



A Guide to Recycling and Reducing Waste

at Komen Race for the Cure[®] Events

About this Guide

The creation of this guide was made possible through a grant from NAPCOR (the National Association for PET Container Resources). NAPCOR's goal is to assist and provide grants to organizations and communities that will establish programs to recycle PET (polyethylene terephthalate, #1) plastic bottles. The 2002 Komen Portland Race for the Cure® generated over 40,000 plastic bottles. This equates to over 7% of the total waste generated. Nearly all of the plastic bottles at the Portland Race are collected for recycling.

This guide will assist you in starting and maintaining a recycling program along with providing tips for reducing your waste. It will highlight the Komen Portland Race for the Cure® event to provide some clear examples of how a recycling program can work. You will find examples of the Komen Portland Race for the Cure® in each section along the green border on the outside edge of each page. This was done in the hopes that you will better understand how to implement the suggestions within the document.

For more information on recycling at your Race, contact:

Robin Hawley
Komen Portland Race for the Cure®, Executive Committee
City of Portland, Office of Sustainable Development
503.823.7037
rhawley@ci.portland.or.us

Special thanks for their efforts and assistance in creating this guide go to:

Dan Blue (Portland State University)
Sheryl Bunn (Portland State University)
Tori Darnell (Komen Foundation, Oregon and SW Washington Affiliate)
Lisa Heigh (Metro)
Don Kneass (NAPCOR)
Tanya Schaefer (Recycling Advocates)

Guide Design by Mike Metschan

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The Susan G. Komen Breast Cancer Foundation

PORTLAND



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Introduction

Komen Race for the Cure® events around the country generate enormous amounts of garbage in a very short period of time. Much of the material in the garbage could be recycled or prevented. The Susan G. Komen Breast Cancer Foundation encourages Race committees to start recycling programs because of the environmental and health benefits and the ties it builds to the local community.

Komen Portland Race for the Cure®

Recycling at Portland's Race was started in 1995 by a handful of university student volunteers. By 2002 there were over 50 dedicated volunteers assisting the recycling efforts, achieving a 72% recycling rate (almost 11,000 pounds of recyclable material) generated at the event.

With over 42,000 participants and 1,200 volunteers participating in the Race, it is imperative to have a number of well-marked, well-staffed and convenient recycling stations. Recycling stations are staffed with volunteers to limit the contamination of materials. Recycling and garbage stations are concentrated in eight areas around the event, which allows for greater efficiency of collection and reduces the demands on volunteers. Leftover food and give-away items are not collected at the eight stations during the event, but are collected after and donated to nonprofit organizations. Promoting recycling at the Race occurs through the Race website (www.raceforthecure-pdx.org), the registration brochure, visible signs placed around the event, and public announcements.



A case study in event recycling: The Komen Portland Race For The Cure®



Material Recycled:

cardboard, plastic bottles, juice boxes, aluminum cans, mixed paper, and food waste. Some of these materials are collected commingled (mixed together) into a couple of different containers.

Material donated:

food (bananas, bagels, juice, water) and leftover give-away items.

Solid waste system:

Portland has a competitive garbage system and the Race is able to get services donated by the garbage and recycling hauler.

Budget:

For environmental management and clean-up is under \$100.

Pre-Event

For best results, start planning waste prevention and recycling early. If you get a late start, don't worry - you can still put a successful program together. If you are starting late, you may want to focus on fewer and easier to recycle materials.

1. Assess your event.

- ☑ Has recycling occurred at your event in the past? If so, how can it be improved? *Target the materials you need to recycle on Race day and organize a clean-up crew. Brainstorm opportunities for recycling and waste prevention in other areas of Race planning.*
- ☑ What types and how much material will be generated? *Identify the materials you can recycle and those that cannot be recycled. Work with your hauler to figure out which size containers you will need to collect the material.*
- ☑ Are you paying for garbage service? *If so, look for ways to get the fee waived or donated.*
- ☑ Are you paying a contractor or janitorial company to manage garbage and clean-up during your event? *If so, utilize volunteers to monitor recycling stations and transport material.*
- ☑ Are you paying for the clean-up of your event? *If so, utilize volunteers and community groups to provide clean-up during and after your event.*
- ☑ What type of garbage and recycling system do you have in your city: municipal, franchise, or competitive? What kinds of materials are collected? *You can contact your local government's solid waste and recycling department to find out what system you have in your area. They may also be able to give you valuable advice in setting up a program. This information will allow you to know whether you have any negotiating room or whether you have to use a particular garbage hauler or recycler for your event. Ask your hauler which materials can be collected together.*
- ☑ Are there opportunities to further reduce material generated? *Talk to*

