

Greener Grounds Guidebook and Workbook



PRODUCED IN PARTNERSHIP WITH



Additional support from The Barataria-Terrebonne National Estuary Program

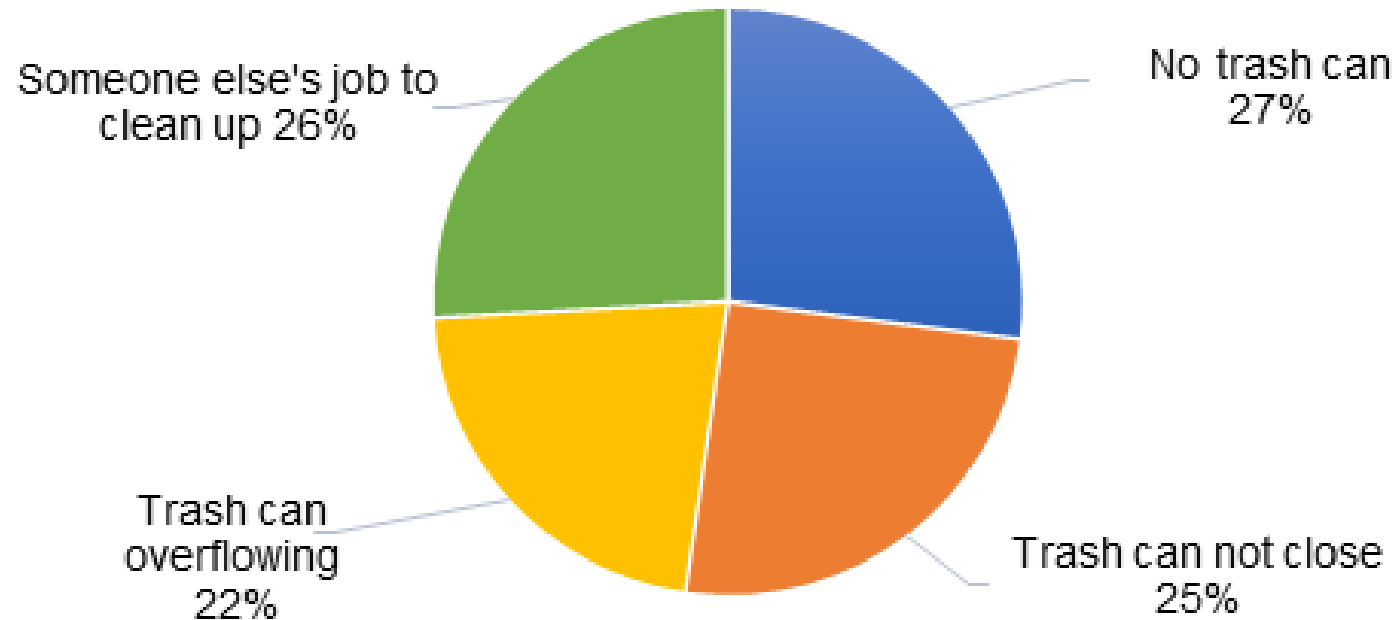
Keep Louisiana Beautiful partnered with French Quarter Festival, Inc. to create Greener Grounds Guidebook and Workbook to provide practical ways for large outdoor event organizers to plan and manage reducing waste, increasing recycling and preventing litter at outdoor events.

Festivals, fairs, parades are an important part of Louisiana's cultural. Locals, visitors and tourists come together to celebrate the state's vibrant offerings of food, music, and history. With these events often comes a completely avoidable and solvable issue – litter.

This manual serves as an educational and practical resource for event organizers.

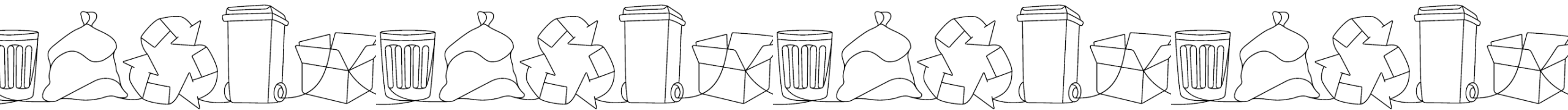


74% of litter at outdoor events can be eliminated by providing adequate number and placement of trash cans, and the proper emptying of trash cans.



