



## Plastic Bottle Recycling Case Study: Bele Chere Festival, Asheville

**Recycling since:** 1998

**Type of Event:** Open festival

**Recycles:** cardboard, glass,  
plastic, aluminum

**Average Cost of Service:**  
Free (This service is provided by  
the Asheville sanitation staff)

### Description

Bele Chere is a music festival held annually in Asheville, North Carolina. Since 1998 the festival organizers have been actively recycling a variety of items including cardboard, glass, plastic and aluminum. The event is held during a three-day period and, on average, attracts approximately 300,000 patrons. The vendors who service the customers vary from year to year and the majority of food served at the event is by street vendors.



### Implementation

During the festival, recycling bins are distributed throughout high-use areas next to trash receptacles to facilitate waste reduction. In 2008, trash and recyclables were collected at five zones and carried to drop zones inside the festival. One crew collected trash and another crew collected recyclables at these drop zones. Minimal sorting occurred before recyclables were taken to the material recovery facility.

In order to facilitate these transactions, a roving recycling coordinator monitored recycling activities at vendor booths throughout the festival. Additionally, the coordinator worked with collection zones leaders to ensure proper recycling management. The ease of recycling and trash pick-up depended largely on the participation and cooperation of the city employees who were responsible for the pick-up of these items. Education of city employees about their duties and responsibilities during the festival was central to its success. This was done through supplying the workers with a fact sheet which elaborated on the proper waste and recycling practices.



### Results

The Division of Pollution and Prevention and Environmental Assistance had a booth setup and the City of Asheville created some recycling flyers for the residents. During the event, incentives were used to encourage participants to actively recycle their products. Stickers were handed out when festival goers were "caught in the act" of recycling. Also, Asheville Tourists baseball tickets were distributed to residents that filled out a recycling survey.

### Interviewed:

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