



fast forward film festival

zero waste report

March 31st
& April 1st,
2017

Overview

The coordinator for the Fast Forward Film Festival, Becca Delaney, partnered with Impact Earth to assist with their zero waste event efforts during their two (2) day event. Impact Earth is a zero waste education, packaging and event waste diversion services provider. We assisted the coordinator with zero waste pre-event planning and day-of-event-services for the Fast Forward Film Festival Little Theatre Screening on Friday, March 31, 2017 and Gala on Saturday, April 1, 2017. The zero waste strategy was to divert 100% of the event trash waste materials away from the landfill.

The Impact Earth “Zero Waste Team” was led by co-founders Robert Putney & Elizabeth Carey. Three (3) zero waste stations, consisting of Recycling and Organics, were set-up, one (1) inside the George Eastman House Gala area, one (1) in the theatre designated for the Friends of the Festival, and one (1) in the catering staging area. The bins were monitored by the Impact Earth team and volunteers.

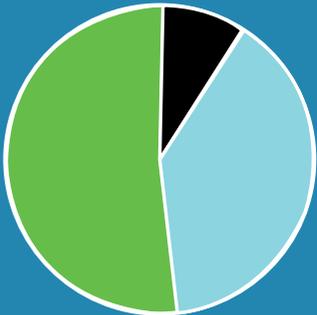
Total FFFF 2017 Events Metrics



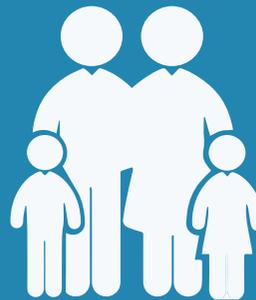
432 lbs. of
waste materials
produced



93% landfill
diversion rate



54% organics
39% recycling
7% landfill



700
attendees
over two
days

Zero Waste Category Breakdown (Materials)



organics

- food scraps
- liquids
- compostable packaging
- napkins
- balloons



recycling

- plastic bags
- bottles and cans
- programs
- #1-7 plastics



landfill

- plastic gloves
- popcorn bags
- soft drink cups (Little Theatre)
- other non-recyclable items

Three Year Comparison

2015

98% diversion rate
40lbs. organics
320lbs. recycling
7lbs. landfill

2016

99% diversion rate
244lbs. organics
455lbs. recycling
7lbs. landfill

2017

93% diversion rate
228lbs. organics
31lbs. recycling
7lbs. landfill

Total three year diversion rate: 96.6%

Day of Event Observations

Coordination and communication with the event coordinator, Becca Delaney, was excellent and maintained throughout the entire process. We set-up the event 2 hours prior to start-up and finished cleaning up within 30 minutes after the close of the event.

Impact Earth's social media strategy in the weeks leading up to the event promoted the Fast Forward Film Festival and their zero waste efforts. We used Facebook & Twitter for this purpose.

There was less overall weight this year in most categories, which is good to see. It means the caterers and event planners planned well for the events. The landfill from the George Eastman House was accumulated behind the bar area and in the catering prep areas. As careful as the catering staff was to properly sort their waste streams, they still had packaging that required being landfilled.



Suggested Day of Event Improvements

The following suggestions relate to future event opportunities that will improve the landfill diversion rate:

Eliminating all other "trash cans" during the event. The Impact Earth staff removed and hid all other "trash cans" before the event started.

Getting the Little Theatre to use compostable or recyclable food service packaging for their popcorn and soft drinks.

zero waste stations



Zero Waste stations were setup and maintained. Station placement was excellent.



We did not "man" the station in the gala area this year. The guests were all educated and familiar with the set-up. There was little to no contamination.



Our staff walked around the George Eastman House at the end of the event and picked up assorted materials from the tables and ground.

volunteers

Start-time and ending times for the events were appropriate as they related to station set-up and tear down.

Impact Earth utilized a volunteer, Jeremy, to assist guests in the Friends of the Festival room at the George Eastman House and employee, Eliza Crane, at the Little Theatre screening.

The staff from Impact Earth would like to thank you for allowing us the opportunity to work on making the Fast Forward Film Festival a zero waste event for the third year. Your willingness to provide zero waste services at your event shows your commitment to this issue and brings an awareness of better resource management to the larger community.

We look forward to working with you again next year!
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