vendors and sponsors about the quantities of literature and giveaway items they distribute during Race day and try to get them to order realistic quantities. Talk to them about the packaging they use and if this can be minimized.

- ☑ What does your budget look like and what can you get donated? How can you utilize volunteers to do the same jobs as hired staff? *You will save money and reduce your budget considerably if you look for cost-saving opportunities.*
- ☑ Can you track costs and cost-savings associated with starting a recycling program including garbage disposal fee, garbage and recycling container rental fee, in-kind donations, volunteer versus hired labor, clean-up, supplies, etc? *This information will help you report on the success of your recycling program.*

2. Recruit and train volunteers.

Recruit as many as possible, as early as possible and use them both before and during your event. Civic organizations, churches, community centers, university organizations and members or employees of sponsoring organizations can be good sources of volunteers.



Executive Planning Committee:

There are two recycling coordinators on the Race's Executive Planning Committee.

Race Volunteers:

Over 40 volunteers assist with the garbage and recycling efforts on Race day.

Volunteers are located at the recycling stations and direct people on how to prepare and where to throw material.

They also assist with transporting bags of garbage and recycling to a central location and picking up small pieces of trash on the ground after the event.

Other Free Assistance:

Groups of community service volunteers and low-risk correctional facility inmates help with Race clean-up.

The Komen Portland Race For The Cure®

Garbage Haulers:

The selected garbage hauler for the Portland Race donates the garbage and recycling services. Landfill fees are waived by Metro, the regional government that regulates solid waste going to the landfill. The recycling containers/receptacles are borrowed from the City of Portland. And a local radio station donates cardboard garbage boxes with their logo on them. The only items purchased are the plastic bags/liners and latex gloves.

Create job descriptions for each volunteer task, such as: making signs, working with vendors/exhibitors prior to the event, obtaining sponsors and/or donations, monitoring recycling stations, sorting bins for contamination, communicating recycling information during the event, transferring recyclables from bins to collection points, and working with vendors/exhibitors at the event.



The volunteers at the recycling stations serve a dual purpose. In addition to directing materials to the right containers, they also are able to direct participants to locations such as registration, the survivor tent and the Race start line. Remember to outfit these volunteers with the information they will need to help people to other Race activities and locations.

3. Contact garbage and/or recycling hauler(s), if applicable.

Ask the following questions when choosing or working with a hauler or municipality:

- How are services and charges arranged?
- Has the hauler or municipality done event recycling before?
- Can the hauler or municipality donate garbage and recycling containers, signage or services?
- Can the hauler or local government agency provide program design assistance and education?
- Can the hauler provide data on weight for garbage and recycling collected at your event?
- What are the recycling specifications for each material collected?
- Which materials can be collected together?
- What is the allowable level of contamination?

- ☑ Does the hauler or municipality have any special requirements?
- ☑ Make certain the hauler or municipality knows about your event's specific needs or requirements.

If your event is in a location with its own hauling service, you will need to work with the facility coordinator. If no recycling program exists, you may need to have several discussions with facility representatives, event organizers and hauler(s) to outline expectations. This is one area where early planning really helps.

4. Publicize the event.

All event information should include the importance of recycling and waste reduction. Reuse paper or use recycled-content paper, poster board, etc. for as many event materials as possible, and design with reuse in mind. Using the smallest size paper possible saves resources and printing costs.

5. Be prepared for Race day by creating recycling and waste prevention event plans, including:

- ☑ Check list with due dates.
- ☑ Maps with receptacle sites and signage locations.
- ☑ Event contacts and contact information.
- ☑ Volunteer tasks and shifts.
- ☑ Race information sheets and maps for volunteers.

