



Event Recycling and Waste Diversion Guide



Best Practices and Tips

The *Event Recycling and Waste Diversion Guide* is an informational resource for event coordinators working to reduce waste and increase recycling at events. It includes a helpful checklist that will guide you through the entire process step by step, gleaned from recycling best practices.

Thank you for working to promote waste diversion and recycling at your event!

Step 1

Set clear organizational goals

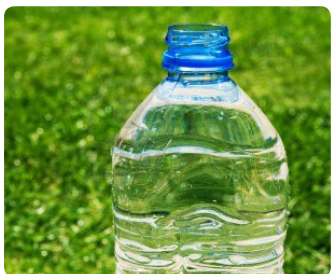
- Gain support from top management
- Communicate goals to staff
- Establish a checklist

Step 2

Checklist Suggestions

Designate a recycling coordinator to recruit and train volunteers, create signs, monitor recycling stations, communicate recycling information during the event and track recycling rates.

- Identify which collection hauler will collect your trash and recycling after the event. Understand the materials accepted and policies of the chosen hauler. Or, identify staff who will transport recyclable material to a drop-off site.
- Decide where to store trash, recycling and/or compost in transition from bin to collection hauler or drop-off location and who will empty the bins during the event.
- Engage staff and/or volunteers as well as the contracted hauler in the planning efforts to ensure buy-in and appropriate servicing operations.
- Engage your vendors to ensure they utilize recyclable items and commit to your organizations' recycling and waste reduction goals.
- Choose an organization or business to accept event compost material and/or edible left-over food. Contact these organizations and understand their needs, as well as how the material will be transported to the organization.
- Determine the amount of bins and bin placement needed throughout the event.
- Include waste reduction and recycling information in your marketing efforts.



Step 3



Use recognizable colors and label bins.

Provide access and convenience

- Utilize easily recognizable colors: Recycling (Blue), Composting (Green), and Landfill (Black). These color suggestions represent national trends. Often times, locally, green is used for landfill items.
- Provide large, clearly-worded signage with photos to communicate what items should be placed in each bin, labeling the sides and tops of bins
- If you have numerous vendors, it's important to provide a separate cardboard collection area where vendors can deposit flattened boxes.
- Twin your bins (Pair trash with recycling every time)
- Locate twinned bins near entrances and exit areas, as well as high traffic areas. Locations where food is served should have more twinned bins
- Recycling bins with a restrictive opening are common at events, and help the event attendee to distinguish between trash and recycling.



Step 4



Engage your audience

- Communicate with your audience prior to and after the event to establish understanding. The event's waste diversion efforts may add a boost to targeted marketing.
- Many successful waste diversion events include 'roaming' staff or volunteers who can act as recycling ambassadors, ensuring attendees have good information on their disposal options.

Step 5



Planning a small event?
Haul the items to a
New Hanover County
recycling drop-off site at NO
cost! Items must be sorted.

For details, contact
910.798.4400
or www.nhcgov.com.

Develop a collection strategy

- **For Large Events:** Many private haulers service events in the local area.
 - Discuss preparation and collection location choices with your hauler. For example; How should the recyclables be handled? Do you need to separate items or do they accept commingled recyclables? What items do they accept? Where do you need to place recyclables for the hauler to collect them? When will they collect the items?
 - Investigate the possibility of revenue sharing or cost reductions, especially when planning large events with high cardboard or metal recycling rates.
- **For Small Events:** Instead of hiring a private hauler, take the recyclables to a New Hanover County drop-off site at no cost.



Did you know?

Per NC law, the event permit holder is legally responsible for recycling cardboard, glass bottles, plastic bottles and aluminum cans at events selling alcohol.

Per NC law, plastic bottles and aluminum cans are banned from NC landfills.

For More Information

Please contact the
Solid Waste Divison
910.341.7875
[wilmingtonnc.gov/
recycling](http://wilmingtonnc.gov/recycling)