



Greening Your Events

*Food & Wine
Aspen, CO*



Overview

- 10 Major Sponsors
- 250-300 Exhibitors – 70 serving food
- Ticket Price starts at \$1,050
- Main Tent holds ~5,000 attendees, exhibitors, staff, and volunteers
- 13 off site locations holding 50-250 people
- Significant Recycle efforts already underway

Seminars

Seminars function much like conference sessions – attendees are seated and learn about wines from whoever is leading the seminar.

Volunteers set up and pour all the wine before the start, and break everything down after the seminar – attendees do *not* have to throw anything out.

All waste is handled back of house

Grand Tasting

There are 5 Grand Tastings throughout the weekend where attendees can sample wine and food from 300 of different exhibitors.

All individually plated, all separate wine glasses.

Trash cans and recycle bins are located throughout the venue.

All recycle bins are staffed with volunteers.

Program

	Friday	Saturday	Sunday
9:00-9:45	Seminars 10-13 sites	Seminars 10-13 sites	Seminars 10-13 sites
10:30-11:15	Seminars 10-13 sites	Seminars 10-13 sites	Seminars 10-13 sites
11:30-1:00	GT	GT	GT
2:00-2:45	Seminars 10-13 sites	Seminars 10-13 sites	
3:30-4:15	Seminars 10-13 sites	Seminars 10-13 sites	
4:30-6:00	GT	GT	

Challenges

- *Food & Wine* has a very high standard to live up to
- Very limited time between seminars to tear down and set up – can composting efforts be accommodated?
- Grand Tasting very chaotic – crowded, people are drunk, limited time
- Product Suppliers – who supplies the materials?
- Bear season – no trash or compost can stay out overnight
- No meat or cheese allowed in compost
- Only 2 of us

How do we start a process to have composting become a part of this event?

Plan for first Year: GT

- Too late to enforce product specs
- Too chaotic to try compost – too many variables
- Recycle bins all staffed – people still threw trash in

Plan for first year: Seminars

- Picked 3 sites to use as pilots to see if composting would work
- Trained volunteers
- Very effective, very easy, even with separating food from plates

How it Worked

- 3 cardboard event boxes, labeled for compost, trash, and recycle – multiple around inside of venue
- Volunteers sort waste into one of 3 bins
- 3 96 gallon totters back of house
- End of day totters picked up and stored in wash bay, brought to landfill next morning

Plan for first year: Education

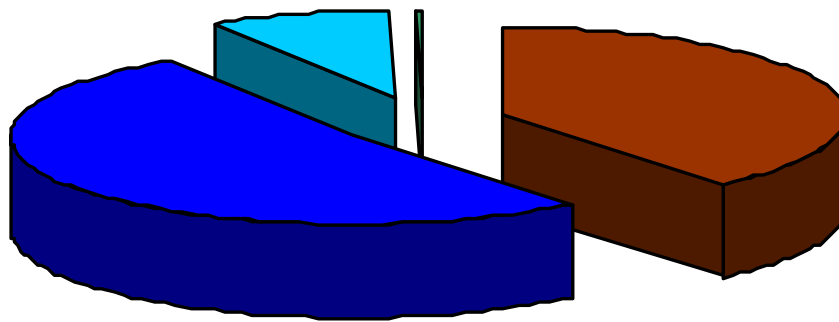
- Volunteer trainings
- Green Fairies



Results

Recycle Rate of 61%

Waste Distribution



- Overall Trash - 24tons
- Overall Cans & Bottles - 32tons
- Cardboard - 5.25tons
- Overall Compost - 0.25tons



Results

- Composting was very successful and easy at pilot locations
- Recycling in GT was still a challenge even with staffing

Year 2 Efforts

- Composting at all Seminar locations
- Meat and Cheese can all go in compost
- Central bear proof bin for compost collection*
- 15 compost stations at GT – staffed
- All trash cans at GT will be paired with recycle and compost – no solo trash cans about 1/3 of usual # of trash bins
- Compost at all 3 staging tents for GT
- Green Team established – additional 50+ volunteers
- Product specs encourage



