

EVENT GREENING TEAM



GREENLIGHT GREENPAPER

FALL 2017- SPRING 2018

The Project Team managed all recycling duties for the Gold Rush 2017 two day music festival- before, during, and after 20,000 event goers danced the night away.



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The Gold Rush music festival did not have recycling services set up for their 20,000 attendee event. At a large event such as this, it is challenging to ensure low contamination levels. These challenges presented the opportunity to divert **100 lbs** of waste from the landfill over that weekend.

Our team was responsible for the overall success of the recycling effort at the festival. In order for the event to run smoothly, our responsibilities included:

- Volunteer recruitment
- Set up and take down of bins
- Volunteer coordination, scheduling, and onsite logistics
- Bin guarding, maintenance, hauling, and materials sorting to ensure low levels of contamination
- Volunteer supplies provision

BENEFITS TO PROJECT PARTNER

Our efforts, from volunteer coordination to tear down, diverted over **100 lbs** of resources from the landfill. This improves the company's positive brand perception and created a blueprint for how they can continue to recycle moving forward.

BENEFITS TO SOLUTIONEERS

We benefited by gaining an understanding of the necessary steps to divert waste from events. As businesses are now expected to become more sustainable, understanding how to coordinate a waste diversion program is a valuable skill set.

BENEFITS TO THE COMMUNITY

From this partnership, **100 lbs** of recyclable materials from landfills. These materials now have a chance at a second life. Also, from the informational material and bin guarders, attendees learned about proper recycling methods, influencing them to be more aware of their consumption and waste habits after they've left the festival gates.