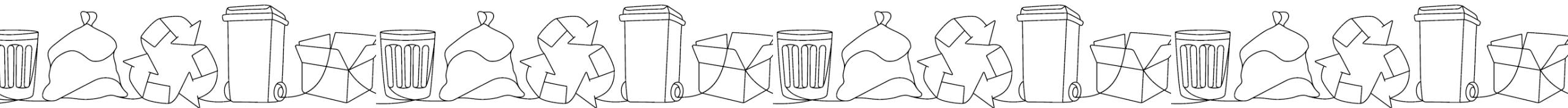
GREENER GROUNDS

Andrew Woodruff
Operations Director
French Quarter Festivals, Inc.



PRE-EVENT ASSESSMENT

This section will walk you through the strategy and processes to develop and implement a litter prevention and waste management program at your outdoor event. **As you read through the Pre-Event Assessment, have your workbook open to complete the corresponding exercise for each step.**



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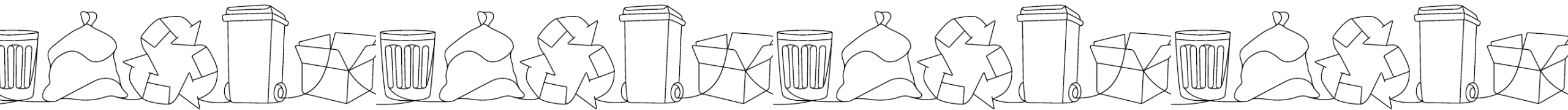
STAKEHOLDER ENGAGEMENT

Internal Stakeholders

EXAMPLES

Board of directors

- Setup time to present board with program details
- Ask board for support in spreading the word to their network



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STAKEHOLDER ENGAGEMENT

External Stakeholders

Vendors & Suppliers

EXAMPLES

- Food & beverage vendors*
 - Highlight current waste reduction requirements in vendor applications and contracts
- Custodial labor vendor*
 - Setup meetings to discuss our goals in tracking waste
 - Ask for input in creating waste management program

Venue & Municipality Leaders

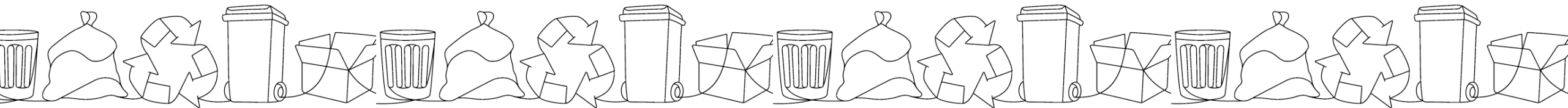
EXAMPLES

- Sanitation department*
 - Meet to review existing waste management program
 - Discuss available public resources

Audience

EXAMPLES

- Attendees*
 - Develop messaging to get attendees excited to participate in our new program
 - Reach them through existing email LISTSERV and social platforms



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**GOAL
SETTING**



**Is it
attainable?**

*(even if it's
long term)*

**Is it
measurable?**

(year over year)

**Is it
achievable?**

(within budget)

**Sample Goals
ACROSS THE SPECTRUM**

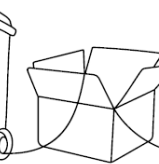
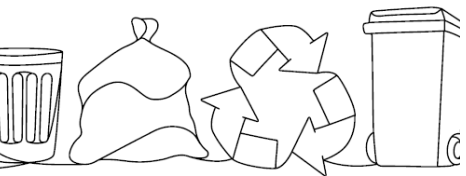
No litter
present at
the end of
our event

