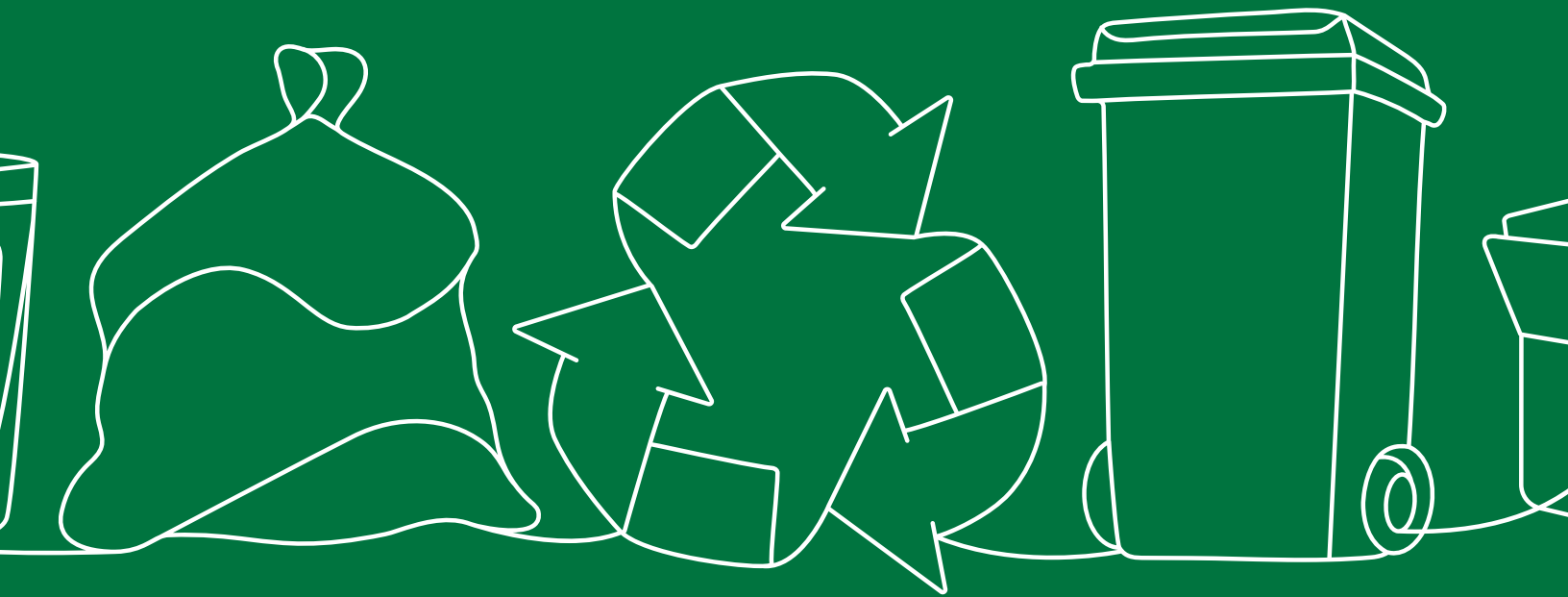


GREENER GROUNDS

The Workbook



This workbook is to be used in conjunction with *Greener Grounds: A Guidebook to Litter Prevention and Waste Management at Outdoor Events*. As you read the guidebook, complete the corresponding exercises in each section of this workbook to develop your litter prevention and waste management program.

