

THE ALTERNATIVE MODEL



Business for good

B-Alternative is a social enterprise that delivers low bono environmental consultancy services, waste reduction strategies and low impact alternatives to everyday products to businesses, schools and events whilst making it financially viable.

We have a new free regenerative events model called **The Alternative Model**

Which is a waste reduction and resource recovery service designed to green your event and reduce your costs

Which can contribute to:

- A healthier environment
- Financial savings on waste bills
- Reductions or elimination on packaging usage
- Overall waste reduction – up to 95%
- Positive environmental marketing opportunities
- Increased community engagement, education and behaviour change opportunities

By using BA's service, events will be supported to implement a number of environmental initiatives to maximise the positive impact of the event.

This includes:

1. Implementing a multi stream resource recovery system to dramatically reduce and divert waste from landfill



2. Implementing a reusable model to replace single use packaging

3. Work with all staff, suppliers & contractors to ensure best practice across all areas

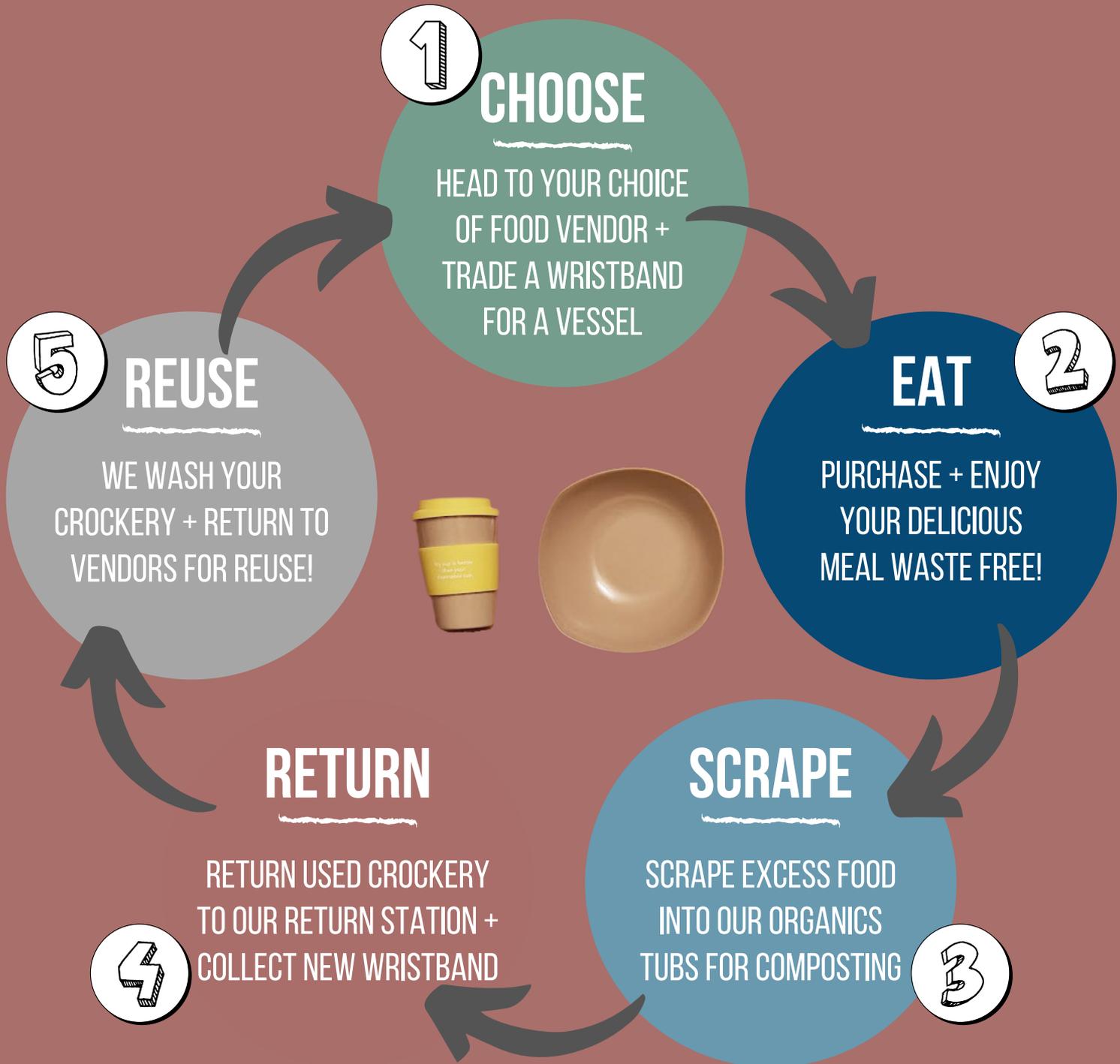


4. Promote a partnership with BA and BA's sister companies to further assist impact

5. Buying environmentally friendly/ethical products through BA



B-ALTERNATIVE'S REUSABLE MODEL



HOW IT WORKS

- ➔ Patrons pay a deposit (usually \$10, however, this is negotiable to suit the event) to buy into the environmental initiatives at the event.
- ➔ Patrons support a more environmentally conscious event and get access to the reusable system.
- ➔ Patrons can get an optional refund equal to half their deposit when leaving the event, or donate it to tree planting.

HOW DOES A FREE MODEL LOOK FOR YOUR EVENT?



- ➔ B-Alternative provides a free consultation to the event, to tailor a model to best suit their needs.
- ➔ Event organiser pays a deposit based on 10% of our expenses at the event - This will be refunded within one week of the event finishing.
- ➔ BA provides marketing collateral to promote all aspects of the environmental initiative.
- ➔ BA carries out a free service, giving you a greener, cleaner and cheaper event.
- ➔ Your positive environmental impact is celebrated with a complimentary, professional environmental report.

Get in contact with our Festival and Events Project Manager today;

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