Recruit a
20-person
volunteer
green team

Provide an
adequate amount
of receptacles for
attendees' waste

Move from
a single waste
stream to a
double waste
stream

Divert 80%
of waste
generated
at the event
from the
landfill



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**LITTER
PREVENTION
METHODS &
WASTE STREAM(S)
SELECTION**

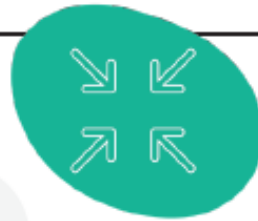
Reuse Tactics



EXAMPLES

- Sell branded reusable water bottles
- Provide water refill stations
- Buy receptacles that can be used every year

Reduce Tactics



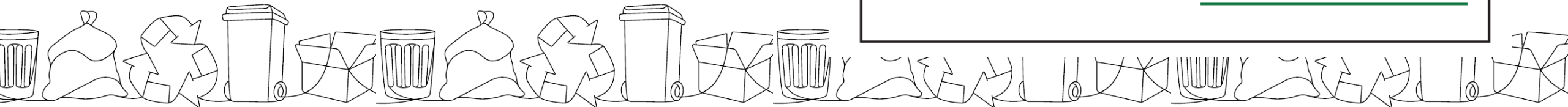
EXAMPLES

- Eliminate serving straws with mixed drinks
- Introduce digital program to replace paper version

Waste Stream Selection

Which waste stream(s) will you choose for your event? Check all that apply:

- Landfill
(Standard waste)
 - Recycling
(Mixed stream)
 - Plastic #1 & #2
 - Aluminum
 - Paper & cardboard
 - Glass recycling
 - Aluminium
(Single stream)
 - Plastic
(Single stream)
 - Materials donation
 - Grease recycling
 - Composting
 - Other
-



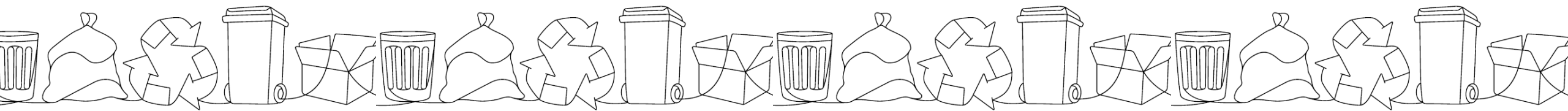
4

**LITTER
PREVENTION
METHODS &
WASTE STREAM(S)
SELECTION**

GLASS
Liquor and
Wine Bottles
(from Back of House (BOH))



THROWS
Beads and
Packaging



4

LITTER PREVENTION METHODS & WASTE STREAM(S) SELECTION

COMPOSTING GUIDE

for Louisiana Events

If your plan includes composting as a waste stream, confirm with your composting vendor what materials they accept.

Always Compostable

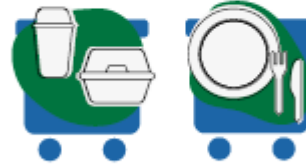
FOOD SCRAPS



FOOD-SOILED PAPER



UNCOATED PAPER, FIBER OR BAMBOO PACKAGING



Sometimes Compostable

CLEAR PLA PRODUCTS



PLA stands for polylactic acid – these products are made from renewables resources such as corn starch or sugar cane

COATED COMPOSTABLES



(Non-PFAs)

CARDBOARD



Never Compostable



PFA PRODUCTS



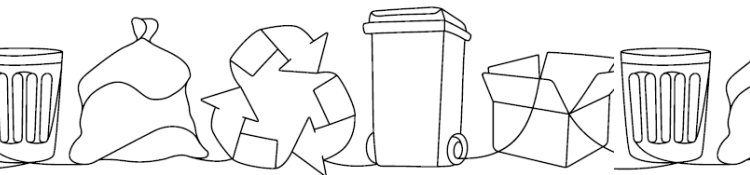
STYROFOAM



PLASTIC & ALUMINIUM (Please Recycle)

What are PFAs?

