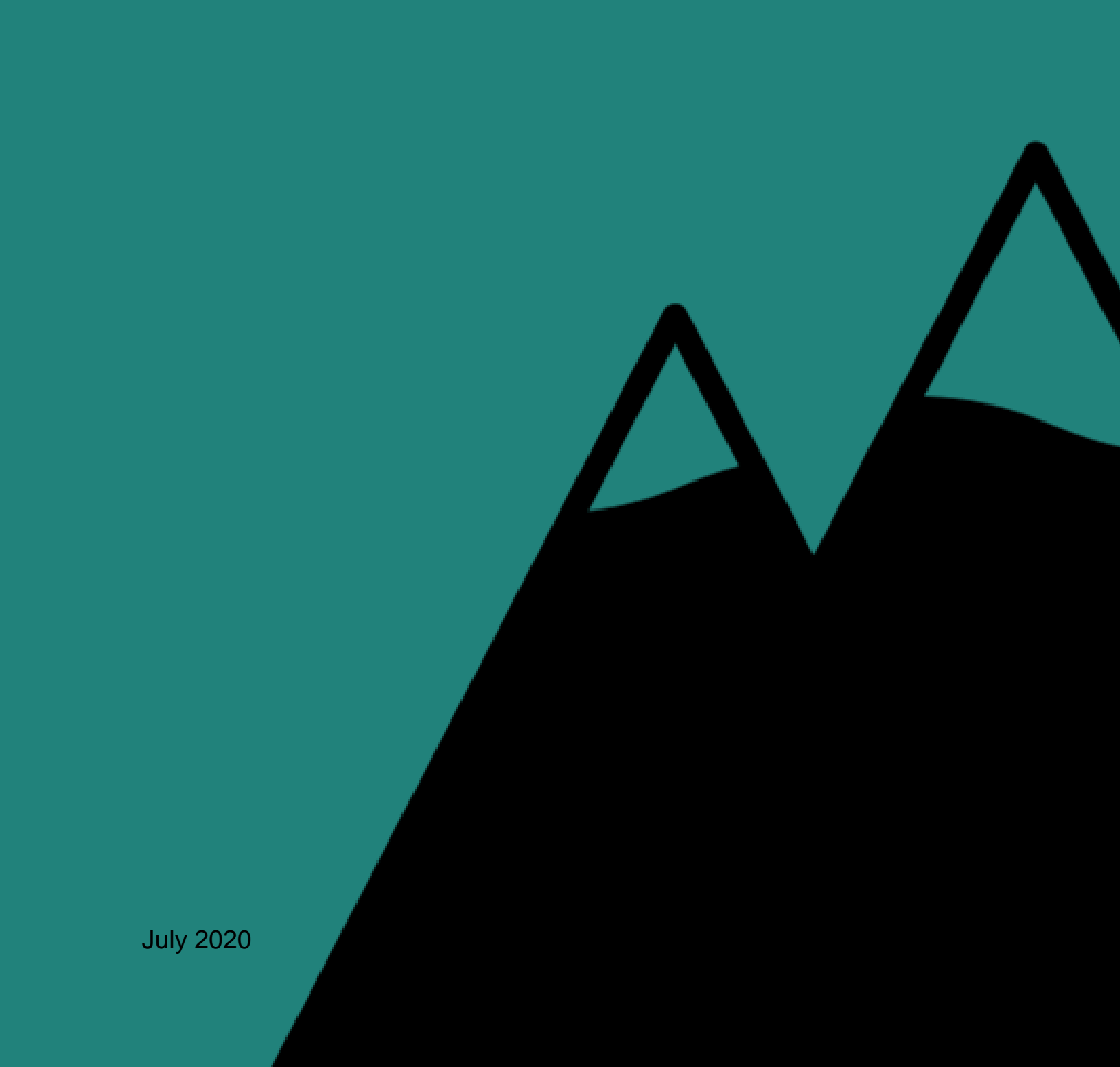


Toolkit

for

Crested Butte Waste Free Events



July 2020

The Town of Crested Butte and Climate Action

As part of the Waste Stream Reduction initiatives of the [2019 Climate Action Plan](#), the Town of Crested Butte will be incentivizing event organizers to plan events that reduce waste and educate the community about the importance of reducing waste within the valley.

A Waste Free Event is something to be very proud of! Conventional events produce massive amounts of trash and waste, much of it from single use cups, plates, cutlery and napkins.

This Waste Free Toolkit will assist event planners by providing resources and information that will help you create a successful Waste Free Event!

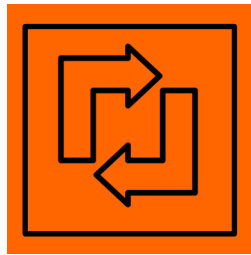


What is a Waste Free Event?



