



Greening of Festivals & Events Projects:

**Greening of the  
2015 Richmond Folk Festival**

Date: Oct 9-11, 2015

Event Organizer: Venture Richmond

Locality: City of Richmond

Number of Event Participants: Approx. 210,000



**Green Event Summary Report**

• <b>Trash</b>	<b>20,100</b>
• <b>Recycling / Diverted</b>	
○ <b>Cardboard Only</b>	<b>340 lbs</b>
○ <b>Mixed recycling</b>	<b>5,720 lbs</b>
○ <b>Compost</b>	<b>400 lbs</b>
○ <b>Bag recycling</b>	<b>30 lbs</b>
○ <b>Grease (4 half-full – 440 lbs full)</b>	<b>880 lbs</b>
○ <b>Wine bottles (3926 avoided @ 1.1 lbs)</b>	<b>4,300 lbs</b>
	<b>TOTAL = 11,670</b>

**Landfill Diversion Rate: 37%**



# Greening of the 2015 Richmond Folk Festival

## Top Project Successes

Project Success	Factors That Supported Success
A certified Virginia Green Event	Virginia Green Travel Alliance "adopted" the Richmond Folk Festival as a hands-on "outreach project".
Excellent recruitment and engagement of Green Team volunteers – 75+ green team volunteer shifts!	Virginia Green helped recruit green team volunteers through Hands On Greater Richmond's RVA Green Team Volunteer Network. Also, 5 AmeriCorps volunteers worked entire time, including set-up on Thursday.
Level of recycling contamination was very low. No loads of recycling were determined to be contaminated.	<ul style="list-style-type: none"> <li>• All green team volunteers were trained on how to "greenify" eco-stations with the trash grabbers.</li> <li>• Volunteers were assigned responsibility for to 1 of 4 main festival regions; they rotated between containers and assisted festival-goers along the way.</li> <li>• Signage was taped to the lids of all containers defining what belongs in trash and recycling for this event.</li> <li>• Beer cups were recyclable and reusable!</li> <li>• City DPW staff was fully committed to making trash and recycling systems work.</li> </ul>
Scarcely any trash / cigarette litter on the ground	<ul style="list-style-type: none"> <li>• Green team volunteers changed container liners whenever they were more than 2/3 full.</li> <li>• Pocket ash trays were handed out to all smokers by green team (thanks Keep VA Beautiful)</li> </ul>
Great consumer awareness & engagement	Participants, vendors and spectators appreciated the efforts of the Green Team volunteers and the fact that recycling and other green practices were visible priorities.

## Top Opportunities for Improvement

Issue / Opportunity	Goal of Next Year
Food wastes accounted for majority of trash weight and contributed to lower recycling rate than hoped for.	<ul style="list-style-type: none"> <li>• Offer collection of food wastes &amp; disposables in vendor areas.</li> <li>• Provide / require use of compostable disposables by vendors.</li> <li>• Work closely with vendors to make this happen.</li> </ul>

Other green activities were minimal and could be promoted better.

- Expand and promote the use of solar lights, water "pigs" / bottle filling stations, mass transit options, etc.
- Charger stations and other green-focused vendors could be featured in a "green area".
- Explore possibility of branded reusable cups / mugs
- Consider green options throughout operations (golf carts, port-a-potties)



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