

Let's get a handle on waste one event at a time

WHY SHOULD YOU RECYCLE AND COMPOST AT YOUR EVENT?



It Helps the Environment

Your efforts will divert waste from landfills, helping conserve our limited landfill space. It also saves natural resources and energy, which in turn reduces greenhouse gas emissions.



It Supports the Community

Your initiatives support the community and our natural environment



It Improves Public Relations

When you show you care, it nurtures a positive brand image and enhances your event.



It Provides Budget Relief

Recycling and composting may reduce waste and disposal costs.

Contact Us:
Town of Snowmass Village
Public Works
970-923-5110



The Town of
SNOWMASS Village

Make this a Green Event !

The goal of the green event standards is to encourage event organizers to approach every event in the spirit of the Town's sustainability plan. This plan was put in place in 2009 by the Town Council, and the Town Environmental Advisory Board aims to help reduce waste at events, large and small, with the ultimate goal of zero waste going to the landfill. This guide is designed to help any event organizer take proactive steps to making events environmentally friendly.

With your help, your event can make a big impact in the community through waste reduction.



Let's get started!

HOW TO BUILD YOUR EVENT'S WASTE DIVERSION PLAN



Assign a Waste Diversion Coordinator

The first thing you will need to do to ensure your recycling and composting efforts are seamlessly integrated into your event is to find a recycle/compost coordinator as the main point of contact. This can be someone already on your event staff assigned to handle waste, but it's also a good idea that this person works directly with the person responsible for vendor management to make sure waste is reduced before the event even starts.



Conduct a Waste Audit

You will want to determine where you are starting when it comes to waste. Conducting a waste audit at an upcoming event or looking back at a past event can help identify the key areas that need waste reduction.



Evaluate Potential Sources of Waste

► DETERMINE WASTE THAT CAN BE PREVENTED

Talk with vendors to find opportunities to eliminate waste, as well as to switch to recyclable and compostable alternatives.

► DETERMINE WASTE THAT CAN BE DONATED

Check local resources to determine what leftover food items from vendors can be donated post-event. Just don't forget leftover food needs to be stored in bear-proof containers.

IN DEPTH: How To Do a Waste Audit

1) Review Waste Hauler Receipts

Determine the weight of the trash from a previous event or plan to weigh trash/recycling/composting for an upcoming event. Actual weights are the best way to measure waste but if that is not an option, bag counts can also be used.

2) Examine Vendor Materials

Review your vendor offerings at the event and determine if their materials can be recycled or composted versus going to trash. For items vendors identify as sources of trash, consider persuading them to source recyclable or compostable alternatives. You can make it mandatory in the vendor's agreement if you really want to stress the importance of reducing waste at your event.

Protecting Wildlife Tip: If vendors will be storing food on site, a lockable moving truck can serve as a bear proof container.

HOW TO BUILD YOUR EVENT'S WASTE DIVERSION PLAN



Determine How Waste Will be Collected

The size of your event influences your waste collection and transportation needs.

► RECYCLING

Thanks to Single-Stream Recycling, recycling is now easier than ever before, and only a single recycling bin needs to be placed at each waste station. Depending on the size of your event, you may also need to arrange for transport and dumping of your recyclables. Call the Town's Public Works Department to determine if you will need to arrange for solid waste transportation. Call us at 970-923-5110 to get started.

small
event



large
event

► COMPOSTING

Major events serving food and drinks are also encouraged to provide composting bins at all waste stations, and vendors should be asked to use compostable materials. The Town can provide separate bear-proof composting dumpsters. Please call 970-923-5110 to arrange for composting at your event.

- **TIP:** Trash bags are not recyclable or compostable. Make sure you use large, loose bags that are easy to dump.



Single-Stream Recycling: place all recyclables into a single container for collection.

IN DEPTH: Preparation Questions

You should be prepared to answer the following questions in order to successfully recycle at your event. You can find additional information to help you answer these questions on page 4 of this document.

1. **How many waste stations will you have?** You will need one recycling bin per waste station.
2. **How will stations be supervised to ensure proper separation?** Staffing waste stations with volunteers to prevent contamination and answer questions is recommended.
3. **Who is your waste coordinator?** Designating a point person to answer questions, work with wildlife management, and coordinate resources is a good idea.

