



RESources

for Sustainable Communities

Additional Resources:

RE Sources: www.re-sources.org

The Recycling Foundation: www.therecyclingfoundation.org

ClearStream Recycling Materials: www.bagandtag.com

Recycle On The Go: www.epa.gov/recycleonthego

Recycling At Events: www.recyclingadvocates.org/pubs.htm#events

1-800-Recycle: 1800recycle.wa.gov

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<http://coffindesign.com>

HOW TO RECYCLE AT YOUR EVENT



Photo by Lisa Friend

A publication of RE Sources

WHY RECYCLE?

Good for the environment



Photo by Chris Coffin

Recycling helps save natural resources and energy. Plus, recycling helps prevent litter. According to the U.S. EPA, nearly 90 percent of the plastic water bottles we use in the U.S. get tossed in the trash or become litter: Recycling programs prevent such waste!

Good public relations

Three out of four Americans consider themselves “environmentalists.” These people are accustomed to recycling at home, and many recycle at work, too. More and more often your players and their families as well as clients and board members want to see recycling at public events and athletic competitions.

“As a nation, we have to recycle,” according to one soccer fan.
 “As long as recycling bins are convenient, people will use them.”

Save money and resources

- So much energy is saved through recycling aluminum that any recycled aluminum can is worth at least a third of its volume in gasoline.¹
- From only 14 recycled plastic water bottles, manufacturers can spin enough polyester fiber to fill a ski jacket.²
- Between 1990 and 2000, Americans threw out more than 7 million tons of aluminum cans — enough aluminum to reproduce the world’s entire commercial air fleet 25 times.³



Photo by Chris Coffin



Photo by Lisa Friend

Success stories

At four Whatcom County soccer tournaments, some 30,000 participants and supporters recycled more than 1,500 pounds of bottles and cans. Fiber recycled from the plastic bottles alone could have been used to fill more than 100 ski jackets!

RE Sources helped set up recycling at four races and two “Hoop Jam” basketball tournaments, too, collecting more than 165 pounds of cans and bottles.

1 Grassroots Recycling Network
 2 California Department of Conservation
 3 US EPA

SHARING SUCCESS

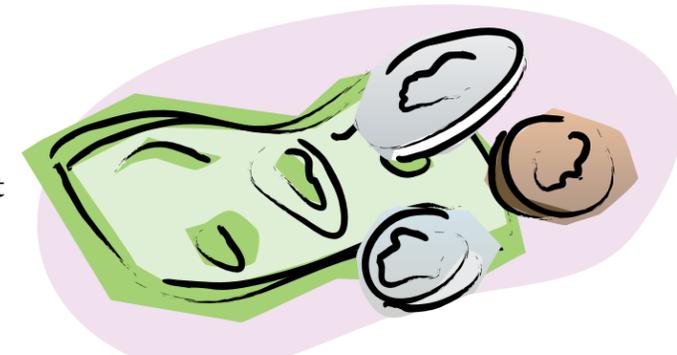
Track your results – economic and environmental

Whether you’re transporting collected recyclables to a facility yourself or contracting with a recycler, keep records of how much you recycle. You can count the number of full bags (weigh a few to determine an average weight) or ask your recycler to provide you with records.

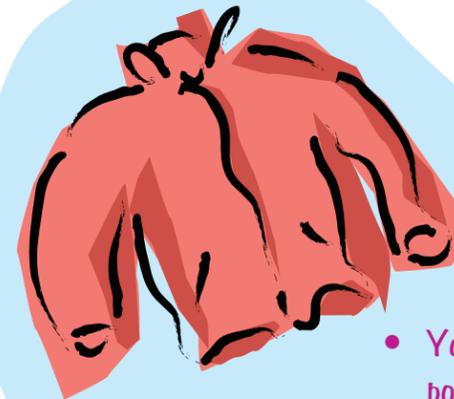
If you’re able to reduce your garbage service as a result of the recycling program, keep track of your cost savings. Even if you don’t pay for garbage, you can still make note of certain savings, for example: “We filled three fewer trash containers this year than last year. At 8-yards each, we reduced garbage by 24 yards!”

Share those results!

Your players and their supporters – and your program sponsors – will want to know about the success of your recycling program. Did you collect two bags of empty water bottles? Did you save \$10 on your garbage bills? Great! That’s more than many programs; tell your community.



If you know the weight of the materials you collected or the number of bottles per bag, let your creative staff or athletes design a poster about the energy you’ve saved or the resources you’ve conserved:



Illustrations by Chris Coffin

• Recycling a 2.5-ounce plastic bottle can conserve enough energy to light a 60-watt bulb for up to 6 hours.

