



**GRATEFUL DEAD FARE THEE WELL**  
AT CHICAGO'S SOLDIER FIELD: JULY 3-5, 2015  
PETER SHAPIRO & MADISON HOUSE PRESENTS  
**BRIGHT BEAT SUSTAINABILITY REPORT**



# **SUSTAINABLE EVENT PRODUCTION**

## **Bright Beat Overview**

In our view, sustainable event production involves the responsible management of resources used in association with an event - from product sourcing to waste minimization, transportation to alternative energy, fair treatment and wages for personnel to fan engagement and advocacy. We seek solutions that are environmentally, socially and economically beneficial beyond the night/weekend of production.

We get frustrated when events or venues do NOT empower their fans to recycle, or DO provide the means to recycle front of house, without properly managing material back of house or beyond, thus, giving attendees and other event partners a false sense of good citizenship while eliminating their actual ability to act responsibly.

Bright Beat eliminates these frustrations by working with large-scale events, venues and other stakeholders to improve operations, efficiency, reliability and communication – targeting the elements of highest priority to our partners.

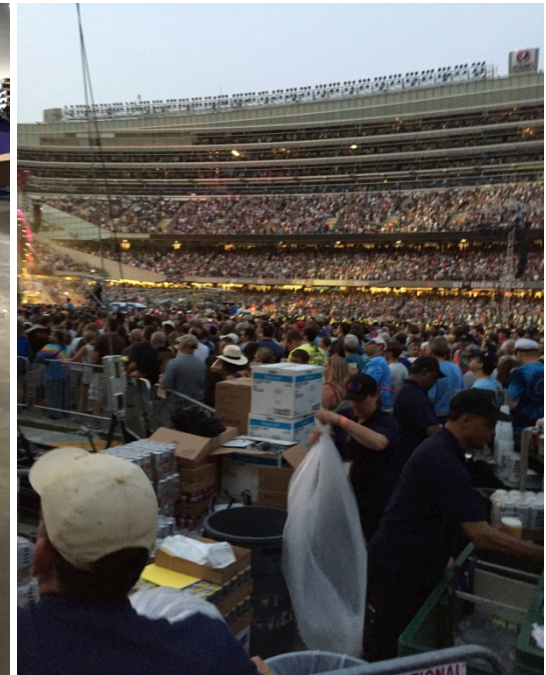
**Our Fare Thee Well sustainability plan was focused on strengthening day-of-show execution of recycling, composting and food donation, and designed to support a legacy of improved resource recovery at Soldier Field.**



Soldier Field allowed Bright Beat to facilitate the distribution of **LARGE BLUE RECYCLING BINS** on the field where only trash-receptacles were positioned.



Bright Beat arranged the supply of **2,000 CLEAR BAGS**, when Aramark completely ran out of can liners at the start of Saturday's show. We also helped distribute them, to the delight of busy beer vendors on the field and in the concourse.



## Strengthening Sustainability of Soldier Field Operations

# Monitoring and Addressing Beer Vendor Recycling Challenges

Record-breaking beer sales at Soldier Field only heightened the importance of strong recycling management.

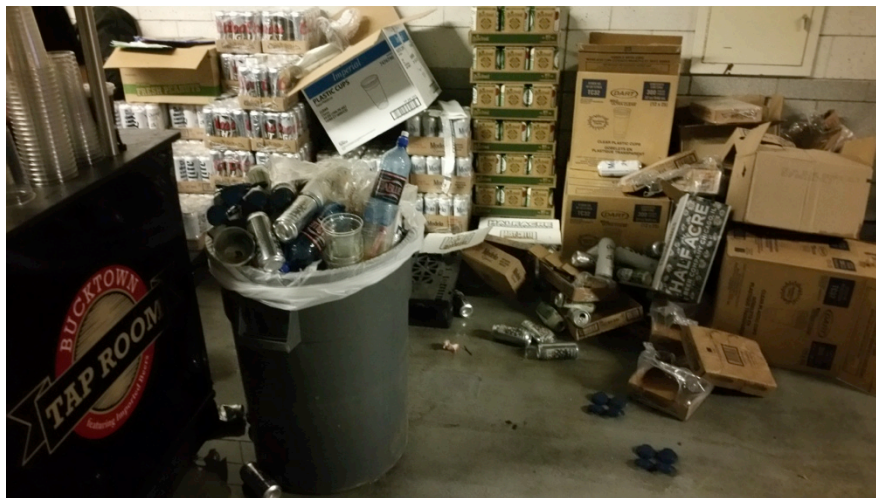
Not shown: The beer depot, where vendors drop-off empty cases - a key area for responsible and cost-effective resource recovery practices.



Out of bags and space for recycling (7/4, 7:28pm):



Gondolas overflowing with loose (un-bagged) cans, not easy to process at dock.



