



## SUMMARY

In 2018, Brantford implemented a recycling program for their annual Canada Day Festival. During the 2018 Festival, Brantford was able to divert 1709 pounds of recycling from the landfill but there were still some challenges that did arise. These challenges included attendees leaving waste on container lids, container overflow, litter and contamination in recycling streams. With these challenges, along with the desire to improve their diversion rate for next year, Brantford decided to revamp their waste collection program for the upcoming year. The updated program included new colour-coded Wire Event Containers, and volunteers who provided recycling assistance and education to attendees throughout the event. The updated program and the addition of the organic collection led to improvement in diversion rates and helped reduce previous challenges!

## QUICK FACTS

-  Outdoor Festival
-  Brantford, ON
-  July 2019
-  Waste, Recycling, Organics



Brantford Canada Day Volunteers conducting a waste audit

## KEY FINDINGS

Busch Systems partnered with the City of Brantford to improve the diversion rate at the 2019 Canada Day Festival. Colour-coded Wire Event Containers with restrictive openings collected waste, recycling, and organics during the event. This year was also the first time that organic collection was incorporated at the festival. The addition of an organics stream this year means that almost double the amount of material could potentially be diverted compared to in 2018. By weight, **diversion rates increased 33.8% this year to 53.6%** (Figure 1)! All of the material generated at the festival was weighed, revealing that 2083 pounds of waste, 1198 pounds of recycling, and 1207 pounds of organics was produced at the event (Figure 2). If all this material was properly sorted, the diversion rate for the event would have been 65.7% (Figure 3).

Volunteers were stationed at the wire event containers to monitor and assist event-goers with correctly sorting their material. Having the volunteers positioned at the containers helped improve diversion rates and encouraged proper sorting techniques by creating a perception that “people were watching” to improve behavior.

This year the festival promoted the recycling and new organics program to the public from the stage. Public emphasis on proper sorting, diverting and disposing of waste contributed to an **overall reduction in the amount of litter**.



## FACTS & FIGURES

### Diversion Rate: 2018 vs. 2019

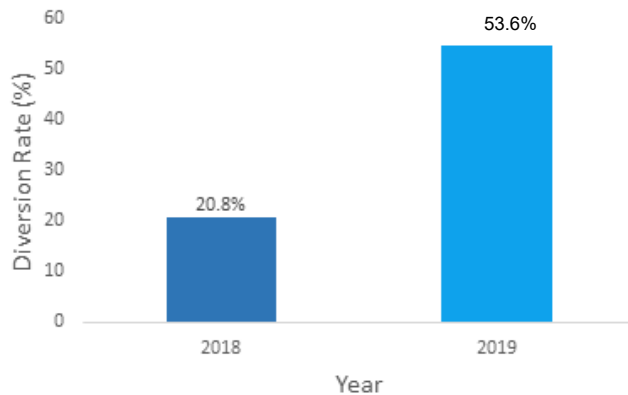


Figure 1: Diversion Rate Comparison between 2018 and 2019

### Waste Profile from 2019 Festival

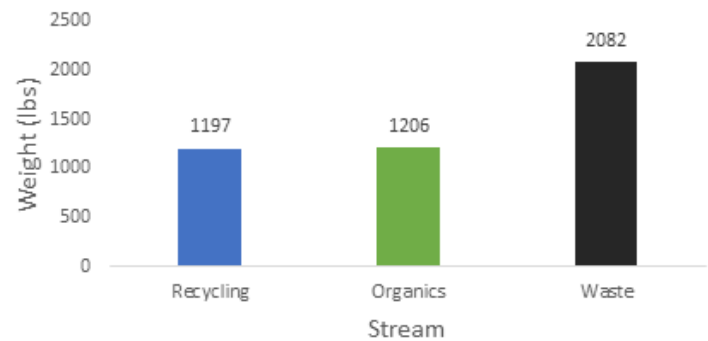


Figure 2: Total amount of waste, recycling and compost generated

### Potential Diversion Rate: 2018 vs. 2019

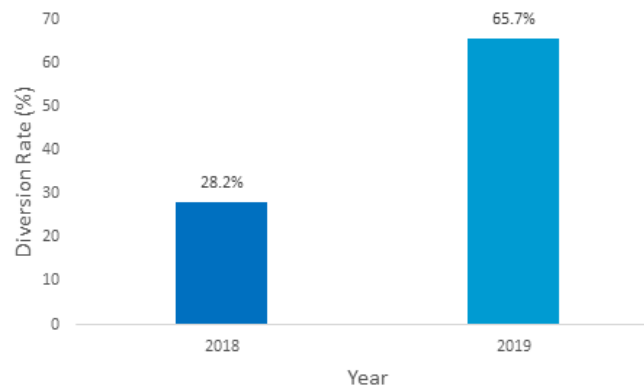


Figure 3: Potential Diversion Rates (if all material was properly sorted)

## FINAL WORDS

“The introduction of the Busch Wire Event containers to Brantford Canada Day contributed significantly to increased public participation in waste diversion, a greater waste diversion rate, and reduction in litter at Brantford Canada Day 2019. People preferred to use Busch Wire Event containers over the regular waste bins placed around the perimeter of the event.”

Ken Burns, Chair of Environmental Policy Advisory Committee

