

**SWACO 2009 Central Ohio Emeralds Nomination
for Rumpke Recycling, Promotions One and
Ohio Department of Natural Resources (ODNR)
in the Category of Partnership**

1. Collaborative Effort between Two or More Organizations

In 2008, Rumpke Recycling, Promotions One and ODNR partnered to bring recycling to Red, White & BOOM!, the largest Independence Day celebration in Columbus and the Midwest. As designated by ODNR, Red, White & BOOM! served as the pilot to execute the recycling program at special events in Columbus and throughout Ohio. The program led to the recycling of more than 1.5 tons of material that would have previously been sent to the SWACO landfill.

2. Actions of the Partnership

- **Recycling Initiatives:** Through an ODNR grant, 250 specially designed wheeled carts were manufactured and purchased for the event. The green 96-gallon recycling containers featured a bright yellow lid with a hole cut in the top. The containers were placed around the event, providing accessibility for the people in attendance.

Vendors and attendees were able to recycle a variety of items, including plastic bottles, aluminum cans, cardboard boxes, glass bottles and paper products, such as fliers and programs. The same items acceptable in the curbside and drop-off box recycling programs in Central Ohio were acceptable for recycling at Red, White & BOOM!

Rumpke Recycling and ODNR also shared an informational booth at the event. Fliers with information about how to recycle at Red, White & BOOM! were distributed to attendees, and representatives from each organization volunteered to answer questions about recycling.

Finally, Rumpke Recycling participated in the Independence Day Parade in conjunction with Red, White & BOOM! The message announced during the truck's introduction focused on recycling at the event. The goal was for attendees to see the truck and recognize Rumpke's business as a recycling service provider.

- **Program Replication:** As the pilot program, Red, White & BOOM! demonstrated the efforts needed for a successful recycling initiative at a major public event. The program has been replicated at other Central Ohio events, including First Night Columbus, throughout the WaterFire Season, at Oktoberfest and The Riverfront Art Festival.
- **Waste Reduction:** More than 1.5 tons of material was recycled at Red, White & BOOM! This is nearly 15% of the total volume of waste collected from the event.

3. Estimation of the Impact within the Community

- Quantity of Materials Recycled: 1.5 tons (almost 15% of all waste generated)
- Estimated Equivalency of Recycling: 100,000 bottles and cans
- Number of Attendees: 250,000-300,000 people in permitted areas and nearly 100 vendors, such as food/drink stands and promotional and informational booths

Along with these statistics from the event, recycling at Red, White & BOOM! garnered a great deal of attention from the media. The NBC affiliate in Columbus recorded and aired a segment about recycling for its broadcast of the event. Several local newspapers, radio stations and trade publications also published articles or aired segments about recycling.

4. Documentation on Prior Environment Which Led to the Partnership

Prior to 2008, recycling was not available at Red, White & BOOM! Rumpke Recycling, ODNR and Promotions One recognized the opportunity to reach hundreds of thousands of Central Ohio residents with a recycling program at the 2008 event.

The core concept of the program was to make recycling at Red, White & BOOM! the same as recycling at home through a curbside or drop-off box recycling program.

5. Description of Future Plans, Refinement and Expansion of the Partnership

Plans are set to continue the partnership at the 2009 Red, White & BOOM! celebration. The three partnering groups plan to improve the level of recycling participation in 2009 through refined communication and outreach efforts, including:

- Social Networks: Red, White & BOOM! will have a page on Facebook, the social media web site boasting more than 150,000 users from Columbus alone. The Facebook page will be populated with information about recycling at the event and offer the opportunity for users to comment about the program.
- Point-of-Recycling Signs: Signs will be posted around the venue promoting recycling at the event. This will raise awareness about the proper way to recycle by using the 96-gallon containers.
- Web Pages: The web sites for Rumpke Recycling and Red, White & BOOM! will feature special sections about "going green" at the event.
 - http://www.rumpkerecycling.com/about_us/we_care/boom.aspx
 - http://www.redwhiteandboom.org/?option=com_content&task=view&id=66&Itemid=63
- Vendors: Information will be available for and distributed directly to the vendors at Red, White & BOOM! This will help capture much of the cardboard generated during the set-up process for booths at the event.

BOOM! Goes Green



More than 250 green and yellow 96-gallon recycling containers were placed throughout the streets of Red, White & BOOM! They were conveniently located near the trash cans.

Marshall McPeak from NBC-4 interviewed representatives from Rumpke Recycling, Promotions One and ODNR about recycling at Red, White & BOOM!



Rumpke Recycling and ODNR shared a booth at the event and distributed information cards about recycling at Red, White & BOOM!

Please **Recycle**
at Red, White & BOOM!



**RED
WHITE &
BOOM!**

**Look for the special recycling containers.
They are green with a yellow lid.**

Acceptable for Recycling

- ✓ **Papers:** programs, fliers, brochures, newspapers, magazines, beverage boxes, envelopes, computer paper, coupons.
- ✓ **Plastic Bottles #1-7:** beverage & water bottles (with a screw-on cap and a base wider than the mouth)
- ✓ **Aluminum Cans**
- ✓ **Glass Bottles:** clear, brown, green & blue bottles
- ✓ **Cardboard Boxes**

Not Acceptable (please place these items in the trash)
Plastic or paper cups, plastic or paper plates, napkins, wrappers, food waste, plastic bags, plastic utensils, styrofoam.



www.ohiodnr.com/recycling

www.rumpkerecycling.com

