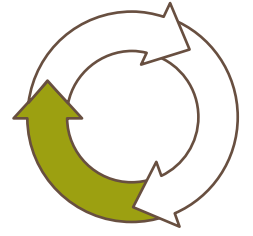


AFTER THE EVENT



FINISHING THE CLEAN-UP

The event site should be left in the same, or even better, condition as it was prior to the event. Depending on the size of the event and its structure, it will be the task of the team and/or the waste services contractor to ensure this is achieved.

WHAT TO DO



- Check that stallholders are leaving their sites clean as they pack up and have removed all materials brought onto site. During the pack-up, make sure they continue to use the facilities that have been provided, as this is a common time for vendors to dump their rubbish beside bins, instead of separating materials into the proper receptacles, in their hurry to leave.
- Watch for any changing trends in binning behaviour by attendees as they are leaving and move bin stations if necessary.
- If site clean up is not part of the waste service contract, provide staff/ volunteers with bags, gloves, etc. Have them monitor the site and collect litter, including in the 'zone of influence' around the event site (the area immediately around the event site that often gets littered as people leave).
- Check with waste service contractors that all collected materials have been, or will be, delivered to the correct recycling facilities.
- Consider holding a post event function for your event team and volunteers to celebrate the Waste Wise achievements of the event, provide them with feedback and show appreciation of their efforts.



EVALUATION AND REPORTING

All the work put into designing, implementing and managing your Waste Wise Event needs to be evaluated and recorded for future reference. A report on the event is a really important and beneficial tool for your self and will help with planning your next event. The report should discuss the positive aspects and any issues, as well as the lessons learnt. It is also a good time to identify areas of potential improvement that can be implemented at future events. Consider what benefits have been gained and how they can be publicised.

WHAT TO DO



ASSESSING WASTE AND RECYCLING LEVELS

Find out how much material was successfully diverted from landfill. Part of this information can be obtained from your waste service contractor, if providing it was included in your contract with them. It is up to you to specify the type of information required from them, such as: contamination rates of recycling, quantities of materials and recyclables in the waste bins, amount of recyclable material sent to a recycling facility, etc. The figures collected during the event, in your On-the-Spot Evaluation using Attachment 13: Calculating recycling and waste amounts, can also be used.

Keep an eye out for stallholders dumping their rubbish



Images courtesy of AFGC

Starting the clean up at the Big Day Out in Sydney





Clean up at the Big Day Out in Sydney

Image courtesy of AFGC

POST-EVENT ASSESSMENT

If your team did not have time to conduct a short survey of attendees, stallholders and vendors during the event (Model Surveys - Attachments 11 and 12), make a brief call to your main event stakeholders (stallholders, vendors, organisers, council) to get some anecdotal feedback. This will allow you to measure their attitudes towards your Waste Wise aims. It will also show where adjustments to the plan can be made for a better result at the next event.



Auditing bin contents and removing contamination from recycling

Image courtesy of AFGC



EVENT REPORT

Within one week, while the event is still fresh in your mind, produce an Event Report (Attachment 15: Waste Wise Event Report). Your Report should evaluate the success of the event, what was achieved and what could be improved.

You could also assess:

- The viability of future Waste Wise programs
- The impact of communications programs and the need to change the focus of such activities (to address issues such as contamination of recycling bins)
- Media follow-up

Information gathered can then be used in a cost/benefit analysis.

To add some picture graphs to your report to show the environmental benefits of materials recycled from your event, use the Benefits of Recycling Calculator (Attachment 16). It is an interactive spreadsheet: enter your recycling quantities into it and the environmental benefits are calculated; greenhouse gases, water and energy saved; and presented in picture graphs that you can add to your report.

PUBLICISING ACHIEVEMENTS

When publicising the event:

- Send a media release (Attachment 14 – Post-event media release) to follow up and promote the event's achievements. Local and regional newspapers are most likely to run the story, rather than larger metropolitan newspapers.
- When you are pitching your media release, call the local paper and tell them how much was diverted from landfill. Include relevant statistics, interesting observations or quotes from stakeholders or attendees. Make sure that permission has been obtained prior to using quotations.
- Be sure to follow up media contacts that were at the event. They are the ones most likely to generate an article on the event, and will need facts and figures to include in their article.
- Consider asking you local paper if you can provide an article rather than just a media release. Local newspapers will often accept articles largely unchanged, particularly if they are pressed for time and need to fill column space. When pre-event promotional advertising was organised, insertion of post-event editorial should have been negotiated as well.
- Give copies to the media of any positive correspondence received, checking beforehand that the author is happy for their comments and/or name to be passed on to the media and published.

The event achievements should also be reported to:

- The community
- Sponsors
- Stallholders
- Venue owners
- Event owners/council
- Vendors and suppliers, in order to acknowledge their support and input
- DEC, which may use the information to produce a case study. Case studies are a significant point of reference for any one who is planning an event. It is also a great way to promote your event to others and publicise your achievements.



Sydney in Bloom
festival at The Domain





Download a copy at www.environment.nsw.gov.au/wastewiseevents/

after the event

checklist

FINISHING THE CLEAN-UP

- Check stallholders are leaving their sites clean and as tidy as possible
- Have staff pick up litter if this is not part of the waste service contract (provide appropriate personal protective equipment)
- Check with waste service contractor that collected material has been or will be delivered to correct recycling facilities

EVALUATION REPORT AND PUBLICITY

- Assess waste and recycling levels, contamination of recycling bins and litter
- Follow up media contacts noted during the event
- Send media release to newspapers
- Inform the local newspaper(s) how much was diverted from landfill, and provide articles if possible
- Give the media copies of positive correspondence received, with the proviso that the author approves their letter or name being provided to the media
- Inform sponsors, stallholders, site/venue owners, event owners/council, vendors, suppliers and DEC of event achievements
- Produce a full Event Report for future reference and interested stakeholders



after the event

attachments

ATTACHMENT TITLE	NO.	PAGE
Survey of stallholders/vendors	11	57
Calculating recycling and waste amounts	13	59
Post event media release template	14	61
Waste Wise Event Report	15	62
Environmental Benefits of Recycling Calculator	16	67