6. Make initial contact with vendors and exhibitors a few months before the event.

Prepare an introductory letter to all prospective vendors and exhibitors explaining the benefits of recycling and the associated cost savings. Introduce the idea of recycling, what items are being targeted and ask for their cooperation. Your event can require vendors not to sell items with packaging if you do not want or cannot collect. Provide suggested alternatives to disposable serving materials, such as compostable plates, silverware and cups. See sample sponser letters on page 10 and 11.

Publicity:

The statement "The Race recycles, please do your part on Race day!" is included on every printed literature in use by the Race.

This helps educate the public prior to the Race and promote the recycling system.



Additionally, on Portland's Race website there is a page dedicated to educating participants about recycling at the Race and promoting the success of the program.

Initial Contact:

The Portland Race sends out a letter to sponsors and vendors to inform them of the recycling program and to find out what items they are going to distribute at the Race. It is also used to collect sponsor's and vendor's needs on Race day.

Sample Letter to Sponsors Page One



2002 Komen Portland Race for the Cure® (Sunday, Sept. 15) Recycling/Waste Management Agreement

***** Please fax back to "Race" at (503) 552-9161 by Friday, August 9!**

The Komen Portland Race for the Cure® is counting on you to help make this year's 11th annual Race a great success. Last year with your help, the Race was able to recycle **68%** of the material generated at the event. You can continue your help not only by your generous sponsorship and participation, but also by recycling the material you generate at your Race Day booth. Events at Portland's Waterfront Park generate a large amount of waste, and the Komen Foundation is committed to minimizing the amount going to landfills. As a company that will be on-site at the Race, we ask that you support our efforts to be an environmentally sensitive event.

Please review the waste disposal rules outlined below and sign in the space provided, indicating your agreement. Also, please fill out the attached On-Site Needs and Plan form. Fax both items back to the Race office at (503) 552-9161 by August 9th. Please know we **do not have paid staff** who will be responsible for disposal of Race Day garbage and recycling. **It is imperative that you or the people who are distributing items at the Race take your garbage and recyclables to the designated receptacles located under the Morrison Street Bridge.** Many of you will be making generous donations of material goods to Race participants. If, at the end of the event, you have leftover materials, please be prepared to take these items with you at the end of the day.

On the day of the Race, please have your staff do the following:

1. Recycle* the following items (if they are in use at your booth):
Cardboard Mixed Paper Plastic Bottles
Juice Boxes Plastic Bags

*Flatten cardboard and stack neatly. Sort other materials and place in individual plastic bags that will be provided by a recycling volunteer.

2. Clean your booth area completely and take all garbage and recycling to the drop boxes located under the Morrison Street Bridge. Please do not leave any material at your booth.
3. Take all unopened food and drink to the drop boxes located under the Morrison bridge. Race volunteers will donate it to a shelter.

On the day of the Race a recycling volunteer will visit your station at which time you can request plastic bags for recyclable materials.

You will be contacted by Portland State University's, Community Environmental Services (CES) to discuss your individual disposal needs. For those who need assistance donating items that are not distributed on the day of the Race, CES will assist you in locating an organization that will accept them. If you would like to contact CES directly please call them at (503) 725-8448.

Thank you for your support!

Sponsor Signature

Sponsoring Company

Susan G. Komen Breast Cancer Foundation
Oregon & SW Washington Affiliate
1130 SW Morrison, Suite 400
Portland, OR 97205
Tel: (503) 552-9160
Fax: (503) 552-9161
Email: racecure@teleport.com
Web: www.raceforthe cure-pdx.org

Toll-Free Breast Cancer Helpline:
1.800.I'M AWARE®

Sample Letter to Sponsors Page Two



2002 Komen Portland Race for the Cure® (Sunday, Sept. 15) On-Site Needs and Plan

***** Please fax back to "Race" at (503) 552-9161 by Friday, August 9!**

Sponsor Company: _____

Contact Person: _____

Contact Phone: _____

Fax: _____ **E-mail:** _____

Please describe any items you plan to give out at your booth (brochures, food products, promotional materials etc. and in what quantity):

