

# CRA 2023

# Compostable

# Plastics Session:

Life cycle of compostable  
plastics at concerts

Meredith Smith  
Venue Sustainability  
Coordinator  
Live Nation

# Introduction to Green Nation in Wilmington, NC



- ▶ My role: Venue Sustainability Coordinator
- ▶ The team: Zero Waste Captains
- ▶ What we do: Sort and Educate
- ▶ Venues: Greenfield Lake Amphitheater and Live Oak Bank Pavilion





## Life cycle of compostable plastics at concerts: Beginning

- ▶ What role does Live Nation play? Customers > Users
- ▶ Ecoproducts > Wilmington Compost Company > DLS: Live Nation's food and beverage partner
- ▶ Sustainability Coordinator Role:
  - ▶ Connect DLS with WCC
  - ▶ Encourage Green Nation's sourcing guidelines

### Required

No plastic or compostable plastic straws.  
Provide paper straws  
BY REQUEST ONLY



### Preferred

- Molded natural fiber/paper products uncoated with any sort of plastic film
- Purchasing post-consumer recycled content is a plus
- Items include napkins, food boats, plates, or to-go boxes, etc.



### Certifications

Look for the following logos to know if the product you are purchasing has been tested and certified by a legitimate source.

#### BPI Certified



**Compost  
Manufacturing  
Alliance Approved**





# Life cycle of compostable plastics at concerts

## Beginning Problems

- ▶ Problems that arise in Wilmington:
  - ▶ Outside food trucks
  - ▶ Compostable plastics melt in the hot sun
- ▶ Solutions in the works:
  - ▶ Approaching food trucks
  - ▶ TURN reusable cup system





# Life cycle of compostable plastics at concerts: Middle



- ▶ Educating consumers that their cups are compostable
  - ▶ Word of mouth
  - ▶ Signage

**CUPS GIVEN HERE ARE  
COMPOSTABLE** 



**PLEASE PLACE YOUR CUPS IN THE  
GREEN LIDS WHEN FINISHED**

**CHECK THE BOTTOM FOR THE WORD "GREENWARE"**

**GREEN NATION**



## IT'S TIME TO FEED THE PLANET



Renewable & Compostable Serviceware

**PLACE IN THE COMPOST BIN!**





## Life cycle of compostable plastics at concerts: End

- ▶ Sorting
  - ▶ Many cups still get mixed in recycling
  - ▶ My team sorts them out stacks them in containers
- ▶ Containers are serviced by WCC after every show
- ▶ WCC brings the concert compost waste to
  - ▶ New Hanover County Composter
    - ▶ “in vessel” method of composting
  - ▶ Piney Run Farms
- ▶ Quality of material
  - ▶ Feedback: They don’t see much contamination
  - ▶ 10% contamination rate



# Conclusion

- ▶ At Live Nation, we measure sustainability success using diversion rates.
- ▶  $\text{Diversion \%} = \frac{\text{Total waste diverted}}{\text{Total waste generated}}$
- ▶ 2021 Show Day Diversion Rates
  - ▶ ~79% at Greenfield Lake Amphitheater
  - ▶ 68% at Live Oak Bank Pavilion
    - ▶ Composted 7,000 pounds, recycled 49,460 pounds, donated 518 pounds, landfilled 26,360 pounds
- ▶ 2022 Show Day Diversion Rates
  - ▶ 85% at Greenfield Lake Amphitheater
    - ▶ Composted 6,685 pounds, recycled 35,321 pounds, donated 65 pounds
  - ▶ 73% at Live Oak Bank Pavilion
    - ▶ Composted 18,690 pounds, recycled 31,742 pounds, donated 1,194 pounds



# Conclusion

## 2021 GREEN NATION RANKS

\*Venues with an asterisk indicate final overall diversion rate, venue without an asterisk indicate final show diversion rate

Rank	Venue + Diversion Rate	
1	PNC Music Pavilion	83.89%
2	Darien Lake Amphitheater	83.78%
3	Greenfield Lake Amphitheatre*	78.97%
4	Jiffy Lube Live	70.76%
5	Live Oak Bank Pavilion*	68.10%
6	Isleta Amphitheater*	66.75%
7	Huntington Bank Pavilion*	60.99%
8	The XFINITY Center	54.04%
9	Ascend Amphitheater	50.90%

Rank	Venue + Diversion Rate	
10	iTHINK Financial Amphitheatre*	49.15%
11	Hollywood Casino Amphitheatre CHI	47.39%
12	The XFINITY Theatre*	41.85%
13	The Pavilion at Toyota Music Factory*	41.05%
14	Toyota Amphitheater*	41.01%
15	FivePoint Amphitheater	37.31%
16	North Island Credit Union Amphitheatre*	35.96%
17	MIDFLORIDA Credit Union Amphitheatre*	10.98%
18	Dos Equis Pavilion*	10.93%

Rank	Venue + Diversion Rate	
19	BB&T Pavilion*	1.33%
20	Ameris Bank Amphitheatre	TBD
21	Concord Pavilion	TBD
22	Hollywood Casino Amphitheatre STL	TBD
23	PNC Bank Arts Center	TBD
24	Shoreline Amphitheatre	TBD
25	The Pavilion at Star Lake	TBD
26	Veterans United Home Loans Amphitheater	TBD