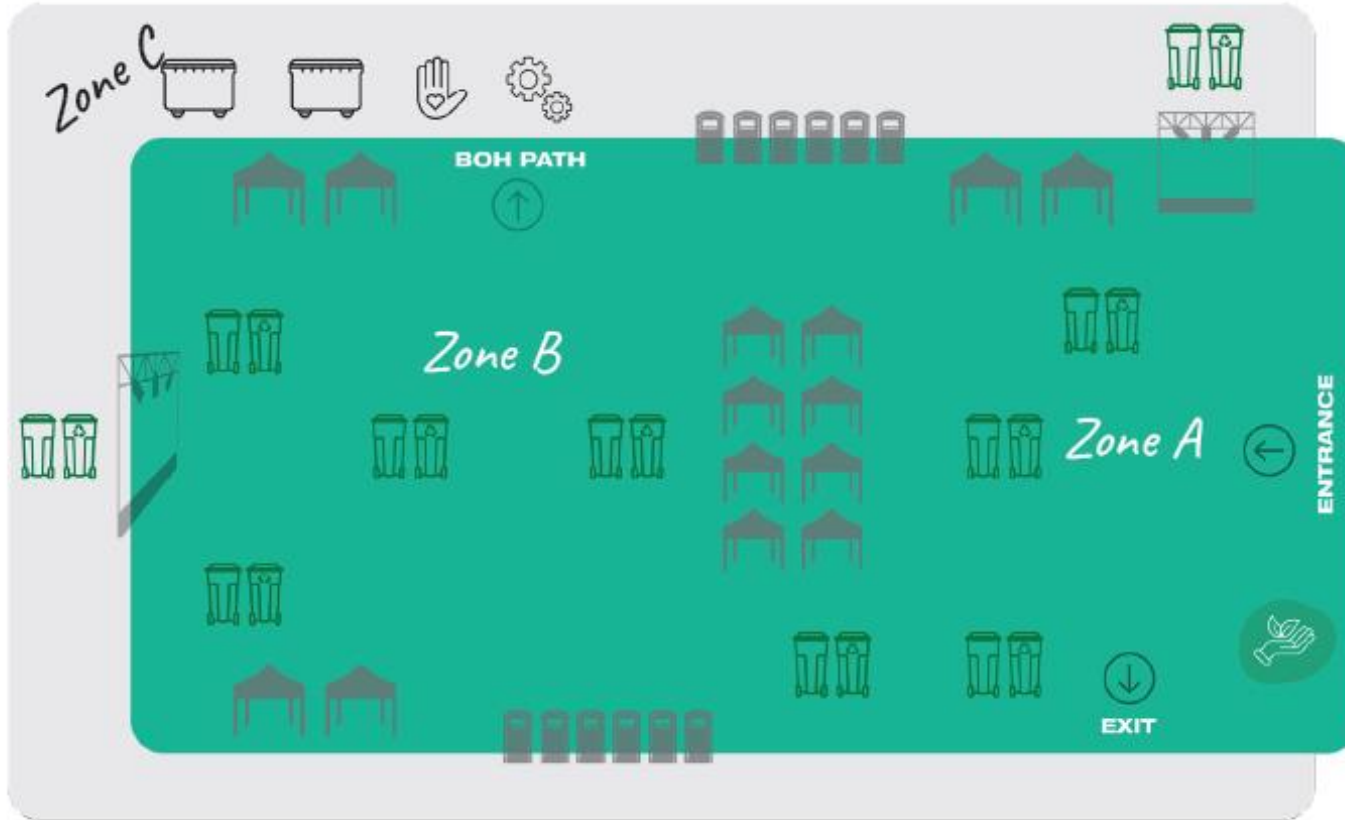
Many single-use containers are treated with harmful chemicals called PFAs, which are used to make them water or grease-resistant. PFA is short for per- and polyfluoroalkyl substances. PFAs are extremely difficult to break down in the environment, and have been linked to health issues. **It is recommended to avoid products that have been treated with these chemicals.**



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ON-SITE PLANNING

EXAMPLE FOOTPRINT OF AN EVENT SITE



● Front of House (FOH) footprint

● Back of House (BOH) footprint



Waste stations



Education area



Team area



Collection site



Supply area



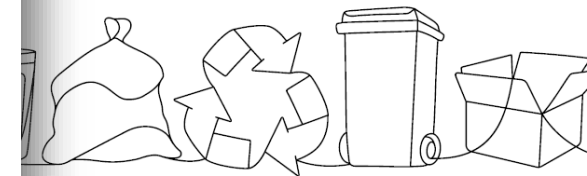
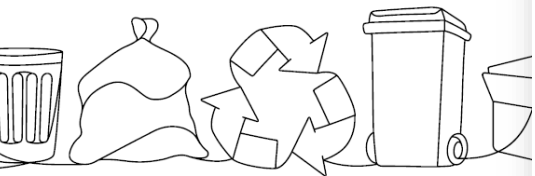
Bathroom



