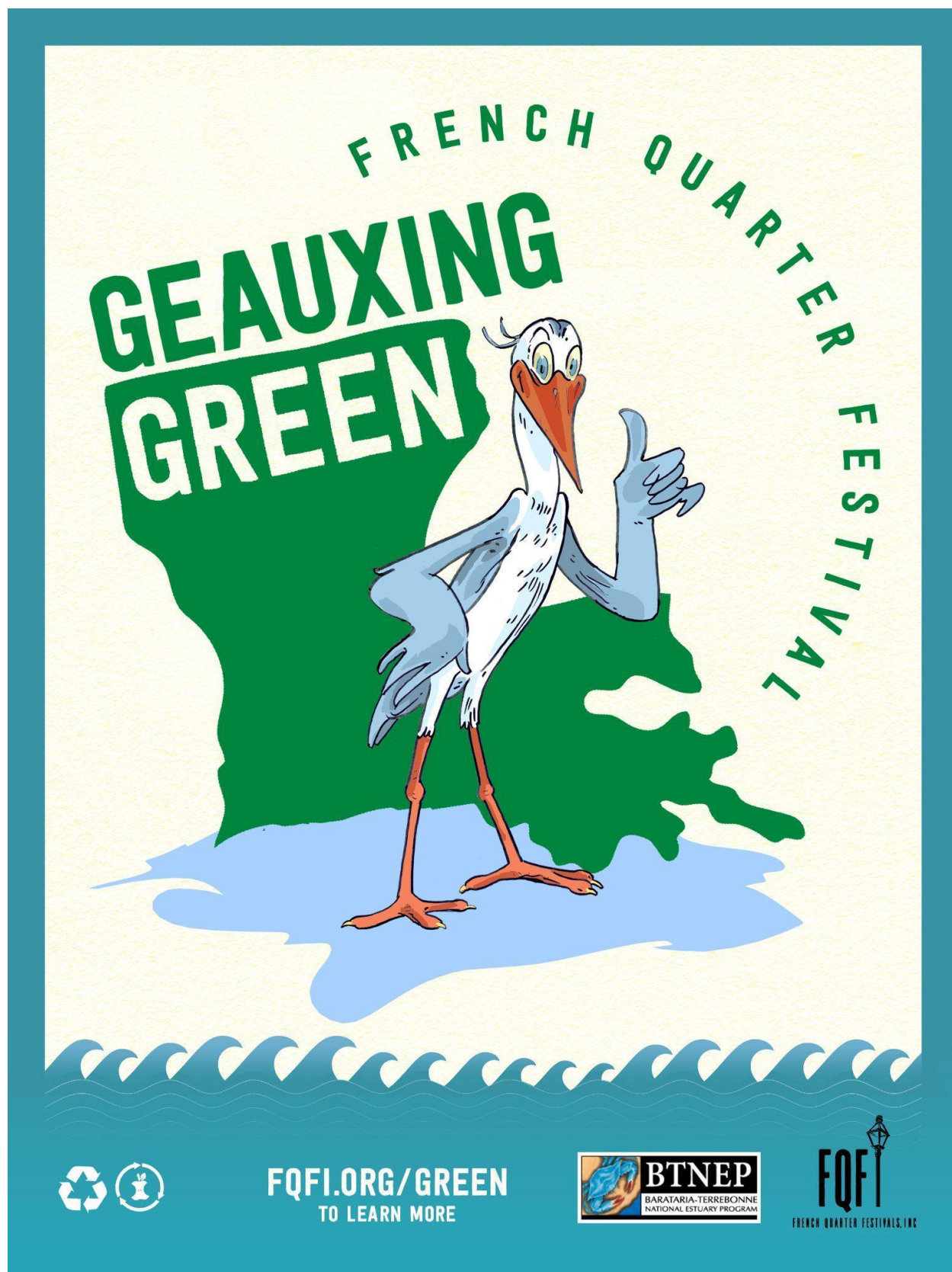


Geauxing Green: FQFI's Sustainable Festival Handbook (2024)
Made possible by funding from BTNEP - the Barataria Terrebonne National Estuary Program



Created by French Quarter Festivals, Inc. - August 2023

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Geauxing Green Program Overview

French Quarter Festival, Inc (FQFI) started Geauxing Green in 2021 at Satchmo SummerFest and continued in 2022 and 2023 at both French Quarter Festival and Satchmo SummerFest. The program is funded by the *Barataria Terrebonne National Estuary Program* (BTNEP).

Our program goals:

- divert up to 80% of festival waste from the landfill – helping keep the waterways of Louisiana clean
- grow fan awareness, engagement, and appreciation of sustainable event practices at FQFI event(s)
- inspire other event producers in New Orleans and throughout Louisiana

The main areas of focus during the festival:

- ensure food and beverage vendors use approved recyclable or compostable materials
- provide waste stations (compost, recycling, landfill) for the public and back-of-house
- sort collected bags to reduce contamination and separate out aluminum cans (new)
- outreach by Green Team staff and volunteers to festival attendees and others

Green Team staff and volunteers work with the public to dispose of waste into the correct bins – Compost (Green), Recycling (Blue), and Landfill (Black). Volunteers are typically stationed by a waste station or roam the site with supplied trash pickers, transferring items into the correct receptacle. Staff and volunteers also talk with the public, encouraging them to think and act sustainably, and reduce their environmental impact beyond the festival.

