

BIG PROGRAMS + BEST PRACTICES

Inspiration | Engagement
Action | Impact

STEPHANIE KATSAROS











AGO

ALL
ALLEY
AND
FIRM

29th Annual
CHICAGO JAZZ FESTIVAL
AUGUST 29—SEPTEMBER 1, 2013

PLEASE RECYCLE

DCSE

RECYCLE

AAA Rental.com

COMPOST

Grayslake Composts!

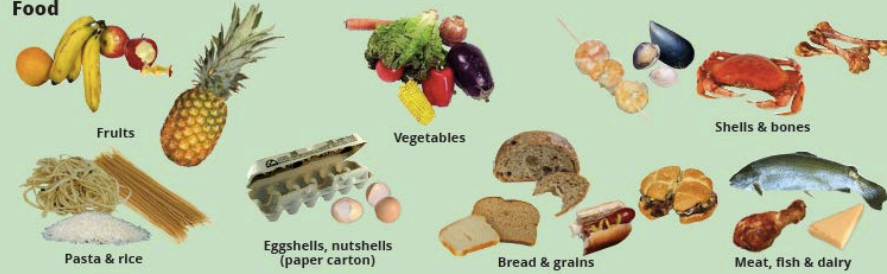
Presented by: April Janssen Mahajan
Bright Beat, Project Manager



Food+ Compostables

NO Plastic. NO Metal. NO Glass.

Food



Food-Soiled Paper



Plants & Flowers



Approved Compostable Bags

Must comply with the ASTM D6400 Certification



Demonstrating Viability & Value:



- **Pilot Programs** with large, immediate diversion or cumulative, ongoing impact
- **Public-Private Partnerships** building impact, awareness & education
- **Municipality-Targeted Initiatives** providing tools to kick-start business & institutional engagement

LARGE-SCALE PILOT: IMPACT & LEGACY

GRATEFUL DEAD @ SOLDIER FIELD



Designed to strengthen day-of-show **recycling, composting and food donation + build a legacy of improved resource recovery** at Soldier Field.

| Material Streams | Tons | % |
|------------------------|-------------------|------------|
| Landfill | 103.53 | 51% |
| Cardboard | 63.02 | 31% |
| Aluminum | 16.60 | 8% |
| PET #1 | 11.42 | 6% |
| Glass | 4.13 | 2% |
| Paper | .53 | 0% |
| Compost | 1.5 | 1% |
| Food Donation | 1.13 | 1% |
| Total | 201.84 | |
| TOTAL DIVERSION | 98.31 TONS | 49% |

Highest attendance & beer sales in venue history

30% greater diversion than average event

Increased Soldier Field's diversion rate by 3% that year



TBGreen Culture



Adopt-A-Stream

Our adopted stretch of the East Branch of the DuPage River is clean as ever. At this year's River Sweeps, in May and November, 14 volunteers got out in nature and collected 10 bags of trash, which included plastic bottles and bags, golf balls, and even a sand trap rake!



TBGreen Rosemont Rooftop Garden Members of the TBGreen Team do an excellent job maintaining our Rosemont Rooftop Garden. Seeds are planted each Spring, with our first harvest producing a variety of vegetables around mid-July. This year, the rooftop garden produced about 150 lbs. of produce



TBGreen Recycling & Donation Event

At our 3rd annual TBGreen Recycling and Donation event in September, 67 cubic yards of materials were donated and recycled. Growing each year, we have diverted a total of 140 cubic yards of material from the landfill since its inception, thanks to the contributions of 76 participants.

Electric Vehicle Chargers

To date, four level II Electric Vehicle (EV) 240 volt chargers have been installed on the building exterior, available for use by employees as well as clients who are visitors to the building. Three employees, including the President of the company, own Chevrolet Volts and use the chargers daily.



PUBLIC-PRIVATE PARTNERSHIP

ROSEMONT ENTERTAINMENT DISTRICT



Municipally-owned development
Environmental efficiency, a core principle
Influencing private sector business practices
Educating an audience of 2 Million+ visitors annually.

- 8 Establishments
- 4 Resource Recovery Streams
- 1 Branded Sustainability Program
(in kitchens & public spaces)



ACHIEVED 51% DIVERSION, 440+ TONS/YEAR
including 178 TONS food scraps & spent grain

MUNICIPALITY-TARGETED INITIATIVES

OUTREACH + IMPLEMENTATION



Highland Park Composts! Grayslake Composts!