PRODUCED IN PARTNERSHIP WITH



LIEUTENANT GOVERNOR
BILLY NUNGESSER



Additional support from The Barataria-Terrebonne National Estuary Program



EVENT EVALUATION

Event Name & Date

| | |
|---|---|
| <p>Audience Estimated attendance per day _____</p> <p>Behaviors in relation to waste:</p> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #f9f9f9;"> <p>EXAMPLES</p> <ul style="list-style-type: none"> - Food & drink consumption is busiest between 1 PM-5 PM. - Audience will create additional waste by crawfish booths. Need to account for extra receptacles in this area. </div> | <p>Venue Considerations You'll create a full site layout in <i>Exercise 5: On-Site Planning</i>, but for now, document the following:</p> <ul style="list-style-type: none"> • Is it an open or gated event? • Is there a parking area that will need to be maintained? • Where will your audience enter and exit? • What is the flow of your space? – How will your audience and team move through your venue? • What material is the ground made of? • What is the slope of the ground? • Are there any obstacles? |
|---|---|

Waste Behaviors Note the following to ensure you choose the appropriate receptacles and waste streams.

| | | | |
|--|---|---|---|
| <p>Sources of Waste: What areas will create your waste?</p> | <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #f9f9f9;"> <p>EXAMPLES</p> <ul style="list-style-type: none"> - Food and drink vendors - Merch tent - Bathrooms </div> | <p>Types of Waste: What materials / products does your waste consist of?</p> | <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #f9f9f9;"> <p>EXAMPLES</p> <ul style="list-style-type: none"> - Cups and food containers - Food scraps - Grease (BOH) - Paper maps & schedules </div> |
|--|---|---|---|

| | | |
|--|--|---|
| <p>Existing Waste Practices</p> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #f9f9f9;"> <p>EXAMPLES</p> <ul style="list-style-type: none"> - Used single vendor for landfill waste stream - Established volunteer program - Donated extra t-shirts </div> | <p>Available Resources</p> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #f9f9f9;"> <p>EXAMPLES</p> <ul style="list-style-type: none"> - Venue will provide 15 pre-existing receptacles on-site - 1000 liners leftover from the previous year - Partnership with university green team for volunteers </div> | <p>Budget Constraints</p> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #f9f9f9;"> <p>EXAMPLE</p> <ul style="list-style-type: none"> - Currently \$2000 allocated - New practices would require additional funding or sponsorship </div> |
|--|--|---|

STAKEHOLDER ENGAGEMENT

List your stakeholders in each category, along with what strategies you will utilize to engage them in support of your litter prevention and waste management program.

Internal Stakeholders

| |
|--|
| <p>EXAMPLES <i>Board of directors</i></p> <ul style="list-style-type: none">- Setup time to present board with program details- Ask board for support in spreading the word to their network |
|--|

External Stakeholders

| | | |
|---|--|--|
| <p>Vendors & Suppliers</p> <p>EXAMPLES <i>Food & beverage vendors</i></p> <ul style="list-style-type: none">- Highlight current waste reduction requirements in vendor applications and contracts <p><i>Custodial labor vendor</i></p> <ul style="list-style-type: none">- Setup meetings to discuss our goals in tracking waste- Ask for input in creating waste management program | <p>Venue & Municipality Leaders</p> <p>EXAMPLES <i>Sanitation department</i></p> <ul style="list-style-type: none">- Meet to review existing waste management program- Discuss available public resources | <p>Audience</p> <p>EXAMPLES <i>Attendees</i></p> <ul style="list-style-type: none">- Develop messaging to get attendees excited to participate in our new program- Reach them through existing email LISTSERV and social platforms |
|---|--|--|



GOAL SETTING

As you start to think about your goal(s), we recommend asking yourself:



Is it attainable?

(even if it's long term)

Is it measurable?

(year over year)

Is it achievable?

(within budget)

Use the space below to brainstorm your potential goal(s). Reference the guide for important metrics you should consider when creating a goal that can be measured (*year over year*).

Your Goal(s)

EXAMPLES

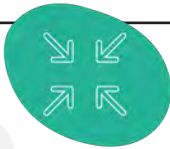
- Recruit a 20-person volunteer green team
- Provide an adequate amount of receptacles for attendees' waste
- Divert 80% of waste generated at the event from the landfill



LITTER PREVENTION METHODS & WASTE STREAM(S) SELECTION

Remember, optimizing your plan to divert as much waste from the landfill as possible is ideal. Always check with your local municipality and collection services to confirm what waste they can process.