HOW TO BUILD YOUR EVENT'S WASTE DIVERSION PLAN



Plan Your Collection Stations

Successful recycling and composting efforts require thoughtful planning of the number, type and placement of collection stations to ensure easy access and maximum use by attendees.

► NUMBER OF WASTE RECEPTACLES

You don't want to be caught with overflowing waste containers because you didn't plan for enough waste receptacles. It's always best to have too many waste stations to ensure attendee awareness and proper sorting. The first year you integrate in recycling or composting will help guide your planning for upcoming years.

Estimate Containers Needed:

People	0-100	100-500	500-1k	1k-2k	2k-3k
Containers	5	15	25	40	50

► PLACEMENT

Placing waste stations and volunteers near high traffic areas will be important to ensure the highest waste diversion rates. Some key areas are near food vendors, exits/entrances and parking lots. **Recycling and compost bins MUST always be located directly next to trash containers to avoid contamination of collected materials.**

Tip: Your waste stations should also be easy to transfer to a pick-up location with truck access.

► TYPE OF BIN

There are many bins available for event waste. Many event organizers, cities, and counties prefer the ClearStream® waste stations because they are easy to use, provide easy-to-understand signage and store well for future use.

Other benefits of ClearStream® waste stations include:

- Clear bags and labeled lids help attendees sort better by providing a visual cue for what to place in the container
- Sturdy ClearStream units stand up to rain and light winds, unlike cardboard containers.
- Sign kits are available for the "billboard" that hangs over the bins.



A ClearStream unit with hanging billboard sign.

After the event and overnight, all waste will need to be stored in bear-proof containers.

HOW TO BUILD YOUR EVENT'S WASTE DIVERSION PLAN



Communicate Waste Diversion Efforts With Vendors

To ensure successful recycling and composting at your event, you need to be sure you have buy-in and cooperation from all of your event's vendors.

► BEFORE THE EVENT

- **Set guidelines** for vendors early on and make sure they can adhere to the requirements before they sign a contract.
- **Include recycling and compost guidelines** in the contract with all vendors to make sure there is compliance with your event recycling and composting plan.
- **Provide assistance and resources to vendors** to help them comply with the guidelines. This is especially important for first-time vendors or first-time waste reduction efforts.
- **Provide vendors with suggestions on environmentally friendly products.** If you're composting, make sure they know they can order compostable materials.
- **Ensure vendors are aware of the Town's wildlife protection ordinance,** and they are prepared to store extra food or waste.

► DURING THE EVENT

- **Educate and remind vendors about recycling/composting during the event.** Have volunteers check in with them during the event to answer any questions and make sure items are properly sorted.
- **Relocate waste stations during take-down & clean-up activities** as needed to ensure continued sorting and appropriate collection.

► AFTER THE EVENT

- **Continue to be diligent** about your environmental efforts. All waste needs to be taken to the dump site, and no food or wildlife attractants can be left outside.
- **Communicate successes** with your vendors after the event to let them know that their actions helped improve waste diversion and created a better experience for event attendees.

HOW TO BUILD YOUR EVENT'S WASTE DIVERSION PLAN



Recruit Volunteers and Plan Ahead

If you need help recruiting volunteers, call the Town of Snowmass Village at 970-922-2275. Once you have volunteers, clearly define the key responsibilities volunteers will perform during the event, then set them up for success with training, uniforms and supplies.

- ▶ **VOLUNTEER RESPONSIBILITIES** Working with your waste diversion coordinator, waste management volunteers will need to perform the following key responsibilities:

- **Signage.** Ensure proper signage is placed on all waste bins to help improve sorting and give attendees a strong visual cue.
- **Education.** Educate vendors and attendees to ensure waste is sorted properly.
- **Container Management** (place, empty, replace bags, clean, etc.). Place the bins in appropriate locations prior to the event, help attendees sort their trash, empty bags as they get full, replace with new bags, **check bins frequently for contamination**, transport full bags to appropriate location for pick-up and clean up bins at the end of the event. Proper cleanup also ensures the protection of wildlife, which is the law.
- **Assist with quantifying** waste diversion success at end of event (i.e., weighing or counting).
- **Troubleshoot any crisis that might arise.** This is a job for your waste diversion coordinator.

