



CBT Product Development Plan
NYC Recycling Festival

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Introduction

The New York City Recycling Festival is an exciting new initiative that aims to celebrate sustainability and promote environmental awareness in one of the most popular and visited cities of the world. The festival will be an annual community tourism event, held on Earth Day each year beginning in 2025. The festival will include local communities, designers, artists and sustainable organizations that reflect the true voices of NYC. It will take place all around the city throughout different neighborhoods, with the main events taking place in Midtown. The festival will have a wide range of events for all ages, including a 5K and 10K race, a public fashion show featuring local designers, community service projects, and creative classes and workshops.

Product Description

The NYC Recycling Festival will involve the local communities in its development. There will be a panel of local recycling organizations, designers, and artists to ensure the festival will be inclusive and reflective of the voices of New York.

The festival will have creative activities for all ages. For example the first event of the day will include a 5k and 10k through Central Park organized by New York Road Runners. Volunteers will carry out the race with their shirts, tags and any other materials needed to come from recycled materials. The medals will be made with metal waste and will have a special Earth Day logo.

One of the highlights of the festival is a public fashion show in midtown, showcasing creative designs made from recycled materials. This event will feature local designers and artists who use their creativity to transform waste into beautiful and functional pieces of clothing. The attendees will be able to vote on their favorite designer and the winner will win a grand prize. After the fashion show there will be an auction to buy the pieces where a portion of the profits will be donated to various organizations. Being one of the fashion capitals of the world, this will bring a lot of positive media attention.

Another aspect of the festival is community service projects that involve cleaning up the streets of New York. Participants can get involved in activities such as trash collection, recycling education, and community beautification efforts.

The festival will also offer creative classes that allow the local community to showcase their cultures. This will include artistic classes where visitors will be able to explore their creative side and craft pieces of art, sculptures, and/or jewelry all made from recycled materials.

In addition, the festival will offer a variety of workshops. These workshops include: Lessons on how to compost waste materials into great soil for their garden, and how to separate food and recycle it properly; Cooking classes focusing on reducing food waste and using leftovers in fun and creative ways; And a deposit bottle & can drive, encouraging attendees to bring in their recyclable bottles and cans for cash redemption.

The festival will also promote Alternate Transportation to Work Day, encouraging attendees to try alternative modes of transportation such as biking, walking or taking public transit. This not only reduces carbon emissions but promotes healthy lifestyles.

At the end of the festival there will be a concert produced by “Musicians for sustainability”, a new company started by Benjamin Kogan as a way to create zero waste and zero carbon emissions music festivals. The company already works with eight bands who value sustainability and are willing to perform at the New York City Recycling Festival as pro-bono if the money raised by the concert is donated to an organization of their choosing.

With so many events happening, this festival has the potential to become one of the biggest events in New York City. This could bring many locals to participate but also visitors from all over the world. People want to see New York as a more sustainable place and this festival will encourage people to be a part of this move.

Target Audience

The festival targets a diverse audience that includes locals and visitors to New York City who are interested in sustainability, environmental awareness, and community engagement. It is designed to appeal to individuals of all ages, backgrounds and interests who are passionate about recycling and reducing waste.

One of the goals of the festival is to attract a younger and international crowd. According to a 2021 Deloitte survey, “Climate change/protecting the environment was the No. 1 concern for Gen Z” (Jahns, 2021). Therefore, celebrating the environment and teaching the community about recycling will most likely attract young participants—Generation Z are currently between the ages of 11 and 26 years old. In addition, the festival would like to entice international travelers, particularly those from European countries, to participate. The NYC Recycling Festival is a big step towards environmental awareness and we want European travelers to see and celebrate with us.

Potential Partners

Potential partners for the NYC Recycling Festival include:

- Local businesses: a sustainable fashion brand or a zero-waste store can sponsor the festival and participate in the public fashion show.
- Non-profit organizations: a local recycling organization or an environmental advocacy group can participate in the festival's community service projects or provide educational resources.
- Community organizations: a neighborhood association or a community center can participate in the festival's street cleaning projects or provide volunteer support.
- Educational Institutions: a local school or university (NYU) can participate in the festival's educational programming or provide volunteer support.

