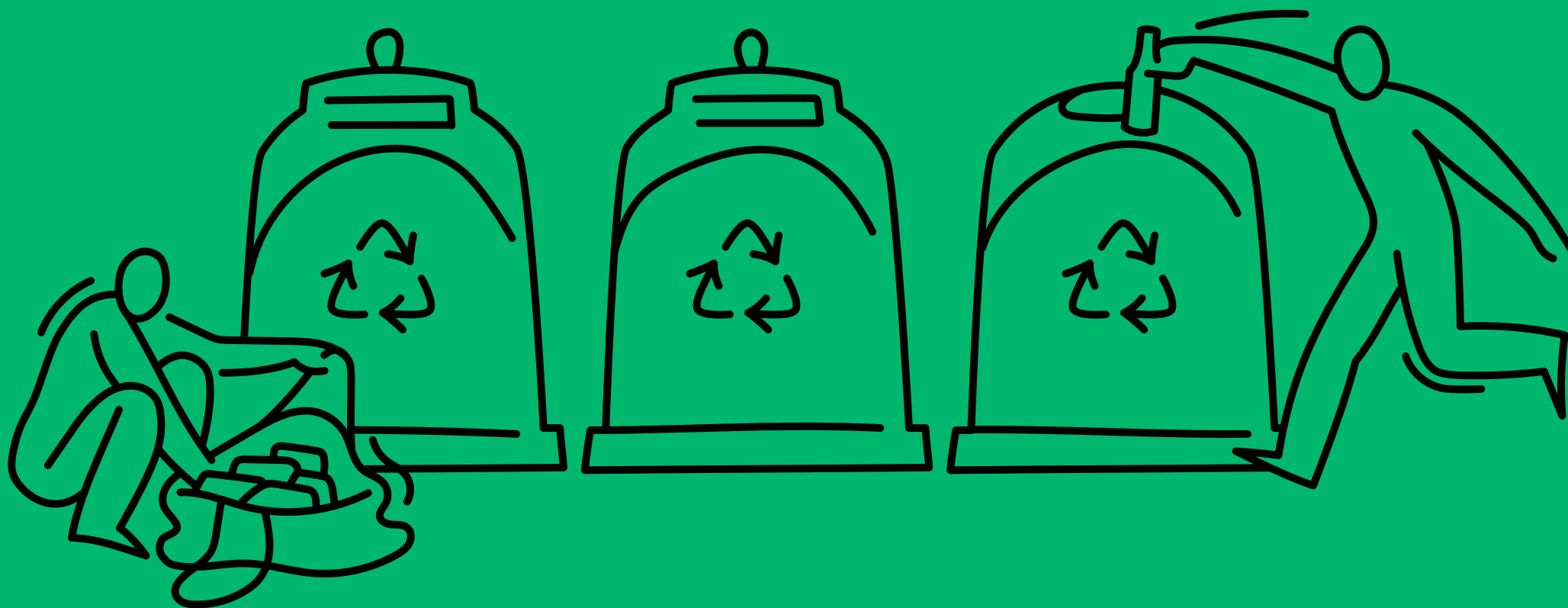


# EVENTS #WithoutWaste



**A Guidebook for Event Organizers**

Practical tips and tricks based on BG Be Active experience of promoting, organizing and supporting events #WithoutWaste

# Hi!

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If you are reading this, you probably wish to become part of the family of the Events #WithoutWaste.

Mass events such as festivals, concerts and plays are some of the most pleasant and long-awaited events in every town or city. However, apart from the lovely atmosphere they create, they also bring a lot of waste. [BG Be Active](#) supports events promoting environmental consciousness while having fun. Based on our experience and thorough research we have gathered all the information you need to organize a sustainable zero-waste event. The main aim is to promote a practice of organizing events with less waste by encouraging organizers and citizens to collect waste separately and recycle.

## **Here you will find answers to the following questions:**

- What is the definition of a #WithoutWaste event?
- How to plan and organize such an event?
- How to communicate an event with less waste?