Stage



Vendor tent



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**TEAM
BUILDOUT**

**WASTE
SUPERVISOR
AND/OR EVENT
PRODUCER**

Accountable for implementing a plan and managing a team to achieve your litter prevention and waste management goal(s).



This person is in charge of direct communication with all vendors, custodial labor, and volunteers. Pre-event onboarding with all parties is a best practice to provide a smoother transition to the day of your event.



**CUSTODIAL
LABOR**

Responsible for picking up litter, emptying waste stations, and transporting the waste to your collection site.



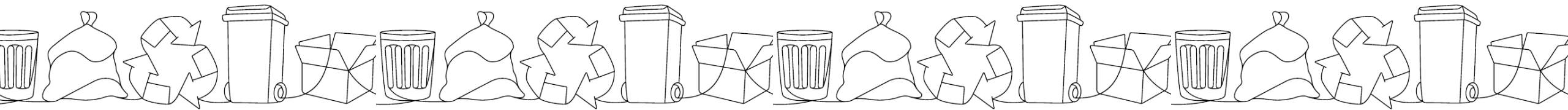
**HAULING
VENDORS**

Tasked with waste removal from the event site.



VOLUNTEERS

Support all aspects of your waste management plan where additional assistance is needed.



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COMMUNICATIONS & MARKETING



JOIN THE GREEN TEAM. GREAT FOR GROUPS!

AUGUST 5 - 6, 2023
11:00AM - 8:00PM

GROUP REGISTRATION EMAIL: VOLUNTEERS@FQFI.ORG

GROUPS OF 6+
RECEIVE A LISTING IN
SSF VOLUNTEER NEWSLETTER.

GROUPS OF 18+
RECEIVE A LISTING ON THE SSF WEBSITE AND
VOLUNTEER NEWSLETTER, ONSITE SIGNAGE, AND
A DEDICATED SOCIAL MEDIA POST.
PRINT DEADLINES APPLY.

PERKS INCLUDE:

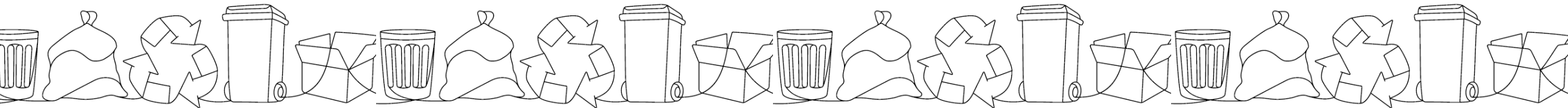
- VOLUNTEER T-SHIRT
- \$10 IN MERCH & BEVERAGE TICKETS
- CHANCE TO WIN AWESOME PRIZES
- FREE SNACKS AND WATER
- LOADS OF APPRECIATION

SHIFT TIMES:

- 11AM-2:30PM
- 2PM-5:30PM
- 5PM-8:30PM

GREEN TEAM VOLUNTEERS WILL GUIDE THE PUBLIC IN THE USE OF RECYCLING AND COMPOSTING STATIONS THROUGHOUT THE FEST. SSF ONLY ALLOWS REUSABLE, RECYCLABLE, AND COMPOSTABLE FOOD AND DRINK PRODUCTS AT THE FESTIVAL.

