

Building Partnership

European Regional Development Fund



Interreg
Slovakia-Hungary



FESTIVAL WITHOUT WASTE



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1. A good feeling at the end of the festival

Public events are an opportunity to experience something special. The organizers want to provide the best possible cultural program, food and overall comfort to the visitors. They carefully choose the venue, performers and vendors. However, in addition to unusual experiences, there is one other thing that remains after the event. Waste.

The heaps of waste after the event are unwanted evil and a bad feeling in the minds of all responsible organizers. However, waste management can be approached differently - in accordance with the principles of sustainable development. A well-adjusted waste management system can ensure that minimum waste is generated during our events. The results of this concept make you feel good even if waste is generated during the event. Based on our experience from the “Good Market” event, we have jointly created a waste reduction strategy for other festivals. This concept uses the principles of circular economy and Zero Waste. If you want to prevent or minimize the generation of waste at your event and educate the visitors to generate as little waste as possible in Slovakia, this guide is for you.

Punkt, Civic Association

Institute of Circular Economy, Civic Association

2. Where does waste end in Slovakia?

- 61.6% in landfills – there are 118 landfills in Slovakia
- 9.3% in incinerators – waste incinerators are only in Bratislava and Košice
- 29.1% is recycled – we are at the penultimate place among the countries of the European Union

“Up to 45% of our waste can be composted”

The citizens of Slovakia produce 2.13 million tons of municipal waste per year, which on average totals 391 kilograms of waste per capita. In Bratislava, the number has skyrocketed to around 500 kilograms per person. An average family with two to three members produces approximately one ton of waste per year. Waste management has legislative rules that must be observed. First and foremost, waste should be prevented at all costs if possible, secondly, many objects can be reused, and only then sorted and recycled. The last option in waste management is incineration, followed by landfilling. In Slovakia, however, most waste ends up in landfills.

The analyses show that at least 45% of household trash is biodegradable waste. Plastics take up most of the volume, but as they are very light, they have a lower weight ratio compared to biowaste or paper. The ratio of individual components of waste suggests that we should produce the least amount of mixed municipal waste, but quite the opposite is the case – we keep producing it in the highest proportion. Slovakia has committed to sorting and recycling 50% of its waste by 2020 and landfilling only 10% by 2035.

3. Waste at festivals and events

- Every year, 22 open-air festivals and 20 indoor festivals take place in Slovakia, **together with several hundreds of annual events held by the municipalities** (farmers' markets, vintage festivals, harvest festivals etc.).
- The average production of waste per day is about 1.08 kg per capita, and **0.92 kg per visitor** at the festivals.
- The above events are visited by approximately 700,000 visitors.
- In one season, this amounts to approximately **700 tons of waste**.
- This is an **equivalent of a municipality with 1950 inhabitants** for one entire calendar year.



4. Circular economy is not recycling, but waste prevention

The economic model of today's society is still mostly linear. We extract natural resources and transport them to the other side of the world where products are made from them. These are distributed to those parts of the world where the consumers buy and use them, and eventually throw them away as waste.

Big problems arise both at the beginning and end of this model: natural resources are depleted, and too much waste is generated. Waste contains a large amount of non-renewable resources, which we lose forever.

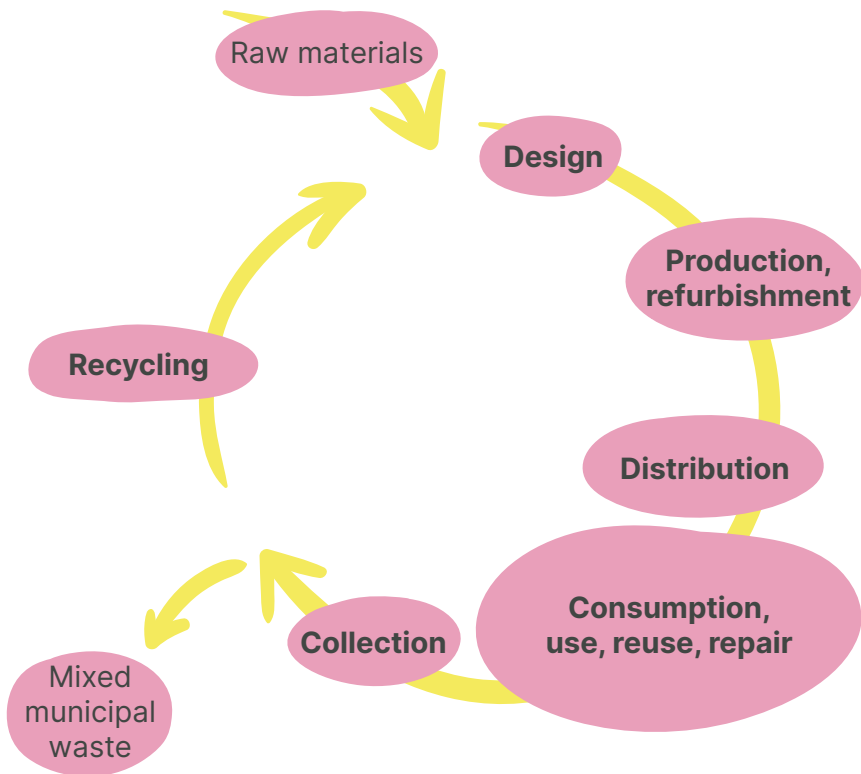
Environmentalists have been drawing attention to this problem for decades, but the economy has always opposed them by saying that an alteration of this model would jeopardize economic growth and the global market. Today, the situation is quite different. The economy is threatened by the depletion of natural resources. We are forced to look for alternatives and new materials, and there is a huge waste problem all around the world. Is there an environmentally friendly model that would not put a cap on the economy?

Since 2015, the circular economy has become one of the official policies of the European Union

The circular economy is a model of how society works, which has been developed for many years by experts in the field of environment and sustainable development, economists and experts in finance. In this model our natural resources do not end up in landfills. And it is not about recycling. Recycling requires

the necessary logistics, new processing technologies, and is yet another burden on the environment. Waste prevention has become a top priority.

The products we create cannot be disposable and intended for single use but must be designed for long use and repair. In their last life stage, they must be capable of being dismantled, the materials sorted and reused or recycled. We must think about the end of life of products as early as at the time of purchase. The future of economic growth is not in the production of cheap single use items, but in long-term and quality services and quality products.



5. Five Zero Waste rules

Zero Waste is a lifestyle and a way of running a home to minimize waste. It is governed by five main rules.

1. Refuse - Reject all single-use items.

Single-use disposable plastic bags, straws, plastic bottles, polystyrene food packaging, disposable plastic cutlery... These items can be easily replaced with reusable items that do not generate waste at all.

2. Reduce - Reduce the number of things we use.

Just how many things lay idle in our homes and we don't use them at all? Let's reduce our ecological footprint: let's not buy unnecessary clothes, furniture and small things. We only own what we really need. And we borrow what we use occasionally.

3. Reuse - Use reusable products as much as possible.

Own water bottle (not a PET bottle - microplastics are released during repeated filling), lunch box, canvas bag, bags for vegetables and fruits. If we badly need a straw, we can buy a reusable metal or glass straw.

4. Recycle - Sort waste as much as possible.

Not only at home, but also in the parks, on the street, and at public events. Although recycling is another technological process that consumes energy and water, it is still important to sort waste.

5. Rot - Use composting.

Biodegradable waste accounts for at least 40% of our waste, which is almost half of the trash can. When you introduce composting at home, you will be generating almost no trash at all. When you remove this ingredient from your waste, your trash can won't stink anymore because nothing decomposes in it.



6. Twelve steps to a waste-free event

- 1. All on board**
- 2. Cooperation with experts in circular economy**
- 3. Definition of vision**
- 4. Waste mapping, definition of goals and resources**
- 5. Resources (finance, time, staffing)**
- 6. Infrastructure**
- 7. Systemic solutions and uniform rules**
- 8. Staffing**
- 9. Communication with expert community**
- 10. Monitoring and evaluation**
- 11. Sharing knowledge and experience**
- 12. Continuous improvement**

In the following section, we will describe the individual steps that help us gradually create a waste prevention system at festivals. We understand that each event is different and requires different processes. However, we consider these measures to be important in the creation of any concept.

1. All on board

If you are reading this guide, you have probably made up your mind to organize your event according to the Zero Waste rules. Congratulations!

The design of this concept will require a lot of time, a new way of thinking about how to organize the event, and a lot of enthusiasm and perseverance of the organizing team. It is therefore important for all your colleagues to understand what you are about to do together.

For example, even with the most advanced concept, the Zero Waste event will not be a success if the cleaning staff cannot sort the collected waste properly. Similarly, if PR and marketing

fails to include important waste sorting or reusable cup principles in the communication campaign, the visitors don't know what is expected.