Will there be any packaging (cardboard, shrink wrap, etc.), garbage or recycling (from the list on the previous page) generated from your booth? Please describe (this will allow us to be prepared in our recycling efforts):

Please describe any needs you have on Race Day (power, tables, chairs, etc.):

What else will you plan to do/have at your booth. Describe anything else you plan to bring (prizewheels, inflatables, vehicles, etc.):

Susan G. Komen Breast Cancer Foundation
Oregon & SW Washington Affiliate
1130 SW Morrison, Suite 400
Portland, OR 97205
Tel: (503) 552-9160
Fax: (503) 552-9161
Email: racecure@teleport.com
Web: www.raceforthe cure-pdx.org

Sam Davis at (503) 670-4983 and Desiree Hamilton at (503) 655-4687 will be your Race weekend contacts for booth set-up and on-site logistical needs.

THANK YOU FOR YOUR HELP in making the 11th annual Komen Portland Race for the Cure® a great event in the fight against breast cancer! See you on Race Day!

Toll-Free Breast Cancer Helpline:
1.800.I'M AWARE®

The Komen Portland Race For The Cure®

Recycling Stations:

Years of experience have shown that by placing fewer stations throughout the event it is easier to monitor, more efficient and more effective at diverting materials.

In 1995 there were 40 recycling stations located around the Race.

In 2001, there were eight large stations placed around the main event site and six small stations placed along the beginning of the Race course.

Don't worry about having messes with fewer stations. Participants will hold on to the item they want to throw away until they find a proper receptacle.

Additional containers are deployed to "hot spots" as needed.

During Event

1. Set up recycling containers and stations the day before the event, if possible.

If not, arrive early the day of the event to do so, at least 2 hours before the event starts. This will allow you to focus on directing the volunteers and collecting the recycling and trash during the event. Make sure you have adequate signage identifying the recycling stations and containers. Make sure you put a garbage container with every recycling container.



2. Connect with vendors and exhibitors during set up.

Greet vendors and exhibitors at the beginning of the event with clearly written instructions about the recycling process including who is responsible for collection and how they can contact someone if they have questions. The volunteer distributing the information should be able to answer questions or quickly find answers.



3. Promote recycling at the event using banners at entrance and registration areas, signs on garbage and recycling containers, statements in brochures, and public address announcements.



Banners: are hung throughout the main event areas with signs that say "The Race Recycles, Please Do Your Part!" They are hung at the registration tables, at the volunteer table, on the stage and any other prominent area. They are donated from the sign company that sponsors the Race.

4. If it is a large event, use walkie-talkies to communicate with the recycling coordinators, key volunteers and event organizers.



Walkie-Talkies: Six key recycling volunteers use walkie-talkies. This allows the main volunteers to communicate easily with each other, the Race Director and other key Race coordinators on issues such as overflowing containers or a vendor that needs a garbage can, etc.

5. Design a central collection area where the drop boxes or dumpsters are staged.

This area can serve as a place for volunteers to check in, to sort materials if needed, and provide a way to observe the material flow. Someone should be stationed here throughout the event.



6. Monitor all garbage and recycling containers using volunteers.

Volunteers should understand where all materials should be placed and proper recycling procedures. As your volunteer checks in educate them about the recycling before you send them to a station. Keep sites well maintained. It is very important to have at least one volunteer at every recycling station to keep them clean and organized.



7. Use hand trucks or “gators” (mini-trucks) to transport material from the recycling stations to the central collection area.



8. Maximize collection of and reduce contamination of recyclables.



A greater amount of uncontaminated recyclables can be collected with strategic placement of signs and receptacles.

- Place recycling, composting and trash receptacles together; there should never be a trash area without a recycling option. This will reduce contamination and increase the volume of recyclables collected.