Reduce Waste

Reduce waste to landfill from food, packaging, water, and all other single-use materials



Reuse Materials

Encourage attendees to bring their own materials, sell reusable items at the event, and/or rent Sustainable Crested Butte's Waste Free Event materials

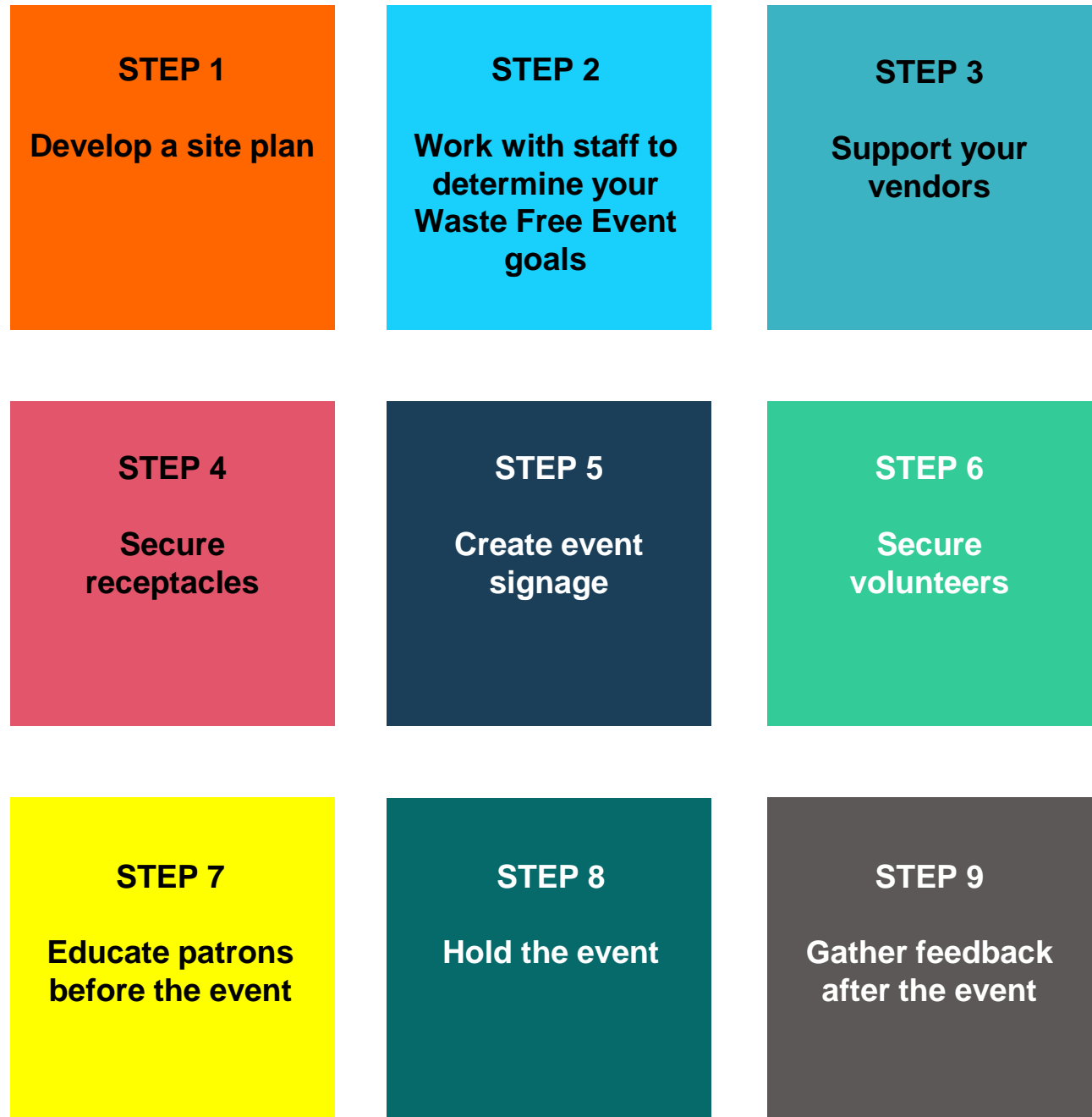


Recycle

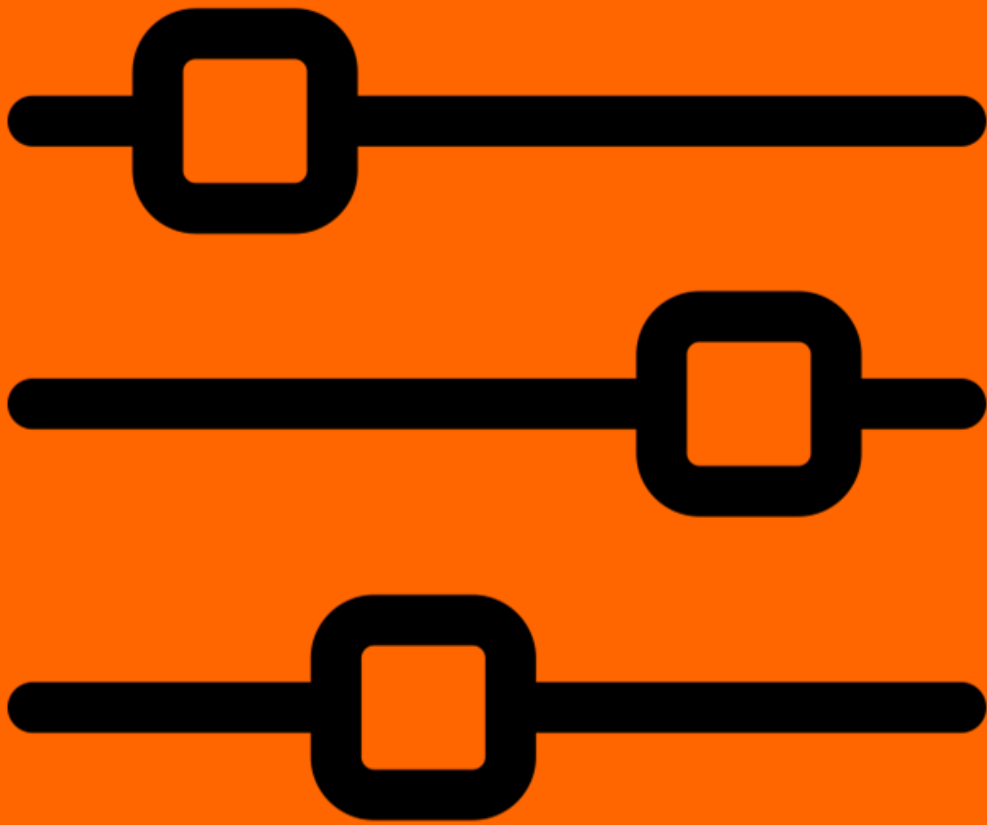
Encourage recycling and prevent cross-contamination