In each event the organizers can determine the extent to which the Zero Waste concept is incorporated into the dramaturgy. We recommend choosing the most comprehensive approach. If better waste management and general waste reduction is the goal, it must affect all areas of organization. The Zero Waste spirit is then applied not only in the production of the event, but also in PR and communications, fundraising, production of merch, or printing. Ideally, all members of the team should embrace the idea and prepare and implement the relevant activities in this spirit.

2. Cooperation with experts in circular economy

At first glance it may seem that organizing a waste-free event means a mere placement of several sorting stations on the premises. That is not true. First of all, it is not just about waste – it is the overall impact the event has on the environment.

Your meager beginnings could be to hold the event according to the 5R principle (Refuse, Reduce, Reuse, Recycle, Rot), followed by, for example, reduced water and electricity consumption, or use of environmentally friendly suppliers.

Organizing an event is a complex process. The setup of circular operation for a specific type of event can be equally as complex. Therefore, consult the event with experts in the circular economy, sorting and waste treatment in your region. They'll help you set the right goals and processes so that the impact of your event on the environment is minimized.

3. Definition of vision

You are the organizer of an event that brings people positive experiences and makes them feel good. What was your dream when you started the event or joined the team? Events, wheth-

er larger or smaller, create a unique opportunity to instill certain ideas in the minds of the visitors, and make a positive difference in their habits and behavior.

The question is what your dream in the field of circular operation of your event is. What difference do you want to make? What are you trying to achieve in the long-term?

Maybe you experienced something at a festival abroad that you would like to bring to Slovakia (to your country)? Will you pioneer an event in the spirit of Zero Waste in your region or vicinity? Or do you want all events in your city to be held in the spirit of circular economy?

Identify your strong motivation, which you can share clearly with the people around you, and which will help you overcome potential obstacles on the way to your goal.

4. Waste mapping, definition of goals and resources

If you already know your vision, this is the right time to find out where you currently are and where you want to go. Measuring and mapping will be most instrumental in this process. Only when measuring your progress can you be sure that the change and goals you have previously set are attainable. Having these numbers will allow you to evaluate the real results you can work with and communicate. You can easily slip into greenwashing without real measurable results you can rely on. (Note: Greenwashing is the dissemination of misinformation by an organization in order to present an environmentally responsible public self-image.)

At the beginning, measure how much waste is currently generated at your event and what type of waste prevails. It is important to particularly focus on mixed municipal solid waste (MSW), as this type of waste is the most problematic from an environmental point of view. Waste from municipal waste trash cans is

no longer sorted and ends up in a landfill or waste incinerator. Waste from black trash cans is no longer sorted and ends up in a landfill or waste incinerator.

The materials in municipal solid waste are mixed. This means that even the waste that would otherwise decompose faster in the nature (biowaste, paper) will be decomposing for a long period of time in a landfill. The longer the materials decompose, the longer dangerous substances and gases are released into the air, which negatively affects our health and the environment. It is therefore important for us to completely prevent this type of waste management.

When mapping waste, it is also important to identify the volume of individual waste materials produced during the event: paper, plastics, glass, metals and beverage cartons, or other types of waste. The purity of the materials is also important for separate collection. If a large amount of dirty paper or plastic remains after the event, you must focus on preventing this type of pollution in the next phase of the project. Contaminated packaging is a problem for the buyers of secondary raw materials and recyclers, and it is very unlikely for it to end up on a recycling line. Therefore, try to sort the materials in the best possible quality, and as clean as possible. However, the ultimate goal is to completely eliminate the flow of materials and apply the 5R strategy (see above) in practice. The generation of waste should be prevented at all cost and if there's no way to prevent it, we should look into the alternatives to disposable materials and carefully sort the rest.

How long does it take for waste to decompose?

- **Biowaste – 2 weeks to 1 month**
- **Paper – 1 to 20 years**
- **Metals – 50 to 100 years**
- **Textiles – 50 to 500 years**

- **Beverage cartons – 100 years**
- **Plastics – 500 to 4000 years**
- **Glass – 4000 years**

Definition of goals

Once you know the status of your waste, you can use expert help in identifying the ways to improve it. However, you need to set the goals: Do you want to eliminate disposable plastics at the festival? Do you want to completely get rid of disposable packaging? Do you want to reduce the ecological footprint of your festival in every aspect? Do you want to sort carefully? Do you want to use empty containers for mixed municipal waste? Divide your ambitious goals into smaller steps and design a strategy to achieve them.

Selection of appropriate means to achieve the goals

Focus on replacing the packaging that is used most often at the event. Find a greener option. In the case of public events, the most common type of waste is disposable packaging for food, beverages, disposable plastic cutlery, napkins/paper towels and food leftovers. Food leftovers themselves are generated irrespective of the packaging material; it is therefore important to focus on the packaging that allows us to meet the hygiene standards while ensuring that less waste is generated. Some possible alternatives to disposable plastic packaging include compostable, refundable or own tableware.

a. Compostable tableware and cutlery

Before you decide to introduce compostable dishes at your event, make sure you have a suitable end point for this type of waste. This means a buyer that can adequately process such tableware. Check its capacity and special requirements (for example, which types of compostable tableware cannot be processed, how the tableware should be sorted, etc.). If you can't find a suitable buyer, it doesn't make sense to use compostable

dishes. If compostable dishes are dumped to the landfill, their decomposition has a worse environmental impact than plastic tableware and cutlery.

Compostable tableware and cutlery is for single use only. It is made from natural (renewable) resources, such as corn starch or sugar cane. Some is even made from renewable resources and waste from agricultural production. At the end of its life cycle, this type of packaging should degrade into the respective biological component, water and CO₂. After sorting, these containers should decompose into compost within a few weeks. The packaging is labeled as “compostable” and certified as “OK compost” (compostable in an industrial composting plant) or “OK home compost” (also decomposable in a garden composter). This type of packaging should be sorted separately during the event and processed in a biodegradable kitchen waste processing facility. Some suppliers of this type of packaging are able to both supply the packaging and provide its disposal and recovery after the event. This will make it easier for the organizers to find a suitable buyer of this packaging.

b. Reusable (refundable) cups

can be used by the visitors more than once for the same drink. The customer pays a deposit for the cup at the first purchase, and the organizers refund the deposit after the cup is returned. If the visitor keeps the cup or loses it during the event, the deposit stays with the organizer. The organizer must set up return points when providing this type of packaging. Cups of this type are provided by an external company. The terms and conditions of individual companies providing this type of service vary and depend on the number of ordered cups. Even cups for hot drinks can be provided for a refund. We know events where such cups are provided by the organizer with a special print (for example, Christmas Markets in Vienna).

c. Own coffee cups and lunch boxes

can be brought by the visitors and they are taken home after use. In most cases, these are reusable, washable containers (KeepCup, cups, bottles, lunch boxes, etc.). The organizer doesn't have to provide any infrastructure or special services for this type of packaging. Upon agreement, the vendors can provide a discount on such food or beverages to show that people with their own containers not only save the environment, but also the money of the sellers and organizers.

If you managed to measure the amount of waste, improve sorting, minimize mixed municipal waste and reduce the total amount of waste produced in the first phase, you have made a huge progress!

In the second phase, you can focus on measuring other areas, such as water and energy consumption, or the reduction of overall carbon footprint of your event etc.

5. Resources

Let's make it clear at the very beginning. The decision to eliminate waste at your event will require time, money and extra staffing. Still, it's the most responsible thing you can do for your festival and the environment.

a. Time

The Zero Waste concept is not something you can copy from one event to another. When you responsibly decide to reach out to circular economy and waste experts, the preparatory meetings, mapping and planning can take entire months or even a year. Also, finding and sourcing some Zero Waste solutions will require a time investment.

b. Finance

For an event with well-designed waste management schemes, which are created in cooperation with experts, it is possible to obtain additional funding through various grant programs. It is also possible to establish partnerships with organizations involved in waste collection, sorting and treatment. If you enter

into clever agreements, some companies can provide their services to you in the form of barter exchange (for example, for the promotion of their services, etc.).

On the other hand, some Zero Waste solutions can cost extra money. For example, the rental of returnable cups, purchase of biodegradable garbage bags, water containers (to eliminate plastic bottles), ecological printing, products made from recycled materials, training of staff at the sorting stations, cleaning, etc.

c. Staffing

As we've already mentioned in the first and second point, the implementation of the Zero Waste concept will require more people to be involved. These include experts, new suppliers and volunteers for the sorting stations. You can even decide to create new positions such as "Sustainability Manager" or Volunteer Coordinator for Sorting Stations, etc.

Your idea can also be appealing to enthusiasts who can help you at the sorting stations for a minimum cost.

6. Infrastructure

Setting up an efficient and functional infrastructure is key to minimizing waste at the event.

