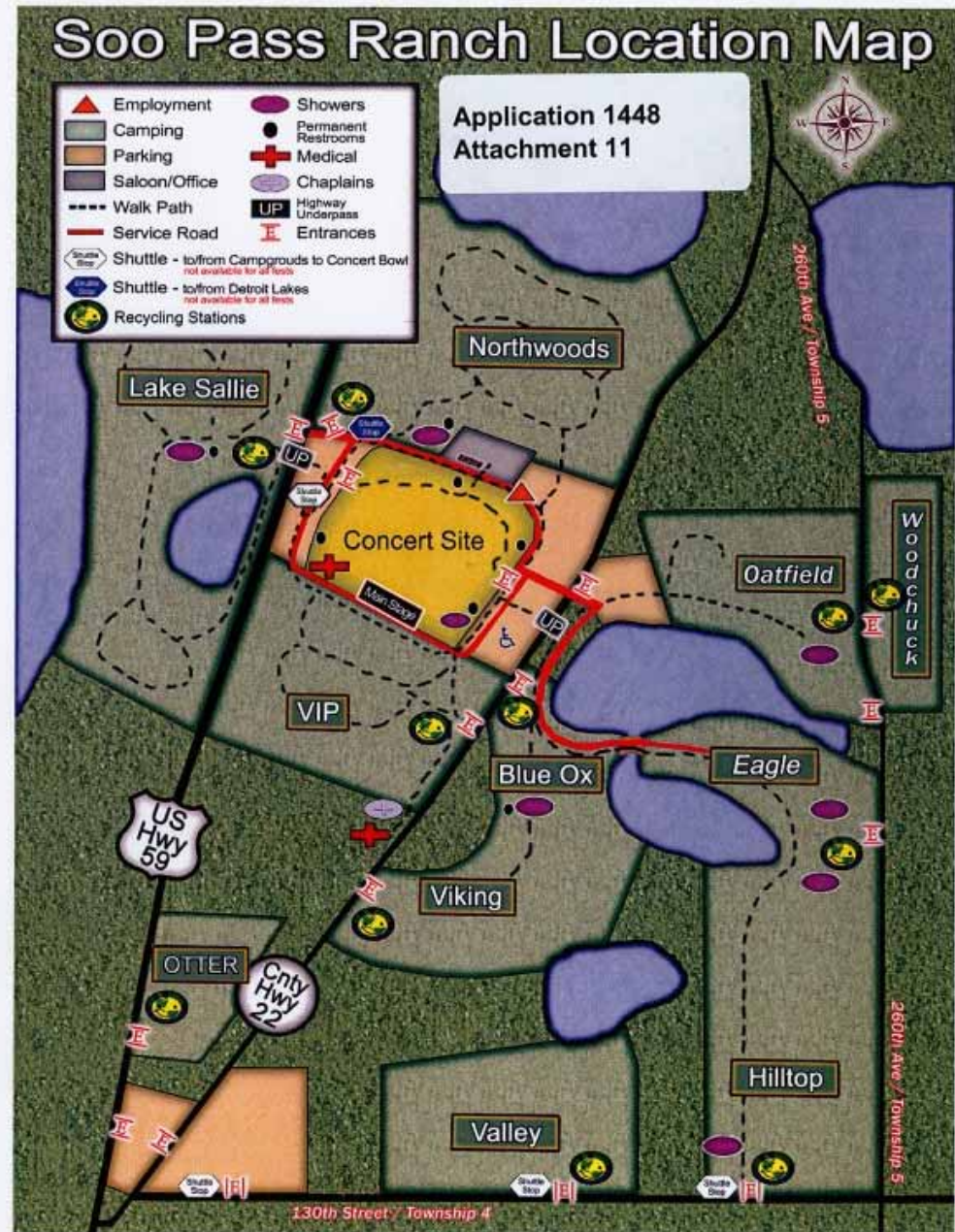


# “WeFest 2008”

Event Composting and Recycling –  
Lessons Learned

# WeFest

- 50,000 People
- 11 Campgrounds
- Outdoor Concert Bowl
- 3 Days
- Heavy Drinking







