Green Living Magazine

GreenLight GreenPaper

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Distribute **100** marketing materials, divert **60%** of the waste created at the events from the landfill, and recruit **20** volunteers.

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Challenges & Opportunities

What were the challenges the Project Partner was facing? What opportunities did this challenge present?

The project partner needed help spreading the word for the Earth Day Extravaganza, recruiting volunteers to help with set up/tear down/waste services, and coordinating waste service companies to provide composting and recycling. These challenges gave us the opportunity to determine   which waste companies fulfilled our needs best and fit into the budget as well as collaborate with other green clubs/companies to find volunteers and market the events.

Recommended Solutions

What solutions did your team come up with? What are your recommendations for this Project Partner?

Our team recruited **20** volunteers, reached over **1,900** people, and diverted an average of **81%** of the waste from the landfill across both events.

Project Benefits

BENEFITS TO PROJECT PARTNER
What are the benefits to the Project Partner?
We were able to provide 26 volunteers across both of their Earth Day Events, as well as coordinate with waste companies to provide landfill, recycling, and composting services.

BENEFITS TO SOLUTIONEERS
What are the benefits to the students?
Students were able to receive in-the-field experience planning a green event and learn the best waste diversion practices.

BENEFITS TO THE COMMUNITY

What are the benefits to the community, locally, nationally, and/or globally?
We diverted 81% of the waste from the landfill, of which 67.4lbs of food were donated, 30.44 lbs were recycled, and 42.8 lbs will be composted back into the Earth!