This means to:

- correctly design the layout of waste management components in the premises/venue (floor plan of the event) – the number and location of sorting stations and containers
- design a clear and comprehensive information system – means of navigation to the sorting stations, infographics on the correct methods to sort waste, marking of sorting stations and cup collection points, etc.
- ensure collaboration with the suppliers who understand your concept and provide their services in line with the sustainability principle

PAPIER PAPER



**Pozor, nie masťný, ani mokrý
Krabice pred vyhodením stlač**

Please note – no greasy or wet paper
Compress cardboard boxes before throwing them out

DO MODRÝCH NÁDOB VHADZUJEME:

Papierové obaly a tašky / stlačené krabice / lepenku / noviny / časopisy /
letaky / katalógy / kancelársky papier / obálky / listy / pohľadnice

PUT THESE ITEMS INTO BLUE CONTAINERS:

Paper covers and paper bags / compressed boxes / fibreboard / newspaper /
leaflets / catalogues / office paper / envelopes / letters / postcards

POZOR, DO MODRÉHO KOŠA NEPATRIA:

Znečistený, mokrý a masťný papier / knihy / nápojové kartóny / rolky
z toaletného papiera / krabice z vajíčok / použité plienky a hygienické
potreby / použité papierové vreckovky a utierky / masťné krabice od
jedla / darčekový papier / darčekové tašky

DO NOT PUT THESE ITEMS INTO BLUE CONTAINERS:

Dirty, wet and greasy paper / books / beverage cartons / toilet paper rolls / paper
egg cartons / used diapers and toiletries / used paper tissues and napkins / greasy
food boxes / gift paper / gift bags

NAJLEPŠÍ ODPAD JE TEN, KTORÝ NEVZNIKNE!

**THE BEST WASTE
IS THE ONE THAT
IS NOT PRODUCED!**

SKLO GLASS



**Pred vyhodením opláchni,
odstráň vrchnák a zátku**

Rinse glass before throwing it out, remove top and lid

DO ZELENÝCH NÁDOB VHADZUJEME ČÍRE, ZELENÉ, HNEDÉ SKLO

Sklenené poháre (džemy, horčice, zaváraniny) / sklenené fľaše (pivo,
vino a destiláty) / sklenené obaly (parfémy a krémy) / rozbité sklo

PUT CLEAR, GREEN, BROWN GLASS INTO GREEN CONTAINERS:

Glass jars (jams, mustard, pickles) / glass bottles (beer, wine and spirits) /
glass bottles and jars (perfumes and lotions) / broken glass

POZOR, DO ZELENÉHO KOŠA NEPATRIA:

Sklo znečistené chemikáliami / žiarovky / LEDky, halogény / porcelán /
keramika / zrkadlá / technické a bezpečnostné sklo / autosklo / drôtené sklo

DO NOT PUT THESE ITEMS INTO GREEN CONTAINERS:

Glass contaminated with chemicals / bulbs / LED, halogen lights / car glass /
porcelain / ceramics / mirrors / technical and safety glass / wired glass

ELEKTRO ELECTRONICS

Oprava / repasovanie / repredaj / miesta
spätneho odberu elektrospotrebičov
sú všetky obchody, ktoré predávajú elek-
trospotrebiče / funkčné elektro-spotrebiče
sa môžu zaniest aj do knižnice vecí

Repair / repass / re-sale / places of return of
electronic appliances are all shops, which sell
electronic appliances / functioning electronic
appliances can be returned to the library of things

BATERKY BATTERIES

Baterie a akumulátory / obchody
s elektronikou, s batériami, supermarkety /
predajne batérií, autobatérií / zberný dvor
Batteries and car batteries/shops selling
electronics, batteries, supermarkets/shops selling
batteries, car batteries/waste collection center

ŽIAROVKY LIGHT BULB

predajne osvetlenia / zberný dvor
lighting shops / waste collection centres

PLAST PLASTIC



**Pred vyhodením op
fľašky uzavri vr**

Rinse plastic before throwing it out. Com

DO ŽLTÝCH NÁDOB V

Plastové fľaše, kelimky, nádoby / polysty
obaly nápojov, čistiacich prostriedkov,
destilovanej vody / plastové s

PUT THESE ITEMS INTO YEL

Plastic bottles, cups, packaging / foils / poly
electronics / plastic packaging of drinks, cle
shower gels, distilled water / plastic bags /

VKM

MCM

KOVY METALS

VIACVRSTVOVÉ KOMI

Nápojové kartóny a obal
džúsov, paradajkového j
MULTILAYER COMPOS
Beverage cartons and veget
juices, milk, cream

Plechovky / uzávery (po

hliníkové riady / laky na
Cans / lids of (cups, bottles
dinnerware and serving pie

POZOR, DO ŽLTÉHO KO

Masťné plastové fľaše od oleja / žuva
znečistené plasty a fólie / podlahové ka
látok (chemikálie, motorových olejov,
molitan / znečistené polystyrénové obc
aoplasty / žalúzie / plastové obaly od
fóliou

DO NOT PUT THESE ITEMS INTO

Greasy plastic bottles from kitchen oil / b
contaminated plastics and foils or cling filr
dangerous substances (chemicals, engine a
plastic foam / polystyrene packaging contar
glass / swimming pools, car plastics / blinds
wrapping coated with a

PLASTY

PLASTICS

im opláchni a stlač,
vrvi vrchnákom

ut. Compress it and put the cap back on.

ĎOD VHADZUJEME:
/ polystyrén z čiernej a bielej techniky /
riedkov, šampónov a sprchových gélov,
lastové sáčky / igelitky / fólie

TO YELLOW CONTAINERS:
foils/polystyrene packaging from consumer
drinks, cleaning detergents, shampoos and
bath gels / plastic shopping bags / cling film

VĚ KOMBINOVANÉ MATERIÁLY
ny a obaly od rastlinného mlieka,
kového pretlaku, mlieka, smotany

COMPOSITE MATERIALS
and vegetable milk packages, tomato puree,
etc.

ivery (pohárov, fľaš, jogurtov) / alobal /
/ laky na vlasy
s, bottles, yoghurts) / hairspray / aluminum
wrapping pieces / aluminum kitchen foil

ĚHO KOŠÁ NEPATRIA:
šja / žuvačky / tuby od zubnej pasty /
lahové krytiny / obaly z nebezpečných
to olejov, farieb a pod.) / guma / káble /
nové obaly z jedla / plexisklo / bazény,
obaly od liekov potiahnuté hliníkovou
fóliou

MS INTO YELLOW CONTAINERS:
hen oil / bubble gum / toothpaste tubes /
wrapping films / floor coverings / packages of
engine oils, colors etc.) / rubber / cables /
ing contaminated by food leftovers / acrylic
coatings / blinds / drugs and medication in plastic
containers / aluminum foil

NÁŠ

BIOODPAD

OUR BIOWASTE

45 % nášho odpadu sa môže skompostovať

45% of our waste is compostable

DO HNEĎÝCH NÁDOB VHADZUJEME:
Zvyšky, šupky zo surového ovocia a zeleniny / škrupinky od vajčiek /
sypané čaje / kávová usadenina / papierové vreckovky / papierové obaly
od vajčiek / roľky od toaletného papiera / nefarbené vlasy / netakované
nechty / kompostovateľný papier / drevené príbory / kompostovateľné
bambusové zubné kefy / prírodné hubky (morské huby, lufa) /
celulóza / zvyšky rastlín, tráva, listie, seno, slama, burina / piliny / drevná
štiepka / vychladnutý popol / menšie konáriky / odrezky z viniča /
pečivo / mlieko / 100 % nefarbená, nebieľená biobavlna / voskované
bavlnené obrúsky / podvrvené orechové škrupinky / kôstky / trus
bylinožravých zvierat / natrhávaný kartón, nefarbený, bez lepiacej pásky /
šupky z citrusov len v malom množstve (citrón, pomaranč, grep, zázvor,
banán) / mäso / ryby / kosti / mliečne výrobky

PUT THESE ITEMS INTO BROWN CONTAINERS:
Food leftovers, peel from raw fruits and vegetables / egg shells / loose tea / coffee
grounds / paper tissues / paper egg cartons / toilet paper rolls / uncolored hair /
natural unpainted nails / compostable paper / wooden cutlery / compostable
bamboo toothbrushes / natural sponges (sea sponge, loofah) / cellulose / plant
residues, grass, leaves, hay, straw, weeds / sawdust / wood chips / cooled ash /
smaller twigs / vine cuttings / bread, pastry / flour / 100% undyed and unbleached
organic cotton / beeswax cotton wraps / crushed nut shells / pits / droppings of
herbivorous animals / shredded cardboard, unpainted, without adhesive tape) /
citrus peels in small quantities only (lemon, orange, grapefruit, ginger, banana /
meat / fish / bones / dairy products