Our program audience is not only festival attendees, but includes FQFI permanent and temporary staff, board members, food and beverage vendors, sponsors, merchandise and giveaway tents and over 1,700 Louisiana musicians.

We partner with compost, recycling and glass vendors to haul away the items we divert from the landfill, and with local businesses and Mardi Gras Krewes to reuse items that can be repurposed or upcycled. FQFI has diverted over 158,000 pounds of recyclables and compostables since we began Geauxing Green. We provide opportunities to both recycle and/or compost to the largest number of festival participants anywhere in Louisiana.¹

While the bulk of our focus is on the four days of the French Quarter Festival itself, where our impact is greatest, attention is also paid to pre-production and post production waste diversion as well.²

The Sustainability Coordinator will work with the FQFI's Operations Director each year to produce an annual site-specific plan which complements this manual, to further guide the pre-production stages of festival planning.

¹ Attendance at 2022 French Quarter Festival was 825,000 and 875,000 in 2023

² For example, recycling plastic water bottles, cardboard and repurposing banners and coroplast signs

Geauxing Green Waste Streams

There are six main streams of waste – Compost, Recycling, Landfill, Glass (BOH only), Cooking Oil (BOH only) and Reuse/donation (BOH only).

1. Compostables:

- pre- and post-consumer food scraps (including meat and bones)
- approved food containers, straws, utensils, napkins³
- food-contaminated cardboard (no wax-coating, no tape)

We ban *per- and polyfluorinated substances (PFAS)* which are chemicals used to make coatings that resist heat, grease, and water. Biodegradable materials break down incompletely and therefore are not the same as compostable items which break down completely. The aerobic composting process used by our compost vendor significantly reduces methane gas levels, creating a nutrient-rich product perfect for amending soil.

2. Recyclables (collected single stream):

- Plastics #1 and #2
- Aluminum Cans
- Tin foil (uncontaminated) from food prep
- Cardboard (uncontaminated)

Our “cheat sheet” lanyards provided to the Green Team notes that only plastics #1 and #2 are fully recyclable at facilities in the New Orleans area. We piloted a successful program with NOLA Cans4Food to further sort out aluminum cans during Satchmo SummerFest 2023.

3. **Landfill:** While we do our best to divert as much of the waste that is produced or generated by various festival activities, our patrons often slip in non-recyclable or non-compostable items from outside (which we ask them to dispose of before entering). In particular, outside plastic cups are often made from plastics #5 or #6. Additionally, ice bags and the plastic shrink wrap around cases of bottled water are **not** recyclable.

4. **Glass:** Patrons, musicians, staff and volunteers are not allowed to bring glass into festival

- some beverage vendors use glass bottles of liquor to make their alcoholic beverages
- some food vendors may use glass containers during food prep
 - they can walk their recycling to the blue totes (provided by our hauler) located behind FQFI operated Beverage Booths
 - our hauler converts glass into sand used for disaster relief and coastal recovery

³ if we can encourage “sippy cup” lids instead of straws, that will avoid confusion / contamination as most patrons include the compostable straw when recycling their plastic cup

5. **Cooking Oil** is collected (BOH) in food-safe black receptacles located near Food Booths

6. **Reuse/Donation** items such as vinyl banners and coroplast signage with dated information are collected during post-production and distributed to local Mardi Gras Krewes and businesses who repurpose or reuse them. Any blankets or clothing left behind are donated to Goodwill. Our branded and dated FQFI t-shirts are donated to homeless shelters, community bike shops for rags, etc or else sold to a company that makes wholesale rags/recycled fabric. Chairs are collected for crew / security guards if they are recoverable (ie - not soiled or damaged).

Waste Diversion: Waste Stations & Other Bins

(Annual Sanitation Plan breaks down waste station locations, by zone)

Our **large waste stations** are a trio of 96 gallon bins which we reuse at every festival: green (compost), blue (recycling) and black (landfill). We occasionally take away a landfill (black) bin if needed elsewhere, or to test if that results in any noticeable difference in contamination rates. We can improve this experiment by doing waste audits at those locations.

We have 10 metal frames, with a banner above and two coroplast signs on each side, that hold the three color-coded 96 gallon bins. They are scattered around the festival, typically in areas of high-visibility. We have another 30 sets of 96-gallon bins to which we attach the appropriate coroplast signage using a metal yard sign frame, clipped into an "H" to remove the second cross bar. We insert the frame into the hinge of the lid, and tape down any spokes that might scratch passerby. We also have another 5 black/landfill bins that can be used where needed.

We keep the lids closed, so patrons need to make a deliberate decision which receptacle to use. This does make it slightly harder for custodial crews to change liners, but also means we do not have to run around closing lids during rainstorms. If advanced notice is given for inclement weather, the Green Team will be tasked with clamping down the lids of bins within their Zone.

Our **small waste stations** are a trio of 32 gallon receptacles, such as temporary cardboard boxes, plastic toters, or recycling x-frames. Small waste stations will be provided for Food & Beverage Booths; Volunteer, First Aid and Merchandise Tents; and back-of-house operations including Headquarters, Quartermaster, Backstages, etc. These waste stations need bi-lingual signage. Due to the limited space in these areas, smaller receptacles are easier to place (if waste demand is greater in any one area, a large 96-gallon waste station may be planned for instead of smaller 32-gallon waste stations).