WE NEED YOU TO KEEP IT GEAUXING!
SATCHMOSUMMERFEST.ORG/VOLUNTEERS/



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**EXPENSES &
BUDGETING**

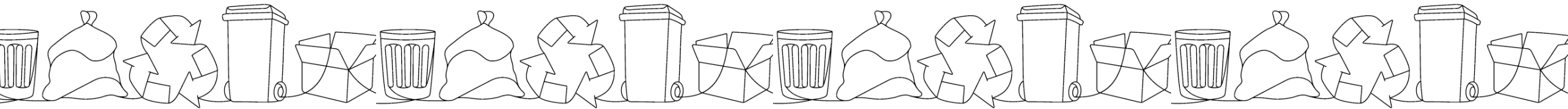
Supplies Estimate

Team Buildout Estimate

Communications & Marketing Estimate

Miscellaneous Costs Estimate

Estimated Program Total Cost



POST EVENT ASSESMENT

WASTE DIVERSION RATE TEMPLATE

Pounds Recycled

	Glass	Plastic	Aluminum	Cardboard/Paper	Organics	Other	Total Pounds Recycled	Total Pounds Landfilled
Event Totals							R	L

Total Recycled

R

+

Total Landfilled

L

=

Total Generation

G

EVENT DIVERSION RATE

=

Total Recycled

R

=

Total Generation

G

%

OUTCOMES

French
Quarter Festival
Diversion Rate _____

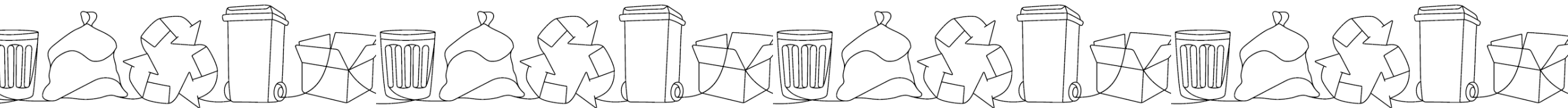
37%
2022

40%
2023

Satchmo
SummerFest
Diversion Rate _____

28%
2021

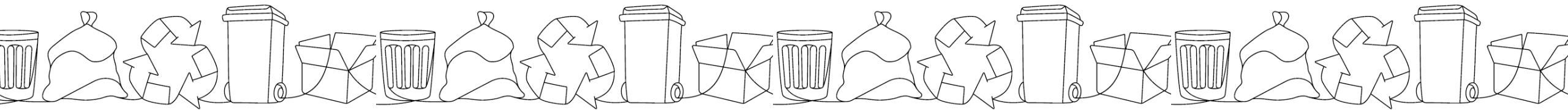
58%
2022



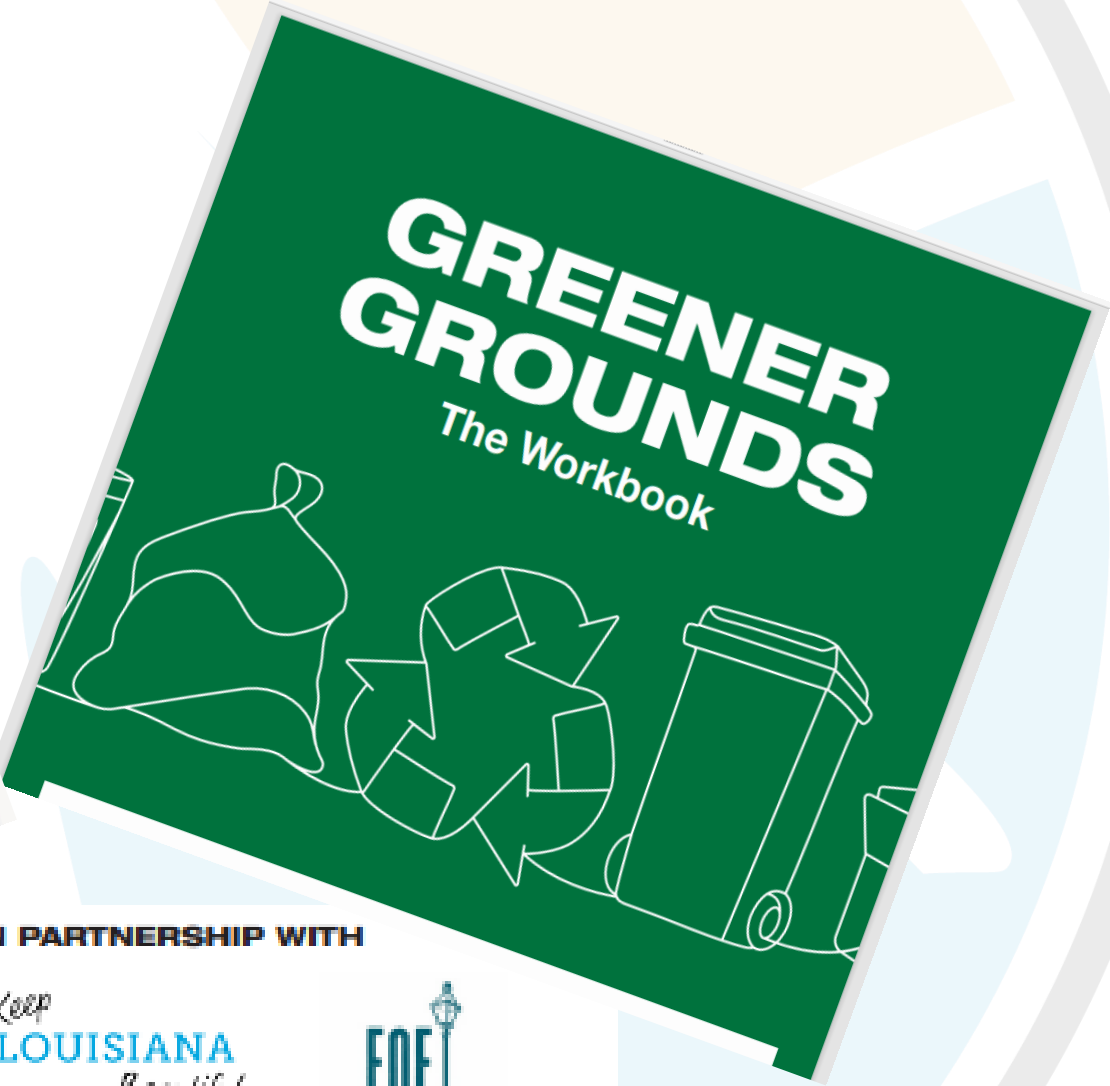


THANK YOU

Andrew@FQFI.ORG



2023 Greener Grounds Grant



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Additional support from The Barataria-Terrebonne National Estuary Program

The Greener Grounds Grant

- Supports the implementation of best practices outlined in the guidebook.
- Offers up to \$8000 for events of 3000+ attendees/day
- Offers up to \$5000 for events of 1000+ attendees/day