POZOR, DO HNEĎÉHO KOŠÁ NEPATRIA:
Kuchynský olej / masť / veľmi plesnivé potraviny / sklo / plasty /
nápojové kartóny / psie a mačacie výkaly / lieky / piliny z drovotriesky /
kamene / obsah sáčku z vysávača

DO NOT PUT THESE ITEMS INTO BROWN CONTAINERS:
Kitchen oil / grease / very mouldy food / glass / plastic / beverage packages /
cans and cats' feces / medicine / sawdust from chipboard / stones /
etc. the contents of the vacuum cleaner bag

ZMESOVÝ

ODPAD

MIXED WASTE

DO ČIERNYCH NÁDOB VHADZUJEME:
Zmesový komunálny odpad (to, čo nevytriedime) / popol z uhlia
a cigariet / cigarety / exkrementy zvierat / žuvačky / plienky / hygienické
potreby / guma / znečistené polystyrénové obaly z jedla / mastný
papier / porcelán / keramika / zrkadlá / natierané papiere / mastné fľaše
od kuchynského oleja

PUT THESE ITEMS INTO BLACK CONTAINERS:
Mixed municipal waste (everything that was not separated) / ash from coal
and cigarettes / animal droppings / bubble gums / diapers / toiletries / rubber
/ polystyrene packages contaminated by food / greasy paper / porcelain / ceramics /
mirrors / painted papers / greasy plastic bottles from kitchen oil

OLEJ OIL

Prebytočný olej z varenia zbierame cez sitko do PET fľaše a následne
odnášame na recykliáciu na zberné miesta (napr. vybrané Slovaň
pumpy, alebo každú sobotu v Starej Trnici) / panvicu od oleja/masti
vytrieme papierom a ten hodíme do zmesového odpadu.
Oil residues shall be collected through a sieve into a PET bottle and brought to the
collection points accordingly (for example selected Slovaň gas stations or every
Saturday in Stará Trnica) / frying-pan with oil residues or grease shall be cleaned
with paper which is to be thrown out to the mixed waste afterwards.

ZBERNÝ DVOR

WASTE COLLECTION CENTER

Drobné stavebné odpady (dlažba, obklad, omietka, okná, kúsky muriva,
betónu, maltu) / farby / tlačiarské farby / lepidlá z živice / objemný
odpad / technické a bezpečnostné sklo / sklo znečistené chemikáliami /
knihy / drevo z nábytku a nábytok / silikón / guma / káble / stavebný
polystyrén / polystyrén z čiernej a bielej techniky / nepoužiteľné,
neopravitelne elektrospotrebiče, tonery, CD a DVD a káble
Building waste (pavement, tiles, coating, windows, pieces of masonry, concrete,
cement) / colors/printing colors / glues and resin/oversized waste / technical and
security glass / glass contaminated with chemicals / books / wood from furniture
and furniture / silicone / rubber / cords / building polystyrene / packaging
polystyrene of consumer electronics (black or white) / unusable and unrepairable
electronic appliances, CD, DVD, cables

- identify the “last link in the chain” for your waste – buyers who buy your sorted waste and recover it properly (recycling, composting). Ideally, they can issue you a waste disposal certificate to make sure the waste won’t end up in a landfill “behind your back”.
- source the relevant material equipment in accordance with the Zero Waste concept – compostable waste bags, biodegradable cleaning and disinfecting agents, etc.

Sorting stations and their location

A sorting station is a place where waste is collected and sorted at an event according to the agreed rules. The method of waste sorting depends on the conditions of waste collectors and processors in the location where the event takes place.

The sorting station consists of the following components:

- color-coded trash cans for sorted waste, especially for paper, plastics, glass, mixed municipal and compostable waste
- information banner (what waste goes to which container)
- staff to navigate the visitors during waste sorting



By creating these stations the usually backgrounded waste is brought to the public eye. At the same time, the organizer asks the visitors to do something extra, which they might not have been used to at events so far. It is therefore important for the sorting stations to be attractive, clean, properly marked, provide clear information, and for the staff to be thoroughly trained and have a positive attitude towards their job.

The staff members who operate the sorting stations can be the key element in deciding whether the waste is sorted correctly. The visitors should have a pleasant experience from the sorting station also thanks to the contact with the staff.

Another important part of the station is the information banner, which contains instructions on how to properly sort waste. Likewise, the banner should be attractive, colorful, clear and it may, for example, contain illustrations of different types of waste.

When drawing the event floor plan, it is necessary to design the correct number and placement of sorting stations. The number depends on the size and type of the event and measurement of the amount of waste if past data are already available.

Sorting stations with helpers and assistants who supervise the sorting process are a proven solution. The stations contain color-coded containers for paper, glass, mixed municipal waste and compostable waste. They should be attractive and, above all, clear and easy to use. They challenge the people to do something extra. The stations should be located on the main routes and walkways, near the stalls/kiosks where people consume food, as well as at the exits from the venue.

If your event takes place in a public area, seal up the municipal waste bins/trash cans so that the visitors can only use your separate collection stations for waste disposal. Add a note explaining why they can't throw trash in one bin today without a thought, but have to sort it at your stations.

Information system

The stations should be marked on the map and on the spot (for example with colored banners) so that everyone can easily recognize them. If you decide to introduce a system of returnable cups, it must be immediately clear where the cup collection points are.

Waste collection companies

In each region there are several waste collection companies that provide waste collection services. In order for the organizers to contract one of them, it is necessary to make sure the company:

- has the necessary certification/permission to dispose of waste
- has a valid contract for waste management in the municipality where the event takes place
- provides containers for separate collection and, if so, for what types of waste
- has a contract with the buyer of compostable tableware

If the company meets all the above, the organizer can enter into a contract with the company and order the waste containers. In most cases, a reputable waste collection company collects waste in each municipality. For sorted waste, the collection company should supply you with 120-liter containers for the sorting stations and 1100-liter backstage containers into which the collected waste is dumped and subsequently taken for processing if the event spans across several days, or a lot of waste is generated, and the containers need to be emptied.

In the case of compostable tableware, find a supplier who holds a permit for this type of waste. If the local government cannot advise you on the waste collection company, you can contact the relevant district office (Environmental Protection Depart-

ment), which has a registry of official waste operations. The collection company must ensure that this type of waste ends up in a biodegradable municipal waste recovery facility that has the necessary approvals for the processing of biodegradable kitchen waste.

Compostable tableware should be collected into compostable bags attached to the hoops and, after being filled, thrown into a large-capacity container, the contents of which are then transported to the local composting plant. Ask the collection company to issue a certificate confirming that the collected materials have been handed for processing after the event. It is important to agree with the final processor of compostable waste in what form it should be sorted. For example, solid waste in separate bags, and food leftovers in other bags.

Normally, compostable household waste is collected in brown bins for garden biowaste. As such containers for compostable kitchen waste are absent in many cities and municipalities, we did not want to confuse the Good Market visitors with containers that should not be used for compostable waste from the events. Therefore, we completely visually distinguished the compostable waste container. It had a hoop with a visible compostable pocket and the inscription: "Our compost."

7. Systemic solutions and uniform rules

It is quite possible that your initial step will be focused on the rules for the visitors, as they constitute the largest group of people at the event. The sorting stations with the entire information system are primarily designated for them. However, waste is also generated in other places – backstage, in the food zone with vending stalls with products or kiosks. And even the partners presenting their services generate waste.

The rules to minimize and manage waste at the event should be clear, controllable and, above all, uniform for all involved. As an organizer, you also need to be transparent and consistent. For example, plastic bottles from drinks and tons of paper should

not be strewn on the ground in the backstage areas, and even the members of the organizing team should benefit from using the trash cans for sorted waste.

Vendors

Vendors tend to make up a significant proportion of participants in any event. Therefore, it is important that they be involved in the communications and preparation of the entire Zero Waste system. Don't be afraid to set new standards and push the envelope for the people who want to sell at your event.

If you thoroughly explain to them the rules of using individual types of packaging and tableware at your event, you will further leverage the desired waste reduction. The best way to ensure that your conditions (such as the use of compostable packaging or a ban on the use of disposable plastic packaging and bags) are complied with, is to include such conditions in the vendor application form and make them binding.

The vendors themselves need clear information on how to dispose of their own waste. Without this, a large volume of used and unsorted packaging may remain in their spaces during the speedy removal of their stands/stalls after the event. Therefore, create one or two places with large, easily accessible containers where waste from the stations and vendors is disposed of. You can also add information about the collection points to the organizational instructions you send out in advance. Compliance with the requirements for waste sorting at the stands/stalls and waste cleaning after the event must be checked directly with the vendors. If you are dissatisfied with the state of their stall space, do not hesitate to send them feedback with a photo of their own mess.

