



CASE STUDY EVENTS

TWO PARTS

11 EVENTS CERTIFIED
SINCE 2015

PROJECT STATS

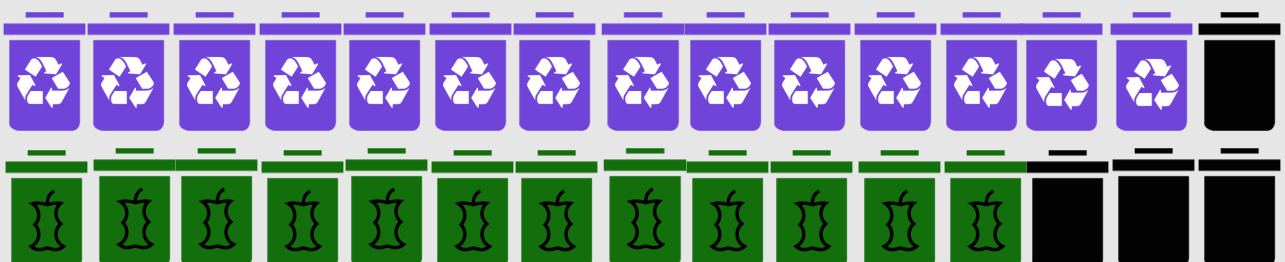
TRUCK STOPS: 4
TOTAL ATTENDEES: 32,500
AVERAGE DIVERSION
RATE: 87%

Two Parts is an event company focused on community and unique experiences. Their team has organized over 100 events, both for clients and internally owned. Two Parts events incorporate multiple aspects of sustainability, including promoting local small businesses, protecting the environment, and supporting community non-profits.

Building green practices into their events evolved over several years of working with Certifiably Green Denver and other partners. "Before CGD entered the equation, we tried to manage waste, but working with your program opened up our eyes to more ways to be environmentally friendly," said Tobias Krause, an Events Manager with the company.

Engaging clients, partners, and staff on sustainability has proven to be a worthy challenge for Two Parts. Krause noted that many team members were not very educated on sustainability prior to working with Certifiably Green, but that engagement and understanding grew every time they provided more information. For example, they found that sharing the diversion rate after each event got the whole team excited.

TRUCK STOP WASTE DIVERSION



PROJECT DESCRIPTION

In 2017, Events Manager Julianna Perczuk began working with Certifiably Green Denver to certify a new recurring event, Truck Stop. The Truck Stop food truck rally brings together live music, local craft beverages, and several dozen food trucks with a block party vibe.

"Every little bit of education gets us closer to our goal of being a green city."

- Tobias Krause, Two Parts

Perczuk knew that coordinating sustainability efforts with so many different partners and vendors would be a challenge. Communication and education was the key to success. Two Parts made using compostable goods mandatory for participating in the event. "We got a lot of questions and pushback, and that was our opportunity to educate," Perczuk noted. But eventually, that education effort paid off - at the most recent Truck Stop, they achieved a 100% diversion rate. Bottom line, "we care about the environment, we know that we leave a footprint everywhere we go, and we try to be as conscious as possible," said Krause.

