

# Recycle on the Go at Special Events

Finding Recycling Help in All the Right Places

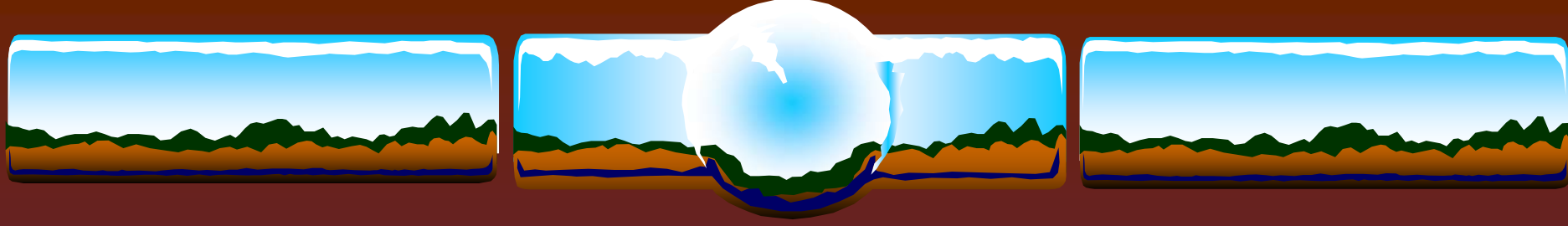
Angela Bivens, U.S. Environmental Protection Agency, Region 4

Janice Johnson, U.S. Environmental Protection Agency, Headquarters



# Targets of Opportunity

- ❖ 30-40% of waste generated outside the home
- ❖ EPA's Recycle on the Go initiative targets this waste by:
  - ✓ Working with government agencies, trade associations and large venues
  - ✓ Supporting state, municipal activities to conduct public place recycling
  - ✓ Offering website [www.epa.gov/recycleonthego](http://www.epa.gov/recycleonthego)
  - ✓ Offering success stories, fact sheets, and recycling guides



## Targets of Opportunity (cont'd)

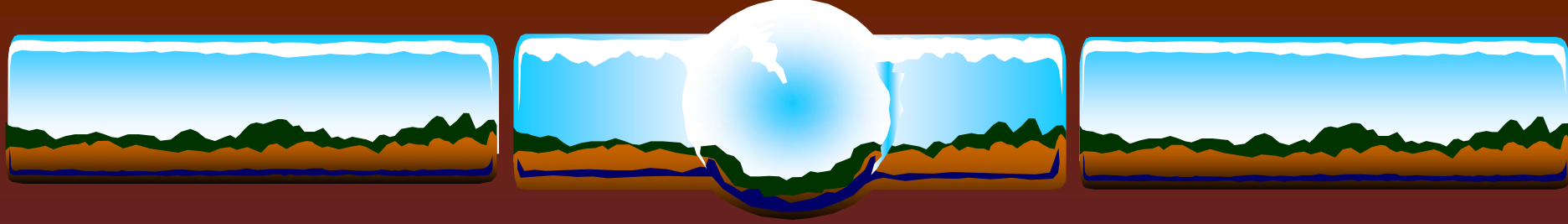
❖ Event planners control the destiny of tons of waste

For example, a 2005 California study found:

- ✓ Each person generates 2.44 lbs. of waste/day at an event
- ✓ Nearly half of the waste is cardboard, paper and plastic and all of these are potentially recyclable!