If the conditions for waste reduction were not observed (someone sold their products in disposable plastic or other non-recyclable or non-compostable packaging, or left behind a lot of waste, etc.), it is necessary to notify this person about the

shortcomings after the event. Such a person can also be fined, a remedy may be requested, he/she may be banned from selling the next year, or completely banned from the event.

Conclusion

As a responsible organizer, your intention should be to reduce the amount of waste at all stages of the preparation and implementation of the event, and to set the same rules for all participants. The rules should be communicated in advance, they should be uniform, comprehensible, repeatable and verifiable, and consequences should be drawn if they are not complied with.

8. Staffing

Another important step on the way to a waste-free event is the thorough preparation of people involved in waste management. It is up to each organizer to set aside a separate team for the preparation and implementation of the concept, or to assign these tasks to those who are also responsible for other areas in the team.

It is certainly useful to create the ZW Coordinator position (or Sustainability Manager - the position naming depends on the organizer) and the Coordinator of Assistants at Sorting Stations and Cleaning Staff.

It will be necessary to hold a training on the waste sorting rules for staff before the event and inform all involved about the waste management rules at the event.

An irreplaceable role in the waste reduction system at the event is played by the sorting station staff who help the visitors correctly sort the waste. Their task is not to handle the waste itself but provide instruction on what goes where. Working on a sorting station can be a great experience and a lot of fun. The visitors are often grateful for help; they also tend to stop by and ask for general information about sorting. Therefore, pay attention to staff training. Your staff will come into direct contact with the visitors, and, to a large extent, it depends on your staff

how well the waste is sorted. They should undergo training before the event where their tasks, the waste sorting system and the Zero Waste concept will be explained in detail. You can hire people on a volunteer, professional or part-time basis.

Experience suggests that the main motivation of volunteers at sorting stations is the opportunity to learn something new and become the ambassadors of the Zero Waste principle. The experience working at a sorting station also allows them to further spread the principles of Zero Waste in their jobs, to friends and communities in which they operate.

In the case of larger events, it is necessary to set aside one person from the organizing team to coordinate the assistants because volunteers require services during the day (alternation, refreshments). They work mostly outdoors at the stations, so they should not forget to wear appropriate clothing. In case of rain, it is a waterproof jacket, and warm clothes in winter.

9. Communication with expert community

Festivals and events are an excellent place to communicate and spread the awareness about waste management in the municipality and to the general public.

The visitors of your events are also consumers who buy products and consume or use them, generating waste. Normally, people do not distinguish between, say, an ordinary and compostable cup, so it is vital for them to receive as much information as possible before dumping the waste in the bin. The visitors need to be positively motivated to sort; they should understand the importance of such actions for the environment through infographics and information about the path of their waste and responsible approaches.

A solid communications design about the Zero Waste principles is key to motivation. Communication should be simple, but accurate. Abbreviated messages cannot be entirely avoided, but we must use them responsibly. In the communications before

and during the event, mention all the measures you have decided to implement, such as explaining the principle of sorting stations and thanking the people who help you. After the event, it makes sense to report on the successes with waste reduction, which brings enthusiasm and a sense of satisfaction with this change.

Don't be afraid to talk about your waste management in PR articles, blogs or social media posts. When designing the materials, keep in mind to make them attractive and comprehensible not only for the stakeholders, but also for everyday people. If you decide to disseminate information through leaflets or posters, make them high quality, as they can be used both at your event and as educational materials.

Other tools through which the Zero Waste principle can be communicated are, for example:

- sustainable merchandise (examples are given in the next part of our brochure)
- educational activities at the event
- select parts in the event program
- theater for children on Zero Waste, etc.

How and where the Zero Waste idea is communicated and displayed depends on the decision and creativity of the organizer.

10. Monitoring and evaluation

Do the vendors follow the agreed rules? Do they leave their spaces clean after the event, and do they place the correctly sorted waste in the respective designated areas? Do they use the prearranged and certified compostable tableware? Do the sorting stations staff members proceed accordingly when giving instruction to the visitors to sort waste? All this and more

should be checked during the event. Also, if your event is provided by an external company, do you know whether the company actually follows the specific waste sorting requirements?

The “controlling competencies” and non-compliance procedures must be clearly defined in the team. Friendly communication can solve a lot, but there are cases when stricter measures will have to be taken.

The actual trash can is the best way to judge whether the waste reduction measures at your event have been complied with. Measure, weigh and examine whether your goals have been met, and how far you have progressed. Do you have a higher percentage of sorted waste than last year? Perfect! Have you produced less waste than two years ago? That’s the right path to take. If the containers for mixed municipal waste are half-empty and you hand over well-sorted raw materials to processors for recovery, you have become a functional link in the circular economy.

Spend time discussing waste with your team during the evaluation sessions. You can also solicit valuable feedback from the staff at the sorting stations. Have you introduced compostable tableware? Is it properly processed in the composting plant after use? Are you planning to introduce washable cups in the next step? Did you use more power from the grid than from the generator? How about using a mobile app instead of the printed program? Or minimize imported goods and use local resources? What goals will you set for your next event? There are no limits to reducing waste.

11. Sharing knowledge and experience

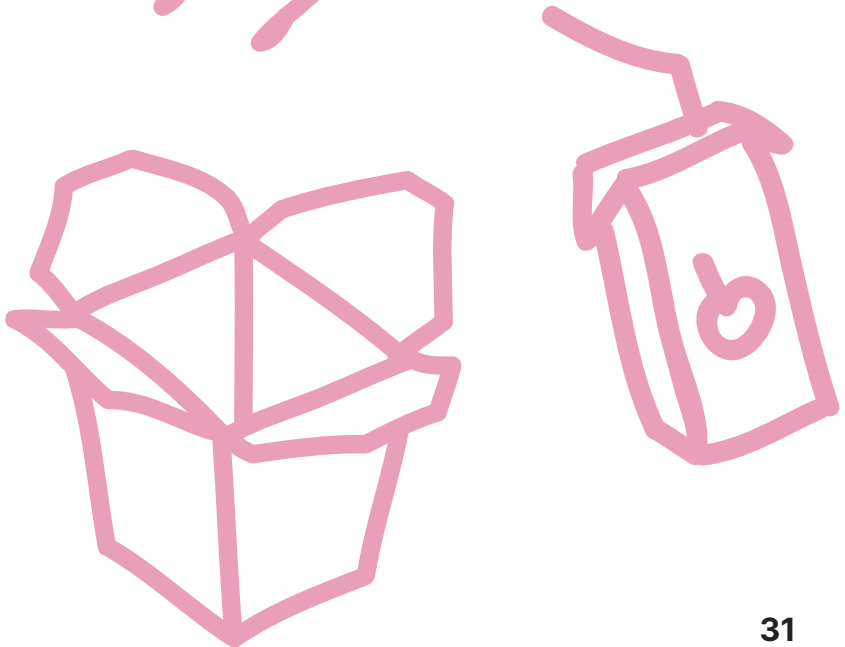
When creating, improving or funding the Zero Waste principles, it is always good to be inspired by other events that have already introduced similar measures. However, be careful about blind copying: each event has different characteristics and different measures apply to it. Therefore, it is good to consult your decisions with professionals. Don’t be afraid to pass on your

experiences and opinions to others. The waste-free concept is mainly about spreading awareness and good practice and reducing waste in society.

12. Continuous improvement

The Zero Waste principles can be constantly improved. Ecology is evolving very fast as a field, so we advise you to monitor the current trends and try every innovation to improve your waste balance. The next chapter lists a few areas of inspiration for you.

Changes are also occurring in the legislation. As event organizers, you should follow the new regulations that may affect waste production. We are slowly moving towards a ban on disposable plastics, which should be replaced by compostable and reusable products. You may have heard of cities that, for example, have banned plastics completely in the Christmas markets. Even festivals and other events contribute to the transformation of public debate and increased social pressure for systemic changes at the level of government or municipalities.



The image features a solid pink background. Centered on the background is the text "The best waste is the waste that is not generated at all!". The text is in a bold, white, sans-serif font. Surrounding the text are several yellow, brushstroke-like accents of varying lengths and orientations, scattered around the central text block.

**The best waste is
the waste that is not
generated at all!**



7. Tips for ZW solutions at festivals and events

Some waste reduction solutions are universal, yet others are as unique as every single event. In some cases, we can be inspired by other organizers, but there will be situations in which we have to come up with a solution tailored specifically to our needs.

For inspiration, we hereby present specific practical examples that can be “copied”.

- **Printed materials as a valuable souvenir from the event**

If printed information materials (such as event program, map, etc.) are envisaged, use them to spread awareness about proper waste sorting. The front page can include information about the event and the back page about sorting. This way, the poster will not turn into waste after the event but become a useful tool the visitors can pin to the cork board or paste on the refrigerator.