# Recycling Stations

- At least one in each campground
- Placed so that all people in the campground pass the station on their way to the concert bowl
- Staffed with volunteers to ensure that materials are placed in the appropriate container
- Volunteers had sun protection and free beverages to stay hydrated
- Prize drawings to encourage participation









**WM**  
WASTE MANAGEMENT  
800-214-6982  
www.wm.com

**LANDFILL**

**CAUTION**  
DO NOT PLACE IN OR  
ON DUMPSTER  
NO BURNING  
NO FLAMMABLES  
NO HAZARDOUS  
WASTE

**DANGER**  
OVERHEAD OBSTACLES

**Mixed**  
WASTE  
800-214-6982  
www.wm.com

**RECYCLING  
ONLY**





## Recycle to get your WE B GREEN BUCKS and a chance to win!

Daily Drawings at 8:00 pm  
Giving away daily 1 pair of stage seats to watch:

Thursday ~ Rascal Flatts

Friday ~ Kenny Chesney

Saturday ~ Brad Paisley

Many Artist Autographed Memorabilia  
VIP Tickets for WE Fest 2009  
WE B Green Merchandise  
T-Shirts, Bandanas, Reusable Bags & More!

### — EXIT DRAWING —

Before you leave on Sunday, clean up your  
campground. Bring your bags to the  
Recycling Station to get registered for the  
giveaway of VIP Tickets for WE Fest 2009!

Enter with your WE B GREEN BUCKS here!