9 Steps to a Waste Free Event

Holding a Waste Free Event is easier than you may think. We've organized this toolkit into 9 steps to follow.

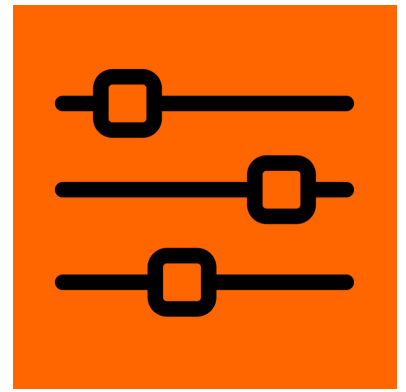


STEP 1



Develop a site plan

Step 1: Develop a site plan



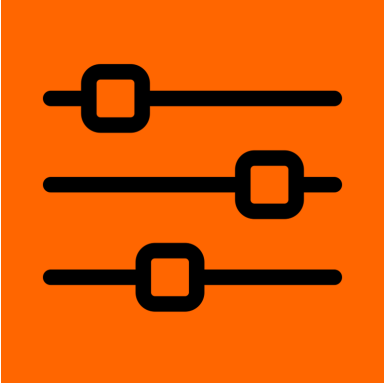
A site plan is a top-down, bird's eye view of your event. It can show where your event is located, outline where vendors, music, and other activities will be, define where patrons enter and exist, among other things.

Developing a site plan will help you determine how to set up your Waste Free Event successfully and will serve as picture for communicating with staff, vendors, and patrons. When designing your site plan, consider the following:

- How will patrons enter the venue?
- Where will patrons eat?
- Where will patrons get their food?
- Are there places where patrons will accumulate waste?
- Where can you best disseminate waste free event information to attendees?

Draw your site plan and pinpoint the following:

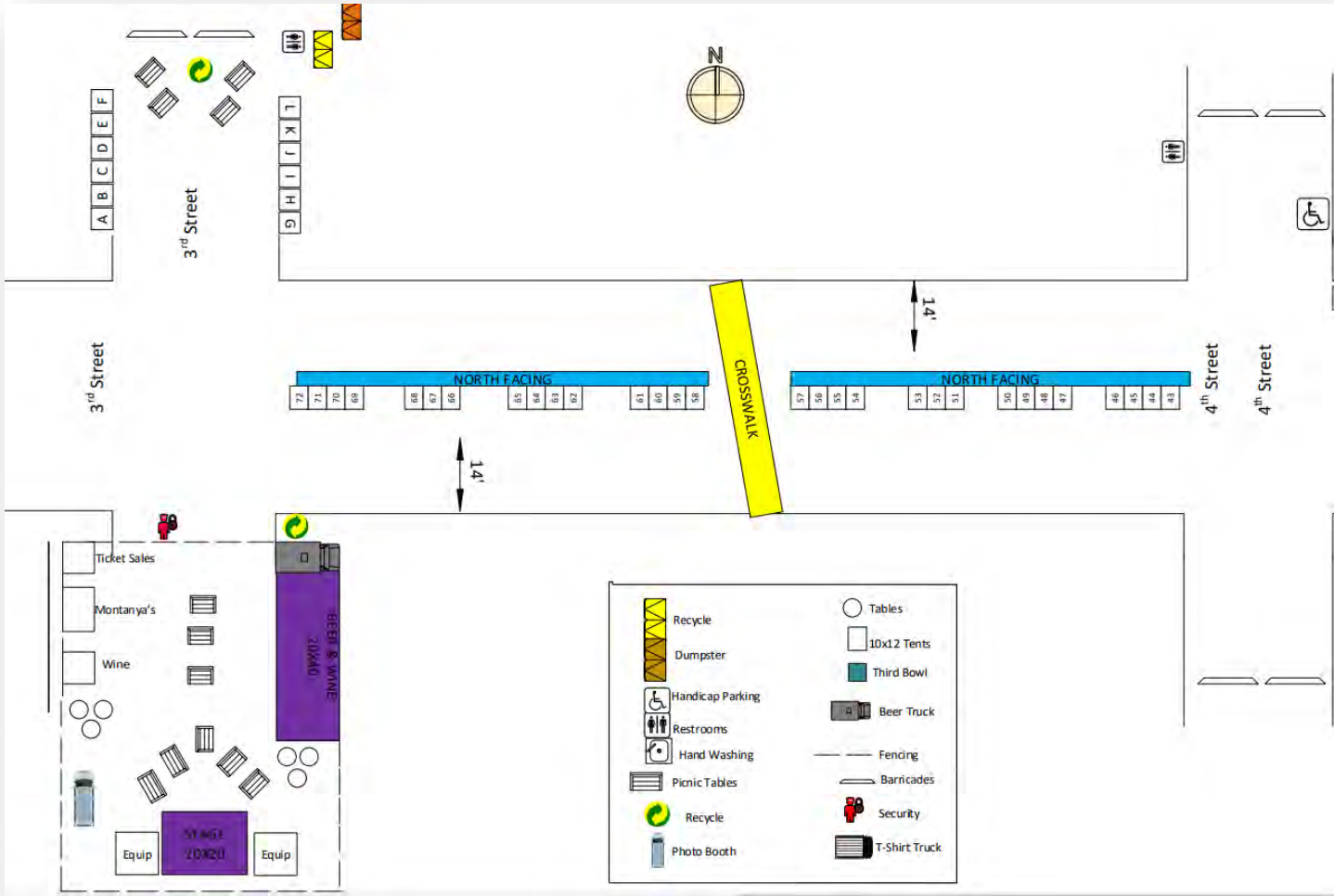
- Locate waste stations near the above mentioned points. Only offer trash bins in conjunction with recycling bins
- Locate food vendors
- Locate water bottle filling stations