- ☑ Recycling locations should be highly visible. Use a flag on a tall pole, rope off the area, etc. Recycling bins are most successful when placed near a stage or attraction, restrooms, food stalls, entrances, exits and other well traveled areas. Convenient and easy to service recycling stations encourage high participation by attendees and quicker emptying by volunteers.
- ☑ Minimize the number of recycling stations that are located throughout the event. This allows for more efficient and manageable monitoring and collection.
- ☑ Cover any permanent public trashcan where there is no recycling station. Any miscellaneous or randomly placed trashcans without a recycling container next to them become garbage nightmares. Place a sign over the container that says “Please dispose of trash at a recycling station.”
- ☑ Use recycling bins that are visually different from other waste receptacles.
- ☑ The recycling containers must be well labeled with clear, large and specific wording.
- ☑ The signage should be placed at eye level. If feasible, attach a physical sample of the materials acceptable for that particular container.
- ☑ Use clear plastic bags as liners for recycling bins. This allows for identification and removal of contaminants. Putting garbage in opaque black bags makes it visibly distinct from recyclables.
- ☑ Volunteers should staff all of the recycling locations to provide information and remove contaminants. If volunteers are not available for all locations, then assign a volunteer “floater” to check each area periodically.

10. Tear down and clean up.

Remember that materials are still generated during the clean-up process. Assist vendors with tear down. If you are using an outside hauler, confirm that recycling and garbage have been picked up.

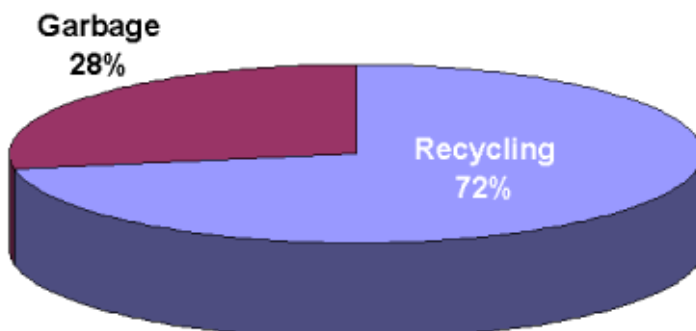


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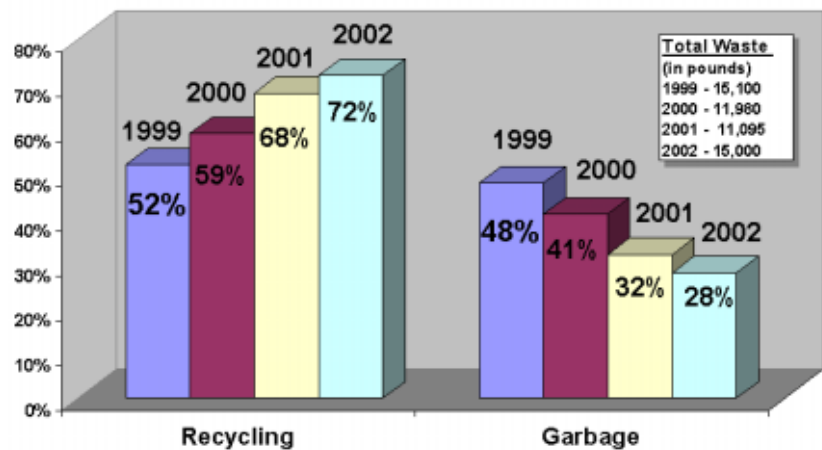
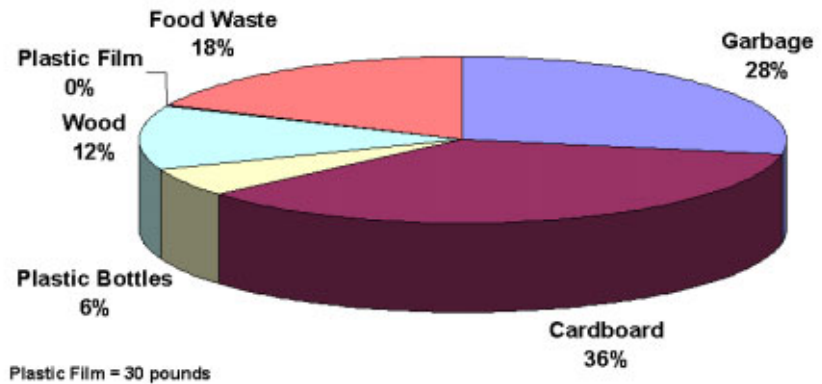
Tear-down & Clean-up: About 25 Community Service volunteers and low-risk correctional facility inmates assist with the cleaning up of the event area, transporting bags of garbage and recycling and tearing down recycling and vendor stations.