• You could fill a ski jacket with the polyester recycled from 14 plastic bottles.



News releases

As you begin your program and at the end of the competitive season, send local media a News Release about your program goals and achievements. Include statistics and a quote from your board president and an athlete or coach. If you can send a picture with your news release, do so: Visuals help reporters develop an interest in your program.

A sample brochure, poster, sign and news release are posted to the “Event Recycling” section of the RE Sources website. Visit www.re-sources.org for ideas.

KEEPING A GOOD THING GOING



Photo by Lisa Friend

Educate participants

Once you've designed your system and set it up, let folks know you're recycling! Post signs near the beverage stand and refreshment areas. Tell coaches, parents and referees. Ask players to recycle on behalf of their team. Collect more ideas from your staff and visitors. Announce success in the press using the sample news release on the RE Sources website: www.re-sources.org

Monitor your system

Players and their supporters at a busy tournament might fill as many as 20 or more recycling collection bags with bottles and cans each day. Have your staff or volunteers check the recycling containers at morning, noon and

evening, depending on how many recycling stations you've set up. If one station is located near every garbage can, you'll collect most of the bottles emptied on site.

Because recyclers charge by weight, make sure participants remove the lids from each bottle and empty the contents on the grass (water), or down the drain (soda and caffeinated beverages). Lids are made from a different type of plastic than most bottles are made from; lids should be placed in the trash.

Make adjustments as necessary

If some recycling containers are more well-used than others, move the bins around! Check with players and their supporters to find out how the system can work most effectively. Check with your recycling company to insure that materials meet the company's standards: Sorted properly? Empty? Free of paper, gum and other trash?



Photo by Lisa Friend

Q:

Why stop with containers - What about cardboard?

A:

A facility that saves money recycling containers can save even more by sorting and recycling cardboard. Ask your vendors to flatten boxes and store them in a dry area. Many recyclers and some charities will take your boxes for free; some even provide free pick-up service. Call 1-800-RECYCLE or visit 1800recycle.wa.gov for a cardboard recycler in your area.

IS RECYCLING RIGHT FOR MY EVENT?

Are you a non-profit or for-profit business?

For-profit businesses are clear winners when it comes to recycling. Not only is recycling usually less expensive than garbage collection (half your volume might be recyclable), but some areas charge tax on garbage collection and not on recycling! Look at the garbage chart, below, for typical costs comparisons in your area.

If you're a non-profit, consider whether your garbage service is donated or, if not, what you're paying for garbage. Your savings could be significant!

Even if garbage service is donated to your program, your facility might still benefit by implementing a recycling program:

- More efficient use of staff/volunteer time: When recycling bins are located next to trash containers, both fill up less quickly. Instead of emptying your garbage every hour, you can service both containers every two hours.
- Better public image

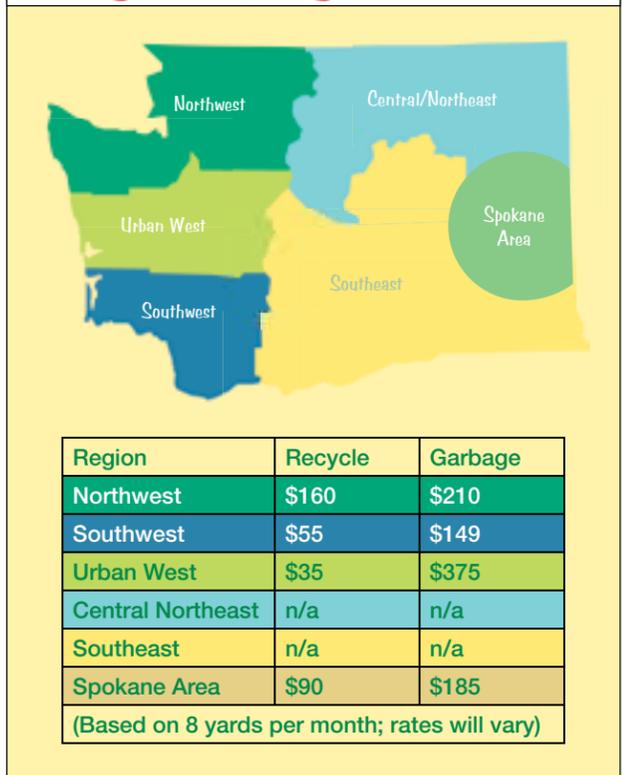
Save money on your garbage bills!

