

Strawberry Fields Festival *Case Study*



Project Overview

Strawberry Fields Festival, celebrating its 15th anniversary in 2024, partnered with B-Alternative to enhance environmental sustainability through two core initiatives: the **Rewash Revolution** and **Camp Care Program**. These programs are designed to reduce landfill waste and foster conscious patron behaviour for over 18,000 patrons.

Within its sixth year of integration, Strawberry Fields *Rewash Revolution* replaces single-use food and beverage containers with reusable alternatives for 28 food vendors. 2024 was B-Alternatives third year as the logistics manager.

Our Camp Care program, supports festival-goers to party with the planet by keeping campsites tidy and having meaningful conversations around sustainability and waste. Together, these initiatives not only minimise environmental impact but also strengthened Strawberry Fields community engagement around sustainability.



Operational Model

B-Alternative delivered a full-service, end-to-end solution tailored to the festival's sustainability goals:



Reusable System Design

Supplied and managed the circulation of 52,559 reusable food and beverage items across 28 vendor outlets.



High-Volume Wash Infrastructure

Strategic on-site commercial-grade wash stations capable of processing up to 10,000 dishes daily.



Vendor & Patron Engagement

Delivered pre-event and live vendor briefings, instructional signage, and front-of-house staff to ensure simple adoption.



RFID Deposit Systems

Collaboration with Festival Currency's RFID wristbands to apply and communicate crockery deposits/returns.



Camp Care Program

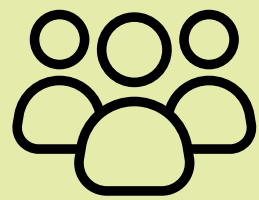
Engaged directly with campers through peer-to-peer education on waste separation, responsible disposal, and Leave No Trace principles.



Indigenous Education Partners

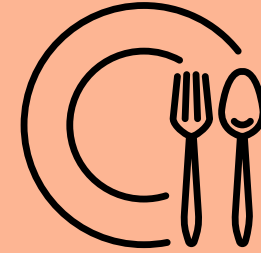
\$5209.6 donated to the Indigenous Education Foundation through volunteer donations and CDS collection.

Key Outcomes



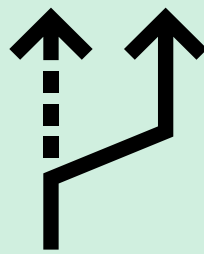
52,559

Reusable items circulated



44,283

Reusable Dishes Washed &
Returned on Site.



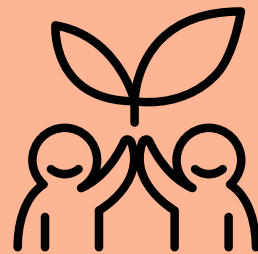
1321kg

Waste Diverted from Landfill



28

Food Vendors Serviced



10,000+

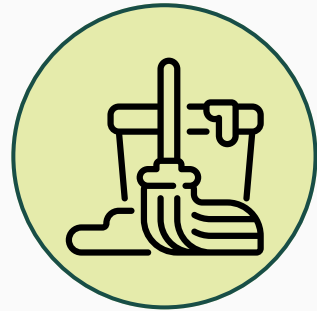
Sustainability Conversations
with Patrons



295

Camping gear repairs
completed

Environmental and Community Impact



On-Site Cleanliness

The shift to reusables contributed to visibly cleaner dining areas and dancefloors, reducing litter across the festival environment.



Waste Reduction

The Rewash Program successfully prevented over 1.3 tonnes of single-use packaging waste from reaching landfill.



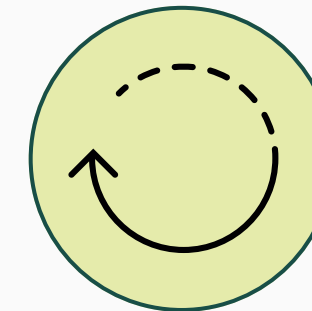
Vendor Engagement

Improved pre-event communication, and a structured return system helped vendors better understand and comply with reuse deposit systems.



Behaviour Change Through Education

Thousands of festival-goers participated in campground conversations with B-Alternative, promoting conscious consumption and proper waste practices.



Circular Economy in Action

Salvaging efforts recovered camping gear – including gazebos and chairs – for donation or reuse, extending product lifespans and supporting community-based circularity.

