



Virginia Green Travel Event Report:
Virginia Wine Country Half Marathon & Wine Festival
Date: June 4, 2016
Event Organizer: Destination Races
Locality: Doukenie Winery in Purcellville, Va (Loudoun County)
Participants: 2000 runners; Approx. 5,000 attendees

Green Event Summary

Recycling & Waste Reduction (Weight)

Trash	-----242.5 lbs
Recycling	
○ Plastic Bottles	144 lbs
○ Cardboard	391 lbs
○ Bottles (99% wine)	332 lbs
○ Metal Cans	2.5 lbs
○ Food/Compostables	354.5 lbs
○ Gu Wrappers	1 lb
TOTAL Recycling	-----1,225 lbs

Landfill Diversion Rate = 84%

Estimated By Volume

Recycling	
○ Plastic Bottles	7.5 yards
○ Cardboard	6 yards
○ Bottles	1 yard
○ Food/Compostables	8 yards
	----- 22.5 yards
Trash	----- 4.5 yards

Landfill Diversion by Volume = 83%

Top Green Practices in Place:

- ✓ Composting of food wastes and compostable water cups used at water stops / stations and by the coffee vendor.
- ✓ Labeling & signage was placed on all of the containers providing for trash, recycling, and compostables.
- ✓ Eco-station flags help attendees locate stations and signal commitment by event organizers to sustainable practices.
- ✓ Gu wrapper recycling.
- ✓ Bulk-water filling stations reduced bottle use.
- ✓ Designated Green Team staff on site actively sorted materials at each eco-station to minimize contamination of recycling and compost.
- ✓ Certification of the event as a Virginia Green Travel Event.

- ✓ Excellent overall rate of landfill diversion – 1,225 lbs of material diverted

Top Areas for Future Improvement:

- Food Vendor. Food vendor used polystyrene clam shells and hard plastic forks. The vast majority of all wastes from the event were generated by this vendor.
 - Recommend requiring food vendor to use all compostables.
- Materials on the Course. Cups and other materials at the course water stations were collected in black bags and mixed together. While 90% of the material in these bags was compostable cups, it was mixed with lots of other contaminants. “Gu” packets were mixed with this material as well.
 - Recommend using clear liners to facilitate sorting and providing an additional container for volunteers / staff to use for other materials. Also recommend providing a small designated box for Gu packets.
- Managing the Volume of Material. The volume of the material generated was approximately double what was expected, based upon the previous year’s report. The Sustainability Team was unable to remove all of the materials in the trailer that it provided. Luckily, the Doukenie Winery staff stated that the additional materials could be placed in the trash and recycling dumpsters on-site.
 - Recommend contracting directly with the waste / recycling hauler that currently services the winery (American) to arrange for two 15-yard open-top dumpsters to be delivered.
- Waste Reduction / Reuse Options. 391 lbs cardboard; 332 lbs wine bottles; 6 yards of compostable cups - significant numbers that could be reduced through various means such as vendor communications or cup-less options that are being used by some races.

