



**Task 7: Spanish Language Recycling Education Station
2014 South Park Parade & Seattle Center Fiestas Patrias
Saturday, September 13, 2014**

Event summary

On Saturday, September 13, Waste Management participated in the celebration of Fiestas Patrias in two different locations: South Park Parade and Fiestas Patrias at Seattle Center. In South Park, Waste Management was at the parade with a WM vintage truck to promote recycling practices among the Latino community. We further synergized our presence with King County's recycling advocate program called the *Facilitadores de reciclaje* from the Recicla más. ¡Es Facilísimo! campaign. The facilitadores were who were cheering and chanting all along the parade route with the WM vintage truck.

At Fiestas Patrias in Seattle Center, Waste Management hosted a Spanish Language Recycling Education Station where attendees could play the "Recycling Game" (Juego de Reciclaje) which consisted of sorting their waste into the right bins. It was a fun and dynamic way to learn more about recycling! Tools such as tote bags, magnets, and guidelines on garbage, recycling and composting were provided to the participants. The festive feel was enhanced by a mariachi singer who performed Waste Management's "Recicla Recicla Recicla" recycling jingle during the recycling sorting game. We had asked the attendees to take a pledge to hang their recycling guidelines where their family could see them and help each other recycle more. The pledge participants were all entered into a raffle to win grocery gift cards.

Overall experience:

- **Engaged with a diverse audience:** For both the parade and the event at Seattle Center the audience was primarily Spanish-speaking and bilingual Hispanic/Latinos of a wide age range. We did, however, also have the opportunity to engage with Caucasian, Asian, and Pacific Islander audiences.
- **Recycling game was fun and extremely interactive way to engage with the audience:** The team at the Waste Management's Recycling Education Station invited event attendees to participate in the Recycling Game. Participants were provided with specific instructions on how to play the game. Each participant had 30 seconds to sort an array of items into the right bin. The game was accompanied by a live performance of Waste Management's "Recicla Recicla Recicla" by a mariachi singer. Once the game was completed, our knowledgeable WM event staffed walked the participant through all the right items in the carts and helped sort all the other items into the right bin. Each game took approximately 2-3 minutes to complete. We averaged 3-5 people engaged in each game cycle.
- **Attendees were happy to take the recycling pledge:** Attendees were encouraged to take the pledge to hang the recycling guidelines where they could see it and help each other to recycle more at home. This qualified their entry form for a raffle to win one out of the three grocery gift cards valued at \$25, \$50 and \$100.



- **Recycling tools were provided to the attendees:** Once participants completed the recycling game or took the pledge, they were provided with a tote bag, and one recycling, garbage, and compost guidelines and an option to take a magnet with them to hang these guidelines.
- **Quality, Dynamic and Interactive Engagement made WM stand out from the crowd:** The WM booth truly stood out from the rest of the booths at the event; the interactive, dynamic and fun nature of the recycling game drew people in. While one group was played, typically 4-8 other people would also be in the sidelines watching others play the game. Also WM was the only sponsor allowed to have their 10 x 10 area and the tent inside the Fisher Pavilion which helped differentiate it from other activities.
- **Mariachi singer engaged with the entire audience:** The mariachi singer was able to join another Mariachi group at the stage and sang Waste Management's "Recicla Recicla Recicla" recycling jingle for the audience. Everyone was clapping and enjoying the recycling jingle. This gave additional exposure and made WM stand out as a sponsor of Fiesta Patrias.

Overall Results

- **South Park Parade:**
 - This was a great example of synergy between Waste Management and King County Solid Waste. We were able to go through a 1-mile parade route with the Facilitadores from KCSW Recicla más program.
- **Seattle Center:**
 - The event took place at Fisher Pavillion from noon – 6pm. The attendees started coming to the event around 2pm and trickled in and out between 4-6pm.
 - 88 groups played the recycling game and each group averaged 3-4 participants (most were family members). We engaged with approximately 264-348 participants.
 - 88 tote bags and 264 guidelines were handed out (recycling, garbage, and compost) to the participants and 17 families took a magnet with them to hang the guidelines and other indicated they had magnets available at home.
 - 82 families took the pledge to hang the guidelines where they could see them and help each other to recycle more.

Potential Adjustments in the Future:

- **WM vintage truck:** it had a really good impact on the audience. It was really catchy and people were really interested in learning more about it. People took pictures with the truck and it synergized well with the facilitadores from KCSW Recicla Más. A potential consideration for next year is to consider whether there is opportunity to give out guidelines to the parade attendees.

Appendix 1: Photos from the South Park Parade



Appendix 2: Fiesta Patrias in Seattle Center