Gates/Entrances are a particular challenge as incoming festival attendees are asked to discard outside food and beverage before entering festival grounds. Rather than a trio of bins at gate locations,, we will place:

- a 96-gallon black bins at each gate for landfill items
- recycling x-frames for aluminum cans, plastic cups and bottles
 - x-frames have specific liners, either clear or blue-tinted (encouraged, to be consistent with other liners) and either, with or without the recycle logo
 - select gates only - glass recycling rented toters

Most outside food will not be in approved compostable containers, so we will not provide compost bins at entrances unless they can be located *inside* the gates (where patrons can

easily use them when exiting). We will attempt to sort landfill bags from Gates/Entrances at as many sites as possible. Glass recycling and X-Frame recyclables collection will supplement waste diversion efforts at gates and hopefully tamper down on contamination in landfill.

Crawfish Bins:

Composting the shells/discards from crawfish vendors and sorting through those bags can be difficult – not only are the crawfish shells heavy, smelly, sharp/pointy but they are often accompanied by the cardboard boxes they are served in, which are also quite bulky. We will:

- place several 32 gallon totes at sites where crawfish are sold, with bi-lingual signage that includes images of crawfish.
- place signage at point of sale (POS) reminding people to compost the crawfish and cardboard, since many people are uncertain about whether they are compostable.

Crawfish vendors require a water source (coordinated by the Food and Beverage team). The dumping is required to be supervised by the Sewerage and Water Board of New Orleans. Green Team Site Manager for any site with crawfish (currently Jax Lot and NOJM Mint sites) will coordinate with that site's Food Crew Area Manager - around timing and plan for water disposal.

Sorting Stations: Reducing Contamination

Contamination will always be an issue until we have enough crew/volunteers to post at every waste station – this is the *front end strategy* for reducing contamination (sorting in front of house). Even then, we can't always prevent items from being put in the incorrect receptacle. It is also difficult to use trash pickers to grab items at the bottom of 96 gallon bins. Despite these

Sorting bags of recyclables and compostables after they are removed from waste stations – and before they are placed into dumpsters – is the *back end strategy* for reducing contamination. We can also identify problem areas like entrances, (or glass bottles behind the different stages) and any items that are consistently being discarded in the wrong receptacle. Sorting through compost bags was trialed during French Quarter Festival 2023 at NOJM/The Mint, Jackson Square and at the dumpster area for Jax Lot. We implemented this based on feedback from our compost vendor about the high rates of contamination, and anecdotal reports from crew.

In turn, sorting bags for contamination will help us hone in on our future educational signage/outreach plans and possible future equipment purchasing (*for example, smaller bins for heavy crawfish shells, x-frames at entrances*). In the short term, removing landfill items from our recycling and composting waste streams may result in lower rates of diversion (although will make our recycling and compost vendors happy). However, in the long term, our rates of diversion will increase as we continue to improve and expand the program.

In 2024, we will sort bags of both compostables *and* recyclables to the following five sites:

- Spanish Plaza
- Woldenberg Park
- Jackson Square (piloted in 2023)
- Jax and Marketplace Lot
- New Orleans Jazz Museum (NOJM)/The Mint (piloted in 2023)

We will conduct “waste audits” for each zone to discover which items are most commonly being put in the wrong receptacle so that we can *improve our educational signage, and other outreach to staff, vendors and patrons*. We will selectively audit trash/landfill black bags from entrances.

An informal trash audit in 2023 showed that our compost bins were most often contaminated with plastic cups, plus the following landfill items:

- plastic bags
- snack food wrappers
- condiment packets
- condiment sauce cups & lids

Sorting stations require equipment, supplied by the Operations Department, including tents and sand bags, folding tables and chairs, and sturdy gloves. If our compost hauler is willing to send a staffer on site, it would be great to have that person available to help train crew and vendors, and to answer questions as they arise. Finally, expanding our sorting operation will impact the number of volunteers needed each day (see that section).

Green Team Operations

The Green Team consists of the following 16 paid positions:

<u>GREEN TEAM POSITION</u>	<u>DATE RANGE (EVENT WEEK)</u>
Sustainability Coordinator - Festival Wide	Pre-production + Tues-Mon
Sustainability Intern / Assistant - Vendors / Floater / Sorting	Pre-production + Weds-Sun
Green Team Site Manager - Spanish Plaza	Weds-Sun
Green Team Site Manager - Woldenberg Park	Weds-Sun
Green Team Site Manager - Jackson Sq	Weds-Sun
Green Team Site Manager - Jax and Marketplace Lot	Weds-Sun
Green Team Site Manager - NOJM and FM	Weds-Sun
Green Team Zone Manager - Spanish Plaza	Thurs-Sun
Green Team Zone Manager - Riverfront Floater	Thurs-Sun
Green Team Zone Manager - Berger	Thurs-Sun
Green Team Zone Manager - Palm	Thurs-Sun
Green Team Zone Manager - Natchez/Oscar Dunn Park	Fri-Sun
Green Team Zone Manager - Jax Lot	Thurs-Sun
Green Team Zone Manager - Jackson Sq.	Thurs-Sun
Green Team Zone Manager - NOJM/The Mint	Fri-Sun
Green Team Headquarters Manager - Kohlmeyer	Weds-Sun

The Green Team also relies on individual volunteers, and groups, who report to the Volunteer Coordinator. Please see that section for more details.