Image: Thumbnail of our poster with sorting information

- **Bags made of banners**

Even if we badly wanted to, we probably can't completely avoid a small number of banners at the event. One option is to print banners with the most versatile information possible, which can be reused. These can be, for example, banners about the correct sorting of waste or marking of stages, etc.

If the banner is already printed, the advantage is that it is a durable material that can be used further down its cycle (upcycled). There are companies that sew bags or various types of packaging from these materials. Find these companies in your area or country and introduce solutions for the banners used at your event.



Image: A photo of a bag from the Good Market

- **Cooperation with secondhand shops**

The visitors are accustomed to taking away souvenirs and promotional items from events – the so-called merch. The sale of merch often provides additional funding to the event budget. However, these products are likely to become waste in the near future, which needs to be addressed reasonably.

If you want to offer the visitors a useful and durable souvenir, for example, work with the local secondhand shops and create unique T-shirts with your design. Printed textile can be used in playful ways to spread the ideas about a sustainable lifestyle.

- **Adopt a sorting station**

The event partners want to be visible. If banners, promotional leaflets, business cards and promotional items are canceled, how do we ensure the visibility of their brand/logo? Let's put them on the sorting station! Just as companies "buy" bus stops, for example, they can adopt a sorting station and name it after the company or organization. If the representatives of the partner organization are interested, they can also try working at the sorting station during the event.

- **Selection of vendors**

A good market selects the participants not only on the basis of the originality of their products, selection quality, local production or the nature of their raw materials. An equally important selection criterion is whether they care about ecology and how they pack their goods, or whether they use upcycling etc.

- **An online group for volunteers at the sorting station**

The Good Market volunteers communicate through an online application. They share photos of disputed packaging in the group. The coordinator answers the questions, and the waste is sorted accordingly.

- **Suppliers of compostable tableware**

In order to ensure the properties of compostable tableware at Good Market, we secured our orders based on an agreement with the supplier. For the sake of clarity, the number of tableware types at the event should be limited. We also stocked extra tableware on the spot, which could be purchased if someone misjudged the quantity and ran out of stock in the stall. The vendors who brought their own compostable tableware (for example, marked with their own logo) sent us a photo with the description in advance so that we could train the volunteers ahead of the time on how to sort this packaging.

8. Examples of good practice from Slovakia and Bratislava

- 1. Waste-Free Good Market - how it started, Bratislava**
- 2. Old Market, Bratislava**
- 3. Less Waste Run, Bratislava**

1. Waste-Free Good Market - how it started

Good Market has been enriching the Bratislava public space since 2011. It is organized by the civic association Punkt, and regularly takes place at three locations in Bratislava. It supports small producers and quality domestic products from Slovakia and products of diverse cultures. It includes stalls with quality food, original design, books, accessories and clothing, and it is a wellspring of positive experiences thanks to the rich program prepared in cooperation with local communities, neighborhoods, establishments and organizations in the area. Each market is very specific and different thanks to the alternation of the locations and involvement of different actors in its dramaturgy and program.

Since the inception in 2011, the organizers have become increasingly disgusted by the amount of waste generated during the event. With each coming market, it was necessary to order an increasing number of trash cans, and it took hours to clean the cigarette butts from the ground and plastic cups from the tables after the event. The amount of waste produced also became unbearable from a financial point of view.

In 2013, the organizers summoned the Bratislava-based organization Green Sentry for help. Volunteers worked hard to collect the waste, provided bins for sorted waste, but the amount

of waste didn't decrease. Waste sorting at the event itself was more or less non-existent. Although there were attempts to make the trash cans more attractive and the organizers even tried to place team members next to the cans, the trash still ended up on the ground.

A slight sense of demotivation could be felt in the team until the meeting with the civic association Institute of Circular Economy. INCIEN is an organization made up of experts in circular economy who help companies, municipalities and the general public to generate less waste and turn it into a resource.

Together, the two organizations have embarked on a daring mission: reduce waste in Good Market and ultimately prevent its generation. They decided to present sorting as something attractive and make the topic of waste-free life more known – not only to the visitors of Good Market. The aim was to introduce a new trend in Slovakia and show all other organizers that it is doable.

The Good Market waste-free concept was created, the primary goal of which is to eliminate (mixed) municipal waste. In the first steps, it was necessary to map the situation – this took place in the markets of 2016. The Waste-Free Good Market project was launched in April 2017 on Jakub Square in Bratislava.

The initial analyses showed that focus should be placed on the most represented types of waste and substitute them by more environmentally friendly alternatives.

Disposable plastic cutlery, tableware and cups have therefore been replaced by fully compostable sugar cane and corn starch products. None of the vendors at Good Market were allowed to use disposable plastic dishes, cups or bags. In the first markets, almost none of the visitors believed that the tableware, cups and cutlery they received were actually compostable. They were indistinguishable from those made of plastic or paper, and were just as functional. All compostable plates, cups and cut-

lery at Good Market were supplied by the partner company JRK Slovensko and the subsequently collected compostable waste was delivered to the composting plant.

The visitors were led to honest sorting during the event. Altogether seven separate collection stations were used at the first Waste-Free Good Market, and the volunteers advised the visitors on how to properly sort waste both at the event and at home. The volunteers did an excellent job and the sorting at the event worked like a charm thanks to their efforts. The sorting stations and willing volunteers have become an integral part of Good Market.

The idea of Zero Waste also affected the functioning of the organizational team and process settings. A water fountain is available backstage and the organizing team members use reusable bottles. Vegetable bags from old curtains or printed second-hand T-shirts were sold at the info stand, which gave them a second life. Good Market also avoids unnecessary banners and minimizes the use of printed materials.

Good Market based its communication strategy and slogans on the Zero Waste concept, and these were also printed, for example, on the aforementioned secondhand T-shirts. We printed the banners on recyclable Tyvek with ecological UV printing and the decorations were made from old banners.

When implementing the Waste-Free Good Market concept, the organizers first focused on the visitors, who were surprised because they automatically switched to waste sorting. Further measurements showed that most municipal waste was produced by the vendors. Not everyone had the time and will to sort waste as an additional activity to the stall sales or speedy packing of goods after the market ended. The vendors have proven to be the most difficult community to implement the waste-free measures.

The introduction of stricter measures for vendors, consistent pre-event communications and the provision of post-event waste management support have also improved in this area. Today, less than 10% of the waste produced by the Good Market visitors goes to mixed municipal waste. Everything else is sorted and composted.

It took a year and a half of preparations, analyses, experiments and mistakes before Good Market became the first Zero Waste festival in Slovakia. The event popularized the topic not only among its visitors. The experience was successfully expanded thanks to the training “Festival Without Waste”, which was dedicated to event organizers all around Slovakia.

Experiences on the way to a waste-free event – memories of the Good Market organizers

“When a journalist called me a few days after Good Market and told me she found our waste in an illegal dump outside the city and immediately wrote an article about it, I was appalled. After examining the route of our waste, we found that the supplier, without first letting us know, temporarily deposited our compostable waste in a place that wasn’t suitable for the storage of ordinary waste. We were disappointed with this approach despite the fact that the situation was finally resolved, and are all the more wary who we cooperate with,” says Lívía Gažová, PR manager of Good Market until 2019.

“I remember how one vendor of meat products at our first Zero Waste Good Market repackaged the sausages in paper because they were not selling well in plastic packaging,” says Illah van Oijen, organizer of the festival.

2. Old Market, Bratislava

The civic association Old Market Alliance was established in 2012 by eleven professionals from various fields who were dissatisfied with the condition of the historic Old Market building in Bratislava. Together, they created a project to revitalize

the building to serve as a city center with markets and cultural events. The market building has gradually come to life – in addition to regular Saturday markets and street food festivals, it also stages concerts, theater plays and conferences for the public. Thanks to the revitalization of its surroundings and the operations in the market, the square in front of the building also came to life and became a popular place for leisure for the residents and visitors of the city.

The revitalization of the market, however, has raised a number of practical issues, including how to minimize the waste generated from its operation. From the very get-go, the market operators have sorted waste according to the Zero Waste model, which they adopted from the Good Market philosophy. At the same time, they banned the use of plastic straws in the operations and introduced refundable glasses for all hot and cold drinks.





Since 2019, they have also introduced the sorting of compostable waste. This was first introduced at Street Food Parks,

and since August 2020, special sorting stations have been added to the Saturday's food markets. Compostable waste makes up the largest part of waste generated at the market – vegetable and flower cuttings from the Saturday market farmers, left-over food, used tableware and packaging from Street Food Parks, waste generated from beer brewing in the basement of the market building and other “invisible” waste from the market establishments and events. They were not able to process the waste by themselves, so they transported it out. However, they felt the need to find a way to process it more efficiently on their own. Thus, the idea was born to build an own composting plant, which the market bought at the beginning of 2021.