Partners: Municipality, Solid Waste Agency, 'franchise agreement' haulers
Bright Beat direct consulting to select businesses and institutions, to launch (or improve) food scrap composting and recycling and receive recognition.

TO CONFIRM BEFORE YOU BEGIN:

- **Infrastructure**
- **Support from City Leaders**
- **Hauler Commitments**
- **Interested Targets**

TO ENGAGE AND TRANSFORM INTEREST INTO IMPLEMENTATION:

- **Identify Advocates**
- **Communicate Benefits & Expectations**
- **Provide Effective Analysis, Recommendations and 'How To Launch' details**

"How To Launch" Details

Communicate Benefits of Composting:

- Environmental
- Health
- Business

What is compostable?

- Food Scraps
- Paper Products
- Yard Waste

Operational Enhancements

- Bins / Bags / Signage / Collection Cart
- Potential to decrease trash service
- Monitor use, correct mistakes

Employee Education Toolkit

- Training / Communication / Signage

Customer Engagement

- Communication, Signage



RECOGNITION, AWARDS & P.R. HELP INSPIRE AND STRENGTHEN SUPPORT



Food Recovery Challenge

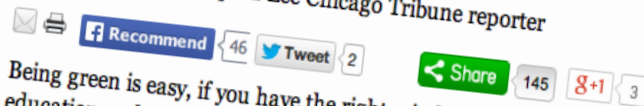
CHANGING HOW WE THINK ABOUT OUR RESOURCES FOR A BETTER TOMORROW



Being green on the scene

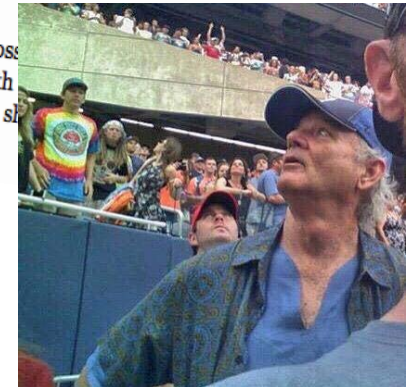
Music venues and festivals find it takes commitment and education

July 27, 2013 | By Sophia Lee Chicago Tribune reporter



Being green is easy, if you have the right mindset. For Chicago entertainment venues it takes some re-education and a little extra effort, but soon it becomes second nature.

Take, for example, this weekend's Wicker Park Fest. When all you want to do is toss recycling bins might confuse you. That's when you might meet a petite woman with a Julia Roberts smile. If you're confused about where to toss your empty beer cup, she's the right bin. And if you let her, she will chat with you about trash for hours.



COLLABORATION IS KEY



Case Studies



Chicago Department of Aviation
From their Innovative Green Concessions thinking Airports Going Green Conferer the Chicago Department of Aviation is to operate airports with a focus on sustainability
Visit: Sustainability at O'Hare International



Chicago Sustainability Guidelines

**CHICAGO
SUSTAINABILITY
TASK FORCE**

The Chicago Sustainability Task Force has developed this set of recommendations based on our collective policies, procedures and experiences that have led to the success and ongoing improvement of our sustainability programs and initiatives.

Focus of 2015 collaboration: Solid Waste Diversion + Stakeholder Engagement

CHICAGO SUSTAINABILITY GUIDELINES

Communication

1) Identify and engage all stakeholders: Start by connecting and collaborating with



Soldier Field + Grateful Dead
The Grateful Dead celebrated their 50th anniversary sustainability plan focused on strengthening recovery at Soldier Field. In a weekend with the achieving 49% DIVERSION - a 30% increase from

Download PDF - Grateful Dead-Bright Beat



Food Scrap Composting Challenges and Solutions in Illinois Report

January 2015



Prepared and submitted by Seven Generations Ahead on behalf of the Illinois Food Scrap Coalition



Guidance and Grant Funding Provided by:



POLICY MATTERS

Be An Advocate For Environmental Sustainability



A FEW KEYS TO SUCCESS:



1. Identify stakeholders and opportunities for value, efficiency
2. Set impact goals and metrics
3. Ensure goals are supported by policies and infrastructure
4. Communicate simple, specific and accurate messages
5. Provide strategic resources (incentives/tools/expert-advocate)
6. Employ best practices. Engage supply chain partners and staff to customize and refine
7. Promote. Label. Educate. Monitor. Refresh. Retrain...
8. Track progress. Validate data. Measure/ assess/improve impact
9. Share success stories and be an inspiration



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