Step 1: Develop a site plan

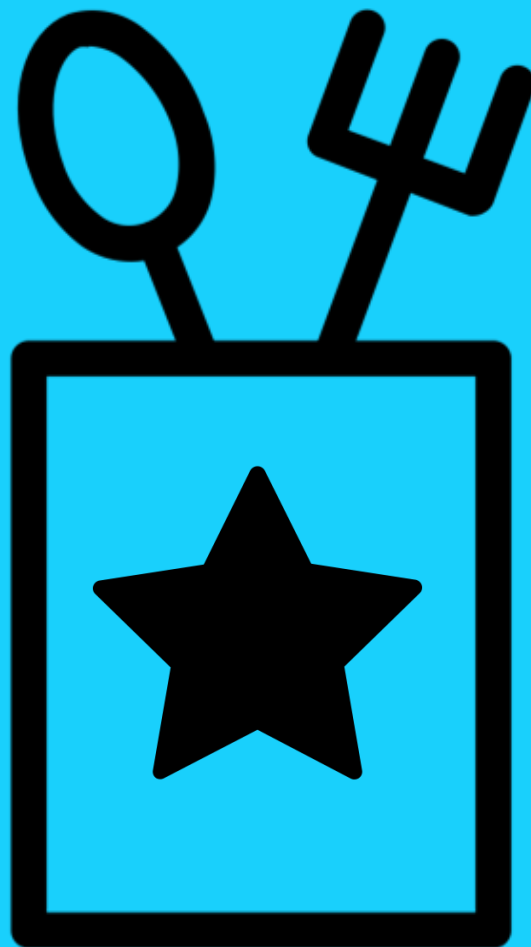
Example site plan

This is an example site plan from the Crested Butte Art Festival. Notice the location of recycling and waste stations. Depending on your Waste Free Event goals (Step 2), you may need to consider additional locations where patrons pick up materials and return them when they are finished. You will also need locations for water bottle filling stations and patron education.



Source: Crested Butte Arts Festival

STEP 2



**Work with your staff to
determine your Waste Free
Event goals**

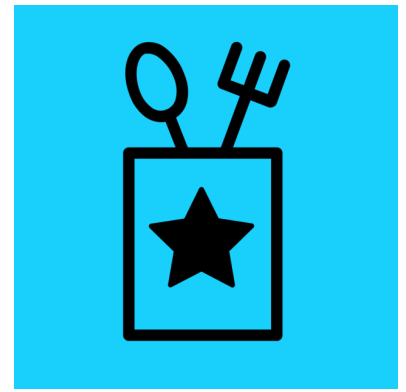
Step 2: Work with your staff to determine your Waste Free Event goals



Working with event staff, determine how your Waste Free Event will be implemented. You will need to:

- Identify the types of waste your event will create (e.g. food wrappers, plastic utensils, plates, cans, bags, etc.). Write it down and then determine a plan for eliminating the waste.
- Consider how you will reduce non-food related waste.
- Ensure staff members know their specific responsibility before, during, and after the event. Responsibilities may include:
 - Trash monitoring
 - Patron Education
 - Parking lot patrol

Step 2: Work with your staff to determine your Waste Free Event goals



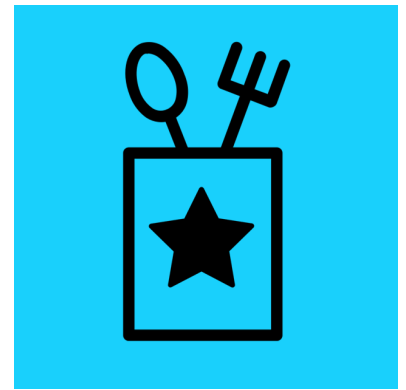
- Choose how you will reduce waste:
 - Will you sell reusable plates, cups, and utensils?
 - Will vendors provide reusable plates, cups, and utensils, or compostable options?
 - Will you rent reusable materials to patrons?
 - Will you ask patrons to bring their own reusable plates, cups, and utensils?