Their own electric composter allows for a reduction in the volume of municipal waste by up to 80% per year. As a result, up to 50 tons of waste can be converted into a usable resource. This also means less traffic congestion caused by garbage trucks, less noise when removing waste and less unpleasant odor from municipal waste for the neighbors. In the future, the aim is to hand over the resulting compost to traders and farmers who can use it to grow their fruit and vegetables. In addition, the ambition is to use the composter for the benefit of the environment, either by composting the fallen leaves from the square, or by making the composting service available to the neighboring operations.

3. Less Waste Run, Bratislava

The first year of Less Waste Run was held in Bratislava in May 2019. It became the first waste-free run in Slovakia and probably in all of Europe (according to the available Internet sources). Its two main organizers attended the Waste-Free Festival training, which was held under the auspices of civic association Punkt and INICIEN. Thanks to the lessons learned from the training, they organized a unique sporting – first of its kind in Slovakia.

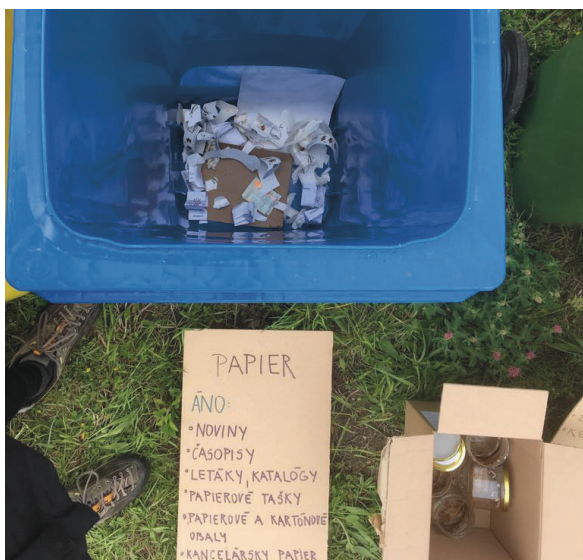
From the very beginning, the concept of the run was revolving around the Zero Waste and/or Less Waste principles. The motto of the organizers is that a good feeling is all that should remain after the run.

The main objective in planning and organizing the run was to generate a minimum amount of waste. The organizers were inspired by the 5R principle (Rehouse, Reduce, Reuse, Recycle, Rot) as the main optics through which each organizational process at the event was analyzed and adjusted to meet the highest possible 5R requirements.

The organizers took the 5R principles into account when selecting the partners and suppliers, technical means, refreshments for the runners, sellers, exhibitors in the food-expo zone, as well as the prizes for the winners and the information system at the event.

The runners received no starter pack before the run – something they were probably not used to. They only received a reusable textile identification number and a chip, which they returned after the run. At the time of registration, they also received a reusable bottle, which they could fill with drinking water from the portable water tank. Those who did not want the bottle could use returnable cups.

The refreshments for the runners consisted of tasty porridge, which was served in returnable glass jars with lids, bananas and other fruits. The runners stated that the refreshments were some of the tastiest food they had ever received after a race. Two sorting stations with volunteers were prepared for the participants and visitors according to the Good Market model. It was surprising that the containers were almost empty at the end of the event. And everyone was full, satisfied and happy – with no unnecessary waste.





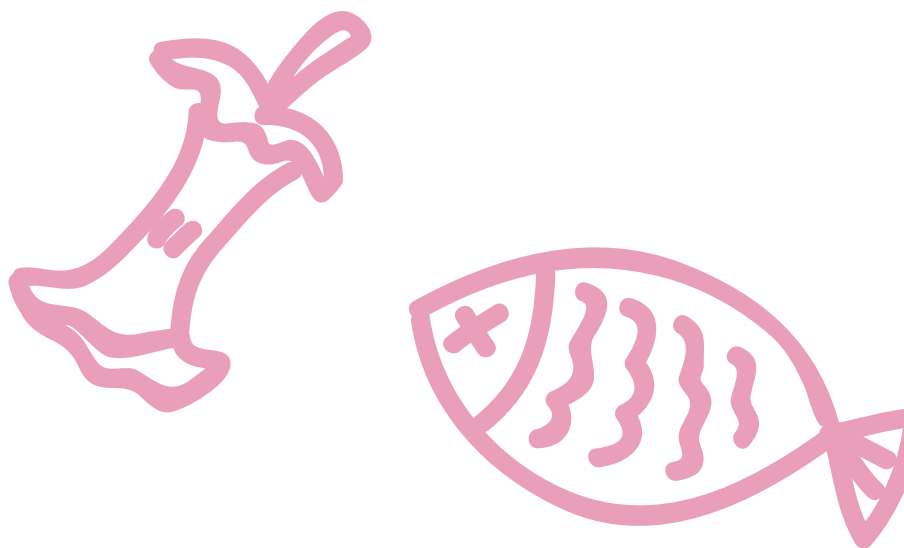
The most represented type of waste was cardboard from boxes and biowaste, which was handed over for processing to a compost facility. The precise impact data were analyzed by the representatives of the Black Swan portal, and the results are as follows:

- **400 runners, visitors were not counted**
- **2 liters of municipal waste (waste paper handkerchiefs, unidentifiable waste)**
- **3 liters of plastic waste (4 PET bottles, plastic foil, red/white marking tape, one cardboard box for beverages)**
- **paper**
- **15 kg up for processing, other fruit cartons were used as information boards**
- **2 liters generated by participants (various papers of unknown origin)**
- **50 liters/32 kg of biowaste (coffee, banana peels, coffee corks)**
- **Compostable tableware - 500 PLA cups for smoothies, 300 wooden spoons, 120 paper coffee cups**

Even the prizes for winners were designed with the minimum “waste rate” in mind. The prizes included the products donated by an e-shop with sustainable products, physiotherapeutic services for runners, free entry tickets to the Schloss Hof castle, which is connected to a running trail, and wines from the local Mrázik winery, which did not have to travel half the world to their consumers.

A few hours after the run, all you could see was a clean meadow and an empty river embankment – as if nothing happened in Devín. The mission was accomplished – a good feeling was all that remained after the run.

The organizers of the run have realized that it is more difficult to keep the event waste-free with the ever-increasing number of participants. Nevertheless, they believe it is possible to hold the runs according to the Zero Waste principles. This requires the involvement of the organizer, support from the municipality/region/city district where the event takes place and a search for common solutions.



9. Checklist for organizers

How to organize a Zero Waste event?

1. All on board
2. Cooperation with experts in circular economy
3. Definition of vision
4. Waste mapping, definition of goals and resources
5. Resources (finance, time, staffing)
6. Infrastructure
7. Systemic solutions and uniform rules
8. Staffing
9. Communication with the general public
10. Monitoring and evaluation
11. Sharing knowledge and experience
12. Continuous improvement

1. All on board

- **What does our team look like?** Who has what competencies? Do all share our values? Do they understand why we do this?
- **Which areas of the event organization will be affected by the Zero Waste concept?** What do people from Production, PR, Marketing and Fundraising have to bear in mind?

2. Cooperation with experts in circular economy

- **Do we need an external expert?** The issue of waste is complex, and it is not always clear. It pays off to invest in professional assistance.
- **Who in your country/region deals with circular economy at a professional level?** Find these experts and establish a cooperation/partnership with them. This step will pay off a hundredfold.

- **Is it possible to sign up for a training/course on this topic?**

Are there resources available about Zero Waste events? Education in new areas is part of taking your event to the next level.

3. Definition of vision

- **What is my dream as an organizer?** What change do I want to implement in the area of zero waste/circular economy at events?

- **What are we trying to achieve in the long run at our event?**

Maybe you decide to take simple steps at the beginning - e.g., sort the waste. And maybe you decide to go much further and organize the first waste-free event in the area you specialize in. Who knows?

4. Waste mapping, definition of goals and resources

- **Are we familiar with the current state of waste at our festival?** A waste analysis will show you how you're faring, and it creates the basis for a future strategy.

- **How many and what type of containers do we order for the event?** How do people use them?

- **Did we map the waste after the introduction of waste-free measures?** Make an evaluation after the event to see how effective your sorting was.

- **Are we tracking the statistics?** Analyze your efforts in the long run. Record the volume of individual types of waste generated at your event (municipal, paper, plastics, biowaste, glass, etc.) and see how the statistics change over time.

- **What are our long-term goals for the future?** What levels do you want to reach in terms of the amount and degree of waste sorting? How do you tackle the specific problems of your event revealed in the analysis?