- 25 grants were awarded totaling over \$140,000

2023 Greener Grounds Grant Recipients

25 Grants Awarded for a total of \$141,358

- Arcadia Christmas Festival - Arcadia
- Bayou Boogaloo – New Orleans
- Bucktown Seafood Festival - Metairie
- Cajun Heartland State Fair – Lafayette
- Christmas Parade and Festival – Terrebonne
- Cooking in Central - Central
- Crowville Fall Festival - Crowville
- Festival International de Louisiana – Lafayette
- Halloween Art & Nature Festival - Arnaudville
- Independence Sicilian Heritage Festival - Amite
- K. Levy's Music Festival - Vacherie
- Ladybug Ball Festival - Houma
- Let It Snow, BREC – Baton Rouge
- Lark in the Park – New Orleans
- Lights on the Lake – New Orleans
- Moncus Christmas in the Park – Lafayette
- New Orleans Zydeco Festival – New Orleans
- Old Arabi Sugar Festival – Arabi
- Rec. Sports Complex – DeRidder
- Recycle DATE – New Orleans (2)
- Sankofa Nature Fest – New Orleans
- Tulane Crawfish Festival – New Orleans
- Walker Fall Festival - Walker

Grant Eligibility

- Eligibility requirements:
 - Not-for-profit large outdoor events - festivals, fairs, concerts, and parades.
 - Event must be in Louisiana and must be held outdoors.
 - Event must be open to all Louisiana citizens to attend.
 - Event must be outdoors and larger than 1,000 attendees per day.
 - Event must be held completed by mid-May.