- ▶ **TRAINING**

Create training documents that outline arrival time, location, contact information for event staff and duties, including proper waste sorting. Contact volunteers a few weeks prior to the event to discuss their role on event day and send them information to review prior to the event.

- ▶ **UNIFORMS**

Uniforms such as t-shirts or hats are a great way to designate your waste diversion team and make sure your event attendees are aware of your commitment to reduce waste. It's also a potential source of sponsorship.

- ▶ **SUPPLIES**

Make sure you provide your volunteers with the appropriate supplies to make their tasks easy to execute. A few key items to consider are: **a supply of extra bags**; a few sets of **disposable gloves**; a **pair of grabber tongs** to handle waste and **disinfecting wipes**.

HOW TO BUILD YOUR EVENT'S WASTE DIVERSION PLAN



Promote Your Event's Waste Reduction Efforts

Let your community know about your event's efforts to reduce waste and promote waste diversion.

▶ EVENT MATERIALS

While you're promoting your event to the community, don't forget to tell them about all the work you are doing with waste reduction, recycling and composting. Include a note in flyers, posters, e-mail announcements and website postings. Your event attendees will know what to expect when they show up the day of your event.

▶ PRESS RELEASE

Consider issuing a press release to talk about your event and your waste diversion efforts that will help both the environment, wildlife protection, and the community overall. Make sure you mention how different groups within the community are coming together to promote this common effort.



"Visitors at your event should not only know about your waste reduction efforts, they should understand they play a big part in them."

– Environmental Advisory Board, Town of Snowmass Village

Event Day!

YOU'VE DONE THE PLANNING—NOW PUT IT IN ACTION.



Educate Everyone—Early and Often

Now that your event is here, make sure your waste diversion efforts are communicated to and understood by your event staff, vendors and attendees. Remind all involved how the process works, help vendors and attendees sort properly and answer questions that may arise. Make sure your message includes why waste diversion efforts are important.



Place The Containers

Arrive early and make sure all of your containers are placed as planned. Adjust as needed to make sure they are in high traffic areas.



Set Up All Signs

Put up signage on all waste bins to help attendees properly sort their waste.



Staff and Manage All Waste Stations

It's best to have at least two volunteers at each waste station, especially at high traffic areas such as near food vendors—they'll have more fun in pairs and one volunteer will be able to leave the station to transfer full bags or get additional supplies.



HELPFUL TIPS

FROM THE ENVIRONMENTAL ADVISORY BOARD

Always place recycling bins near a trash container, and use clear, see-through bags. This prevents trash from contaminating our recyclables and keeps recyclables out of the trash.

Waste stations should be highly visible and in convenient locations: Place larger stations in areas where high volumes of waste will be generated.

Create easy to understand signs and label bins. If you can, attach common disposable event items to the appropriate bins.

Locate recycling stations near concession areas, restrooms, entrances and exits, and make sure they are clearly marked.

Keep your crew well informed and pumped up about their important role in making recycling a success!

Make sure volunteers know: where to set up the containers, how to replace the bags, where to transfer full bags, and if waste needs to be stored in a bear-proof container.

After the Event

FOLLOW UP IS CRITICAL TO ENSURE FUTURE SUCCESS.



IMMEDIATELY after the event:

▶ MEASURE

It's important to track the weights of your trash, recycling and composting either by weight or number of bags:

FORMULA

Total Amount Recycled
and Composted

= Waste Diversion Rate

Total Waste Disposed
(Recycling + Compost + Trash)

(Multiply rate by 100 to
express as percentage)

PHOTOS

If you don't have
the ability to weigh
the recyclables, take
pictures of the bags.



IN THE DAYS after the event:

▶ SHARE SUCCESS

Share your waste diversion rate and success stories with your volunteers, event staff, vendors, attendees and community.

▶ ASK FOR FEEDBACK

Request input from volunteers, event vendors, attendees and waste collectors about what worked and where there were opportunities for improvement.

▶ PLAN FOR IMPROVEMENTS

Determine additional waste diversion efforts that could be implemented for the next event to improve on the waste diversion rate from year to year.

HELPFUL TIPS

FROM THE ENVIRONMENTAL ADVISORY BOARD

Show your attendees, vendors, and volunteers that waste diversion can be successful and fun. Make sure they are aware of the amount of waste that was diverted, and try to reward volunteers for their hard work. This will ensure their willingness to cooperate and pitch in for future events.