Post-Event

1. Ask for feedback and suggestions from everyone involved in the event including organizers, volunteers, vendors, exhibitors and haulers.
2. Follow up with the hauler/recycler for final weights on the amount of collected recyclables and garbage. Include a requirement in the hauler's contract to provide this information.



Calculate your recycling rate using the following formula: Recycling rate = Amount recycled / (Amount recycled + Amount Disposed); e.g., if an event recycled 5,000 pounds of material and disposed of 3,000 pounds of material, the recycling rate would be 62.5% ($5,000 / (5,000 + 3,000) = 62.5$). Publicize the recycling rate along with the results of waste prevention efforts.



3. Thank your donors, sponsors and volunteers with notes or a post- event celebration.

Share recycling rates, cost savings and waste prevention results with them.

Waste Prevention

Waste prevention involves making decisions before your event about what actions will generate the least amount of waste. Eliminating waste means you don't have to recycle or collect it. Time and money spent on waste reduction planning can provide significant long-term benefits and financial savings. There are many ways to prevent waste.

1. Encourage Vendors to Reduce Packaging and Throw-Aways.

- ☑ Eliminate packaging: Offer foods that do not require more than a paper napkin to serve.
- ☑ Buy in bulk: Avoid individually packaged products.
- ☑ Use refillable or reusable containers: Participants often appreciate commemorative mugs and glasses - provide recovery bins for those who do not wish to take them home.
- ☑ Reuse decorations, banners and props: Use durable decorations and signs that can be used again and again.
- ☑ Use recyclable containers and avoid plastic cups and bags: Glass, aluminum, plastic bottles and tin containers are the best choices because they are easily recycled. Check with your local solid waste department to find out which items are easy to recycle in your area.
- ☑ Suggest trying compostable containers to your vendors: Molded paper containers, cups and plates can be composted in some localities. Even if composting is not an option, molded paper will biodegrade in landfills more quickly than plastic.
- ☑ Fiber based fuel processing: As a last resort alternative to landfill, in some localities, food contaminated plastic and paper may be collected for fiber based fuel processing.
- ☑ Close the loop: Buy paper products and supplies with recycled content such as napkins, or low environmental impacts such as non-toxic cleaners.

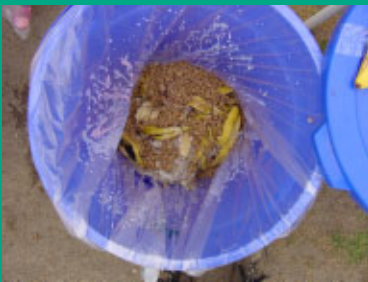
The Komen Portland Race For The Cure®

Food Waste:

Food waste was collected during the 2002 Race.

Food waste constitutes about 18% of the weight of the garbage, but doesn't make up a very large portion of the volume of waste generated.

The majority of Portland's 2002 Race food waste was, bananas, bagels, yogurt and cereal.



There are a number of opportunities for Race for the Cure® committee members to reduce materials. Some of the areas where the biggest impacts may be seen are in team packets, sponsor packets, brochures, posters, volunteer letters and forms, newsletters, communication with supporters/donors, and the Race manual. Reducing paper use decreases the costs associated with printing, material and mailing. Use email for correspondence between committee and volunteer members, double-side all literature and packets, and buy recycled-content paper. All of these activities can add up to huge savings for your Race.

2. Collect Food Waste (Organics)

Food waste often is one of the largest types of waste at events. Consider composting organic waste including coffee grounds with filters, teabags, paper cups, fruit and vegetable rinds and paper contaminated with food residue.

You may be able to use a single large container to collect and transport the compost. Give each vendor a five-gallon container with lid (easily obtained for free from restaurants) for food scraps, as larger containers may be too heavy and bulky to move or replace easily. Place a container for collecting food scraps in each of the recycling stations. Some local farmers may want the food scraps generated at the Race.