<- BEFORE  
&  
AFTER ->

Bright Beat Staff stepped in to help, vendor's response: *"Thanks, you saved my life!"*



# Bright Beat Rocked the Dock

Bright Beat staff dove in to assist, entertain and remind loading dock staff of the environmental initiative of their tenant – THE GRATEFUL DEAD, recovering innumerable bags and individual recyclable items in the process, that were otherwise destined for the trash compactor.



# Grateful Dead Fare Thee Well: Bright Beat Sustainability Highlights

Standard Operating Procedures	Bright Beat Upgrades
Landfill - Collect in trash bins with black liners, transport and dump into trash compactor via gondolas	Inspecting black bags in each gondola as they arrive to loading dock, diverting hundreds of bags containing predominantly recyclables (e.g. cups, cans)
Back of House Cardboard – Gather and bale	“Saving” cardboard and paperboard from gondolas of mixed material.
Front of House Recyclables - Collect in ‘streamers’ with clear liners in various locations, mostly on 1 <sup>st</sup> floor	Identifying locations lacking recycling bins; adding large blue bins on the field for patrons to recycle their cups, adding single stream recycling bin in crew catering area
	Due diligence follow-through with recycling facility on #1 PET cups to ensure that they are processed for recycling
Aluminum Cans - Collect at bars/beer vendors in clear bags. Roaming vendors bring empties to beer depot.	Procuring and distributing clear bags when Aramark ran out (early Saturday & Sunday) and beer vendors were (continually) under-supplied. Rebooted beer depot recycling.
Food wasted in kitchen prep areas – Weighed. Just launched collection in compostable liners	Monitoring and supplying compostable liners and bins when kitchen was without, tracking food for compost and donation
Edible, unusable food may be donated	Rebooted communication between Aramark and Food Pantry to allow for donation of 1,958 lbs of perishable food

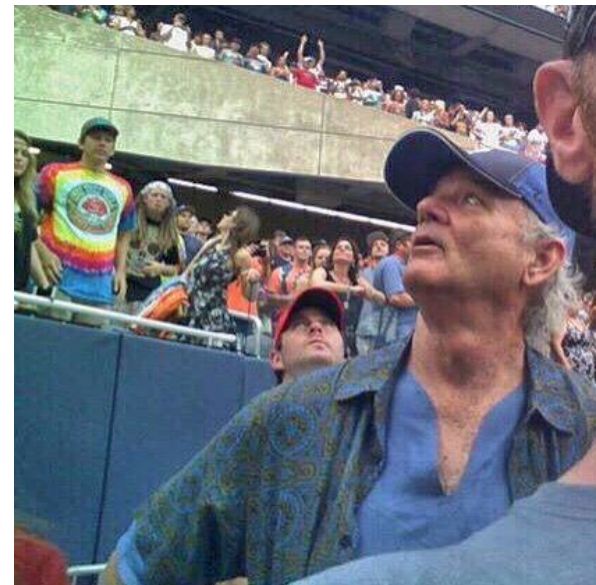
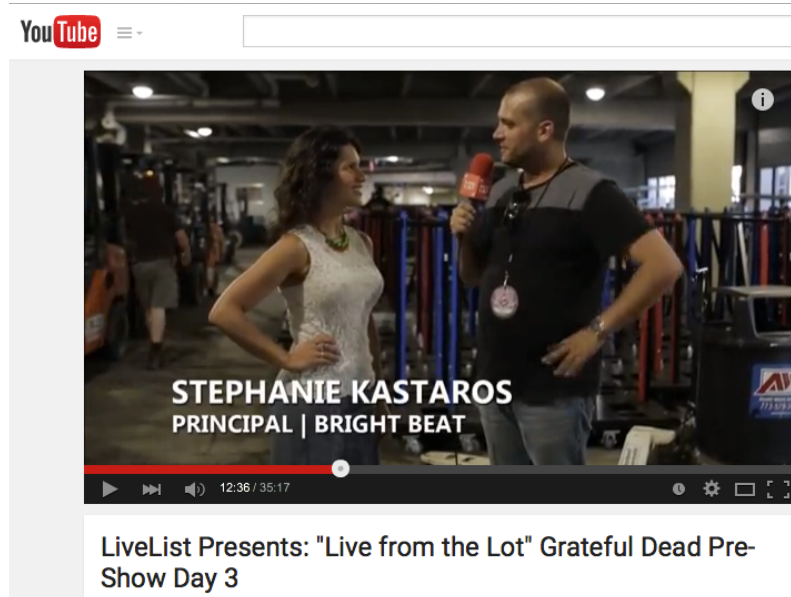
## Grateful Dead Fare Thee Well Resource Recovery - Summary of Weights:

