

# Every Can Counts

*Recycling Support for Music Festivals*



# Recycling Support for Festivals

- We provide communications support to festivals to increase the number of cans recycled on-site
- Our team create fun and positive engagements with festival goers, raising awareness about the recyclability of drink cans
- To see us in action, take a look at this short video showcasing our partnership with Festival Republic: <https://youtu.be/0Uw1hivcJdI>





# Here's our pitch...

- We use pitch spaces at festivals to create dedicated can recycling areas
- We regularly use 'recycling cages' (see photos below) to collect cans throughout an event. These have a great visual impact and are popular selfie opportunities.
- We also set up 'chill out zones' with seating areas where festival goers can take a break, listen to music and have a chat with our team.
- We offer a range of rewards to encourage people to recycle their empty cans. For those bringing us large quantities of cans we'll offer a bespoke festival t-shirt, which can incorporate the festival's branding.
- For the upcoming 2019 season we are also developing interactive voting bins to further increase engagement with festival goers.



# Campsite engagement teams

- Our teams roam campsite areas throughout the day and provide recycling information to festival goers.
- The teams wear recycling backpacks to allow collection of cans on the go.
- On-the-spot rewards are given to festival goers who are actively recycling their cans and tidying their campsite area.
- Tablets are used to ask festival goers questions about their recycling behaviours and their views of the facilities on-site. A random prize draw for 2 tickets to next year's festival is often used as an incentive to encourage participation in the survey.





# Further promotion of on-site recycling facilities

- A 15 Second ECC promo video can be provided for big screens to show between acts, highlighting the recyclability of cans
- Fence panels and posters can be displayed around the site to promote the recycling of empty cans
- Bin stickers and bin inserts can be provided to clearly mark festival recycling bins, helping to increase capture rates and reduce contamination.



# We look forward to working with you!

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