Success Stories

The 2000 **Lane County Fair** had a centralized food pavilion with over twenty booths serving a variety of foods. Fairgoers had the opportunity to scrape their plates into bright yellow containers lined with a biodegradable plastic bag. Food scraps were transported to an in-vessel composter located on site where they were mixed with wood shavings. Approximately 4,000 pounds of food scraps were composted in the Earth Tub composter. Twenty-five containers for plastic bottle recycling (PETE's Big Bin) were scattered throughout the Fairgrounds in addition to five recycling kiosks located at entrances. For additional information, contact Alex Cuyler, City of Eugene Solid Waste and Recycling Program, 541-682-6830.

During the 2000 season of concerts at the **Cuthbert Amphitheater** in Eugene, concertgoers participated in a unique waste prevention project

involving the composting of beverage cups. This facility is City owned and operated. The beverage concession manager worked with the City's Solid Waste and Recycling Program to purchase cups from BioCorp, a manufacturer of biodegradable foodware. Cups were collected at kiosks scattered throughout the amphitheater. Each kiosk consisted of a garbage can, a plastic bottle collection container (PETE's Big Bin), and a yellow container with a special lid with a cup-sized hole. Cups were then ground in a chipper shredder and composted in backyard bins at the City's compost demonstration site. Approximately 12 yards of cups were diverted from the five-show season. For more information, contact Alex Cuyler, City of Eugene Solid Waste and Recycling Program, 541-682-6830.

The 2001 **Taste of the Nation/Chef's Night Out** in Portland used durable plates that are reused each year to serve the 750 participants. Attendees also took home commemorative wine glasses. Wine bottles and corks, cardboard, plastic bottles and milk cartons were recycled, and coffee grounds were composted. St. Vincent DePaul Food Train picked up the leftover food for distribution to low-income Oregonians. For more information, contact Tanya Schaefer at 503-238-6887 or tk@hevanet.com.

The 1997 **Mt. Hood Jazz Festival** in Gresham recycled cardboard, glass, plastic bottles and newspaper. Large 3-5 gallon tubs were given away. Recycling since 1995, this event uses large tables for sorting with portable sinks and running water. The event annually hosts more than 30,000. They generated 13-14 tons of garbage and 6 tons of recycling for a savings of over \$1,000 through recycling. They have a very well organized recruitment of 30 to 40 volunteers. All volunteers receive free admission, T-shirts, food drinks and a massage. For more information, contact Patricia Haring at 503-249-5644 x226.

The **Cherry Creek Arts Festival** in Denver, Colorado, has been on the cutting edge of waste prevention for years. The festival consistently reaches a 90% recovery rate, with attendance of over 300,000. The festival received the "Best Environmental Program" award three years in a row from the International Festival and Events Association, and was recently named Colorado's Recycler of the Year. In addition to recycling, the festival incorporates public education into many activities. For more information, contact Cherry Creek Arts Festival, P.O. Box 6265, Denver CO 80206; 303-355-2787; management@cherryarts.org; or visit www.cherryarts.org.



Resources

BioCorp USA, Inc.

1-888-206-5658 or www.biocorpusa.com

A California company that sells compostable plates, cups, utensils, garbage and recycling bags.

Enviro-Ware

1-888-233-7857 or www.envirobrands.com

A Utah company that sells biodegradable dinnerware and packaging.

NAPCOR

1-704-423-9500 or www.napcor.com

The National Association for PET Container Resources offers grants annually to programs that will start recycling PET plastic bottles. In addition they provide technical and communications assistance.

Other resources to explore:

- Your local government that oversees solid waste and recycling issues.
- An environmental group in your area.
- University environmental programs.

This guide was adapted from the publication “Recycling at Events: A guide to Reducing Waste at Any Event” authored by Recycling Advocates (www.recyclingadvocates.org). It was produced by Robin Hawley, Komen Oregon and SW Washington Affiliate Board Member and Race Committee Member, through a grant from NAPCOR (www.napcor.com).