Fare Thee Well	Tons	%
Landfill	103.53	51%
Cardboard	63.02	31%
Aluminum	16.60	8%
PET #1	11.42	6%
Glass	4.13	2%
Paper	.53	0%
Compost	1.5	1%
Food Donation	1.13	1%
Total	201.84	
<b>TOTAL DIVERSION</b>	<b>98.31 TONS</b>	<b>49%</b>

In a weekend of the highest attendance and beer sales in Soldier Field history, Bright Beat helped the **Grateful Dead divert over 98 TONS of waste, achieving 49% DIVERSION**. This is a **30% increase** from the average recycling rate at Soldier Field events. Based on 2014 data, we estimate that the successful recycling, composting and food donation at these three shows will **increase the facility's 2015 diversion rate by 3%!**

# Who Cares About Sustainability?

- Besides [WXRT](#) and [Page Six](#)... **BILL MURRAY!** According to both outlets:  
*“About 70,000 Deadheads gathered at Chicago’s Soldier Field to hear the band’s last show ever — but a backstage source said that well after they closed with encores of “Touch of Grey” and “Attics of My Life,” Murray “stayed late and helped the stadium cleaning crew at the end of the night!”*
- [LiveList](#), producers of the Grateful Dead [“Live from the Lot” Pre-Show Day 3](#), included a segment on our greening efforts in their live stream.
- The [US-EPA](#), which helped calculate the environmental impact to positively influence other large events and facilities.

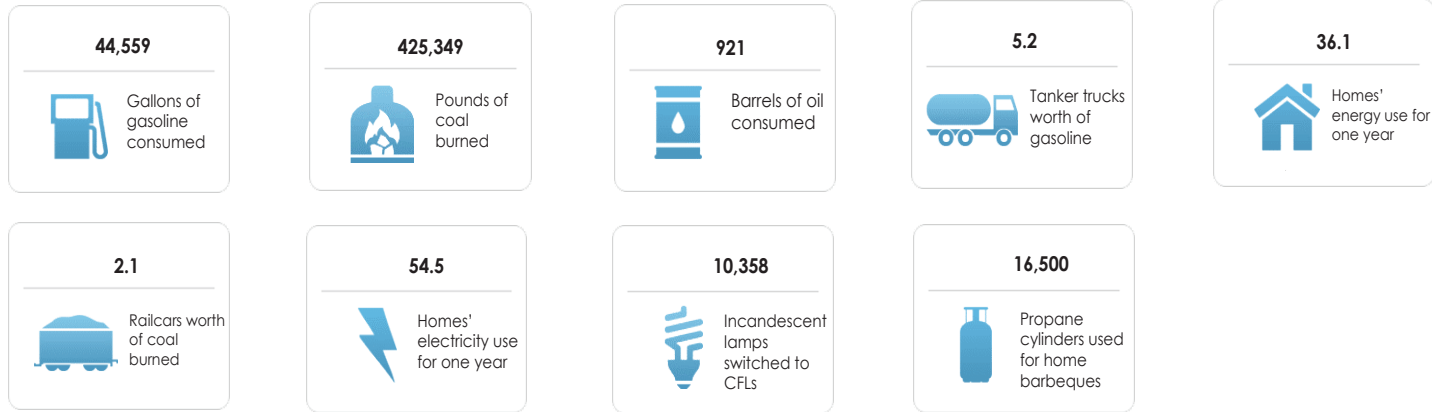




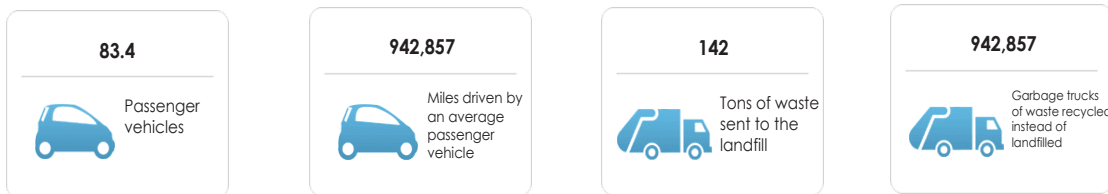
# Environmental Impact of #GD50 Sustainability Initiatives:

The sum of the greenhouse gas emissions saved by recycling is 396 Metric Tons of Carbon Dioxide Equivalent.  
This is equivalent to:

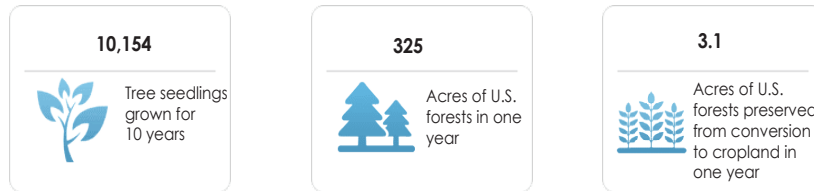
## CO<sub>2</sub> emissions from



## Annual Greenhouse gas emissions from



## Carbon sequestered by



# Sustainability Proudly Provided by



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