Feasibility

Market Analysis

In the last few years more people are becoming conscious about their impact on the world. “(73%) of global consumers say they would definitely or probably change their consumption behavior to reduce their impact on the environment” (Nielseniq, 2019). There has been a growing trend towards sustainable living and reducing waste in New York City, therefore there is a huge market in the city for an event like this. This festival will be of interest to a diverse group of people from local neighborhoods and visitors who are passionate about sustainability or want to learn more about it.

Competitive Analysis

Some potential competitors or similar events in New York City include:

1. The Green Festival: This is an annual sustainability event that brings together businesses, organizations, and individuals to promote sustainability and eco-friendly products. It features workshops, seminars, and exhibits on sustainability and attracts a similar target audience to the New York City Recycling Festival.
2. The Zero Waste Fashion Conference: This is an annual event that brings together designers, activists, and educators to explore and promote sustainable fashion practices. It features panel discussions, workshops, and exhibits on sustainable fashion and attracts a similar target audience to the New York City Recycling Festival's public fashion show.
3. The New York City Department of Sanitation: The department hosts a variety of events throughout the year to promote recycling and waste reduction in the city. These events include composting workshops, e-waste collection events, and other educational activities that overlap with the New York City Recycling Festival's programming.

4. The Brooklyn Flea: This is a popular flea market that features vintage and handmade items from local vendors. While it may not have a specific sustainability focus, it does showcase the work of local designers and artists, some of whom may be interested in participating in the New York City Recycling Festival's public fashion show or selling their work at the festival's market.

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Opportunity to give a voice to the community and promote community involvement in a big city. 	<ul style="list-style-type: none"> ● Budget constraint, limited funding and resources
<ul style="list-style-type: none"> ● Sustainable and environmental awareness 	<ul style="list-style-type: none"> ● Difficulty to engage and attract participants
<ul style="list-style-type: none"> ● First festival (unique concept) 	
<ul style="list-style-type: none"> ● Diverse activities that are of interest to a wide audience. 	
<ul style="list-style-type: none"> ● Best time for tourists to come to NYC 	
Opportunities	Threats
<ul style="list-style-type: none"> ● Potential for partnerships with local businesses, non-profit organizations and educational institutes 	<ul style="list-style-type: none"> ● Competition from other events happening in the city
<ul style="list-style-type: none"> ● Repeat festival (attendance) 	<ul style="list-style-type: none"> ● Weather conditions in April may vary
<ul style="list-style-type: none"> ● Opportunity for media coverage and exposure (the festival and artists) 	<ul style="list-style-type: none"> ● Laws
<ul style="list-style-type: none"> ● Potential for the festival to grow to other cities 	
<ul style="list-style-type: none"> ● Growing interest in sustainability 	

(Table 1)

Financial Analysis

The festival will involve several activities that will require funding, including the fashion show, workshops, community service projects, concert and marketing campaigns. It is essential to have a clear and detailed budget plan that considers all expenses.

The New York City Recycling Festival will be a non-profit event, even if it does have various sources of revenue. The event will generate revenue through sponsorships and ticket sales—part of this money will be donated to various charities but it will also help build the festival. Local businesses, recycling organizations, and sustainable-oriented businesses may be interested in sponsoring the event. The fashion show and the concert will attract a lot of media attention that could potentially help sell many tickets.

As a way to reduce costs, the festival will implement sustainable practices such as using recycled decorations from previous events, and sourcing all food and materials from small local companies that prioritize sustainability. The festival staff will be organized by volunteers and interns.

Potential costs the festival will accrue include:

- Venue rental and permits
- Marketing and advertising
- Volunteer expenses
- Materials and supplies for activities and workshops
- Event production
- Payment for concert performances
- Creation of the fashion show

Potential revenues the festival will have include:

- Sponsorship and partnerships
- Ticket sales at fashion show and concert
- Race entrance fee
- Donations

Tourism Development Plan

1. **Conceptualization:** Determine the goals, target audience, and theme. This will help guide the planning process and ensure that the festival is well-aligned with its purpose.
2. **Location and date selection:** Select a location and date for the festival. It's important to consider factors such as accessibility, size, and available amenities. In this case, the festival is to be held in NYC around Earth Day, so the location should be within the city and easy to access like Washington Square Park or Central Park.

