



PLANNING TO RECYCLE & REDUCE WASTE AT YOUR SPECIAL EVENT

THE CITY OF SAN DIEGO



OFFICE OF
SPECIAL
EVENTS

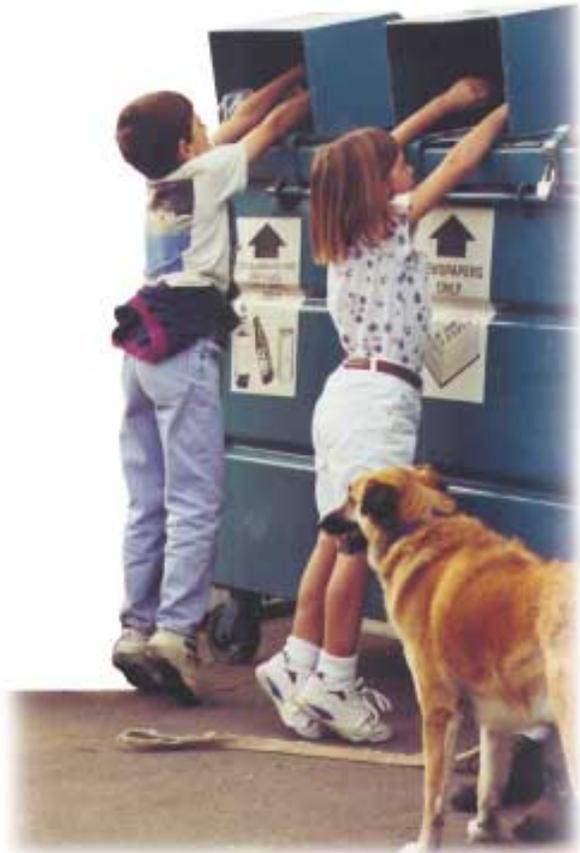




One of the most important jobs of an event planner is to ensure the health and safety of everyone in attendance...

Planning to **RECYCLE & REDUCE WASTE** at Your Special Event

Contact the Office of Special Events at (619) 685-1331 to coordinate a preliminary discussion about your special event.



Every year San Diego is host to hundreds of special events ranging from sports activities to parades, festivals and conventions. Frequently, people who attend and participate in these events leave behind tons of trash that could otherwise be recycled. Many people, however, are now recycling at home, work, and school and would welcome the opportunity to recycle at your special event.

Additionally, the California Integrated Waste Management Act (AB939) requires all cities to reduce the amount of solid waste disposed at landfills by 50% by the year 2000. As part of this law, recycling and waste reduction strategies are required to be incorporated at all events where waste may be generated.

This brochure is designed to help you develop a recycling and waste reduction plan for your special event.

PLAN AHEAD

Remember to include recycling and waste reduction strategies as part of your initial special event planning process. As an event organizer, your first step should be to identify ways in which you can reduce waste at your event. Examples of waste reduction strategies include the use of “finger foods” that eliminate the need for plates and utensils and the use of reusable sports bottles rather than disposable cups.

Once you have identified ways to reduce waste at your event, you will then be ready to concentrate on recycling strategies at your event. Throughout this process it is important that you work closely with the vendors and sponsors involved in the production of your event as well as a company or organization that can provide recycling services.



RECYCLING BEHIND THE SCENES

“Behind the scenes” recycling is an effective way to capture recyclable materials that never reach the public area of your venue. Require, or work closely with, the sponsors and vendors of your event to ensure the recycling of their own waste materials. Items used in production areas such as cardboard, plastic beverage bottles, glass and aluminum cans can easily be recycled and should represent a key element in your recycling plan.

RECYCLING DURING YOUR EVENT

Encourage people to *think* before they *throw*. While public awareness about recycling is improving, many people attending special events tend to toss trash in the nearest container or on the ground. You can create opportunities for participants to recycle at your event by providing containers that are:

- Colorful and eye-catching or markedly different from trash containers
- Clearly labeled for recycling
- Placed near trash containers to avoid trash being deposited in the recycling container
- Made with a small opening for recyclables only
- Anchored and locked securely
- Monitored and serviced frequently to prevent contamination and scavenging

RECYCLING CHALLENGES AND REWARDS

Many festival and community celebration event planners are challenged by the need to keep up with the collection of waste materials when large crowds gather within a short period of time. It is important that organizers of this type of event be prepared to accommodate a variety of recyclable materials in an expeditious manner. By establishing a comprehensive recycling plan at your festival or community celebration, you may be able to save on waste disposal costs due to the high volume of recyclables that are generated. Additionally, you will be providing a means by which participants, vendors and sponsors can easily participate in a recycling program.

Parades, races and walks present a unique challenge in that the event organizer must identify the types of recyclable materials that may be generated at the event and then select the best locations along the route at which to collect the waste and recyclable materials. As an event organizer, you may want to target areas along the route where large crowds may gather or near water station and medical service sites. By providing recycling opportunities at these types of events, you will promote environmental awareness to the participants and spectators involved in your event. Additionally, vendors and sponsors will have an occasion to promote their involvement in recycling efforts.

BUY RECYCLED PRODUCTS

Whatever type of special event you are organizing, you may be faced by recycling challenges. Remember the financial, environmental, educational and promotional rewards that can be derived through the development of a thorough recycling plan are well worth the effort.

Close the loop! Remember, you are not truly completing the recycling process until you buy products made from recycled material and use products that can be recycled. It's as easy as:

- Purchasing recycling containers made with recycled materials
- Printing your event letters, brochures, posters and other advertising materials on recycled paper
- Using paper products such as napkins and bags made from recycled material



DATA COLLECTION

As the final component of your recycling plan, keep track of the amount and type of materials you recycle at your event. This information will help you plan an even more successful event in the future and can be used in promotional press releases and literature written about your event. Finally, we encourage you to share this important information with the City of San Diego's recycling staff at (858) 492-5010.

FOR MORE INFORMATION

For more information about special event recycling, or to receive a list of local recyclers who provide collection services, please contact the City of San Diego's recycling staff at (858) 492-5010. You may also wish to visit the Environmental Services world wide web site at www.ci.san-diego.ca.us/environmental-services/



City of San Diego
ENVIRONMENTAL
SERVICES
DEPARTMENT

Visit our web site at www.ci.san-diego.ca.us/specialevents/
This information is available in alternative formats upon request.

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