Consider the following when choosing a method to reduce food waste:

1 Sell reusable materials	2 Vendors provide reusable materials or compostable options	3 The event rents reusable materials to patrons	4 Patrons bring their own reusable materials
Patrons may not like to purchase expensive materials to eat or drink. It is always good to have a couple options available.	It is a lot to ask of your vendor to provide reusable materials. They will not only need to provide reusable materials for all their customers, but they will need a plan to ensure their return and wash and clean them.	Set up your event such that patrons can pick up materials and return them when they are finished. Creating an incentive for patrons to return the items is key to ensuring you get them back.	No matter how much marketing you do, some patrons will inevitably forget to bring their own materials. You will want to have another option for them at the event.
	Compostable options are available, but Crested Butte does not yet have a composting facility. Be sure to purchase materials that are compostable in the landfill.	Include a washing station: Provide water source, soap and drying cloths for patrons who have their own reusables. Or use volunteers to run washing stations.	You might offer discounts to customers who bring their own utensils, cups, plates.

Step 2: Work with your staff to determine your Waste Free Event goals

Materials for purchase



Sell reusable materials

Zoetica

zoetica

Zoetica is a local, Crested Butte, Zero Waste Company that provides waste reduction consultation to companies, businesses and events to decrease the amount of waste generated within a space. Additionally Zoetica sells waste free toolkits to help individuals reduce their own consumption of plastics! This would be a great brand to have as a vendor at your event to sell products to your patrons to help promote the importance of reusables.

<https://www.zoeticalife.com/>

Vendors provide reusable materials or compostable options

Green Paper Products



GreenPaperProducts.com
100% Biodegradable &
Compostable Tableware

Compostable (landfill safe)

Corn and sugarcane based disposables can be used in place of traditional petroleum based products. Using these products can decrease the amount of waste being sent to our landfills and will help reach our goal of a zero-waste future. Your customers and friends will appreciate the change.

<https://greenpaperproducts.com/biodegradable-products.asp>

Reusable Plastic

Preserve

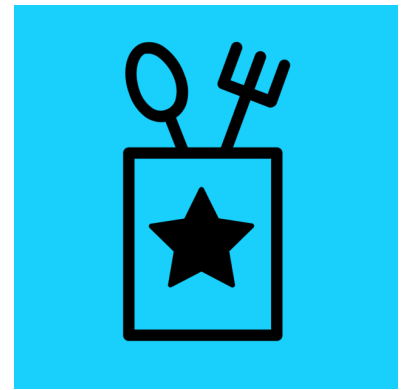


Preserve provides recycled reusable plastic tableware at reasonable prices. It's a great option if you're planning multiple events!

www.preserve.eco/collections/tabletop

Step 2: Work with your staff to determine your Waste Free Event goals

Materials for Rent



Sustainable Crested Butte has materials for events and private parties of all sizes available for rent, including dishes, silverware, cups, cloth napkins, wine glasses, champagne glasses, and ceramic mugs.

Sustainable Crested Butte can also help you with all aspects of your waste free event! Sustainable Crested Butte's experienced Waste Free Event consultants are available to help you from start to finish with your waste free event. For a small donation, they can organize, set up, secure volunteers, and wash dishes.

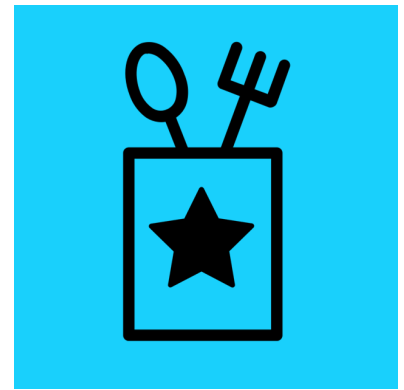
Email sustainablecb@gmail.com for pricing and to get in touch with one of our consultants.

Sustainable Crested Butte began its Waste Free Event program in 2016 with the purchase of 300 post-consumer 100% recycled plastic plates to be used, washed, and then reused as an alternative to single-use disposable plastic and paper dishes. The program quickly caught on and the organization added silverware, cloth napkins, recycled plastic cups, metal silverware, and ceramic mugs, all to be offered to small private gatherings and big events to use for a fee.

Go to www.Sustainablecb.org to learn more or Email sustainablecb@gmail.com.

Be the Change!





