



312 URBAN BLOCK PARTY

BRIGHT BEAT SUSTAINABILITY REPORT

Provided by Stephanie Katsaros, Bright Beat


BRIGHT
BEAT

ENVIRONMENTAL SUSTAINABILITY

ECO EDUCATION AND WASTE DIVERSION

Eco Stations were high-visibility and prominently placed, staffed with **Eco Educators** to inspire, educate and assist fest-goers with proper separation of compostable and recyclable items.



GREEN GOOSE
Branded
Sustainability
Tent was the spot where attendees came to learn about Goose Island's sustainability initiatives and how they could live more sustainably.



JORTS!!!



Bright Beat's sustainability measures went beyond the three streams of waste normally seen at a festival, because the 312 Urban Block Party went beyond what normal festivals do. After the 100+ jean shorts were cut, the extra 150 POUNDS of denim was recycled thanks to our partnership with USAgin!



If textiles (such as jean legs) cannot be worn again, USAgin recycles the material for reuse, eliminating the environmental impact that would come from creating new fabric!

BRIGHT BEAT ECO EDUCATION



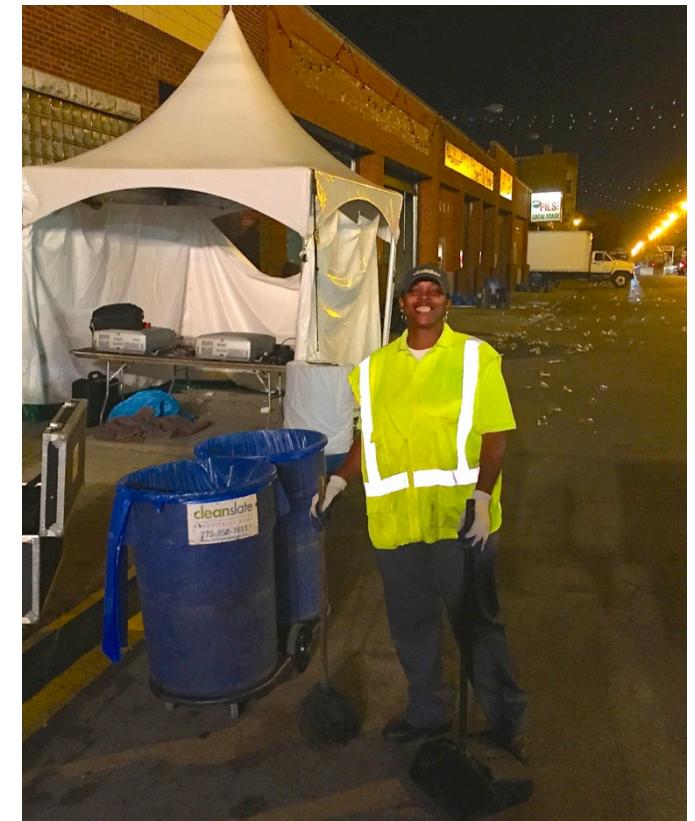
IN ACTION!

SOCIAL SUSTAINABILITY: CleanSlate and the Resource Center

Bright Beat coordinated and managed maintenance and hauling contracts with two local **social enterprises**: CleanSlate provides paid transitional jobs in neighborhood beautification, providing the platform to help individuals build the skills to secure lasting careers. The Resource Center focuses on discovering resources--both human and material whose value has been overlooked.



**Bright Beat's partnership with these two worthwhile organizations helped us achieve
ZERO WASTE!**



ADDITIONAL SUSTAINABILITY INITIATIVES

- **Capturing recycling** as patrons exited
- Composting **used hand towels** at the restrooms
- Compost and recycling in **food prep areas** and back stage!
- A **water refill station** for patrons to use their refillable water bottle, eliminating the need for plastic water bottles!





312 URBAN BLOCK PARTY

Resource Recovery Summary of Weights:

312 Block Party	Pounds	%
Landfill	270	4.6%
Denim (Recycled)	225	4%
Plastic Cups, Aluminum, Cardboard, Misc. Recyclables	2,179	37%
Organics/Food Waste	3,200	54.4%
Total Material	5,874	
TOTAL DIVERTED	5,604	95.4%

**1.6 TONS of organics composted + 1.2 TONS recycled =
2.8 TONS DIVERTED**

**Thanks to our successful collaboration,
the 2015 312 Urban Block Party was a (>90%)
"ZERO WASTE" FESTIVAL!**



A Proud Sustainability Production of



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