



Virginia Green Travel Event Report:

Broad Appetit Event

Date: June 5, 2016

Event Organizer: Echelon Events

Locality: West Broad Street, Richmond, VA

Participants: approx. 25,000

Green Event Summary

Table 1. Total and Diverted Waste for the 2016 Broad Appetit Event.

Trash Sent to Landfill	1,600 lbs.
Mixed Recyclables (bottles, cans, cardboard, glass, plastic)	1,200 lbs.
Food/Disposables Collected for Composting	1,100 lbs.
Waste avoided through "tap wine"	629 lbs.
Total Materials Managed	4,529 lbs.
Total Materials Recycled/Diverted From Landfill	2,929 lbs. (approx. 65%)

Top Green Practices in Place

- ✓ Disposal bins for trash, recycling, and compostables were clearly labeled.
- ✓ Eco-station flags help attendees locate stations and signal commitment by event organizers to sustainable practices.
- ✓ Designated RVA Green Team staff and 20+ volunteers on site actively sorted materials at each eco-station to minimize contamination of recycling and compost.
- ✓ Staff and volunteers wore RVA Green Team t-shirts to provide high visibility of green team efforts.
- ✓ Tap wine helped reduced glass waste (22 kegs @ 26 bottles @ 1.1 lbs./bottle).
- ✓ Event staff (Jay Page) worked to support all green team efforts and placed full bags into proper dumpsters.
- ✓ Volunteers and event staff used "green tape system" to identify full liners that were from recycling carts.
- ✓ Volunteers and staff members helped guide festival participants to throw away their trash.

- ✓ Exceptionally high amount of composted waste.
- ✓ High recycling/diversion rate (about 65%)

Top Areas for Future Improvement

- ✓ Provide vendors with their own eco-stations.
- ✓ More volunteers so that stations could be actively managed.
- ✓ Quantify grease recycling efforts.
- ✓ Provide for water-filling stations.
- ✓ Consider measures for better “banner signage” placement.



Green team volunteers kept the recycle and compost bins sorted from the trash, wearing Virginia Green t-shirts and helping festival-goers dispose of their items.