## **You will find some useful information:**

- Ideas of reducing waste while organizing events
- Guidelines regarding volunteer training
- Guidelines regarding separate waste collection
- FAQ towards volunteers
- Communication guidelines
- A model map of separate waste collection bins

## WHAT IS AN EVENT #WITHOUTWASTE?

**The main aim is to reduce and reuse waste at events.  
We are talking about a #WithoutWaste event when:**

- Try to reduce disposable cutlery and plates and use their sustainable alternatives;
- Separate waste collection bins are available and easily accessible on spot so that people can throw their waste separately;
- People drastically reduce the amount of waste and organize the safe disposal of reusable waste

### **IT'S NOT DIFFICULT, TRUST US!**

Keep on reading and find out how you can achieve it!

## FIRST THINGS TO CONSIDER **3**

- Train your team how to reduce the waste and how to organize a separate waste collection on spot.
- Depending on the type and the aims of the event you can ask a company to provide some financial aid for the activities regarding waste reduction before and throughout the event or provide separate waste collection bins.
- You can also contact a company which will utilize all the waste
- You can train up your volunteers
- You can also design promotional materials such as flags and T-shirts for the volunteers as well stickers
- You can organize some educational games for children (e.g. treasure hunt for different types of waste) and keep them entertained throughout the event
- Contact the vendors who will participate in the event and make sure they use recyclable serveware
- Contact and work closely with the local authorities and try to involve schools in the initiative. Choose students for green ambassadors who can get incentives based on their performance before and throughout the event.
- Try to spread the idea and advertise the event on social media platforms

**Promote the #WithoutWaste events and turn the idea into good practice!**

# HOW TO ORGANIZE AN EVENT #WITHOUTWASTE?

There are three key factors you need to keep in mind before the event itself.

## PRIOR TO THE EVENT

- Decide on how to reduce waste during the event (look for some ideas in the information enclosed)
- Try to estimate the amount of waste and contact partners and subcontractors:
  - » *How many people will attend?*
  - » *How much food waste will there be?*
  - » *How much cardboard and paper waste?*
  - » *How much plastic waste?*
  - » *How much glass?*
  - » *How many metal cans?*
  - » Will there be reusable serveware – bottles and glasses to return?
- Contact companies which can transport and recycle waste and try to negotiate some details, for example, the amount of the waste to be transported, the route and the time of transportation.
- Contact companies which can provide recyclable serveware
- Plan your resources together with your partners – how many separate waste collection bins and how many bags and gloves will be necessary. You can also talk about the number of volunteers who will participate etc.
- Make a plan regarding the position and accessibility of the waste bins. Place some bins close to the places to eat, smoke and relax.
- Train the volunteers to provide assistance on spot and to inform people about separate waste collection. (look for some ideas in the information enclosed)

## THROUGHOUT THE EVENT

- Place useful information signs regarding separate waste collection so that everyone can see it
- Appoint people who will take care of the bins and manage them
- Make sure you have pointed out separate waste collection at least twice throughout the event.
- Manage waste transportation and waste collection right after the event.

## EVALUATION

- Discuss the good points as well as the weaknesses with your team. Talk about the activities which took the longest.
- Write down some recommendations for future events.
- Share your experience! Post photos and announce your results - how much waste you have transported for recycling.

## HOW TO ANNOUNCE AN EVENT #WITHOUTWASTE?

Even if you have organized the whole event down to the smallest detail, you need to make sure the people you work with are well-informed and prepared. If they do not know where to sort out the waste, your hard work will be in vain. It is of the essence to constantly remind participants and spectators that cleanliness is the key element of your event.

Here are some ideas:

- Announce separate waste collection at the very beginning of the event. Give people some time to think over the idea and get used to it.
- Point out that this event is part of a global initiative.
- Actively promote the event on social networks – not only do you provide information on the participants and the timetable of the event, but you also actively promote separate waste collection.
- Spread information on separate waste collection in the media and announce it as part of the event itself. It is important to promote the culture of the so-called clean-up event!
- Post pictures and advertisement on social media using #WithoutWaste.
- Talk to the volunteers about their responsibilities and the principles of separate waste collection.
- Prepare a list with FAQ that the volunteers can use to easily communicate with the people who will come to the event. (Look at the appendices)
- Prepare information materials which will help visitors easily throw their waste in the appointed places. (Look at an example map of waste bins)
- Prepare a few words for the hosts and the participants of the event to promote separate waste collection.
- For more information, look at the appendices.

