malls
 - Sporting Arenas
 - Convention Centers
 - Outdoor Festivals & Events





- **St. Louis = Party Town**
- **Late January until end of October**
- **Hundreds of public events – small to very large**
- **Festivals/events attract large crowds and produce tons of solid waste**
- **Country's second largest Mardi Gras parade—800,000**





- 7 to 8 million annually
- 1 person + 1 soda can = tons of recyclable
- Vendor material adds to the heap





Prior to the launch of St. Louis Earth Day's *Recycling On the Go*, all waste that was generated at an outdoor event was hauled to the landfill.

Ironically, at least half the waste is recyclable!

NOTE: No Large-Scale Composting Facilities



- EPA model for venue recycling
- Single stream key
- No data existed
- First step = Establish baseline figures
- Macro approach
 - Large attendance and footprint



- X # of people = Y amount of trash
- Recyclables – solid waste = diversion %
- # recycling containers needed
 - 1-to-1 Match
- Labor required to service recycling containers
- # of recycling dumpsters need
- Mid-event MRF run necessary
- Determine range of materials used at an event site

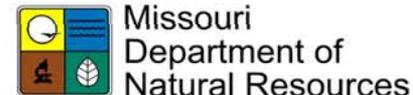


- **Macro Approach Benefits**
 - **PR**
 - **Word of mouth**
 - **Generates interest**
 - **Educational tool**





- *Recycling On the Go* simple to administer
- Mobile program
- Single-stream collection with ClearStream™
- Clear bags 1.5 ml at minimum
- “Recyclables Only” labels placed on container lids
- Signage key tool





Saint Louis
COUNTY
HEALTH
Reduce ♻️ Reuse ♻️ Recycle ♻️
Naturally!



Missouri
Department of
Natural Resources

- Vendor recycling key component
- Vendors bring in all material
- Vendor collection same as public collection
 - Except: No-lid containers placed behind the scenes
- Recyclables placed in containers
- Cardboard broken down and placed next to container





- Introduce yourself to each vendor during set up
- Explain briefly the program
- Give vendors a list of what can and cannot be recycled
- Email vendors in advance with program specifics



SET UP

Taste of St. Louis, the ClearStream's versatility make them adaptable on asphalt or grass.





DIVERTED

700 lbs of wine bottles and more than a ton of spent cooking oil collected at the Kirkwood Greentree Festival. Oil was donated to the St. Louis BioFuels Club.





DROP OFF

At materials recovery facility (MRF), items are sorted and processed for shipment.





- Buy in from event organizers a no-brainer
- In-person meeting to explain program goals and logistics
- Misconception: Recycling creates extra work
- Divide and conquer rule





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- Collection methods varies from event to event
 - Volunteers, contractors or combo
- Solid waste line item not cheap
 - Collection, hauling costs, landfill fees
- Removing recyclables from waste stream result in savings
 - At least a break even point
- Win-win for the event organizers





- Goal = Self-sustaining program
- 2007 Grants:
 - St. Louis County Department of Health
 - Boeing Corporation
 - St. Louis-Jefferson Solid Waste Management District
 - Missouri Department of Natural Resources
- Program Sponsor – Anheuser-Busch Companies





- **Funding Mix -- Sponsorship Branding Opportunities**
 - **Recycling container lids**
 - **Bags**
 - **Signage**
 - **Event programs booklets**
 - **Web sites**
 - **Collateral materials – posters and ads**





- Funding Mix -- Fee for Service
- Events must pay solid waste disposal fees
- Formula =
 - Event pays St. Louis Earth Day for solid waste disposal
 - Contract with minority solid waste company to handle all solid waste, including recyclables
 - St. Louis Earth Day retains a small fee from each event





- **Educating various constituencies is necessary**
 - **Web sites**
 - **Online recycling guide**
 - **Onsite signage**
 - **PR/PSA**
 - **Event Program Guides**
 - **Training sessions**
 - **Marketing**





EVALUATION + ANALYSIS

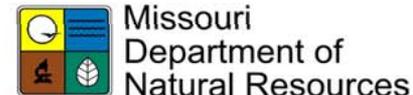
- First-year baseline data form basis for diversion figures
- Results measured against next year's outcome = diversion percentage changes





EVALUATION + ANALYSIS

- **Event Specifics to Track:**
 - **Name**
 - **Date(s) & Hours**
 - **Location/Terrain (urban streets, park, etc.)**
 - **Type (food, music, art, etc.)**
 - **Attendance**
 - **Weather**
 - **# of food vendors**
 - **Materials recycled**
 - **# of containers used**
 - **# of crew**





EVALUATION + ANALYSIS

- **Measurement data**
 - **Weight (Documented)**
 - **Volume (Approximate)**
- **Publish results**





- Strategic Partnerships
- Indoor Venues
 - St. Louis Convention Center (America's Center)





➤ Questions & Answers



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