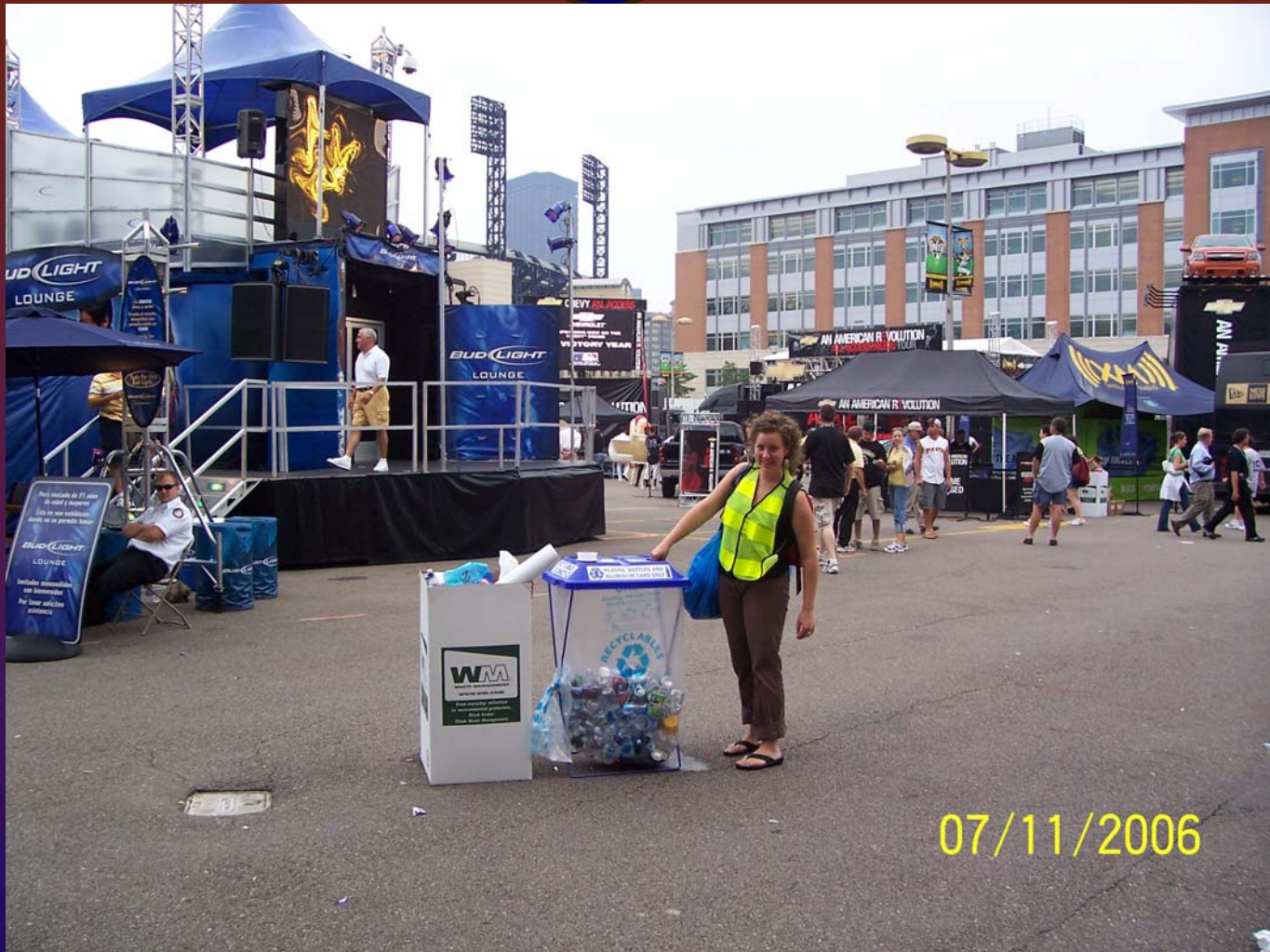


Litter and overflowing waste containers detract from your event.



# Tips on Successful Event Recycling

- ❖ Start slow and keep it simple
- ❖ Work with vendors before the public
- ❖ Get Commitment from the top
- ❖ Start with cardboard, beverage containers, or mixed paper
- ❖ Set up recycling bins near trash cans
- ❖ Have volunteers monitor and empty bins
- ❖ Have clear, direct signs



Recycling and waste bins were placed side by side at the 2006 Major League Baseball All-Star Game to make it easy for attendees to recycle.

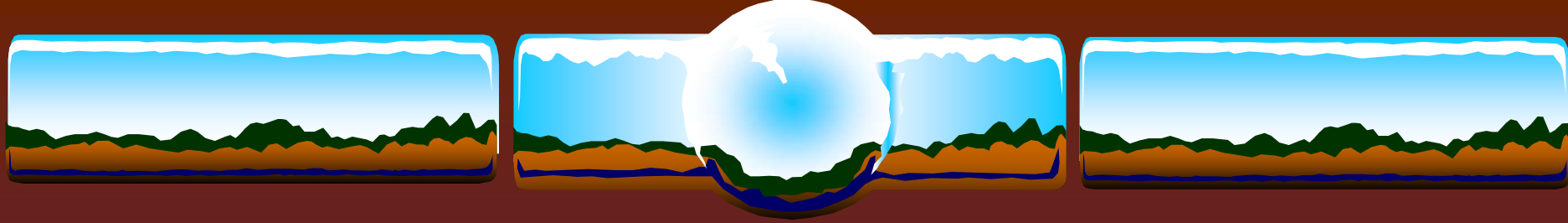
The top of the slide features three landscape icons. Each icon shows a blue sky, green hills, brown earth, and a blue water body. The middle icon is larger and has a white globe with blue continents superimposed on it, positioned over the water and hills.