Sustainability Coordinator (1)

The Sustainability Coordinator is responsible for the overall implementation of Geauxing Green. This includes creating / updating onboarding and educational documents, helping recruit and hire crew, intern(s) and volunteers, as well as the onsite supervision of the Green Team. The Sustainability Coordinator reports to the Director of Operations.

The Sustainability Coordinator, in tandem with the Operations Director and Site Operations Coordinator, will annually update and verify the detailed festival *Sanitation Plan* - to be used in conjunction with this sustainability manual - in January/February of each year.

Sustainability Intern / Assistant (1)

FQFI has an internship program coordinated through the Operations Department and administered by the Office Coordinator. The Sustainability Intern/Assistant reports to the Sustainability Coordinator and the Office Coordinator. In addition to assisting the Sustainability Coordinator with volunteer and staff recruitment and festival setup, they would have specific responsibilities during the festival itself, including:

- checking in with all food and beverage vendors; volunteer, merchandise and sponsor/giveaway tents; and FQFI back-of-house tents in the first half of the day to make sure they understand and are complying with the Geauxing Green initiative
- training vendors and crew on the proper sorting for their cardboard, plastics, aluminum, food waste, glass, etc.
- collecting samples of the different recyclables, compostable containers, straws and utensils and creating educational displays to further guide crew and volunteers
- acting as a “floater” to help facilitate breaks and provide additional coverage for Site/Zone Managers when needed
- helping at Sorting Stations (which get busy later in the day)
- providing additional reminders about recycling cardboard, prior to breakdown on Sunday, in advance of vendors and staff packing up after four days

Green Team Site Managers (5)

Green Team Site Managers are responsible for the sanitation and sustainability operations of their festival site. They work in conjunction with their site's Operational Site Manager (overall site operations), Food Vendor Manager, and any other manager level staff. Green Team Site Managers are responsible for providing more direct support of their respective Zone Managers, implementing trash audits and final sorting at the following five sites:

- Spanish Plaza
- Woldenberg Plaza
- Jackson Square
- Jax and Marketplace Lot
- New Orleans Jazz Museum (NOJM)/The Mint

Green Team Site Managers will also help the Sustainability Coordinator and Sustainability Assistant/Intern set up waste stations across the festival grounds on Wednesday. They will inventory and distribute boxes of bin liners from the Quartermaster tent to their site.

This is a hands-on position. Site Managers will be on their feet for a good portion of the festival. Green Team Site Managers can help with additional training of Zone Managers on Thursday, if needed, as well as provide extra coverage when our Zone Managers need longer meal breaks (all weekend long). Green Team Site Managers will ensure that the dumpsters for their site are properly tarped each evening, and open/accessible each morning.

Green Team Site Manager positions provide opportunities for advancement for returning staff which is a great way to build the Geauxing Green program and increase ongoing staff investment.

Green Team Zone Managers (8)

Zone Managers are responsible for the overall sanitation of a specific area (zone) within the French Quarter Festival. Zone Managers have two primary responsibilities:

- direct volunteers and assist the public in the proper sorting of waste into the appropriate waste streams: compost, recycling, and landfill
- ensure the cleanliness and proper function of all areas within their zone, including multiple FQF-owned waste stations, and auxiliary waste cans

This is a hands-on position. Zone Managers will be on their feet for a good portion of the festival. They will be expected to do rounds of their Zone, and will be transferring items into the correct waste bin with a trash picker. They will assist with back-of-house sorting efforts or trash audits. When waste bins become full, Zone Managers will communicate with sanitation staff via radio, and may be asked to assist them by switching out trash cans or replacing bags. Zone Managers must be comfortable working with volunteers and speaking to the general public.

Green Team Headquarters Manager - Kohlmeyer (1)

The Green Team HQ Tent on Kohlmeyer Lawn has multiple purposes. It serves as the:

- meeting place for Woldenberg Site volunteers
- information and educational tent for the public
- gathering and break space for Green Team crew

In addition to the Zone Manager responsibilities outlined earlier, the Green Team HQ Manager has the following volunteer coordination responsibilities:

- check in volunteers coming from Jax Lot, where they were supplied a t-shirt
 - making sure volunteers are provided with their Green Team lanyards
 - making sure volunteers are provided with trash pickers and gloves
- explain how volunteers will find their respective Zone Managers
- re/assign volunteers within the “riverfront” based on no-shows, differences in the number of sign-ups at each zone, which waste stations are busier, etc - done before shift changes in tandem with Volunteer Coordinator and Sustainability Coordinator.

This position is often stationary, but there are times between volunteer shift changes where the Green Team Zone / Check-In Manager could easily monitor nearby waste stations as well as supervise volunteers assigned to that zone.

Staff Supervision on Festival Days

Daily Logs

The Daily Logs completed by Zone Managers in 2023 were a valuable exercise in soliciting important and timely feedback from our paid staff. They were completed in lieu of a formal meeting at the end of every evening when staff just wanted to get home – and the Sustainability Coordinator needed to attend nightly Operations briefing. And allowing staff to leave a little early on Thursday-Friday-Saturday made up for expecting them to stay later on Sunday to help with break down.

The Daily Logs also allowed us to address issues that arose from the previous day during our **morning briefing** the next day. Crew therefore knew we were listening to their concerns, and we were able to implement immediate changes in several instances.

Crew Breaks

Crew will be expected to take short breaks throughout the day – to remain hydrated, use the restroom or escape from the sun. They will also need longer breaks to wait online to purchase food, to eat and to relax. They should avoid taking breaks during volunteer shift changes, especially onboarding. Ideally, they will use the Tent closest to them to take their break in.

