



## **Volunteer Green Team Report:**

**Greening of Riverrock Festival, May 20-22, 2016**

**Locality: City of Richmond**

**Event Organizer: Sports Backers / Venture Richmond**

**Number of Event Participants: approx. 100,000**

Goal: Minimize the environmental impacts of the Riverrock Festival by reducing wastes and maximizing diversion of materials from the landfill via recycling and composting, working with vendors, training and managing volunteers, and engaging festival participants.

### **Summary of Event Waste Reduction & Diversion**

More than 4200 lbs. or 59% of all materials was diverted from the landfill for the 2016 Dominion Riverrock Festival thanks to the effort of Green Team volunteers and event staff. The landfill diversion rate was significantly higher than what was documented in 2015 (48%).

**Table 1. Total and Diverted Waste for the 2016 Riverrock Festival.**

Trash Sent to Landfill	2,415 lbs.
Mixed Recyclables (bottles, cans, cardboard, glass, plastic)	1,873 lbs.
Food/Disposables Collected for Composting	165 lbs.
<b>Pallets collected for Reuse (8 @ 40lb)</b>	<b>320 lbs.</b>
<b>Waste avoided thru "tap wine"</b>	<b>1,195 lbs.</b>
<b>Total Materials Recycled/Diverted From Landfill</b>	<b>3,453 lbs.</b> <b>(approx. 59%)</b>
<b>Total Materials Managed</b>	<b>5,868 lbs.</b>

#### **Top Green Practices in Place**

- ✓ Eco-stations all had co-located trash and recycling containers
- ✓ All containers were clearly labeled; additional signage for recyclable beer cups
- ✓ RVA Green-the-Scene banners were placed next to Eco-Stations

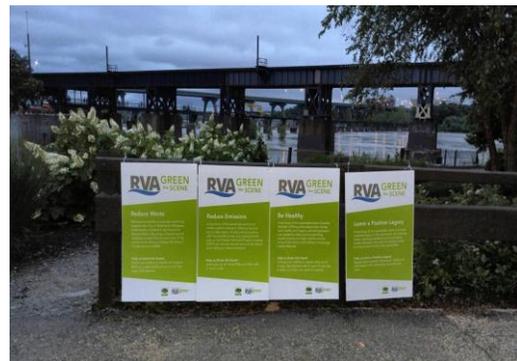
- ✓Composting of food wastes at eco-stations near food vendors and behind certain vendors.
- ✓Green/blue tape used to identify bags that needed to be recycled by event staff.
- ✓Trash and recycling dumpsters were also clearly labeled.
- ✓2 water-filling stations were in place to reduce water bottle use.
- ✓No polystyrene was observed in use by vendors
- ✓Tap wine reduced waste from glass bottles (equivalent of 1086 bottles @ 1.1 lbs = 1195 lbs)
- ✓Virginia Green banners were displayed along a major pedestrian walkway and hung in several other areas
- ✓25+ Green Team Volunteers worked with Virginia Green Travel Alliance staff and effectively managed eco-stations
- ✓Staff members wore VGTA t-shirts and volunteers wore Riverrock Green Team t-shirts to provide high visibility to green team efforts
- ✓Volunteers and staff members helped guide festival participants to throw away their trash
- ✓Improved communication and process have significantly improved buy-in from event staff

### **Recommendations to Implement for 2017 Riverrock**

- Better inform the vendors and organizations about the methods of waste disposal available to them before and during the festival; a short meeting should be held prior to or during festival setup with leaders of the Virginia Green organization.
- Implementation of a requirement for food vendors to use 100% compostable eating utensils, plates, bowls, and cups.
- Expand the collection of food wastes and compostables to all areas with food vendors.
- Work with beer distributors to improve signage and have a greater presence in this area—beer cups are *reusable* and *recyclable*.
- Use the City’s water-filling stations to cover all areas of the festival.
- Set up a Virginia Green table with banners, flyers, and staff at a more central location of the festival to help expose the efforts of the organization and engage festival attendees.
- Establish locations to hang large-scale eco-station banners at festival entrances.



Each trash can had a recycling bin immediately next to it.



"Green the Scene" signs were posted along a major walkway.



Bags full of recycling were marked with blue or green tape, which ensured that they were correctly placed into the recycling dumpsters by event staff.



Green team volunteers were trained to sort waste.



Event staff worked in cooperation with the Green Team to mark recycling with green tape.



A member of the grounds crew placing waste in its proper container.

