



# Keep Norfolk Beautiful's Special Event Recycling Program (S.E.R.P.)



The City of Norfolk encourages the protection our environment by supporting waste reduction and recycling at special events. Keep Norfolk Beautiful (KNB) and the Department of Public Works offers the Special Event Recycling Program (S.E.R.P.) to loan recycling collection equipment and provide guidance to organizations who wish to run a voluntary program in Norfolk.

## What does the SERP provide?

- Guidance
- Training
- Heavy duty clear plastic bags
- Recycling reminder signs
- Disposable latex gloves
- Recycling receptacles (*See image*)



## How does SERP work?

- Complete and submit the request form at least **10 business days** prior to your event date
- Assign at least one adult “*Event Recycling Coordinator*” (ERC) to pick up and drop off equipment and attend a brief training on:
  - Proper set up
  - Monitoring
  - Recycling receptacle placement and signage
  - Education of event guests
  - Proper disposal of recyclables

## What can I recycle in the SERP bin?

- Aluminum, steel and tin cans
- Plastic Drinking Bottles
- Glass Bottles
- Cardboard and large quantities of paper should be handled separately
- Note that **CUPS are not recyclable**



## PLEASE READ and consider the following when planning this and future events:

- Know what recyclables will be generated at your event.
- Create a promotion plan for your event, in advance, to announce and maximize your recycling and waste reduction efforts.
- Equipment provided is designed to recycle plastic and glass bottles / aluminum beverage containers and paper for medium sized events.
- Large amounts of cardboard should be collected separately and placed in a recycling cart or at a drop-off location.
- Plan to offer only beverages in recyclable bottles and cans and ensure that any vendors for your event do the same.
- For larger events ( **$\geq 500$  attendees**) and those expected to generate a high volume of glass. – You may need to rent a dumpster and/or other containers. It is the Event Recycle Coordinators responsibility to contact a vendor for a dumpster or any other large scale recycling needs.
- Large scale events on public property must utilize the City's current recycling contractor, TFC.
  - TFCrecycling.com
  - 757-543-5766
- The SERP request form can be found at [www.norfolk.gov](http://www.norfolk.gov)