The revised staffing structure in 2024 will allow us to implement a better break system. Zone Managers along the Riverfront/Jax Lot can travel between different zones and stages more easily, and also have more food options and coverage support overall. The Green Team Riverfront Site manager is responsible for ensuring all Zone managers are braked/rotated.

Site/Zone Managers at Spanish Plaza, Jackson Square and The Mint have built-in coverage as there are two crew stationed at these sites, as the isolation of these three locations may require crew to leave their sites for breaks to expand food options.

Crew Expectations

Site/Zone Managers should not sit under a tent for extended periods of time when not roaming the site, addressing contamination and checking in with volunteers (unless they are specifically assigned to the Green Team Tent, of course). Site/Zone Managers should identify a high-traffic station to either stand or sit beside as a default location.

This is especially important to underscore at Jax Lot, but also Jackson Square and The Mint where there are FQFI back-of-house tents (HQ/Volunteer, etc). While we want staff to take breaks, part of their job description is educating and outreach to festival attendees and that means being visible and available to the public.

Breakdown on Sunday:

Sunday evening can become quite hectic and our goal is to both “end strong” and avoid contamination as well as get our exhausted staff home in a timely fashion. One option may be a staggered shift on Sunday, with some staff coming in an hour later and staying an hour later.

The Operations Director will hold a Sunday afternoon Breakdown Meeting that should be attended by Sustainability Coordinator, Sustainability Intern, Green Team Riverfront Site Manager, and Jax Lot site manager - to review breakdown procedures. Sustainability Coordinator / Intern will be responsible for disseminating this information to Site Managers at all other locations.

As breakdown begins, all reusable waste station infrastructure (bins, X-frames, signage, metal frames) will be aggregated into one area at each of the five sites, so that they can be cleaned out by sanitation crews Sunday night or Monday morning. All BOH Glass bins will be aggregated into a single location as well - to be picked up Glass hauler Monday.

Green Team Volunteers: Individuals and Groups

Green Team volunteers are critical to the overall effectiveness of our waste diversion program. The bulk of our volunteers roam their assigned site with trash pickers, reaching into the different bins to move items to the appropriate receptacle. As previously noted, it is very difficult to keep our large 96 gallon bins uncontaminated this way.

Ideally, every waste station would have one person standing (or sitting) by it, to prevent any contamination before it even reaches the bin! This would also allow them to have friendly and educational conversations with any patrons who may have questions.

As a volunteer role, monitoring waste stations suffers from the “ick” factor for some people. Many of our most engaged volunteers are true believers, who care passionately about waste diversion, and our volunteer recruitment efforts can be expanded with that in mind – especially as we are adding sorting positions.

There are two different volunteer roles:

- monitoring waste stations to ensure items are placed in the correct receptacle
- sorting bags to reduce contamination before ending in the dumpster

We sorted both compostable and recycling bags during Satchmo SummerFest 2023. We worked with volunteers recruited from NOLA Cans4Food, an organization which sells aluminum cans for scrap and uses the proceeds to purchase food for Community Fridges. They found it an enjoyable volunteer experience, as they were not roaming in the hot sun but instead just waiting under a tent for bags to arrive for sorting.

The “groups” that the FQFI Volunteer Coordinator started working with in 2023 are a good start, but our entire Green Team volunteer program is in its infancy and needs earlier recruitment and outreach, especially to environmentally focused organizations and students.

Individual Volunteers sign up for the Green Team online - approx. 8 weeks prior to the Festival. Groups of Volunteers have a special channel (Google Form) to contact the Volunteer Coordinator and Sustainability Coordinator to arrange for their group participate, which often requires special (reasonable) accommodations made by the festival (like bus/van drop off location and access, permission to wear third party group t-shirts, and reservation blocks for entire Zones on site.) These groups are manually entered into the Volunteer Portal by the Volunteer Coordinator.

Option: Donation for Volunteer Groups

Funds permitting, we can explore the option of giving a small donation to local organizations like *Groundworks*, *GrowDat*, *Glass Half Full*, *Ground Krewe*, *YLC Recycles*, *NOLA Cans4Food*, etc and in return they find their own volunteers to cover a set number of shifts. This could either be applied to sorting efforts, or to monitoring waste stations.

Number of Volunteers Needed:

We set a goal of at least six volunteers per location, per shift, each day for our waste station monitoring in 2023. Adding just two sorting volunteers per shift (2:00-5:30 and 5:00-8:30) at the five identified sites would add at least 20 volunteer shifts per day. We do not need volunteer sorters for the morning shift as we will have not collected enough compostables/recyclables to sort within the first few hours of being open.

