

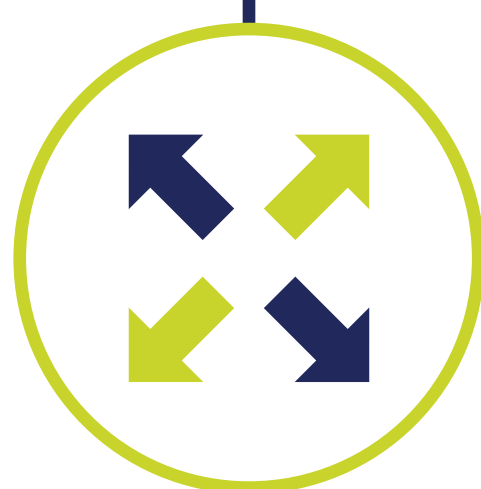
Recycling for Beginners: Events

Research



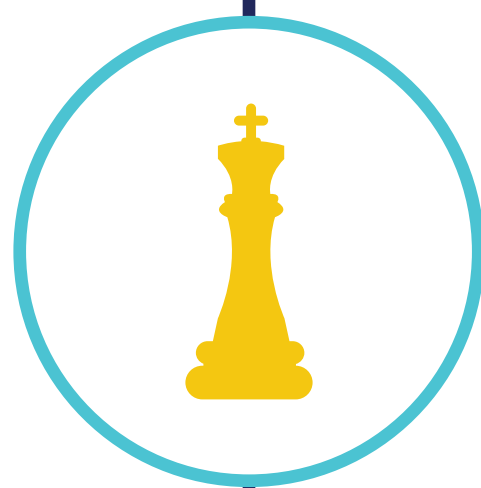
Research event specific waste reduction and understand its positive impacts on the environment. Advocate against the “take, make and waste” model.

Evaluate scale



Whether it's a large concert or a small shopping centre activation, tailor your waste reduction initiative to suit the unique needs of each event. Adapt your strategy and allocate resources based on scale.

Develop a strategy



Develop a cost-effective waste management strategy that facilitates the collection of uncontaminated recyclables. Ensure cleaning staff are included to implement your strategy.

Choose recyclable packaging



At your event, choose locally manufactured products and services that generate materials compatible with our recycling infrastructure, like PET plastic bottles and jars and Tetra Pak® cartons.

Define infrastructure



Define the event's recycling infrastructure and include a site plan, pinpointing waste disposal areas. Work with collection partners to source bins, pre-processing equipment such as personal protective clothing and educational material.

Encourage separation at the source



Reduce contamination by separating recyclables from waste. Purchase colour-coded bins or use a two-bin system and create a user-friendly system for staff and attendees.

Monitor, measure and set goals



Collect data from past events to establish baseline sustainability targets. Monitor key metrics like waste generation, material recovery rates, costs, and potential income. Use the insights to formulate KPIs for comparison and set achievable goals.

Create awareness



Utilise communication channels like social media to share recycling messages before and after the event. Emphasising the importance of separation at source. Encourage active participation in waste minimisation using the on-site facilities.

Share your achievements



Leverage the event's data to create press releases, blogs, articles, etc. to share publicly. Showcase the event's success, highlighting waste generated versus what was collected for recycling.