1 in aluminum square aluminum pole

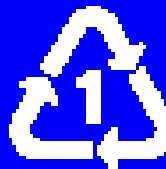
RECYCLE	TRASH	COMPOST
ALUMINUM CANS GLASS BOTTLES #1, 2, 4, 5 PLASTIC BOTTLES PET HDPE (NO PLASTIC BAGS)	ANYTHING THAT DOESN'T GO IN COMPOST OR RECYCLING - Food Trays - Food Waste (up to 1 lb) - Food Bags WHEN IN DOUBT, THROW IT AWAY	ALL FOOD PAPER PRODUCTS - Apple - Bread - Paper Plates - Paper Cups - White Office Paper - Paper - Paperboard/Corrugated Board COMPOSTABLE - Bio Plastics (including PLA) - Cello - Coffee Filters, Paper - Paper

RECYCLE

ALUMINUM CANS

GLASS BOTTLES

#1 & #2
PLASTIC BOTTLES



PET



HDPE

(*NO PLASTIC CUPS)

TRASH

ANYTHING THAT DOESN'T
GO IN COMPOST
OR RECYCLING

- Plastic Wrappers
- Plastic Coffee Cup Lids
- Plastic Caps

WHEN
IN
DOUBT,
THROW
IT
OUT!

COMPOST

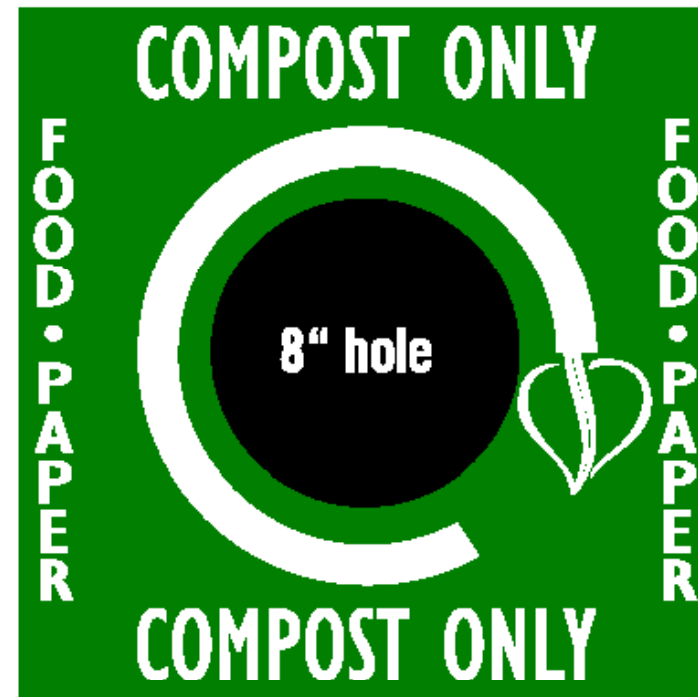
ALL FOOD
PAPER PRODUCTS

- Napkins
- Paper Plates
- Paper Cups
- White Office Paper
- Postcards
- Paperboard/Cracker Boxes

COMPOSTABLE

(Pen, Sprocket, Food-based) PRODUCTS

- Cups
- Forks, Knives, Spoons
- Plates



Future Efforts . . . hopefully

- Work towards an approved list of products to be recommended and eventually required for all materials at GT – this will allow for only compost and recycle and no need for trash, and no need to staff waste stations
- Switch from print materials in registration bag to a disc

What worked . . .

- Training volunteers
- Controlling supplies, where we had control
- Paddles for Recycle Bin staffers
- Support, buy in, and enthusiasm from event organizers – incorporating these initiatives at South Beach event too

What didn't work . . .

- Compost bags – too small to fit event boxes
- Compost transport system
- Attendee separation of recycling from trash at Grand Tasting



Contact Info:



Sarah Lavery

Sarah.lavery@gmail.com