# Tap into Community Resources

❖ Your community can help make your event successful. Involve them early!

## Benefits:

- ✓ Saves time and resources
- ✓ Source of planning assistance
- ✓ Provide advertising or promotion
- ✓ Source of funds, materials, or in-kind services

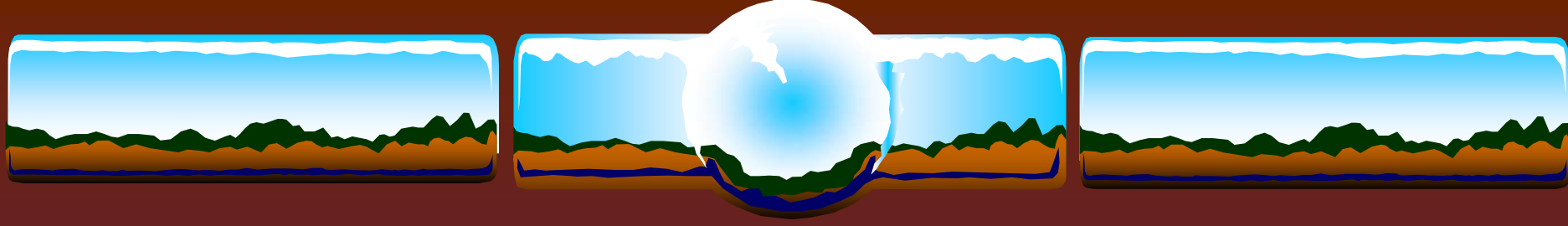


## Tap into Community Resources (cont'd)

❖ Volunteers: Backbone of your program, but finding enough is a challenge

### Where Do Recruit for volunteers?

- ✓ Scouts organizations and school clubs
- ✓ Churches and civic organizations
- ✓ Local environmental groups, colleges and universities
- ✓ The web at [www.volunteermatch.org](http://www.volunteermatch.org)



## Tap into Community Resources (cont'd)

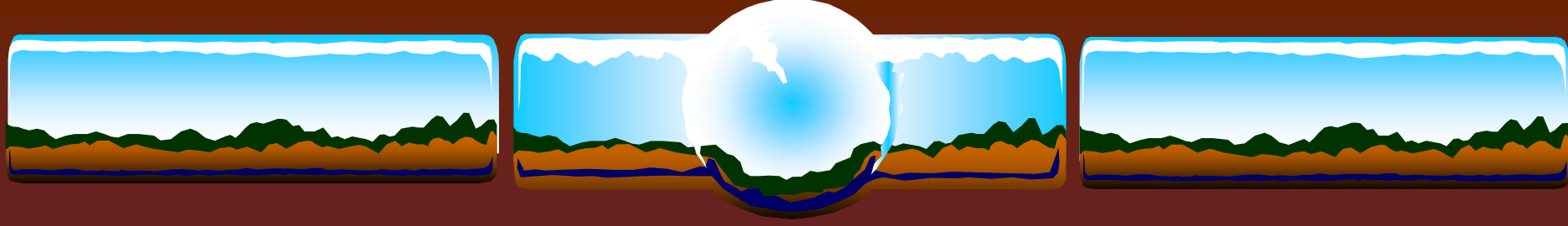
❖ Volunteers: Backbone of your program

Tips:

- ✓ In-person or phone contact is best
- ✓ Offer incentives such as free t-shirt
- ✓ Say thank you and write thank you letters



Volunteers at the National Cherry Blossom Festival keep the festival litter free!



## Tap into Community Resources (cont'd)

❖ Containers: The right container is crucial, but purchasing a lot at once can be expensive.