Step 2: Work with your staff to determine your Waste Free Event goals

Case Study: Pickathon Music Festival, Pendarvis Farm outside of Portland, Oregon



In 2010 Pickathon became the first music festival to eliminate all single use cups and water bottles. In 2011, it was the first large American outdoor music festival to eliminate all single-use dishware and utensils. These initiatives have both contributed to the cleanliness and beauty of the festival and also have drastically reduced the volume of garbage coming in and then leaving Pendarvis Farm for the landfill each year.

Pickathon Waste Free Event options

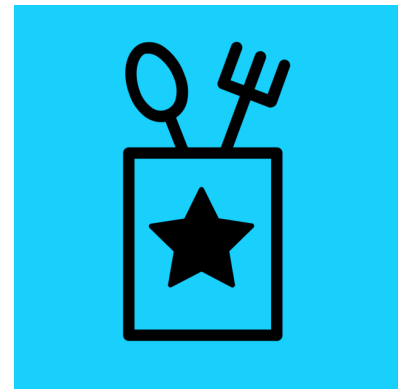
Dish choice #1: Patrons purchase a unique token for \$10 and bring it to any of the food vendors in exchange for a plate and utensils with each order. When they're done eating, they bring their dirty dishes to one of the Dish Return Stations and get another token for use with their next meal. At the end of the weekend, patrons redeem this token at the Dish Booth and take their new Pickathon dishware and utensils with them.

Dish choice #2: Patrons can opt-out of the whole token/dishware system and manage their own reusable dishware and utensils at no cost. This means patrons need to bring their own *clean* dishware to a food vendor, and then wash their own dishware and utensils at the DIY Dishwashing Station, then take their dishware and utensils with them when they leave.

Cup Choice #1: Patrons can purchase one of the collectible Klean Kanteen Pickathon Pint Cups and use it all weekend in the beer gardens, then bring it home at the end of the weekend.

Cup Choice #2: Patrons can bring, use, and wash their own cups, for no cost, for use with the food vendors for any non-alcoholic drinks. Pickathon limits this choice to non-alcoholic drinks only: coffee, smoothies, lemonade, anything in the food vendor area. The beer garden will only pour into Pickathon Klean Kanteen cups. These cups can be patrons' own from home, but they have to be those Pickathon Klean Kanteen cups from past festivals.

Step 2: Work with your staff to determine your Waste Free Event goals



Case Study: Planet Bluegrass Festivals, Telluride, Colorado

Telluride Bluegrass invites 4,000 festiverians annually to camp and enjoy the festival. In collaboration with the Leave No Trace Center for Outdoor Ethics and Eco-Products (supplier of free compostable bags for your campground compost), the festival rewards campsites that excel in creative, sustainable camping.

All entrants are eligible for random daily prizes, while campsites that excel in achieving the highest levels of the Leave No Trace philosophy could win free camping and 4-day passes for the next year's Festival.

The contest is open to all campers in any of the Planet Bluegrass-managed campgrounds. You can nominate your own campsite or one of your neighbors by doing the following:

- Complete the 1-page campsite entry form at the Leave No Trace booth inside the festival.
- Stop by the Leave No Trace booth each day to view all the campsite entries. Each day they select 2 winners (one chosen by the staff, one chosen at random) for daily prizes.
- Staff select the grand prize winner after the campground pack-out is complete following the festivals.



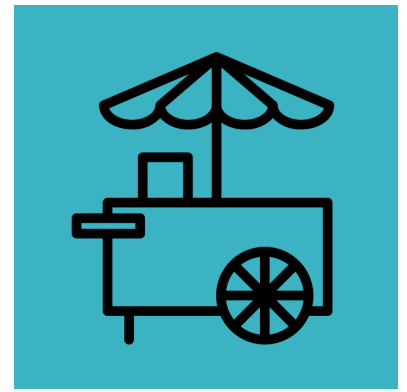
STEP 3



Support your vendors

Step 3: Support your vendors

Food vendors are a large part of your event and have the potential to generate the most waste. Explain to vendors your goal for your Waste Free Event and your expectations.



Highlight the importance of participating in the Waste Free Event and educate vendors on how you are going to hold a Waste Free Event.

Share the site plan with vendors to communicate:

- Vendor locations
- Patron traffic flow
- Waste locations
- Communicate early and often with all of your vendors about the goals of your Waste Free Event so that they are not surprised upon arriving.
- If your goals for the event ask that vendors provide reusable materials or compostable options, be sure to provide resources for reusable materials or landfill-safe single-use alternatives so vendors have the opportunity to make their operation sustainable.
- Ask about vendors' needs and contributions to waste (e.g. left-overs, containers) and work together to help determine how to reduce waste. Consider donating leftover food to Mountain Roots Food Project by contacting Kaelyn Schultz at foodsecurity@mountainrootsfoodproject.org.

Share these helpful tips with vendors to reduce waste before it starts:

- Consider reducing need for utensils by serving food that can be eaten with your hands.
- Do not provide straws or lids – these small items are unnecessary and contribute significantly to waste.
- Provide reusable bags for purchases.
- Sell drinks on tap. If tap is not an option, sell drinks in reusable or recyclable containers – cans or glass are preferable to plastic.
- Use bulk condiment dispensers.
- Carefully plan quantities so there is not excess. If there is excess, encourage post event food donation.