Looking Ahead



“B-Alternative brings true sustainability to life. Professional, adaptable, and always a pleasure to work with on-site.”

Tara Medina, Director, Strawberry Fields

B-Alternative works closely with festival organisers to refine operations and expand the impact of reuse systems and peer-led waste education at festivals and events nationwide. This initiative underscores the potential of festivals to drive large-scale behavioral change when circular systems and culture collide.

This model is designed to be replicable and is already being adapted by other regional festivals and councils seeking to reduce event waste, engage communities, and embed circular systems at scale.

Ready to transform your festival or event into a sustainability leader?

Strawberry Fields 2024 illustrates how scalable reuse systems and peer-led education reduces waste and enhances the entire festival experience. From clean campsites to conscious consumption, B-Alternative's approach delivers measurable impact and lasting behavioural change.

Partner with B-Alternative to design a circular system that aligns with your values, is catered to your patrons, and meets your environmental targets.

Let's co-create the future of waste-free events.

Contact our events team today: enquiry@b-alternative.com



Our Service Offerings



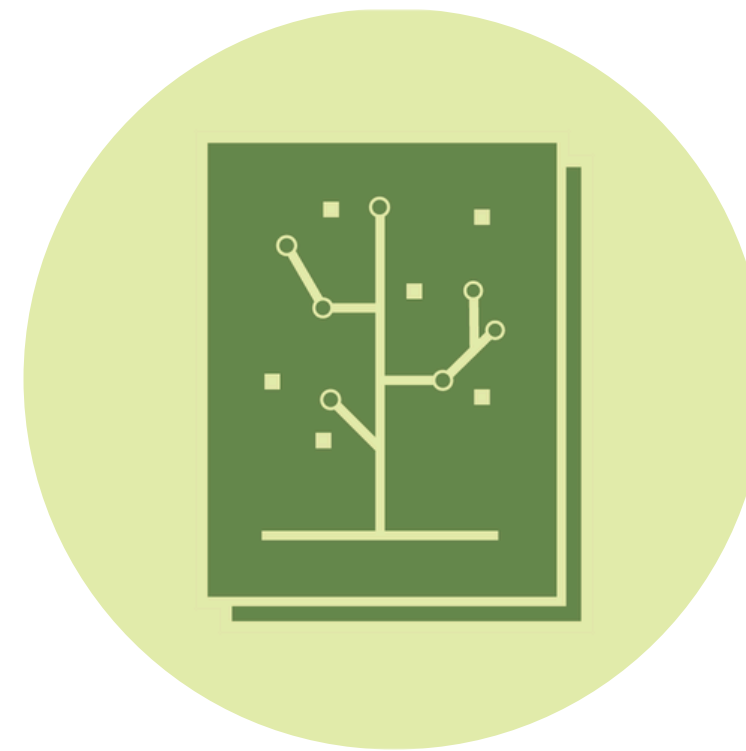
Reuse Revolution

Our flagship circular economy program provides mobile wash stations, dishware, and systems design to help communities transition away from disposables.



Regeneration Works

We run place-based programs that restore ecosystems, reduce waste, and foster community resilience through shell recycling, education, and habitat regeneration.



Environmental Consulting

We support councils, businesses, and organisations with waste audits, reuse strategies, and sustainability planning tailored to local needs and circular goals.



Festival & Events

We deliver zero-waste solutions for events, including reusable dishware systems, waste audits, and hands-on support to eliminate single-use packaging.

Be the Change | B-Alternative

B-Alternative is an Australian Social Enterprise revolutionising sustainability through four key services that drive positive environmental change and champion circularity. Our solutions empower businesses, events, and communities to embrace regeneration seamlessly.



Yorta Yorta Country

B-Alternative wishes to acknowledge the Yorta Yorta Nation, whose lands we work and play upon at Strawberry Fields. Sovereignty of Yorta Yorta peoples was never ceded, which laid groundwork for environmental issues that are still pervasive to dhungala (Murray River) and the surrounding nation today.

We strive to recenter Indigenous perspectives and reciprocal relationships to place at each festival we work with.

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Yorta Yorta Traditional Owners aka Norma's Crew – who we have the privilege of working alongside at Strawberry Fields Festival.