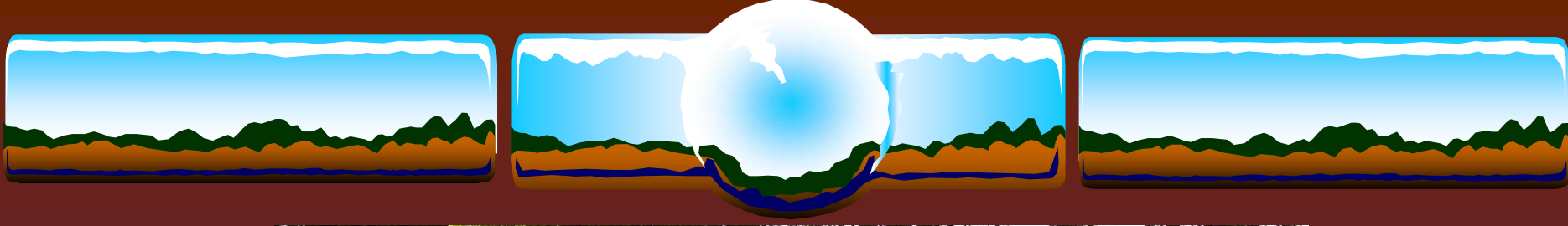
Where do I find free or low-cost containers?

✓ Contact your local recycling coordinator and ask if they have containers for loan or free

✓ Some communities like City of Pittsburgh, City of Madison, WI, Boise, ID, and St. Louis County, MO offer bin loan programs



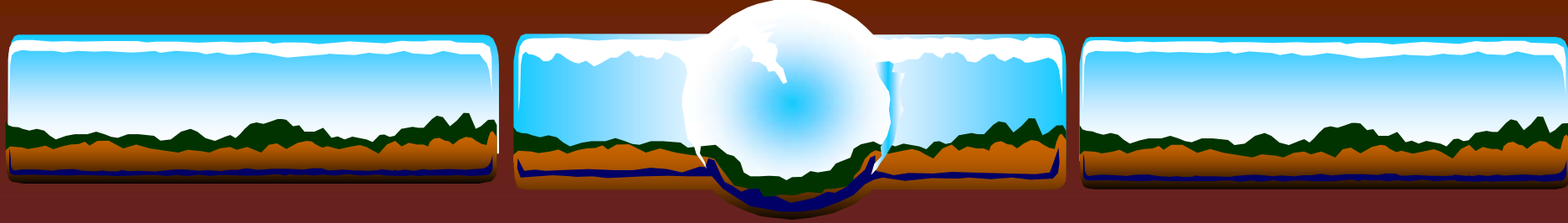
Containers that work!



These collapsible recycling bins are on loan from the City of Pittsburgh to capture beverage containers in a festival vending area.



The City of Pittsburgh loans this trailer to event organizers to help them recycle.



## Tap Into Community Resources (cont'd)

❖ A recycling program may require some expenses for new equipment.

Where do I find funds?

✓ Simplest place is from your existing solid waste disposal budget.

✓ Your local government recycling coordinator or local govt. website.

✓ Comprehensive Web site for all federal grant programs  
[www.grants.gov](http://www.grants.gov).



## Tap into Community Resources (cont'd)

- ❖ Signs Clearly Indicate Bin Locations and Recycling Instructions

Where do I get free signs?

- ✓ Download free standard recycling signs at Social Change Media ([www.epa.gov/recycleonthego](http://www.epa.gov/recycleonthego), click on How to Set up a Program)
- ✓ [www.besmart.org](http://www.besmart.org) (click on Public Place Recycling Toolkit)



# Tap into Community Resources (cont'd)

- ❖ Tips for Signs
- ❖ Keep them Simple and Direct!
- ❖ Wording such as “Metal Cans and Plastic Bottles Only” works better than “Place Recyclables Here”
- ❖ Make sure they can be seen above crowds



The City of San Francisco uses the colorful banners to ensure that festival goers can see the recycling station.



# Resources

- ❖ Check out these resources to find tips, tools, reports, cases studies, planning guide, and checklists:
- ✓ US EPA [www.epa.gov/recycleonthego](http://www.epa.gov/recycleonthego)
- ✓ Wisconsin Be SMART Coalition. [www.besmart.org](http://www.besmart.org)
- ✓ California Integrated Waste Management Board. [www.ciwmb.ca.gov/Venues](http://www.ciwmb.ca.gov/Venues)
- ✓ Stop Waste Partnership. [www.StopWaste.org](http://www.StopWaste.org)
- ✓ [www.VolunteerMatch.org](http://www.VolunteerMatch.org)