STEP 4



Secure receptacles

Step 4: Secure receptacles

- Using your site plan and your Waste Free Event goals, secure appropriate receptacles for the locations you identified.
- Contact Waste Management at 970.349.1033. There are several options for event recycling available depending on the size of your event and your needs.
- Contact Event Water Solutions to secure water bottle filling stations (see page 18 for more details).
- Currently there is no industrial composting/plastic film downcycling available in Gunnison Valley. However, Sustainable Crested Butte offers free plastic film recycling. Please contact sustainablecb@gmail.com for more information.



Step 4: Secure receptacles

Water Bottle Filling Stations



Event Water Solutions is the leader in providing water refill stations across North America for festivals and events.

Their water stations connect to any potable water source and remain connected throughout the event. The water is then run through 3 filters, a u.v. light for purification and a chilling system. Each unit can service between 5,000 and 7,000 people per day and run around 7 gallons per minute.

Here is a link to a PowerPoint presentation with details: http://bit.ly/NAGeneral_Deck

The stations are also designed to be sponsorship friendly. Here is a separate PowerPoint deck to send to potential sponsors: http://bit.ly/NASponsorship_Deck.

In addition to supporting your Waste Free Event, water bottle filling stations offer these benefits:

Sustainability

Portable water refill stations reduces a festival or event's overall carbon footprint by eliminating the need for single-use plastic water bottles.

Fan Experience

Offering the access to free, cold, filtered water is one of the best ways to give back to your festivalgoers, and their appreciation of free water is regularly broadcast on social media sites and onsite.

Revenue Generating

Whether through sponsorship or reusable bottle sales, there are multiple ways to generate revenue with water stations and offering free water.

Health & Safety

Water treatment solutions keep festival attendees and staff hydrated, while decreasing the risk of heatstroke and other heat related ailments.

STEP 5



Create event signage

Step 5: Create event signage

- o Review your Site Plan and place signage throughout the event to indicate directions to waste stations, information stations, and dirty dish stations (if applicable).
- o Print landfill and recycling signs from Waste Management (see pages 21-24).
- o Place signs on receptacles.





**RECYCLE OFTEN.
RECYCLE RIGHT.**



Always Recycle Recicle Siempre



Plastic Bottles & Containers 1-7
Botellas y Envases
Plásticos 1-7



Food & Beverage Cans
Latas de Alimentos y
Bebidas



Glass Bottles & Jars
Botellas o Frascos
de Vidrio

Do Not Put in Mixed Recycling Bin No Deposite Basura en el Envase de Reciclaje



Food & Liquids
Comida y Líquidos



Plastic Bags & Film. *Do not bag recyclables*
Bolsas de plástico. *No pongas tus
reciclables en bolsas de plástico.*



Clothes & Bedding
Ropa y Tejidos



Foam Cups & Containers
Vasos y Envases
de Poliestireno



Yard Waste
Residuos de
Jardín



**RECYCLE OFTEN.
RECYCLE RIGHT.**



Recycle Empty Bottles & Cans:



Plastic Bottles & Containers 1-7



Food & Beverage Cans



Glass Bottles & Jars

Keep Out of Recycling:



Food & Liquids



Plastic Bags & Film
(Do not bag recyclables)



Clothes & Bedding



Foam Cups & Containers



Yard Waste



**RECYCLE OFTEN.
RECYCLE RIGHT.**



Always Recycle Recicle Siempre



Flattened Cardboard
Cajas de Carton Aplanado



Paperboard
Carton Para Cajas

Do Not Put in Recycling Bin No Deposite Basura en el Envase de Reciclaje



Food & Liquids
Comida y Líquidos



Plastic Bags & Film. *Do not bag recyclables*
Bolsas de plástico. *No pongas tus reciclables en bolsas de plástico.*



Clothes & Bedding
Ropa y Tejidos



Foam Cups & Containers
Vasos y Envases de Poliestireno



Yard Waste
Residuos de Jardín



**RECYCLE OFTEN.
RECYCLE RIGHT.™**



Always Recycle Recicle Siempre



Office Paper
Papal de Oficina



Junk Mail
Correo no Deseado



Newspapers, Magazines
Periodicos y Revistas



Brown Paper Bags
Bolsas de Papel



Phone Books
Directorios

Do Not Put in Recycling Bin No Deposite Basura en el Envase de Reciclaje



Food & Liquids
Comida y Líquidos



Plastic Bags & Film. *Do not bag recyclables*
Bolsas de plástico. *No pongas tus reciclables en bolsas de plástico.*



Clothes & Bedding
Ropa y Tejidos



Foam Cups & Containers
Vasos y Envases de Poliestireno



Yard Waste
Residuos de Jardín

STEP 6



Secure volunteers

Step 6: Secure volunteers

In addition to event volunteers, choosing and training specific waste-free volunteers is critical.



Determine how many volunteers you need

You will need volunteers to monitor waste stations to limit cross-contamination between landfill waste and recycling and facilitate proper waste disposal practices. This volunteer duty is very important. Without volunteers to help patrons at the waste stations, your recycling has a very high likelihood of being contaminated.

Volunteers will also be useful at information booths and entrances to educate patrons as they arrive and answer questions.

You will also need volunteers near food vendors to help explain that you are holding a Waste Free Event and provide guidance.