BLUE OX  
(WE B GREEN)  
DRAWING --  
WINNERS

THURSDAY  
Winners

1<sup>st</sup> Tina Smith

2<sup>nd</sup> Karla Greb

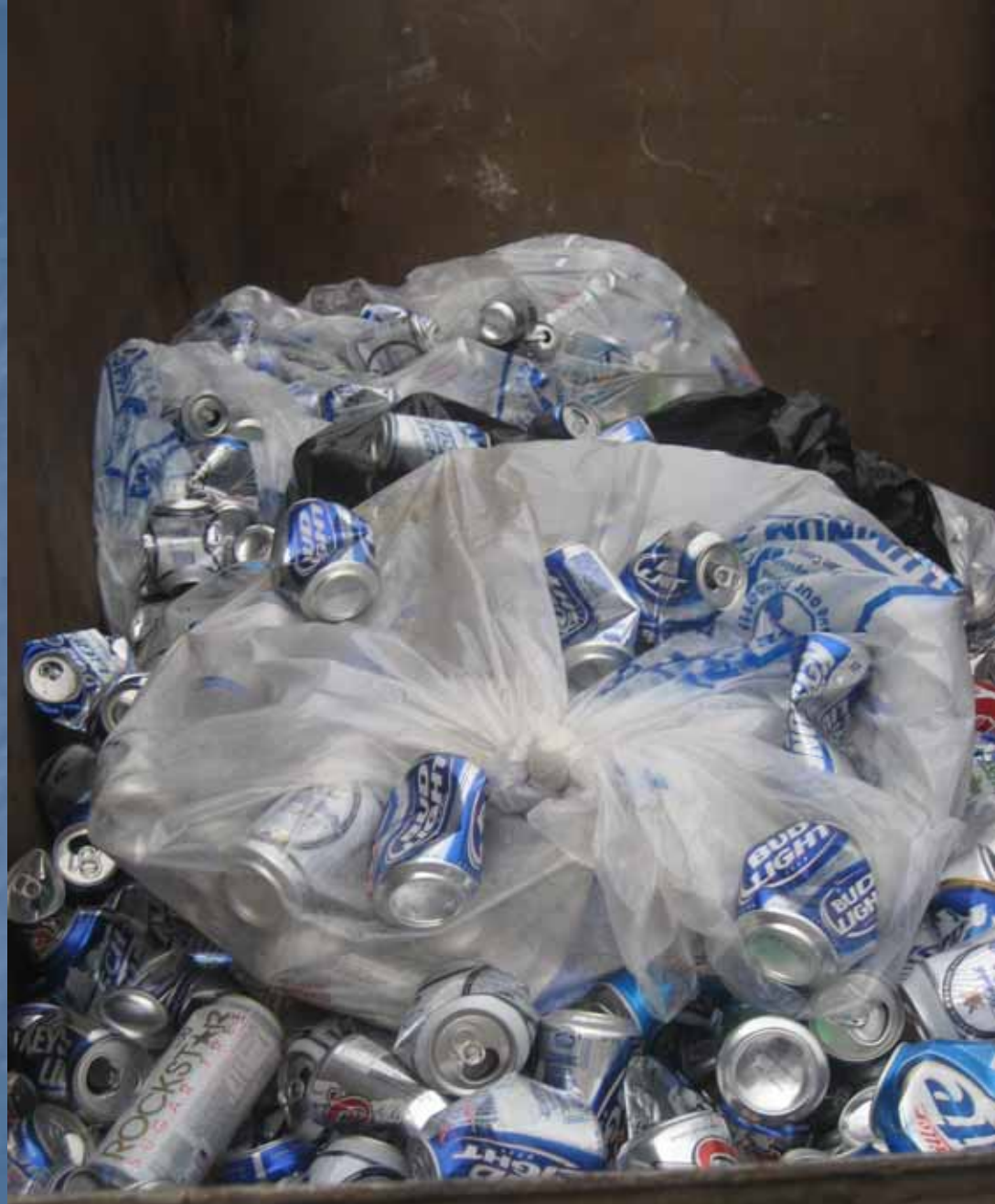
3<sup>rd</sup> Kyle Althouse

Pickup by 12:00pm  
Friday

INUM

Save

- Volunteers help reduce contamination
- All aluminum went to Northern Metal Recycling
- WeFest received revenue for the aluminum





# Recycling Signs

- The event was collecting two types of recycling in the campgrounds: aluminum and mixed recycling (paper, #1 & #2 plastic, glass, and other metals)
- There was also garbage collection at the recycling stations





# Recycle



**MIXED**

(Paper, Plastic, Rubber,  
Cardboard, Metal, Glass)

**MIXED**

(Paper, Plastic, Rubber,  
Cardboard, Metal, Glass)

*Aluminum*

**Trash**

# Recycle





# Signs Were Confusing

- Volunteers changed the signs throughout the event in order to make them easier to understand.
- Mixed recycling confused attendees, so the volunteers began to label that bin bottles (glass and plastic)
- Garbage was labeled plastic cups because people were placing the cups into the mixed recycling

memorabilia  
2009  
ise  
ags & More!  
Clean up your  
gs to the  
red for the  
Fest 2009!  
BUCKS here!

NON-CUPS  
CLEABLE  
ws  
rks  
Paper  
Garbage

Save Our Planet

BOTTLES  
ONLY  
OK-PLASTIC  
OK-GLASS  
Cups  
other plastics

ALUMINUM  
CANS  
↓

ING LEVEL  
HERN  
emr  
LING



Recycling Station to get registered for the  
giveaway of VIP Tickets for WE Fest 2009!

Enter with your WE B GREEN BUCKS here!

CUPS ~~NON-CUPS~~  
RECYCLEABLE

Cups Straws Forks Paper Garbage

\*at this time

CUPS

# Compost

- WeFest attempted to do composting at the VIP Hospitality and Artist Hospitality areas.
- The Artist Hospitality area was very good about collecting all of their food waste for on-site compost
- VIP Hospitality required more education and did not appear to be ready for composting their food waste. This was corrected by the end of the event.



# On-Site Compost Pile

- WeFest staff faced a steep learning curve
- Originally, they thought that they needed to bury the food waste under a thin layer of dirt.
- They learned that the food waste will compost when mixed with straw, wood chips, and other browns such as food soiled paper
- Their challenge is to find enough brown material to mix with the high volume of food waste generated







# Results

- 22% overall recycling rate
- 42 tons of mixed recyclables
- 7 tons of aluminum
- 217 tons of total waste material
- 17% increase in recycling rate over 2007
- 29% reduction in landfill waste compared to 2007
- 13% decrease in disposal cost from 2007

# Questions?

