

Planning and Promoting Your Event

I. Pre-Planning

- A. Create or join the committee concerned with keeping the event clean. Review the committee's organizational mission and see the correlation between recycling goals and your organization's vision.
- B. Communicate your goals to all levels of the organization.
- C. Establish strategies to reach the goals.
- D. Develop a budget based on your strategic plan.
- E. Determine how you will measure success.
- F. If you work with private vendors like haulers or cleaning companies, make sure they submit a bid that includes your recycling plan.
- G. Communicate your plan recycling plan to everyone involved.
- H. Many states enforce local recycling regulations. Contact your city or county for this important information before planning your event.

II. Using ClearStream at your Event

A. Before the event:

- 1. Identify the length of your event
 - a. The longer the event, the more bags you will need.
 - b. Overnight security should be arranged for multiple day events.
- 2. Identify what is being sold at your event (aluminum, plastic, bottles, cups, etc.) What do you want to recover?
- 3. Approximate the number of people expected to attend the event.
 - a. Use the number of attendees from the previous year as a basis.
 - b. Weather conditions will also be a factor.
- 4. How many garbage cans will be on site?
 - a. **One ClearStream Container for each garbage can** is the optimum number for your event. Depending on the size, finances may restrict such a number.
 - b. ClearStream Recycler and TrashMAX successfully control litter and recycling, as a complete system.
- 5. What disposal company will service the event?
 - a. Speak to the service provider about central recycling containers (roll carts or cardboard dumpsters). Find out how they want the material, and what they are prepared to pay.
 - b. Work with your hauler to "right-size" the container, estimating the recovery of approximately 75 - 90% of recyclables. If recycling constitutes the biggest part of the waste stream, you may be able to reduce the size of or eliminate the transport and rental of large containers like roll off boxes. This saves the expense of eliminating the cost to land fill the collected recyclables.
- 6. Will you use volunteers to set up the trash cans and recycling units? How many? What is the name and phone number of the person in charge of the volunteers?
- 7. Schedule a pick up/drop off time for the ClearStream Units. (if necessary)
- 8. Train volunteers
 - a. Start with your janitorial/cleaning crew early on. Get their input; assure them it does not add additional work. Teach them to properly secure bags and attach lids to the frame. Make sure the supervisors are trained on how to get them on/off the frames and they, in turn will, train their support staff.
 - b. Teach them to notice heavy traffic areas and move units to those areas.
- 9. Ask volunteers to wear pants with deep pockets or bring a backpack in order to carry plastic bags.

B. Setting up:

1. Set up the units the day before, if possible.
 - a. If you restrict people from bringing beverage containers into your gates, have units available to dispose of containers right outside the gate. If you do not allow any containers to leave your facility, (for example: alcoholic beverages into the parking lot), have units available at the exit for disposal.
 - b. Place your remaining ClearStream units evenly throughout the event, trying to cover as much area as possible of your entire facility.
2. **ALWAYS** place ClearStream beside a trash container.
3. Putting the bags on the container the day of the event is recommended.
4. "Seeding" or putting a few recyclables in each container before the event starts is helpful.

C. During the Event

1. In the morning send volunteers around your event site to place bags on the previously set out ClearStream units.
2. **Make sure volunteers are collecting and replacing bags when they are 2/3 full.**
3. Keep the lids clean by wiping them down with rags as necessary.
4. Move units to heavy traffic areas if you notice problems.
5. Record all information about the event on the City loan agreement copy or in a notebook for future use.

D. After the Event

1. Move the remaining recyclable material to the central recycling containers and take down the ClearStreams.
2. Check the frames and lids to insure they are clean.
3. Repack the units and return them to the City or agreed upon location.

Promoting Your Event

1. The Clear Bag is Universal Signage
 - a. The ClearStream is designed to educate attendees, with it's clear printed bag, and bold signage. Attendees will quickly adapt to the use of the units. Your recovery-rate will increase making your efforts more worth while!
2. Promotional Ideas
 - a. Reminders to recycle during the event over the P.A. system.
 - b. Special shirts for cleaning crew (advertising recycling).
 - c. Placing bike flags with a recycle logo helps the crowds to see where the recycling containers are located at extremely crowded events.
 - d. Banners and signs
 - e. Include information in publications, programs, ads, etc.
3. Invite patrons to share their pictures or take your own pictures, report your success, and submit to the local papers to build recognition for your organization and its recycling program.