



Business for good

# FESTIVALS & EVENTS

**BE THE CHANGE. BE ALTERNATIVE.**



# ACKNOWLEDGEMENT OF COUNTRY

B-Alternative wishes to acknowledge the traditional custodians of the lands on which our team members work and live, predominantly lands belonging to the Wadawurrung, Woiworung, and Boonwurrung people of the Kulin nation.

We wish to pay our respects now and always to Elders past, present, and future, and acknowledge that sovereignty was never ceded.

alternative

# WHO ARE WE?

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B-Alternative is an environmental solutions group promoting a planet-positive future for businesses, schools, festivals, and events.



## WE AIM TO:

- cultivate awareness of environmental issues through education.
- provide low-waste solutions for businesses.
- promote sustainable behaviour, attitudes, and business practices.
- highlight sustainable, cost-saving outcomes.

# WHY PARTY WITH THE PLANET?



## LIGHTER FOOTPRINT

Reduce your event's overall greenhouse gas emissions, landfill contribution, energy usage & more



## WHAT PUNTERS WANT

75% of Australians are concerned about the impact of climate change (Australia Institute, Climate of the Nation 2022)



## INDUSTRY LEADERSHIP

Set the bar high for future events & help create a new norm for a transforming industry



## SMARTER SPENDING

By reducing the overall amount of waste produced, event costs are typically lower. Less landfill = less \$\$



## SPREAD THE IMPACT

Encourage a cultural shift towards Earth care & positive behaviour change within the broader population

# EVENT SERVICES

## WASTE MANAGEMENT

Resource recovery  
specialising in streamed  
recycling & composting.



## CONSULTATION

Our experts listen to your  
needs & tailor systems to suit  
your budget.



## REUSABLES

Our reusable crockery  
system eliminates the need  
for single-use containers,  
radically reducing landfill.



## EDUCATION

Staff & patron education,  
consulting, signage, & Earth-  
centred talks.



## PARTNERSHIPS

Connections with like-  
minded businesses to  
provide additional  
sustainability services



## MARKETING

Pre- & post-event  
cross-promotion, including  
environmental reports.

# THE REUSABLE MODEL

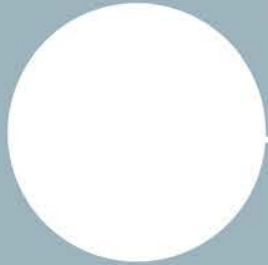
- We liaise with food & beverage vendors prior to the event to supply high-quality reusable crockery, cutlery & drinking cups.
- Staff circulate to distribute crockery, collect when used, clean with commercial dishwashers & return to vendors for reuse.
- Events have different options within the model:
  - The **traditional wristband system** works through swapping bands as tokens when placing orders.
  - Our **RFID system** allows for wireless token uploads onto the band and a completely cashless system to be utilized by the event.



# THE RFID & REUSABLE MODEL

## COLLECT

Patrons receive a RFID wristband at the entry gate

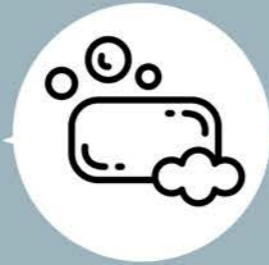


## ORDER

Patrons pay for a meal, then tap the RFID wristband to loan B-alternative crockery

## RETURN

Patrons will bring crockery back to the wash station to be washed by B-A staff

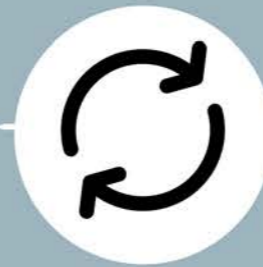


## RELOAD

Patrons tap their RFID wristband at the wash station to reload crockery tokens

## REPEAT

Patrons loan and return crockery during the event, eliminating single-use waste



## DONATE

Patrons drop their RFID on the way out, allowing them to donate \$5 to a regeneration project



OR



## REFUND

Alternatively, they can return to the wash station for a \$5 refund

## HOW TO: OFFSET COSTS



### ENVIRONMENTAL LEVY

Charge patrons a small percentage fee at point of sale for reusable use.

OR



### INCORPORATE INTO TICKET

Incorporate a cost for reusables is into the ticket price per patron.

OR



### \$5-\$15 COST PER PATRON

Charge patrons a flat fee for a wristband - at end a portion can be refunded or donated to regen project.

OR



### REFUNDABLE DEPOSIT SYSTEM

Charge patrons a fee per reusable item and refund when returned.

&



### VENDORS CONTRIBUTION

Charge vendors a small fee, either flat or per item, for use of reusables.

## BENEFITS OF REUSABLE SYSTEM



### REDUCE LANDFILL COST

By eliminating sing-use packaging, we reduce the volume of landfill weight, cutting costs per tonne.



### REDUCE CLEANING COST

With no single-use packaging, litter is reduced on festival ground, eliminating the need for additional cleaners



### MARKETING ACCESS WITH COPYRIGHT

We will provide photos of festival grounds before and after, giving you exclusive access and rights to these photos.



### POSITIVE PATRON ENGAGEMENT

Many patrons opt to donate the RFID fee to regenerative projects of their choice.



### PATRON POSITIVE IMPACT FESTIVAL GOERS



# STREAMED RESOURCE RECOVERY

- Separate recycling streams for glass, aluminium, organics, paper/cardboard, co-mingled recycling, & oyster shells
- Decontaminated streams are recycled at specialised facilities & kept out of landfill
- Clear, instructive, & educational signage with optional co-branding is always provided
- Collaboration with The Nature Conservancy in the Shuck Don't Chuck Program, allowing for shell recycling & reef restoration



# EVENT EDUCATION

Education is a key component of the B-Alternative model and this includes placing staff and volunteers in roles to educate the patrons, vendors, and event staff.