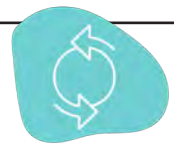
Reduce Tactics



EXAMPLES

- Eliminate serving straws with mixed drinks
- Introduce digital program to replace paper version

Reuse Tactics



EXAMPLES

- Sell branded reusable water bottles
- Provide water refill stations
- Buy receptacles that can be used every year

Waste Stream Selection

Which waste stream(s) will you choose for your event? Check all that apply:

- | | |
|---|---|
| <input type="checkbox"/> Landfill (Standard waste) | <input type="checkbox"/> Glass recycling |
| <input type="checkbox"/> Recycling (Mixed stream) | <input type="checkbox"/> Aluminium (Single stream) |
| <ul style="list-style-type: none"> • Plastic #1 & #2 • Aluminium • Paper & cardboard | <input type="checkbox"/> Plastic (Single stream) |
| | <input type="checkbox"/> Materials donation |
| | <input type="checkbox"/> Grease recycling |
| | <input type="checkbox"/> Composting |
| | <input type="checkbox"/> Other |

Additional Notes:

TEAM BUILDOUT

During this step, record details about the different aspects of your waste management team: who is the team supervisor, which companies you'll be hiring from, how many volunteers are needed, and the costs associated with each of these categories.

| | | |
|------------------------------------|---|--|
| Waste Management Supervisor | EXAMPLE <i>Independent contractor to manage event - \$750</i> | Estimated cost <input style="width: 100%; height: 30px;" type="text"/> |
|------------------------------------|---|--|

| | | |
|--|---|--|
| Custodial Labor Does the venue provide? What vendors could you reach out to? | EXAMPLES <i>Custodial vendor</i> <i>- \$3,500 for 2 event days (crew of 8 workers plus supervisor)</i> <i>Volunteers support custodial labor with recycling</i> <i>- 10 Volunteers x 2 shifts per day x 2 days</i> | How many hires? _____ Estimated cost <input style="width: 100%; height: 30px;" type="text"/> |
|--|---|--|

| | | |
|---|--|--|
| Hauling Vendors How many different hauling vendors will you need based on your waste stream(s)? | EXAMPLES <i>Landfill vendor</i> <i>- \$550/per haul - delivery, and removal of (1) 30-YD dumpster</i> <i>Parish landfill</i> <i>- Additional \$40 per ton disposal fee (tonnage fee)</i> <i>Recycling</i> <i>- Volunteers collect recycling (aluminum) and bag for redemption</i> | How many hires? _____ Estimated cost <input style="width: 100%; height: 30px;" type="text"/> |
|---|--|--|

| | | |
|---|---|---|
| Volunteers What organizations will you reach out to? Will you be hiring a volunteer coordinator? | EXAMPLES <i>40 volunteer t-shirts (20 shifts per day x 2 days) - \$150</i> <i>Prize for volunteer clean-up contest - \$100</i> <i>Water, snacks, and name tags for volunteers - \$100</i> | How many volunteers and hires? _____ Estimated cost <input style="width: 100%; height: 30px;" type="text"/> |
|---|---|---|

| | |
|-------------------------------|---|
| Team Buildout Estimate | <input style="width: 100%; height: 30px;" type="text"/> |
|-------------------------------|---|



COMMUNICATIONS & MARKETING

Decide how you want to communicate your litter prevention and waste management efforts to your audience. Brainstorm below! Note any costs associated with your marketing and communications plan.

Define Your Story

Consider the following.

What elements:

- Are easy to define
- Are actionable
- Communicate the goal effectively
- Do we integrate our program into current messaging? Or does it have its own campaign?
- Do we create a brand for the program and/or hire a graphic designer?

