



Recycling Challenge Objectives

Art City Austin

Mission

- ◆ Divert all recyclable materials (aluminum, plastic, paper, cardboard, glass, food and beverage waste) generated by the two day Art City Austin Festival from land-fills into the city's recycling program and a commercial composting program, dramatically reducing our carbon footprint.
- ◆ Greatly reduce or eliminate the use of single-serving bottled water by providing unlimited ice water with the purchase of a branded "stadium cup."

Challenges:

- ◆ All recyclable materials must be separated from compostable materials or both become garbage fit only for the landfill.
- ◆ Ice water igloos must be manned at all times to keep water from becoming contaminated.
- ◆ To accomplish our goals, we will need to recruit roughly one hundred volunteers for the recycling/compost effort and provide them with an incentive to stay at their posts to manage sorting operations and water distribution.

Solution:

- ◆ Create a competition in which non-profit teams compete to collect the greatest volume of recyclable/compostable materials throughout the event.
- ◆ Non-profits will provide most of their own volunteers so that they have a motivated group of people invested in the success of their team.
- ◆ Team leaders will organize and schedule volunteers, keep them motivated, come up with creative strategies for collection of recyclables throughout the entire festival, and monitor the quality of recycling.
- ◆ The teams with the highest volume of uncontaminated recyclable material wins cash prizes.

Implementation:

- ◆ Find a sponsor: one who will provide cash prizes for the winning teams. (\$1000, \$500, \$300, and \$200 prizes for the top 4 out of 6 performing teams in our case.)
- ◆ Create an e-mail application form. (link here)
- ◆ Put out the call for non-profits: send out an email newsletter which includes the event application and event objectives and rules, to recruit teams. Contact local groups who support environmental initiatives who will distribute our email to their mailing lists to reach a wider audience.
- ◆ Set up an email account to accept applications, sign up volunteers, and send out informational emails. (eastsidecaferecyclingchallenge@gmail.com for example)
- ◆ Select 6 teams for the competition and create a mailing list of team leaders.
- ◆ Design e-mailer seeking “at-large volunteers” to help non-profits recruit members. (link here) Create a volunteer database which will be used to send out contest information to participants.
- ◆ Design an “incentive t-shirt” (In our case a “Rabid Recycler”) shirt with logos of sponsors and non-profit organizations to be given away to volunteers to provide easy identification of recycling team participants, promote non-profit groups and sponsors, and create a sense of community for participants.
- ◆ Event coordinators hold a Team-Leader meeting one week before event. (link to team leader meeting notes)
- ◆ Create informational emails to be sent to volunteers the week before the event detailing the “whens, wheres, and hows.” (See volunteer mailers)

Have a great event!!!!