- **What are our short-term (practical) goals?** Choose a waste prevention strategy that you can realistically implement at your event. Determine the steps you want to focus on for the next year.
- **What waste should we focus on?** What alternatives can we use? Can we replace plastic tableware and cutlery with compostable tableware? Or refundable? Can the visitors bring their own coffee cups and food containers?
- **Do we check whether compostable tableware is certified?** Not every packaging that looks compostable actually is.
- **Where does our waste go?** When you introduce compostable tableware at the festival, you undertake to collect and process it in the right facility.

**The emptier the
municipal waste
containers, the greater
the success!**

The best packaging is the one that isn't.

5. Resources (finance, time, staffing)

- **How will the changes affect the event budget?** It may be necessary to pay for professional consultations, hire extra team members and involve new services. Consider the above when preparing the event budget.
- **Where do we get funding to support these changes?** Are there foundations/institutions that support the development of the circular economy, Zero Waste and sustainability? Can we partner with them?
- **How much time do we have to invest in planning and implementing an event according to the new procedures?** It can take several months to prepare the concept of the event according to the Zero Waste principles, and it cannot be prepared in a week. Take the necessary time to plan and think about the details.
- **How will it affect the composition of our team?** Do we need more people or new functions?
- **How many volunteers/temporary workers will be necessary for the sorting stations?** How do we look for them? Who will coordinate them?

6. Infrastructure

- **What does the layout of our event look like? Where will the visitors move? Where is the food zone located? Where are the collection points for returnable cups? Where are the exits?** All this needs to be considered in the correct placement

of sorting stations and navigation elements. Waste is something that visitors want to get rid of quickly and without much thought. Help them in their efforts.

- **What does the waste sorting infrastructure look like at our event and how can we improve it?** Do we want to set up waste sorting stations? Do we want to supervise them? How will we sort waste behind the scenes?
- **How many sorting stations do we need?** Where will our sorting stations or containers be located? Do not hide the stations or containers; place them in prominent and clearly visible places (especially at entrances, exits and places where food is consumed)
- **Who will prepare these stations?** If you have a more complex infrastructure of stations, count in the time required for installation and the people to do the job.
- **Are there other trash cans in the premises?** If unsorted waste bins are located in the area around you and you want to reduce this type of waste, these bins should be removed or concealed. You should prevent rubbish from being disposed elsewhere and not at your sorting stations.
- **What containers do we need?** Place small containers at the stations and large containers behind the scenes or in an enclosed area where people have no access. Waste from small containers is dumped into large containers. It is important for the waste in the large containers to remain clean. Therefore, it is important to ensure that the visitors have no access to these containers. Otherwise, they could also include waste that does not belong there.
- **Do we need garbage bags?** If you want to collect compostable waste in bags, these should also be compostable. The use of hoops with compostable bags (120 liters), which are then dumped into the large-capacity container, has proved successful.

- **Do sorting stations need light, heaters or roofing? How long should the sorting stations be open?** While at the event, people should have a place to throw away their trash.
- **Did we forget about smokers?** Are there ashtrays in the smoking areas?
- **Do we have containers for compostable waste?** The standards for the collection and processing of compostable waste vary by region and country. If there is no container for such waste in your area (the supplier cannot provide it to you), you will have to source it yourselves and mark it visibly.
- **Did we forget to order compostable bags for compostable waste? Did we label the compostable waste bins correctly for the visitors?** Biodegradable municipal waste (or BRKO) cannot be termed “compost”.
- **Do we have good service providers?** Are there companies in our region that can reliably process compostable waste, plastics, and are there places where mixed municipal waste can be moved to?
- **Do we have contracts with the buyers of sorted raw materials and waste?** It is important to confirm in advance, which components will be collected, how many containers will be delivered and how they will be handled after the festival.
- **Do we have a buyer for biodegradable municipal waste?** (biodegradable municipal waste) If not, it doesn't make much sense to use compostable tableware. If compostable tableware ends up in an ordinary landfill, the result of your efforts will not be as beneficial for the environment as you expected when you decided to implement the principles of Zero Waste.
- **Have we requested the buyer to issue a certificate of waste recovery?** Do you know how exactly the buyer disposed of your waste?

“It is crucial to collect compostable waste especially at events with food stalls.”

7. Systemic solutions and uniform rules

- **Do we have the same waste management rules for all?**

This doesn't apply to visitors only, but also to the performers, vendors, cleaning services, etc. Have they received all information they need in advance?

- **Do all members of the organizing team behave in accordance with the Zero Waste concept (at least for the duration of the event)?** Do they have clear instructions and the necessary equipment? Is sorting also done backstage? Does everyone have access to unpackaged drinking water?

- **What are our rules? Have they been incorporated into the binding application conditions?** Be precise and accurate. For example, if you've imposed a condition that compostable tableware shall be used, specify that it must be certified.

- **What are our terms and conditions with the vendors?** What sanctions can be used if they don't follow the rules?

- **Are they sufficiently informed?** It always takes some time for people to get used to the new rules. Clear communications increase the chances of success.

8. Staffing

- **Who is the person responsible for Zero Waste Management/Sustainability Management at our event?** What support will this person require?

- **Who will coordinate the helpers at the sorting stations?** Do you have a schedule of services?

- **Do we have enough people to work at the sorting stations?** One sorting station should be run by two people so they can pay attention to the visitors.

- **Have the helpers at the sorting stations been trained?** Help with sorting is a complex job, it is therefore necessary to invest in staff qualifications. This is also because they are the ambassadors of Zero Waste at any given moment.

- **Do we have a manual for staff at the sorting stations?** Does everyone know what is sorted and where? Have they received solid instructions?

- **Do we have a clean-up team?** Event cleaners should also be trained to properly dispose of and collect waste from the sorting stations.

In practice, it is often difficult to distinguish compostable tableware from plastic table-

ware. Teach your staff to distinguish between the individual types of packaging and their markings.

9. Communication

- **What tools will be used to communicate our waste-free strategy?** Are the new measures sufficiently visible on the premises? Did we thank everyone for their cooperation on our waste-free project? Your visitors, vendors, artists, partners and the whole team deserve a big thank you and recognition for following the principles.
- **Have we published our results?** The sorting results may not always be good, but transparency is key to building trust and it is important for better results in the future.
- **Are we prepared for critical situations?** Even if you're trying to do a good thing, it's possible that someone will try to test your efforts and raise points of contention. How will you communicate? Honest and transparent communication is recommended even if an error has occurred on your part. Then focus on remedial steps and follow them at the next event.

"When a journalist called me a few days after Good Market and told me she found our waste in an illegal dump outside the city and immediately wrote an article about it, I was appalled. After examining the route of our waste, we found that the supplier,

without first letting us know, temporarily deposited our compostable waste in a place that wasn't suitable for the storage of ordinary waste. We were disappointed with this approach despite the fact that the situation was finally resolved, and are all the more wary who we cooperate with," says Lívía Gažová, PR manager of Good Market until 2019.

10. Monitoring and evaluation

- **Who is responsible for compliance monitoring during the event?** What is the agreed procedure if the rules are violated? Keep in mind that they must be uniform and determined in advance.

- **Did we check the stands during the event?** The vendors must be checked for the proper use of correct packaging etc. during the event. If a lot of people are selling at your event, expect that it will cost you time.

- **Did we evaluate our event after it ended?** Evaluation with the whole team is beneficial for improvement.

- **How will our event be evaluated?** Will it be a live meeting? Will we prepare a questionnaire for the visitors/vendors/others involved?

- **Where do we record the statistics and other analyzed information about waste from our event?** Is there anything else that needs to be measured and mapped in the future?

- **What has been achieved?** Did the return cup system work? Did the vendors follow the rules? What was behind these successes?

- **On the contrary, what didn't work?** What steps must be taken towards improvement/correction?

- **How much did the new measures cost us?** Did we stick to the budget?

11. Sharing knowledge and experience

- **How can we share our experience with the organizers of other events?** It is quite possible that a lot of valuable information about waste-free events was provided to you by someone who tried the Zero Waste solutions before you. Therefore, share with others and spread the idea around the world.
- **Is there a platform in your region/country to share similar experiences? Have you decided to publish some of your solutions on the Internet? Have you been invited to speak at a lecture for event organizers?** Search, talk and share!

12. Continuous improvement

- **How can we improve?** You can be inspired by hundreds or even thousands of other events in the world. Some are aimed purely at spreading the idea of sustainability and the circular economy. Can some of their great ideas and solutions be used at your event?
- **Have we not forgotten some other aspects of event production?** How can we further reduce our environmental footprint? How can we inspire the visitors to come to the event car-free?
- **Do we have an overview of the current legislation related to waste management?** Are there any changes in the making that may affect our event?



10. A thank you and final comments

We would like to give a big thanks to all volunteers, festival organizers and experts who inspired, advised and helped us, in particular: The Žilina-Záriečie Station, Green Sentry, Pohoda Festival, The Old Market, Less Waste Run and many others.

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