# APPENDICES

- 1/ Practical ideas on how to reduce waste
- 2/ Guidelines for the volunteers
- 3/ Guidelines regarding separate waste collection
- 4/ Frequently asked questions
- 5/ Communication guidelines
- 6/ Map
- 7/ Summary

## **SOME PRACTICAL INFORMATION ON HOW TO REDUCE WASTE**

### **→ REDUCE OR BAN THE USE OF DISPOSABLE SERVEWARE**

**The use of plastic cups and plates, bottles and cutlery is the greatest danger for the environment especially at big events. Here's what we can do:**

- Encourage people to bring reusable cutlery (travel mugs, reusable bottles, metal or glass etc.)
- Provide rented reusable serveware
- Provide some branded mugs or bottles to sell as souvenirs
- Encourage the stall keepers to use wooden or paper cups and plates.
- Provide tap or filtered water which people can fill their reusable bottles with.
- Make sure the venue is cleaned after the event. Why not involve the participants themselves?

### **→ COMPOST FOR FOOD REMAINS**

#### **What to do with food waste?**

- If you are willing to deal with food waste effectively, try to contact an organization which deals with food compost and provide containers for food waste only.

### **→ ENCOURAGE PEOPLE TO COLLECT THEIR CIGARETTE BUTTS**

#### **What happens to cigarette butts?**

- Inform people to throw their cigarette butts in the appointed waste bins
- You can provide personal ashtrays as souvenirs
- Make sure the venue is cleaned after the event. Why not involve the participants themselves?



# GUIDELINES FOR THE VOLUNTEERS

Here are some ideas on how to train volunteers.

## VOLUNTEERS' ROLE:

### 1. Communication and popularization of separate waste collection and responsibility towards the environment as well as the urban spaces:

- They share pictures and videos from the event using #WithoutWaste
- Distribute information and advertising materials
- Talk politely to the guests and act accordingly when waste is disposed of at the wrong place – having a positive attitude is crucial

### 2. Separate waste collection process facilitation

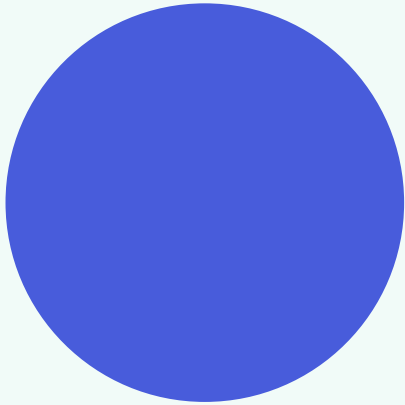
- Assist participants in the separate waste collection – the procedure is mentioned further down
- Volunteers are responsible for the change of dust bags. Once a bag is filled, it is tied and labeled (it is not necessary if there are different color bags). The bags get ready for transportation.
- All organic waste is thrown in the appointed waste bins.
- Volunteers are aware of the separate waste collection procedure as well as the idea of the so-called clean events. They are ready to inform participants and visitors and answer their questions.

### 3. Code of conduct volunteers need to follow:

They must take on their responsibilities and give a good example such as:

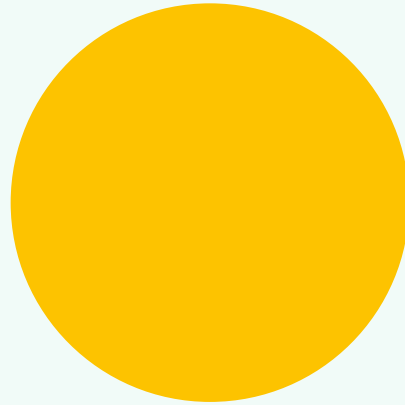
- Be informed on separate waste collection and practise it
- Be on time for events
- Do not smoke, drink or use vulgar language during events
- Be polite when communicating with guests/participants/visitors
- Be ready to help and support everyone