As the chart to the right shows, a business in a coastal city could save as much as \$340 per month by recycling, instead of mixing recyclable containers in with garbage. Businesses in other areas could save \$50 per month or more.



Photo by Lisa Friend

Garbage and recycling costs



Q:

I'm a coach or parent — how do I encourage my site to begin recycling?

A:

Talk with other coaches and parents. Form teams of four or six helpers to find out what your facility is throwing away and what it costs. Then, nominate a small group to visit your site manager and propose a recycling test at one or two events. Your local solid waste division or recycling company might help with start-up costs and materials. Call 1-800-RECYCLE for information about your town's resources.

I'M READY TO RECYCLE: HOW DO I START?

Assign a program coordinator

Whether you use staff or volunteers to get your program started, someone needs to be in charge. Choose a staff member or volunteer who's good with people and has strong organizational skills.

Find a hauler/processor who will recycle your collected containers

Identify a recycler who will take your collected bottles and cans for free or at a low cost. For large quantities of containers, try renting a storage container or ask a local garbage or construction company to donate one. When the container has been filled with bottles and cans, it can be hauled to a sorting facility.

If your collection company doesn't accept mixed containers, label your bins "Plastic Bottles Only" and set up a separate area for collecting aluminum. Glass bottles might not be recycled through such a program, but you'll get the most of the water bottles and aluminum cans with this system.

Develop a budget

The start-up budget below — just over \$2,600 for a first-year program — estimates one ton of recycling at a soccer field that hosts four tournaments a year and operates a recreational program at other times. Costs are even lower during subsequent years or when materials and labor are donated:

Recycling Collection & Processing Costs: \$555

- 20-yard storage container @ \$30 per month over six months (\$180)
- Four "Hauls" by garbage company to recycling facility \$75 each (\$300)
- 2,000 pounds of mixed containers recycled at \$.0377 per pound (\$75)

Staff time: \$1,200 or less

- Labor at \$12 per hour for 100 hours. Estimates include 10 hours per tournament for 4 tournaments and 3 hours per week over a 20-week recreational season.

Materials: \$850

- 15 "Clear Stream" recycling bins at \$50 each
- 200 marked recycling bags at average \$.50 each



Photo by Lisa Friend

Q:

What about sorting out and selling the aluminum cans?

A:

Aluminum cans are worth about a penny each in most areas. Though many tournaments find more plastic bottles than aluminum cans, it never hurts to collect and sell the aluminum. Clearly mark your containers "Plastic Bottles Only" and "Aluminum Cans Only." Ask volunteers to help with the sorting each week. Businesses that buy aluminum often give a better price for large quantities of cans, so identify a place where containers can be safely stored until a team of volunteers takes the cans in for recycling. Be sure to get a receipt along with the cash!

A WORD ABOUT DONATIONS TO NON-PROFIT ORGANIZATIONS

Funds from your local solid waste division or some recycling grants might be available to help your non-profit buy start-up equipment and pay processing costs. Opportunities in Washington State include:

- Occasional grants from the U.S. Environmental Protection Agency. Look for opportunities online at Grants.gov
- Washington State Department of Ecology Grants for local governments and, sometimes, non-profit organizations. Look online at www.ecy.wa.gov/programs/swfa/grants/
- Keep America Beautiful affiliates. These groups have access to grants that support event recycling programs. Check out last year's winners at <http://www.kab.org/aboutus2.asp?id=749>

Check with your local bottling company or national programs such as Wal*Mart or Gatorade grants. Opportunities include:

- Pepsico.com; look under "citizenship"
- Speak with your local Wal*Mart "Community Involvement Coordinator" or call 1-800-530-9925 to ask about community grants
- Anheuser-Busch Recycling supports recycling at community events. For details call 1-800-342-5283 to ask whether this service or a related Busch program could support your event.

Secure Equipment

It's easy to make recycling containers using clean barrels with painted wooden lids. Many programs report greater success when using clear containers: Participants can see what to recycle and follow the examples set by others. Visit www.bagandtag.com to view the "Clear Stream" recycling system pictured in this document. These containers cost about \$50 each, and printed bags run about 50¢ each.

Other commercial recycling systems are pictured on these web sites:

- www.recy-cal.com
- www.napcor.com/bins.htm
- www.fm.emory.edu/recycling/event.html: Here, a "Clear Stream" is pictured, along with a cardboard bin manufactured by the Rock-Tenn Company of Norcross, GA, and a black plastic bin custom-ordered from Numatechindustries.com
- www.linkabag.com
- www.windsorbarrel.com



Photo by Chris Coffin