



Recycling *On the Go*

Introduction

St. Louis Earth Day

◆ **Oldest and Largest Midwest Earth Day Festival**

▪ **2007 = 18th Annual (15,000)**

◆ **Annual Symposium**

▪ **Robert F. Kennedy Jr.**





Recycling *On the Go*

History

St. Louis Earth Day

- ◆ **One-Event-a-Year Organization**
- ◆ **New Direction December 2005**
- ◆ **Transition: Year-Round Environmental Org**





Recycling *On the Go*

History

St. Louis Earth Day

- ◆ **Recycling – Fest Only**
- ◆ **Going Beyond “Our World”**
- ◆ **Research = Other Markets & EPA Model**
- ◆ **Begat – *Recycling On the Go***





Recycling *On the Go* Program Description

- ◆ *Recycling On the Go*—St. Louis region's first event-based recycling program
- ◆ Before *Recycling On the Go*, no other coordinated/concerted event-based recycling program existed in St. Louis region.





Recycling *On the Go*

Program Goal

◆ **Reduce the negative environmental impact of large outdoor festival and events by collecting and recycling the trash they generate.**





Recycling *On the Go*

At Issue

- ◆ **Outdoor festivals/ events attract large crowds and produce tons of solid waste**
- ◆ **St. Louis City and County = 30 large-scale outdoor festivals/ events**
- ◆ **Total attendance almost 1 million**
STL Mardi Gras = 800,000
- ◆ **All solid waste landfill bound**





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Program Objectives

Short Term

- ◆ **Educate:**
 - **Public**
 - **Event Producers**
 - **Vendors**
- ◆ **Establish baseline recycling statistics**
- ◆ **Track and publish diversion rates**

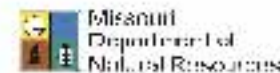




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Program Logistics

- ◆ **Staffing: SLED Staff & Volunteers**
- ◆ **Supplying Recycling Container**
- ◆ **Placing Clear Streams**
- ◆ **Meeting With Vendors**
- ◆ **Monitoring & Emptying Clear Streams**
- ◆ **Collecting Vendor Recyclables**
- ◆ **Hauling Out Recyclables**
- ◆ **Cleaning Equipment**
- ◆ **Measuring: Content, Weight & Volume**
- ◆ **Analyzing, Evaluating & Reporting**





Recycling *On the Go*

Program Logistics

EDUCATING!





Recycling *On the Go*

ED Component

- ◆ **Event Producers**
 - **Program Buy In**
 - **PR Advantage**
 - **“Recycling On the Go Zone”**
 - **Financial Advantage**
 - **Reduce waste collection and hauling costs**
 - **Vendor Guidelines**
 - **No Styrofoam**





Recycling *On the Go*

ED Component

◆ Vendors

- Recycling services available at no cost
- PR Advantage

◆ Public

- Recycling Outside
- Community Investment





Recycling *On the Go*

ED Tools

- ◆ **Public Relations**
- ◆ **Advertising**
- ◆ **Promotional**
- ◆ **Internet Based**
 - **Online Recycling Guide**
 - **Resource Links**





Recycling *On the Go*

Funding

- ◆ **Sponsorships**
 - **Branding Opps**
 - **PR Advantages**
- ◆ **Grants**
- ◆ **Program Fees**
- ◆ **Merchandising**





Partners

St. Louis County Municipal League
Web Innovation Technology Service (WITS)
Bio-Fuel Club
Boeing Employees Env Program (BEEP)





Recycling *On the Go*

Challenges

- ◆ \$\$\$
- ◆ Mind-Set Change
- ◆ Sustainability

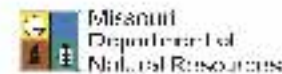




Recycling *On the Go*

Program Objectives Long Term

- ◆ **Vendors**
 - **Collective Buying Power**
 - **Eliminate Styrofoam**
- ◆ **Enable others to recycling**
 - **Loan/rent recycling equipment**
- ◆ **Expand into mid-size festivals/events**
- ◆ **Launch model program at large school district**
- ◆ **Initiate composting services**
- ◆ **Strive for a self-sustainable program**
- ◆ **Become a definitive, online recycling resource for the region**





Recycling *On the Go*

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