Volunteer Incentives:

We provide snacks, water, sunscreen, hand sanitizer and gloves. The additional volunteer incentives we offer are good, and most of our volunteers were appreciative:

- a Geauxing Green t-shirt, to be worn while volunteering and after
 - We should move away from the heavy-weight material in future orders, as it does not breathe as well in the heat as the thinner volunteer t-shirt at Satchmo
 - Volunteers are also welcome to take standard festival Volunteer shirt in addition to their Green Team shirt, as these shirts are limited edition for the year and often a big motivating factor / perk for longtime volunteers to participate.
- \$10 in merchandise and beverage tickets, upon completion of shift
 - Volunteers completing two or more shifts in a day are eligible to receive food tickets (instead of the standard merchandise and beverage tickets) for only the second and third shifts they complete within a single event day.
- entry into a drawing to win an item repurposed by Tchoup Industries (recycled signage)

Online Volunteer Sign-ups:

Volunteer registration is through our website at <https://frenchquarterfest.org/volunteers>

- registration for priority/returning volunteers and groups starts Feb 15th (2024)
- general open registration starts March 1st (2024)

Volunteers choose their day, shift and location themselves. This can create uneven coverage, which we can try to reduce by:

- listing the “riverfront” as one area rather than separating out to Berger, Palm, Kohlmeyer, etc – this allows us the flexibility of placing people where needed when we are short on volunteers
- reducing the number of available openings per time slot for individual volunteers so that we don't end up with 4-6 people at one time slot and none at another
- There is a special sign-up process for groups, see section above on page 10

Volunteer Onboarding & Management

The Sustainability Coordinator works with the Volunteer Coordinator to create an email sent in advance with information about what they will be doing, which explains the different waste streams, waste stations and sorting operation.

Volunteers first check in at the Volunteer Tent at Jax Lot (or the Volunteer Tent at NOJM/The Mint if scheduled there). They are provided a Geauxing Green t-shirt to wear during their shift at initial check in. Volunteers are then given the phone number for the site manager they are to report to, and are shown the route to walk to their site's specific meeting location

Volunteers report to their site and meet with the Green Team Site and Zone Manager. They are given a "cheat sheet" lanyard to wear during their shift. This includes a QR code on the front that links to fqfi.org/green and more information about our Geauxing Green initiative.

Meet up locations for Green Team Volunteers during shift changes by site are as follows:

- Spanish Plaza - Headquarters Tent
- Woldenberg Park - Geauxing Green Tent on Kohlmeyer Lawn
- Jax and Marketplace Lot - Volunteer Check In, Jax Lot
- Jackson Square - Headquarters Tent
- New Orleans Jazz Museum (NOJM)/The Mint - Volunteer Check In, NOJM (Mint)

Green Team Site and Zone Manager will provide training about the different waste streams and waste stations, and will assign them to either stay at a designated waste station or roam the zone where they are stationed. These volunteers will be provided with a trash picker and compostable gloves. If they are sorting, they will be given additional by the Green Team Site Manager and provided with sturdier nitrile gloves and masks (optional).

All Green Team crew will be trained on volunteer management during their onboarding. As previously mentioned, our Green Team HQ Manager needs slightly different training/onboarding, and the following resources might be helpful:

- a chromebook for volunteer check in cross-reference (with wifi access)
- copy of the volunteer roster for The Mint as well (to help with reassignments)

PPE, Equipment and Other Supplies for Green Team:

- Masks available at the Green Team Check In Tent at Kohlmeyer, the Volunteer Tent at NOJM/The Mint and all Sorting Stations (5)
- (46) Trash Pickers at the Green Team Check In Tent at Kohlmeyer
 - one for each paid crew member (16)
 - six for each of the riverfront zones, plus Jax Lot (30)
- (6) Trash Pickers at the Volunteer Tent at The Mint
- (6) Trash Pickers at Spanish Plaza HQ
- (6) Trash Pickers at Jackson Square HQ
- (150) "Cheat sheet" lanyards for all volunteers & staff, at the Green Team Check In Tent at Kohlmeyer and the Volunteer Tent at NOJM/The Mint
- (1) box of compostable gloves, in multiple sizes, per day at each Tent (2)

- (1) box of sturdier nitrile gloves, in multiple sizes, per day for Sorting Stations (5)
- hand sanitizer at each Tent (2) and Sorting Stations (5)
- sunscreen at tents (2) and Sorting Stations (5)
- snacks (especially compostable fruit) and water
- Geauxing Green t-shirts
 - future runs should be printed on a lighter-weight fabric
 - could put logo on back of volunteer t-shirt (and order in a shade green)

Other Staff Resources:

- Green Team Site Manager Binder including
 - Festival Sanitation and Sustainability Plan (Annual document)
 - Sanitation maps
 - Dumpster hauling schedule
 - Emergency and Inclement Weather Plan
- a small stash of mesh bags for staff and vols to pick up trash between stations
- stickers for food/beverage product verification (needed at all sites)
- extra supplies and equipment found at QuarterMaster (extra liners, gloves, tools, etc.)
- radios and radio batteries are found in the Radio Trailer in the parking lot on Palm Lawn

Sustainability Coordinator resources:

- provide Sustainability Coordinator with a chromebook, able to print at the office
- provide phone numbers of all Green Team staff in advance to create a group text
- scooter or bike to get between zones, especially Jackson Square and The Mint
 - a golf cart is not always useful during festival hours *but is necessary in the morning/evening* and helpful with occasional deliveries of people/supplies.

Vendor Education and Compliance

Food and Beverage Vendors

Food and Beverage Vendors report to the Food and Beverage Director, and his Food Crew Area Managers at each site (5 sites - same as Green Team Site Managers). The Food and Beverage Director explains our program goals and the expectation that items will either be recyclable or compostable. He provides a list of approved items that are acceptable to our compost and recycling vendors, and verifies their purchases meet the requirements.

Food and Beverage Vendors provide their list of products to be used at the festival, in advance. The Sustainability Coordinator should attend the Food Vendor meetings if possible, usually six weeks prior to the festival.