Share Your Story

EXAMPLES

- Develop press release to engage local media outlets
- Share mission statement and graphics on social media leading up to the event

On-Site Messaging

EXAMPLES

- Create reusable signage promoting your program at all entrances to your event
- Make regular stage announcements promoting your plan via the stage manager / MC

Estimated cost

Marketing Expenses

EXAMPLES

- Billboards - \$750/wk
- Branding / Graphic Designer - \$3,500
- On Site Photographer - \$500/day

Estimated cost

Communications & Marketing Estimate



EXPENSES & BUDGETING

Take the costs you've allocated for your program in *Exercises 6, 7, and 8* and fill them in below to determine the total estimated budget for your litter prevention and waste management program. Check your estimated total budget against the actual resources and funds you have to work with. If they do not match, return to *Exercise 1* and adjust your plan accordingly.

Supplies Estimate

Team Buildout Estimate

Communications & Marketing Estimate

Miscellaneous Costs Estimate

Estimated Program Total Cost

Additional Notes:



DAY OF EVENT MANAGEMENT CHECKLIST

OPENING

- Conduct crew meetings with your custodial labor and volunteer team**
 - Make sure everyone has their credentials, shirt, schedule, and that they understand their roles.
- Walkthrough the site and double-check your waste stations**
- Check-in with vendors**
 - Check their compostable products (*if applicable*).
- Have your team in place 20 minutes prior to the event opening**
- Make sure all relevant signage is in place**
- Ensure waste data tracking system is in place**

Additional Opening Tasks

MIDDAY

- Walkthrough site and check in with all vendors**
- Make sure all waste removal schedules are on track**
- Utilize lunchtime to check in with the team**
 - Rotate this shift among your custodial labor and volunteers; consider having a floater.
- Check stations for cleanliness**
- Do rounds to collect information on any issues that are occurring and adapt in real-time**
 - For example: *trash needing to be moved or commonly asked questions by the general public.*
- Ensure litter prevention stage announcements are being made (*if applicable*)**

Additional Midday Tasks

CLOSING

- Conduct a pre-closing meeting an hour or two before your event ends**
 - Discuss closing assignments
- Check-in with vendors for a final time regarding disposal procedures**
- Conduct a full site walkthrough and “sweep” your site**
 - Line up your custodial labor and volunteers at an arm’s length apart, and equip them with trash bags, trash pickers, and PPE (*personal protective equipment*). Proceed with having them walk forward in unison while scanning the ground for all remaining litter.
- Confirm closing waste pickup from your hauling vendor(s)**
- Collect the waste data recorded throughout the day**
- Do a final inspection of your site**
 - Make sure all trash is out at the end of the night.

Additional Closing Tasks

POST-EVENT ASSESSMENT

Successes

What worked well?

EXAMPLES

- Volunteer packet and pre-event meeting adequately prepared the team for interacting with attendees
- New waste station signage was very clear; helped attendees navigate recycling

Learnings

What could be improved on for next year?

EXAMPLES

- Place more waste stations near food vendors at Back of House (BOH)
- Collection from waste stations in Zone B (food area) more frequently
- Source more cost-effective liners (over-budget)
- Explore reusable cup option (audience demand)

Event Waste Diversion Rate

Use the data you tracked and collected during the event to complete this calculation. If needed, reference the Volume to Weight Conversion chart on page 29 of the Greener Grounds Guidebook for commonly found waste materials at outdoor events.

Pounds Recycled

| | Glass | Plastic | Aluminum | Cardboard/Paper | Organics | Other | Total Pounds Recycled | Total Pounds Landfilled |
|--------------|-------|---------|----------|-----------------|----------|-------|-----------------------|-------------------------|
| Event Totals | | | | | | | R | L |

Total Recycled

R

+

Total Landfilled

L

=

Total Generation

G

EVENT DIVERSION RATE

=

Total Recycled

R

=

Total Generation

G

%

| | |
|--------------------------------|-------------------|
| Original Estimated Cost | Final Cost |
| _____ | _____ |

Additional Notes: