

WIN WIN ECO PRODUCTIONS

# INAUGURAL HORSESHOE MUSIC FESTIVAL 2023



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- Who, what, when, where
- Overall environmental impact

## 03 HINDSIGHT

- Wins + Losses

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- WIN WIN Transformations
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# The Numbers



Client:

# HORSESHOE MUSIC FESTIVAL

Environmental Objective:

WASTE  
REDUCTION +  
LANDFILL  
DIVERSION  
REPORTING

Dates:

09.01 - 09.03,  
2023

Venue:

VIRGINIAN LODGE  
JACKSON, WY

Estimated Number of People:

963

## TOTAL WASTE PRODUCED

### COMPOST

384.5lbs

FOOD IN LANDFILLS CAN HEAT THE ATMOSPHERE UP TO 85 X FASTER THAN CARBON

### GLASS

332lbs

LIQUOR BOTTLES VIRGIN GLASS PRODUCTION CREATES ~80% MORE POLLUTION THAN RECYCLING EXISTING GLASS

### ALUMINUM

98.5lbs

RECYCLING CANS IS 95% MORE EFFICIENT THAN MAKING NEW ONES + CAN BE REPROCESSED INFINITELY

### CARDBOARD

55.5lbs

1 TON OF CO2 EMISSIONS IS SAVE PER EVERY 1 TON OF CARDBOARD RECYCLED

### PLASTIC

6lbs

TETON COUNTY ONLY RECYCLES #1+2 BOTTLES PLASTICS TAKE 500-1000 YEARS TO DECOMPOSE

### LANDFILL

223lbs

TO BE AVOIDED AT ALL COST BECAUSE THERE IS NO "AWAY"

# TOTAL WASTE PRODUCED

## FOOD DONATIONS

# 173lbs

THE GOOD SAMARITAN MISSION DID NOT HAVE ENOUGH FOOD FOR DINNER SO OUR DONATION FED LOCAL PEOPLE IN NEED SAME DAY

## SPECIAL RECYCLING

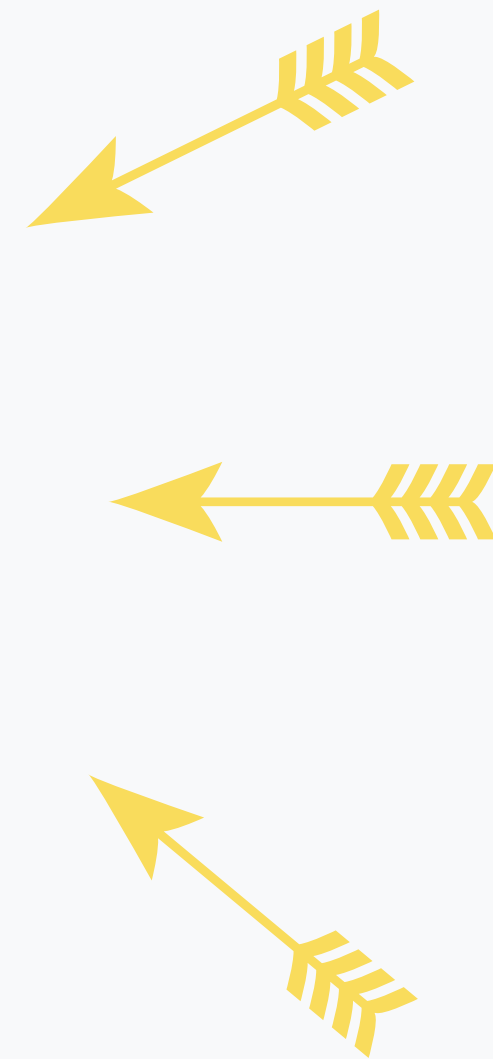
# 22.5lbs

SINGLE-USE CUPS WERE STILL SERVED IN THE SALOON BUT WIN WIN SHIPPED THEM GROUND TO BE REPROCESSED INTO REUSABLE MATERIALS



## TOTAL PERCENTAGE OF WASTE DIVERTED FROM LANDFILLS

82.48%



1,295 TOTAL LBS WASTE RECORDED

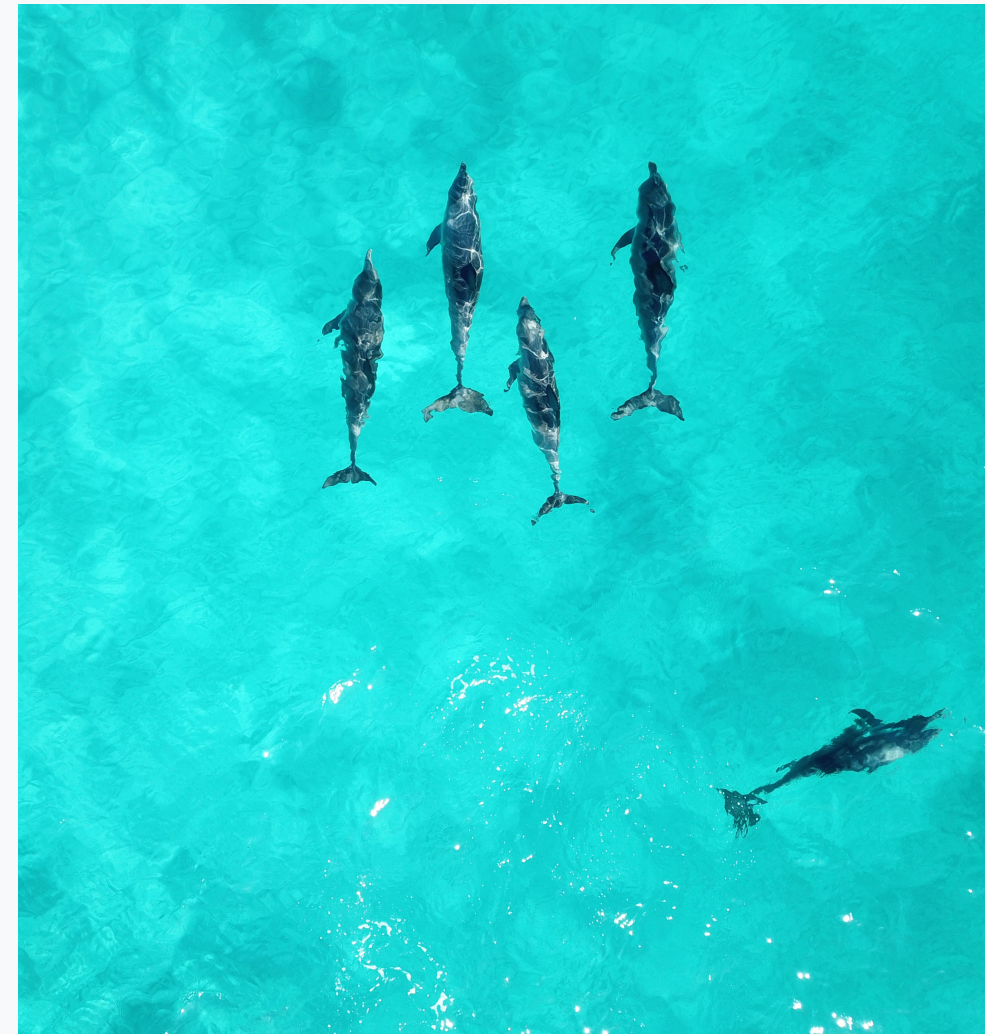
223 TOTAL LBS WASTE WENT TO LANDFILLS

**ZERO WASTE CLASSIFICATION IS 90% DIVERSION**

# The WIN WIN method







## COMMUNICATION

What WW does is complex + our success depends on every crew members' participation at some level. It is critical that people understand exactly how to help. We successfully distilled our objectives into clear goals + actions needed from everyone. Staff-wide collaboration, reverence + inclusion took our environmental accountability to a very high level, rapidly.



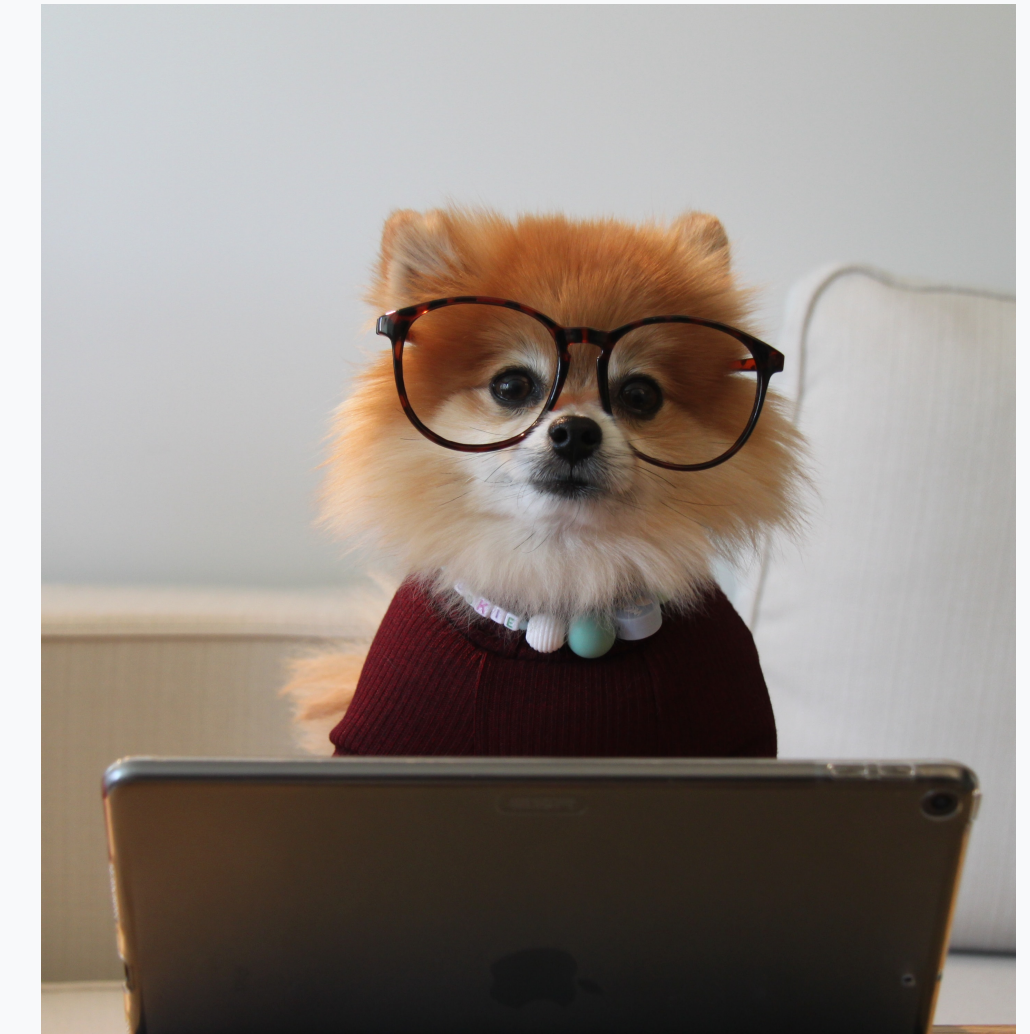
## CATALYZING ACTION

Lasting change takes personal investment. We've got to value a new way of relating to our trash in order to **truly adopt it**. WW team members encourage curiosity + value meeting people right where they are, sharing info in a neutral way so they feel safe + open to learn. We received a multitude of verbal testimonials from attendees + staff stating how they will shift their waste habits to be more responsible.



## ABOVE + BEYOND

We collected all miscellaneous single-use serve ware that cannot be recycled in Teton County - or any counties within hundreds of miles. Once organized into clean, neat stacks, we shipped all of them to Terra Cycle, a private recycling company that charges premium fees to sort and recycle 500+ challenging materials at special facilities within North America that turn them into reusable products instead of trash.



## STRATEGIC PLANNING

Our environmental coordination + alignment efforts with venue + staff leading up to this festival paved the way to extremely clean waste sorting + maximum landfill diversion results. Our tactics were well planned, organized + efficient which eliminated surprises that could have greatly effected the success of the festival's environmental plan.

## HYDRATION

Willow Springs was the festival's water vendor and brought 5 gallon water jugs with rechargeable electric pumps and bleached, virgin paper, PFAS-lined disposable cups. Win Win advised the Horseshoe team to find a water sponsor that uses infinitely recyclable aluminum bottles with resealable lids in addition to Willow Springs. Attendees would have their own plastic-free water bottle to refill and discard in the aluminum recycling bin. This extra eco transformation could be planned for and applied at the next festival.

## CATERING

Win Win consulted with daytime food vendor, Teton Lunch Counter, pre-festival + convinced them to permanently switch to all reusable serve ware!

All surplus food + drinks were donated to feed hungry locals dinner on Monday 9/4 at the Good Samaritan Mission.

The Virginian F+B department already uses primarily paper serve ware, however all festival chefs created menus with hand-held food items, avoiding the need to serve their single-use plastic cutlery.

## SALOON + YARD BAR

We recommended single-use aluminum cups by Ball for the bars. Even though more expensive, the Virginian GM approved this decision, charged more for first cup use, and gave a discount when refilled. Despite the fact that metal cups can be cold on the hands, or make a drink slightly metallic tasting, management committed to the option that reduces harmful impact on our planet. Aluminum continues to be infinitely recyclable and the best option (as of now) for single-use beverage ware.

## WASTE COLLECTION

Win Win directed the removal of all public waste bins within the venue general admission courtyard, VIP pool area, artist backstage/practice hall + saloon. We created high-level sorting stations in each area that were organized, aesthetically pleasing, clearly marked, sanitary, and completely controlled by staff monitors. This greatly reduces inevitable bin contamination as well as engaging responsible waste disposal practices and education for hundreds of humans.



## SORT, WEIGH, REPORT, REPEAT

- 28 sorting receptacles
- 1 box truck for staging waste weighing + storage area out of weather + only accessible to Win Win team
- 6 x 50-gallon compost receiving area + 22 x 5-gallon compost fill + transfer buckets
- Environmental Goals were present at stations so people could be informed + practice new disposal methods



**SORT, WEIGH, REPORT, REPEAT...AND KEEP IT NEAT!**



## TERRA CYCLE FOR THE WIN....BUT LET'S NOT MAKE IT A HABIT!

- Win Win has thoroughly vetted and approved the specialty recycling company, Terra Cycle, as a viable option to recycle a myriad of materials that municipal recycling + compost facilities cannot process.
- These single-use cups, lids, straws + cutleries have been shipped to Terra Cycle to be reprocessed + repurposed for a fee.
- Terra Cycle's specialty processing plants are all located in North America + they are able to track what every item becomes next. For instance, many non-food grade plastics become pellets used to make playgrounds or shoes. Neat!



## FEED THE PEOPLE, NOT THE LANDFILL !

- Teton Lunch Counter, daytime food vendor, as well as the VIP Chef Greg Steen sourced majority of ingredients locally + both composted 100% during food prep!
- We collected + weighed all organic waste from VIP chef Greg, Teton Lunch Counter, and every artist, staff and attendee who could not make it into the Clean Plate Club.
- When food breaks down in a landfill, it creates huge loads of methane gas which heats our atmosphere up to 85 times faster than carbon dioxide.



## NEVER FORGET THAT IT'S REDUCE + REUSE WAY BEFORE RECYCLE

- Local nonprofit, Vibrant Initiatives, supplied us with reusable plates, cups and cutlery for the artists and staff food + beverage services.
- Vibrant owner Virginia Symons waived the rental fee + only charged for missing items after her 5% attrition allowance.
- Win Win + Chris Myers washed these dishes all day every day because our home planet is WORTH IT.

# Hindsight





## HIGH FIVES:

- Festival Creator + Director both made environmental reporting a non-negotiable.
- Win Win Method was welcomed + enforced by venue GM + departmental managers.
- Artist Experience Coordinator followed Win Win instructions to cut down on waste + implemented the use of all reusable dining wares for all artist meals provided.
- Win Win coordinated daily unconsumed prepared food drop off logistics but all event food vendors effectively avoided wasteful surplus preparation.
- Saloon Manager went above + beyond, personally collecting after party waste + bringing it to Win Win's backstage sorting bins in the after hours.
- Festival Directors contracted a daytime food vendor + VIP Chef who are both classified as zero-waste, 100% composting kitchens + use 85%+ locally grown ingredients.
- Phenomenal, event-wide support + adaptation to the Win Win Method resulting in a record high music festival Landfill Diversion Score!

## STAGE DIVES:

- Win Win contracted very late in festival development which limited our involvement with environmental foresight + strategy.
- The Saloon could only eliminate single-use plastic pint cups, but not 9oz cocktail cups.
- The Saloon is not designed to allow space for proper sorting bins + the Bar Manager had just been hired so there were friction points that lessened the efficacy of the Win Win Method.
- The lack of access to a dishwashing area at the venue made washing reusables another challenging variable that would prevent the usage of larger quantities of multi-use plates, cups + cutlery.
- Win Win was not introduced to a key venue maintenance manager who threw away saloon waste meant to be weighed on the morning of festival day 2.
- Win Win needs to be able to hire their own staff + train them on our Method pre-event to assure highest level of efficiencies, safety, accounting + reporting.
- Carbon emissions for this event were not measured.

Massive gratitude for trusting Win Win Eco Productions to transform the first ever Horseshoe Music Festival into an event that achieved more environmental accountability than we all thought possible.

We are proud to have collaborated with each Creator + Team Member!

Together, we achieved real, measurable change.

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THANK YOU !