Staff and volunteers at the Food and Beverage booths during the Festival may be different from the owners/managers whom we speak with in advance. The Sustainability Assistant/Intern should go around with the Food Crew Area Managers from each site to check in with vendors together, at least on the first day. They will collect samples of the items being used, so they can

verify compliance and create educational displays to guide Green Team. Boxes of approved products should be stickered after verification to save time during subsequent checks.

FQFI Crew should also review the different waste streams and waste stations with food vendors, and remind vendors about **approved materials**, which include:

- plastics #1 and #2 (only served to public by beverage vendors)
- aluminum cans (only served to public by beverage vendors)
- PFAS free compostable food containers, pre-approved by FQFI (only served to public by food vendors, including snowball, ice cream, and crawfish vendors)
- all food waste is compostable
- glass: approved beverage vendors plus any food vendors who may have glass containers from their BOH operations (glass recycling located behind cocktail booths)
- cardboard
 - clean cardboard is recyclable (and should be broken down)
 - food contaminated/soiled cardboard is compostable
 - and should be broken down
 - any cardboard places in compost bins need tape removed
 - wax-coated cardboard is **not** recyclable and should be put in the Landfill bins
 - vendors should not use their cardboard boxes trash receptacles
- glass
 - approved beverage vendors have a toter for glass in the back of their booth
 - any food vendors who may have (clean) glass containers from their BOH operations could run their glass to the closest beverage booth

Common issues/problems:

- ice bags and the shrink wrap around Aquafina water bottles are **not** recyclable
- liquid (like leftover gumbo) should **not** be placed in compost bins
- condiment packets such as those for ketchup, mayo, etc are no longer allowed on site
 - vendors should transition to condiment pumps or squeeze bottles at their counter
 - vendors can use small paper-based soufflé or portion cups to serve condiments
- tin foil is no longer allowed to be served to customers over the counter (no exceptions)
 - vendors will transition to PFAS-free compostable parchment paper and/or paper boats in lieu of tin foil. Tin foil is still allowed in the back of the house, and can be recycled if it is clean / non-contaminated from food.



FQFI Crew Education and Compliance

All French Quarter Festival crew receive onboarding, which includes information about Geauxing Green. In addition to information about the chain of communication when help is needed, and the sanitation radio channel, we need to cover:

- the different waste streams (compost, recycling, landfill, glass, cooking oil, donation)
- the waste stations, and the color-coded bin system
- why contamination matters
- what they should do with cardboard during setup / production / breakdown
- what they should do with their plastic water bottles during pre- and post-production

HQ and Other Tents

In 2024, we will provide waste stations with signage for each of the (7) Headquarter areas, which will be central to First Aid and Check In Tents:

- Spanish Plaza HQ
- Geauxing Green HQ (Kohlmeyer)
- Riverfront HQ (Palm)
- Jax Lot HQ
- Quartermaster HQ (Marketplace Lot)
- Jackson Square HQ
- NOJM (Mint) HQ

Gates & Private Security

Gates Crew located at different entrances can have a very difficult job, interfacing with the public who often balk at being asked to discard outside food and beverage items.

However, they really are on the frontlines for ensuring that people are not bringing in outside plastics which are not recyclable like red or blue solo cups (only plastics #1 and #2 are allowed) or outside food containers, especially styrofoam or those coated with PFAS.

One challenge is food and beverages purchased from another site of the festival. Not only should Gates Crew have the “allowable items” clearly posted by the beginning of the Festival, we should incorporate information in their training about what it all means for our Geauxing Green initiative.

Also – crew, volunteers and musicians are often waved through. This is likely not going to change, so we need to make sure that everyone knows that **NO GLASS** is allowed on site. Broken glass is a hazard to custodial crews and Green Team.

Backstage Crews & Musicians

There are over 1,700 musicians playing at French Quarter Festival. We could incorporate information about Geauxing Green in the application process, and any advance materials. This is another category of people often waved through at the entrances. If we could identify one person from the Backstage Crew who was designated to monitor for glass, in particular, that would be helpful. The waste stations backstage had the highest amount of glass beer bottles outside approved beverage vendors and each Site Manager

Additional Outreach and Education

We provide a One Page information document in all Crew Binders, but not all crew notes read those. Strides can always be made in better conveying Geauxing Green goals and efforts – not only to managers but to the crew and attendees on the ground. Gates and Stages have their own breakout meetings. We may want to have the Sustainability Coordinator attend these meetings briefly, if possible.

Overall, we need to improve FQFI crew education and compliance in our Geauxing Green initiative. It is important that everyone both understands what is happening on site, but also the role they can play to help! This is an internal cultural change that has already begun, but has room to expand by deepening all stakeholders' understanding.

Custodial Crew

Each site has a custodial crew supervisor, and a sanitation team who go around and remove full bags of compost (green), recycling (blue) and landfill (black) from the bins and replace the liners. In some zones, like NOJM (Mint), they circulate on a schedule unless notified by radio that a receptacle needs changing. The Sustainability Coordinator will work with the onsite custodial project manager (to be a fluent English speaker) to create a schedule of rounds for each of the five sanitation crews.

After removing bags from waste stations, sanitation crews will bring blue and green bags to their respective sorting area. Most black landfill bags will go directly to the appropriate dumpster in their zone but Green Team Site Managers will work with the sanitation supervisor to identify which landfill bags should be part of our daily waste audits.