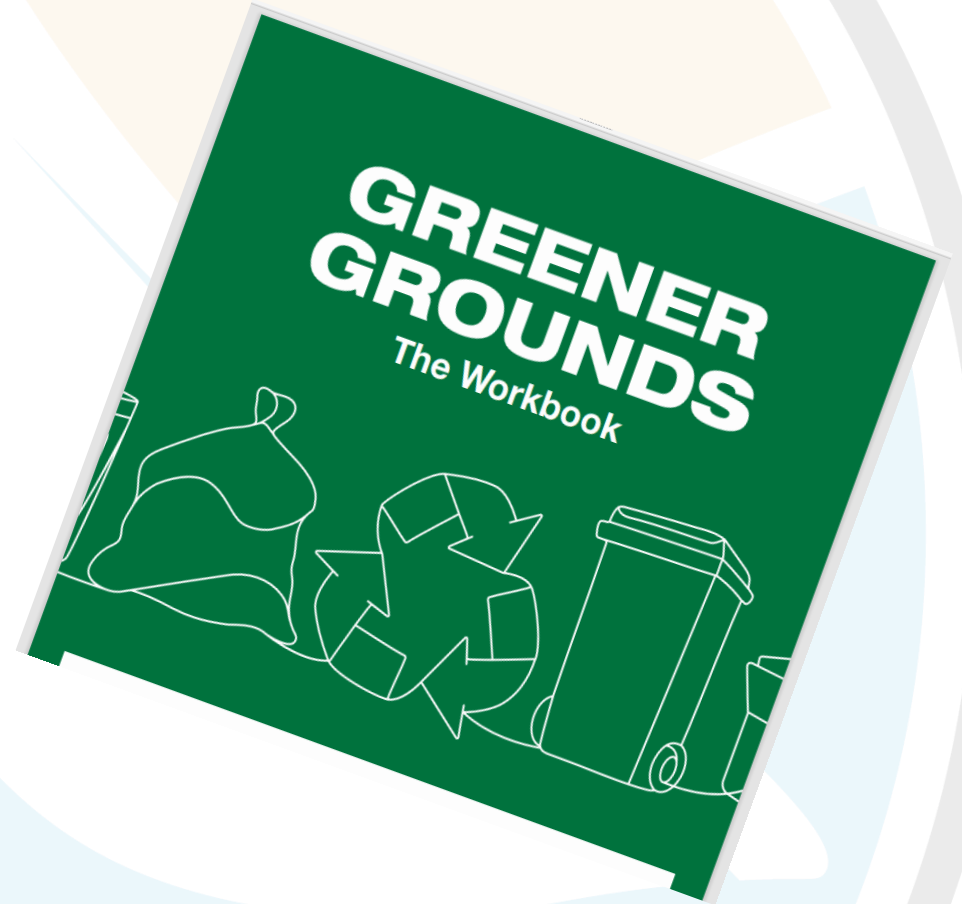
Eligible Grant Expenses

- Trash Receptacles – permanent or disposable
- Recycling Receptacles – Clear Stream, permanent or disposable
- Bins
- Bags
- Waste Station signage or banners
- Litter prevention signage or banners
- Litter prevention education to attendees
- Promotions strictly related to litter prevention, recycling and waste reduction efforts at the event
- T-shirts for volunteers working waste stations/grant efforts – not to exceed 10% of total grant budget
- Water and food for volunteers working the Waste Stations and grant efforts. Not to exceed 10% of total grant budget.
- Litter removal supplies such as litter grabbers, shovels, rakes
- Portable water refilling stations

Ineligible Grant Expenses

- The following are considered ineligible grant expenses:
 - Rental of dumpsters, roll-offs or other large solid waste and recycling containers.
 - Labor expenses related to servicing the collection containers.
 - Transportation, handling and/or tipping fees associated with waste, recycling and composting.
 - Any supplies, education, activities or marketing efforts not exclusively related to litter prevention, recycling and waste reduction efforts at the event.

Apply for Greener Grounds Grant in Summer 2024



Jan Windhorst, Grants Manager
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