



CASE STUDY

Elemental  
IMPACT

# RayDay Embraces Path to Waste Reduction

Large venue operators such as sports stadiums, college universities and convention centers are not the only event producers achieving waste reduction success today. With proper planning and a committed team, events focused on waste reduction can be achieved regardless of their size.

Elemental Impact (Ei) founder Holly Elmore, facilitates partnerships between organizations large and small among the entire event supply chain – organizers, venue operators, foodservice providers, waste and recovery, to develop solutions enabling reduced waste. RayDay event producers embarked on a waste reduction journey with Ei Partners, and share some highlights and lessons learned.



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the RAY C. ANDERSON foundation™ 

“Waste is such a pervasive concept in our present day society, and efforts to reduce it should be advanced as often as possible. We at the Ray C. Anderson Foundation are particularly proud that we were able to achieve waste reduction success at our flagship annual event, RayDay.”

John A. Lanier, Executive Director, Ray C. Anderson Foundation

Hosted by the Ray C. Anderson Foundation to honor and celebrate Ray Anderson’s legacy by continuing what he did so well — inspiring, educating and connecting, RayDay celebrates bringing people together, encourages conversations and connections, and continues to spread the word about sustainability. Imagine a one-day course on sustainable living, outdoors in a Serenbe country meadow with over 1,400 other classmates.

Showcasing a waste reduction pilot event at RayDay 2015 was a natural fit to meet its goals of educating the community on sustainable best practices and showcasing successful programs. With event producer ideaLand’s vision, and dedication from a host of partners, RayDay successfully collected and source-separated 1,200 pounds of food waste and serviceware for on-site composting, ultimately diverting it from landfill. This was their first effort to reduce waste - noting RayDay 2016 has a newer story to share!





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## Compostable Serviceware

In partnership with Eco-Products, concession packaging items such as nacho trays, portion cups, and straws were replaced with 100% BPI certified compostable alternatives made from renewable materials, including low-carbon-footprint Ingeo by NatureWorks. The Food Movement food trucks displayed serviceware signage also provided by Eco-Products, educating guests on the benefits of compostable packaging.



Photo ©Holly Elmore

## Collect, Sort & Compost

Used food packaging, utensils, food truck prep food scraps and leftover food was discarded by guests into designated collection bins lined with Natur-Bag® compostable waste liners provided by Natur-Tec®.

Waste Ambassadors monitored tri-bin waste stations, assisting guests with separating items for disposal and minimal contamination for compost.

Ei contracted with Let Us Compost, a curbside composting service for homes and with businesses to orchestrate on-site food waste compost operations along with post-event follow-up. In all 1,200 pounds of food waste collected at RayDay, only two items were found as contaminants in the collection.

**Interested in solutions for producing zero waste events?**

Go to [elementalimpact.org](http://elementalimpact.org) ✉ [holly@elementalimpact.org](mailto:holly@elementalimpact.org) 🐦 [@ElementalImpact](https://twitter.com/ElementalImpact)

## Best Practices

Recommendations for achieving zero waste event success.

### Compostable Food Serviceware

- BPI compostable food and beverage serviceware are essential to generating a clean post-consumer food waste stream. Exceptions - pre-packaged aluminum, glass and PET beverages.
- Educate event foodservice providers and event volunteers on the WHY, WHAT & HOW to serve food and beverage in compostable packaging.

### Food Waste Collection

- Evolve from a three-tier waste bin system of food waste, recycling, and landfill, to a two-tiered system of food waste and recycling.
- Provide clear signage with visuals at waste collection area designating proper disposal.
- Volunteers/event staff monitor attendee disposal to ensure items are placed in proper bins and to prevent contamination.

### Food Waste Destination

- Ensure a plan is in-place for donation of leftover food in accordance with the Good Samaritan Food Donation Act.
- Deliver remaining food waste, back & front-of-the-house, to a composting site operating within state food waste composting permit regulations.



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## Full Engagement

Zero food waste events require full engagement and support from organizers, sponsors, venue operators, foodservice providers and attendees. RayDay is an example of what can be achieved when the entire event supply chain come together working towards the same goals. Thank you to all that joined Elemental Impact on this Zero Food Waste Journey.