Recruit volunteers

Match volunteers to skills needed (i.e. assertive volunteers for waste station monitoring).

Train volunteers

Ensure all volunteers have an appreciation of the efforts to maintain a waste free event
Ensure each volunteer understands her/his specific duties and resources (i.e. where to find supplies). Have support available for volunteers; clearly indicate whom they contact with questions/issues.

Identify volunteers on the day

Make Waste Free Event volunteers easily identifiable during the event by providing matching t-shirts and name tags. Name tags alone will not be sufficient for patrons to identify help when needed.

STEP 7



Educate patrons before the event

Step 7: Marketing and Messaging to Patrons



Before the event

How you educate event patrons during the event will depend on the method you use to reduce food waste (see page 9). For example, if your event rents reusable materials to patrons, you should explain the process to patrons before the event (see page 13 with Pickathon’s waste free event options).

Regardless of the method you use to reduce food waste, explain to patrons that your event is waste free and encourage patrons to bring their own water bottles and cups. You might use the following resources to explain your waste free event goals:

- On their ticket or E-tickets-in the texts/emails you send as reminders
- An ad in the CB News (classifieds@crestedbuttenews.com)
- A KBUT radio spot (gunnisonvalleycalendar.com/submit-an-event)
- Posters around town
- Share the layout of the event; where to locate waste stations and water bottle filling stations, etc.

During the event

During the event, use every opportunity to remind patrons of your waste free goals:

- Banners in the parking lot
- At the welcome booth: provide information about how the event works in regard to waste and why. Let your patrons know who to ask for help, what volunteers look like or where information booths are. Share the layout of the event; where to locate waste stations and water bottle filling stations, etc.
- On welcome banners as patrons arrive
- At the food court
- Ask vendors to remind patrons as it makes sense

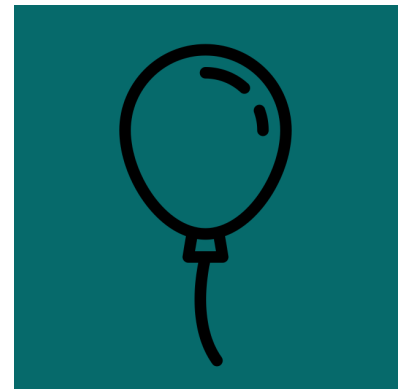
STEP 8



Hold the event

Step 8: Hold the Event

With all the planning and logistics in place, communicating waste free strategies to participants is key on day of the event.



Vendor check-in

- Include waste-free guidelines with vendor check-in
- Remind vendors of the agreement signed
- Familiarize vendors with recycling procedure, types of recycling available and waste station locations
- Verify compliance of items sold or offered; ask vendor to remove or replace non-compliant items

Volunteer check-in

- Ensure that all volunteers have contact numbers for the volunteer coordinator, in case of issues or questions
- Confirm that each volunteer is easily identifiable; issue apron, t-shirt or nametag
- Remind volunteers of their specific tasks and resources, including access to extra materials (i.e. replacement bags)
- Inform volunteers of procedures in case unanticipated waste streams are created

Signage

- Place signs at all waste stations, information stations and points of entry
- Walk through site 'traffic flow' and verify best placement of signs and waste stations
- Tape or glue actual items at the waste stations as visual cues for attendees
- Replace missing or damaged signs throughout the event

Announcements

- Make occasional announcements throughout the event:
 - Remind attendees of the importance of waste-free practices
 - Remind attendees to not contaminate the recycling
 - Celebrate the waste free accomplishments of the event

Step 8: Hold the Event

The Waste-Free Event Checklist is a set of guidelines, that help to reduce, reuse and educate the public about waste, that all Crested Butte events must follow in order to qualify as a “Waste-Free” event and be eligible for (refunding)



Event Preparation Checklist	
Step 1: Develop a site plan	
Step 2: Work with staff to determine your Waste Free Event goals	
Step 3: Support your vendors	
Step 4: Secure receptacles	
Step 5: Create event signage	
Step 6: Secure volunteers	
Step 7: Educate patrons before the event	
Step 8: Hold the event	
Step 9: Gather feedback after the event	
Day Of Event Checklist	
Set Up	
Signage	
Waste Receptacles	
Vendor Check In	
Volunteer Check In	
Announcements	
Evaluation Survey	
Record Waste: type and amount	

STEP 9



Gather feedback after the event

Step 9: Gather feedback after the event



Use this form to evaluate how your event went and to brainstorm changes for your future Waste Free Events. Please share this evaluation with the Town of Crested Butte and Sustainable Crested Butte when completed! We'd like to help make your Waste Free Event successful!

- **Revisit your Waste Free Event goals. What went well? What can be improved?**
- **How did patrons respond to the new Waste Free Event structure?**
- **Did vendors have any trouble following the Waste Free Event guidelines?**
- **Did volunteers have any trouble with educating patrons?**
- **How much waste did your event generate? Does this differ from previous years? What could be done by your event to continue to reduce waste in the future?**
- **What guidance was missing in the Toolkit that could have helped you deliver a successful Waste Free Event?**

Acknowledgements



Town of Crested Butte



Sustainable Crested Butte



Photos by Nolan Blunck