## **BIN FAIRY**

Stationed around resource recovery systems; provides information and excitement about correct recycling.



## **GROUND SWEEP**

Sorting and separating waste into correct streams; aims to empower people to collect their own waste, not clean up after others.



## **CAMPGROUND EDUCATION**

At overnight events, educating campers on best practices, answering questions, and spreading the good word of partying with the planet.

# CAMPGROUND EDUCATION



- Patrons are constantly empowered to know this is a legitimate contribution they are making by sorting their recycling.
- Patrons see benefit in the compost offer-- this shows that there is real care on our part, not greenwashing.
- Patrons often get rewards in prizes and hand-outs that the event provides BA to issue. BA will run an online prize system that the event promotes through their on site media platforms.
- Patrons get to be leaders and connect with country. They appreciate that we are on borrowed land so we need to show respect.
- We constantly see a minimum of 90% positive feedback from patrons, that they are contributing to Partying with the Planet.
- The immediate benefit seen with Campground Education is the cost savings. By educating patrons to take everything home, there is a shorter clean up period post-event and less weight=less to pay to tip in landfill.

# SERVICES BREAKDOWN



## PRE-EVENT

- Environmental consultation
- Waste contract management
- Document development
- Staff education & training
- Liaison with vendors & ordering
- Signage & promotional design, preparation, & rollout



## DURING EVENT

- Staff & volunteer management
- Waste separation/decontamination
- Reusable system implementation
- Regular site cleans
- Patron engagement, assistance, & education



## POST-EVENT

- Waste collection & removal
- Off-site recycling & composting
- Data collection & auditing
- Reports & post-event promotion
- Final site clean

# NYE ON THE HILL

**NYE on the Hill** is a boutique Australian music and camping festival run by Red Hill Entertainment in South Gippsland. The multi-day festival has incorporated the reusable model for multiple years including 2022/23.

## RESULTS

- **5142KG** OF MATERIALS WERE MANAGED INTO DIFFERENT RECOVERY AND WASTE STREAMS, **DOWN 57%** FROM THE PREVIOUS YEAR
- **52% WASTE DIVERTED FROM LANDFILL**, INCLUDING SINGLE USE PACKAGING AVOIDED THROUGH THE REUSABLE SYSTEM.
- TOTAL LANDFILL WAS **2560KG**, DECREASING **36%** FROM THE PREVIOUS YEAR



Read the full report [HERE](#)



# OUR SURVIVAL DAY

Our Survival Day, organised by **Our Songlines**, a 100% Aboriginal-owned and woman-led organisation was held on Jan 26, 2023 using a reusable model and in-kind B-alternative services.

## RESULTS

- **90%** OF WASTE WAS DIVERTED FROM LANDFILL
- ONE **240L BIN** OF GENERAL WASTE ONLY
- **1452 SINGLE USE FOOD PACKAGING** ITEMS WERE AVOIDED THROUGH IMPLEMENTING A REUSABLE SYSTEM.

Read the full report [HERE](#)

 OUR SURVIVAL DAY



# TESTIMONIAL

"The B Alternative festival team are passionate, engaged and laser-focused on reducing waste - and have the results to back it up!

”

**Their approach of empowering patrons to consider and take responsibility for their own waste is a refreshing forward-thinking and realistic way to help us all consider the impact that we have on this planet.** Plus they are lovely humans who are a joy to work with. We look forward to integrating B-Alternative into our annual planning for many years to come."

**GRACE Callahan**  
**EVENT MANAGER, LOST PARADISE FESTIVAL**



# TESTIMONIAL

"The Philanthropic Collective are a not-for-profit charity which have the privilege to work closely with B-Alternative. Our core value proposition to educate and reduce waste with real environmental impact are aligned.

”

**They remain pioneer advocates for change in the waste reduction space through a clear record of demonstrated action.** B-Alternative recognises that, while sustainable initiatives get people's attention, it's regeneration and circular systems that will truly create the impact required to heal and rebalance our planet."

***Andrew Phillip-Gautier***  
***Director, Halloween on the Green***





# PREVIOUS EVENTS

We've worked with hundreds of events, but here are just a handful of some of the festivals and events we've worked with in previous years. Please reach out for any further details or environmental reports.

FALLS FESTIVAL

OCEAN SOUNDS

LIVE AT THE PARK

30+ YEARS

ENERGY BREAKTHROUGH  
POWERED BY IMAGINATION

QUEENSCLIFF MUSIC FESTIVAL



THE HILLS ARE ALIVE PRESENTS  
N.Y.E. On The Hill

UNIFY 2022 GATHERING



HALLOWEEN ON THE GREEN

nighjar

FINELY TUNED & triplej PRESENT  
LOST PARADISE

SPLENDOUR IN THE GRASS

A B  
S F

# OUR FRIENDS & PARTNERSHIPS

Sustainable events aren't achieved alone. We've established the below partnerships in order to offer a wider array of services and connections when consulting on event sustainability.



# READY TO GO ALTERNATIVE?

## CONTACT US

Tim Landells | Impact Manager  
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Breanna Mann | People Person  
E | [support@b-alternative.com](mailto:support@b-alternative.com)

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[www.b-alternative.com](http://www.b-alternative.com)



[b\\_alternative](https://www.instagram.com/b_alternative)



[balternativemovement](https://www.facebook.com/balternativemovement)

B-Alternative wishes to acknowledge the Traditional Custodians of the lands on which our team members work and live, predominantly lands belonging to the Wadawurrung, Woiworung and Boonwurrung people of the Kulin nation.

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