## SEPARATE WASTE COLLECTION GUIDELINES



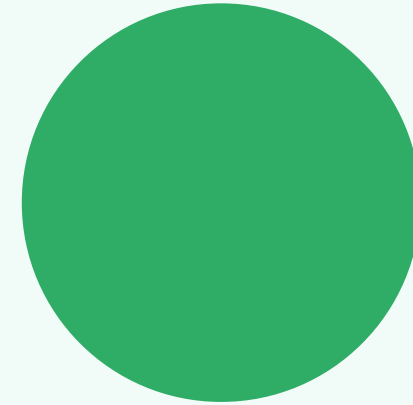
In the **blue** bins:  
Paper and cardboard waste bins

- All packages must be emptied when thrown out.
- Wet, greasy packages are not collected for recycling. They go in the general waste bin.



In the **yellow** bins:  
Plastic and metal waste bins

- Napkins and handkerchiefs are not recycled - they go into the general waste bin no matter whether they are clean or not.
- All the plastic bottles, cups and cans must be empty and crushed to save space.



In the **green** bins:  
Glass waste bins – jars and bottles

- The glass bottles and the jars must be empty.

**All other waste is disposed of in the general waste bin.**

## FREQUENTLY ASKED QUESTIONS – FOR VOLUNTEERS

### **Where should I throw this out (a cup/glass, a bottle, a handkerchief etc.)?**

In Bulgaria we separate waste in three different types in three different color bins

- Yellow for plastic and metal (plastic bags, cups, bottles and clean metal or plastic packages)
- Blue for paper, food packaging and cartons (cartons of juice)
- Green for glass.
- Grey or Brown - waste which is not recyclable such as dirty packages and food go into the general waste bin. The napkins, clean or not, are not recyclable, so they also go into the general waste bin

**!!! Please when organizing your event #WithoutWaste, and train your volunteers, make sure to check what are the official color codes and labels for your country.**

### **Where should I throw out the contents of the glass/ cup/ bottle/plate, so that I follow the separate waste collection principle?**

The leftovers from the plate go into the general waste bin.

The liquid from your cup/glass/bottle is poured in the nearest sink, drain or you can water a tree if the liquid is water :) and then discard the packaging;

When throwing plastic and paper packaging make sure it is empty of all waste and/or liquids, a good idea is to reduce the size of the bottle, can or box so you save space and be able to collect more packaging for recycling.

## COMMUNICATION GUIDELINES

### SOME USEFUL IDEAS FOR SOCIAL NETWORK POSTS

- You can plan different messages for your social media channels aimed at the participants of the event. For example:  
*„We will be organizing separate waste collection during the event. Help us by discarding the plastic bottles and cans into the yellow bin, the dry paper packages go into the green bin and the glass bottles go into the blue bin. Please, throw out your cigarette butts in the ashtrays and/or the general waste bin. Please do not throw waste on the ground.*

In addition you can:

- Post pictures of the volunteers who will assist and participate in the separate waste collection.
- Post pictures of guests and participants who throw out waste separately
- Post photos of the bins and say what type of waste goes where
- Share the map of your event indicating where participants can find the separate waste collection bins

