



# **MOVEMENT**

## **Recommendation for instituting an effective and impactful recycling program at medium and large scale events; Presented by Paxahau Promotions Group, producers of Movement Electronic Music Festival.**

In 2008 we decided to take a bold first step in regards to large scale events in the city of Detroit and implemented an aggressive recycling program at our annual festival Movement in Hart Plaza. We discovered very quickly in the planning stages that in order to have a successful and noticeable program there were many facets that needed to be addressed. It is imperative that any entity choosing to implement an effective program must first become as educated as possible with the many different forms of recycling that are available and what can be done ahead of time in your event planning that can assure you will be able to recycle as much material as possible. After all, this is the entire goal of having recycling at your event, to strive to recycle as much of the generated waste as possible.

In 2008 we were able to recycle 3000 pounds of waste that was generated by our event. This was a great start for a program that has never been attempted on this scale in Detroit, but we were determined to do better. In 2009 we planned ahead of time with our team and other organizations that help us in this matter and we were able to recycle a total of 8000 pounds, more than doubling what we accomplished the year before. This is due to the many volunteers that share our ambition for this topic and the organizations that spearhead our plans for recycling at this event. Still, we know for a fact that we can do even better and we have already started implementing plans for recycling even more at the 2010 event.

What we have known from the beginning is that accomplishing all of this on our own would be next to impossible with all of the other logistics we have to plan for the event. So a partnership with like-minded organizations and the individuals that run them is absolutely imperative. We have worked with two such organizations since 2008 that have been our "feet on the ground" in regards to planning and executing a successful program.

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These two individuals have assisted us greatly in starting this program and carrying it forward in a successful manner. Their knowledge and passion is sincerely rooted in the purpose and end result of a program like this, the greater good of the environment and community.

Working with organizations that have a passion for recycling is only half of the battle in regards to large scale events. Producers and promoters must be prepared to take the step with sincerity and determination in order to implement a program that is effective, traceable and sustainable. This will mean extra work and expense on their part to get certain items in place; additional volunteers, signage and containers in addition to large dumpsters for sorting all of the materials into different recycling streams. It also means communicating with your dry good and food vendors to influence them to utilize materials that can be easily introduced into a recycling stream. Event promoters should also consider having enough manpower onsite to proactively engage with their event attendees at each collection spot in order to educate them on which materials go in each receptacle. This enables your event to instill the message beyond signage and assists in collecting even more material.



All of these matters can be addressed in more concise detail should a promoter/producer choose to engage with the entities listed above. Having an effective program does add more work to an already hectic event planning schedule, but keeping it mind ahead of time and working with the right people can result in an amazing outcome. This is important as we move forward and see events stating more and more that they have a recycling program, but fail to put into action all of the necessary steps to accomplish that goal. Having a recycling program at your event should be a sincere desire, not a marketing tagline that has become all too familiar.

We strongly stand behind the team we have in place that has helped us in reaching our goals. They have provided us with an efficient program that allows us to track all of the material gathered at our event and keep it documented for future reference. We hope that this information inspires other events in the city to implement the same type of program. It is more work, but in the end makes executing your event even more rewarding.

Respectfully Submitted,

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Festival Director

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Festival Operations Manager