Site/Zone Managers should meet with the Custodial Manager at their site to review how sanitation crew circulate the site (which was discussed in advance between the Sustainability Coordinator and overall project manager on site). They should reinforce:

- no cardboard box receptacles for public use
- we will have smaller (32 gallon) Crawfish bins in Jax Lot and NOJM/The Mint
- where sanitation teams should bring bags to be sorted by Green Team
- how to distinguish those bags that have been sorted and can be taken to the dumpster

Zone Managers from 2023 requested they be provided with some commonly needed phrases in Spanish as crews are often Spanish-language speakers and this led to a communication gap.

Bags/Bin Liners

Bin Liners are color coded, and match the color of the 96 gallon bins:

- compost bins and liners are GREEN
- recycling bins and liners are BLUE
- landfill bins and liners are BLACK

Bin liners come in two sizes. The large are used for the 96-gallon bins, while the smaller size is used for any temporary cardboard boxes the custodial crews put out or other 32-gallon totes. As previously noted, x-frames have slightly different liners.

Note - Glass Bins are 32 gallons and may be purple or blue. Glass Bins do not need a liner - the glass is dropped directly into the bin. These bins should NEVER be handled by sanitation crews. Glass bins are only to be handled by Green Team. Consider adding additional signage.

Liners Inventory

Green Team Site Managers will work with Quartermaster on Wednesday during festival set up. Site Managers will inventory how many of each kind of bag/liners are distributed at the beginning of the festival to each site. This inventory should be updated daily, at opening & EOD, by liner type and size. The inventory should track which zone gets what, if possible.

Additional tracking options (future):

- trial a tracking system per zone
- trial a tracking system per rounds

Dumpsters

There are three different kinds of dumpsters (landfill, recycling, compost). Every dumpster needs to have bi-lingual signage so that our sanitation / custodial crews are using the correct dumpsters. Green Team Site Managers will be responsible for ensuring the dumpsters for their site are properly tarped each evening, and are open/accessible each morning. Site Managers should also take a photo of each dumpster, every night, and try to estimate how full the dumpster is / the number of bags inside.

The Site Operations Coordinator and Sustainability Coordinator together are responsible for ensuring that hauling companies properly place, service, and remove dumpsters on schedule. Full details for this are influenced in the annual Sanitation Plan.



Attendee Education, Outreach, Engagement

Pre-Festival Outreach

Pre festival outreach plan to be determined annually through internal discussion between Marketing and Communications Director, Operations Director, Volunteer Coordinator and Sustainability Coordinator. Pre-festival outreach is divided into three categories, listed below:

- Marketing (social media, flyers, email newsletters)
 - top level information on Geauxing Green Program to create awareness
 - executed by Marketing and Communications Director
- Advertising (includes billboards, digital ads, radio spots - paid or in-kind)
 - top level information on Geauxing Green Program to create awareness
 - executed by Marketing and Communications Director
- Volunteer Recruitment (social media, flyers, email newsletters, networking)
 - targeted to green-minded or passionate volunteer groups and individuals
 - housed within existing Volunteer program outreach, but segmented when needed
 - executed by Volunteer Coordinator, with support from Sustainability Coordinator

All pre-festival outreach should direct readers to visit FQFI.ORG/GREEN to learn more about the program, register to volunteer, or browse free FQFI created educational green resources.

Onsite Messaging and Education:

- signage at each waste station is the primary education and outreach tool at festival
- 20x20 Green Team Headquarters Tent on Kohlmeyer Lawn displays detailed informational signage and provides opportunities for partners to table within the space
- Green Team crew and volunteers, in their bright green t-shirts, are also a great resource for engaging and educating the public about green initiatives and why they matter
- information tents found at each site provide brochures with Geauxing Green information
- information kiosks scattered throughout festival grounds includes information about Geauxing Green but competes with other important information on display.
- Stage announcements following each performance on all FQF stages reminding guests to compost and recycle their waste (FQF has between 20 and 25 stages annually)
- French Quarter Festival app - dedicated Green page exists, can be expanded/improved

Thoughts for Increasing Patron Engagement in 2024 and beyond

We have room to grow our acknowledgment of patron efforts and/or provide incentives for them to be more engaged with the program. Some examples to consider for 2024 are listed below:

- give out green stars or temporary tattoos to thank people properly disposing of waste
 - distributed by crew and volunteers at waste stations provides immediate "reward"
- create a reward/incentive program or raffle/drawing for participating guests
 - could be something from Tchoup Industries, as with our volunteer program
 - entry could be by posting a selfie, using a #GeauxingGreenFQF hashtag
 - we could create a selfie backdrop at /near the Green Team HQ Tent

Example of outreach for Geauxing Green Volunteer recruitment - flier / digital add:



Geauxing Green: FQFI's Sustainable Festival Handbook (2024)

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Disclaimer: The document is intended to be a manual for FQFI Sustainable Festival operations, and serve as publicly available a case study for other event planners, in a spirit of growing awareness and collaboration around this important topic. Many examples and specifics given in this manual are relevant solely to FQFI events, and readers should understand that their event will have different requirements impacting sustainability planning. We recommend using our other publicly available resource - the Greener Grounds Guidebook and Workbook (free to download at FQFI.ORG/GREEN) - for a more 'from the ground up' planning document.

VISIT FQFI.ORG/GREEN TO LEARN MORE OR LEAVE US FEEDBACK!