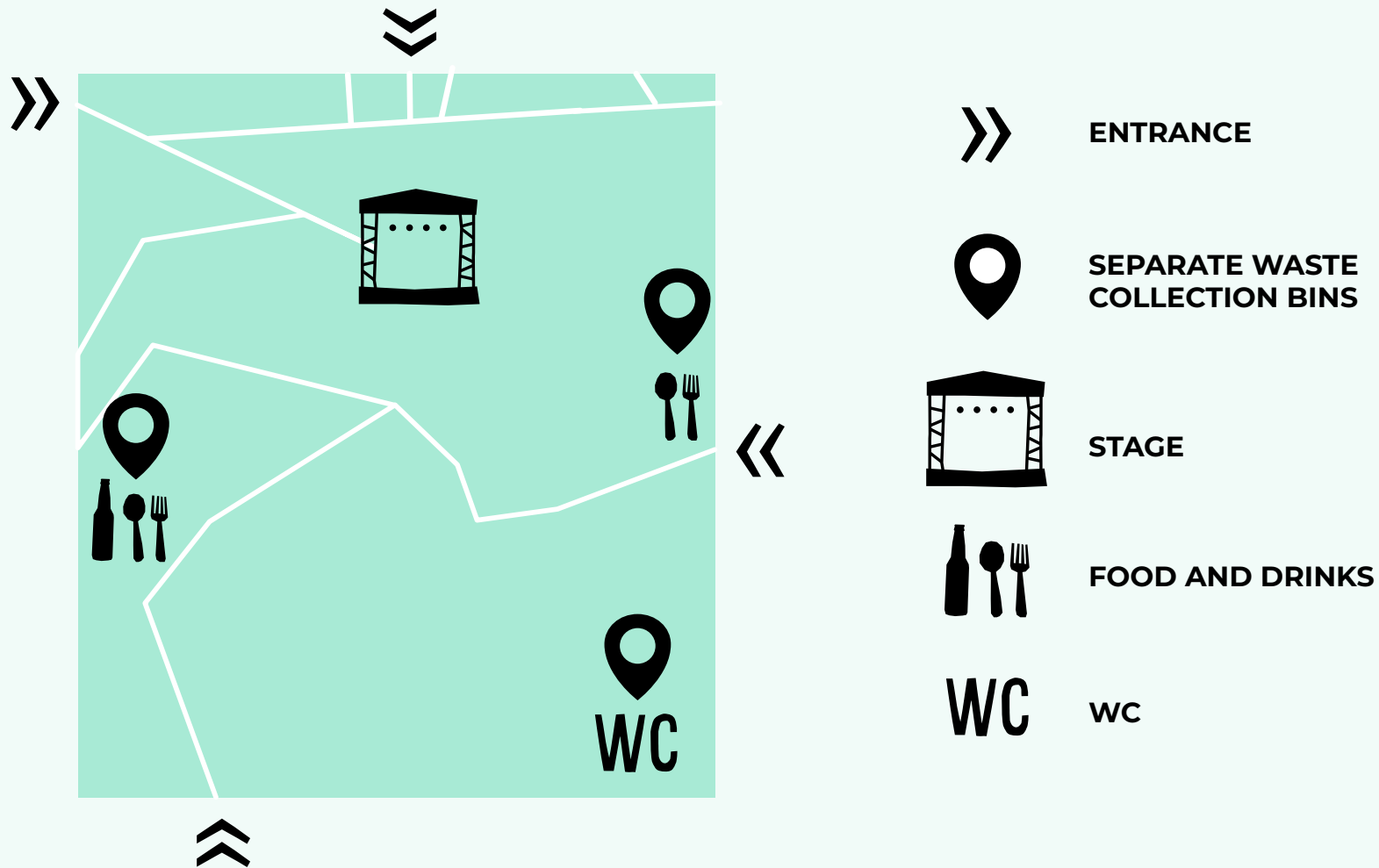
- Express gratitude towards all the people attending and participating in the event for keeping the environment clean
- Make sure that some of the participants mention the separate waste collection initiative before and throughout the event
- Make sure that some of the participants mention the separate waste collection initiative before and throughout the event

**ALWAYS USE #WITHOUTWASTE  
TO PROMOTE YOUR EVENTS.**

## APPENDIX 7

### MAP

Example for inspiration how to create more visibility for your efforts in organizing an event #WithoutWaste



# SUMMARY: #WITHOUTWASTE EVENTS



**LEAD PARTNER**

**BG BE ACTIVE**

**FINANCIAL SUPPORT**



*Sport #WithoutWaste is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.*

**IMPLEMENTING PARTNERS**



**EXPERT PARTNERS**



Here are some shared practices for zero waste events which could also help:

- ▶ [How to run a zero waste event](#)
- ▶ [Making Your Event More Sustainable: Waste Diversion & Recycling](#)
- ▶ [How This Town Produces No Trash](#) – Turn it into an every-day practice, the zero waste town

***BG BE ACTIVE***

**SPORT #WithoutWaste**