3. Budget planning: Determine the budget required for the festival, including costs for venue rental, permits, equipment, marketing, staffing, and supplies.
4. Sponsorship and fundraising: Seek out potential sponsors and partners to help cover the costs of the festival.
5. Program planning: Plan out the festival's programs, activities, and attractions. This includes a public fashion show, community service projects, a deposit bottle and can drive, and an alternate transportation to work day. These programs should align with the festival's theme and goals and be engaging for the target audience.
6. Marketing and promotion: Develop a marketing plan to promote the festival and attract attendees. Utilize social media, traditional advertising, and targeted outreach to spread the word about the festival and its programs.
7. Execution and evaluation: Execute the festival according to the plan and continually evaluate its success throughout the event. Collect feedback from attendees and sponsors to improve future iterations of the festival.

Timelines & Milestones

The following includes a list of benchmarks and timeframes the festival will need to complete in order to successfully orchestrate the event:

- Secure funding—12 to 18 months before
- Recruit partners—12 to 18 months before
- Establish partnerships with local businesses and organizations to offer recycling tours and experiences—6 to 12 months before
- Secure the locations—6 to 12 months before
- Plan the activities (detail plan of days and hour and location)—3 to 6 months before
- Market and Promote the festival—6 to 8 weeks before
- Coordinate with volunteers—6 to 8 weeks before
- Monitor feedback—2 to 6 weeks after

Funding Strategies

Potential funding sources for the festival include:

- Grants from government agencies and non-profit organizations that support sustainable tourism and environmental initiatives.
 - New York State Department of Environmental Conservation (DEC)—DEC offers a variety of grants and funding opportunities to support environmental initiatives throughout the state. The Environmental Justice Community Impact Grants program and the Climate Smart Communities program may be relevant to the Recycling Festival.

- New York State Energy Research and Development Authority (NYSERDA)—NYSERDA offers grants and funding opportunities to support clean energy initiatives and reduce greenhouse gas emissions. The Cleaner Greener Communities program and the New York State REVitalize program may be relevant to the Recycling Festival.
- The Environmental Defense Fund (EDF)—EDF is a non-profit organization that focuses on promoting environmental sustainability and conservation. They offer grants and funding opportunities to support environmental initiatives, including recycling and waste reduction programs.
- The New York Community Trust—The New York Community Trust is a non-profit organization that provides grants and funding to support a wide range of causes, including environmental sustainability and community development.
- Loans from banks and financial institutions that specialize in sustainable projects.
 - Amalgamated Bank—Amalgamated Bank is a socially responsible bank that focuses on financing sustainable and socially responsible projects. They offer a range of loan products, including term loans, lines of credit, and equipment financing.
 - Beneficial State Bank—Beneficial State Bank is a community development bank that focuses on financing projects that promote economic and environmental sustainability. They offer a range of loan products, including working capital loans, equipment loans, and lines of credit.
- Private investment from investors who are interested in supporting sustainable tourism projects.
 - Impact investment firms—Impact investment firms are companies that invest in projects and organizations that aim to create positive social and environmental impact. Examples of impact investment firms in New York include DBL Partners and Big Path Capital.
 - Corporate sponsors—Corporate sponsors may be interested in supporting the Recycling Festival as part of their corporate social responsibility initiatives. Companies with a focus on sustainability and environmental responsibility may be particularly interested. Examples of companies with a presence in New York that may be interested in sponsoring the festival include Patagonia and The North Face.
- Crowdfunding platforms that allow individuals to donate to the project.
 - Kickstarter—Allows individuals to raise funds for creative projects, including events like the Recycling Festival.
 - Indiegogo—Allows individuals to raise funds for a wide range of projects. Like Kickstarter, Indiegogo campaigns offer rewards to backers in exchange for their support.

Marketing and Promotion

NYC & Company

An obvious form of promotion for the NYC Recycling Festival is NYC & Company. As the official destination marketing organization (DMO) and convention and visitors bureau (CVB) for the five boroughs of New York City, NYC & Company is the perfect business to promote community initiatives that attract locals and tourists alike. The mission of NYC & Company also aligns well with the goals of the festival, including promoting sustainability and environmental awareness (“About Us - Our Mission Statement | NYC & Company”).

Secret NYC

Secret NYC is an online guide to news, events, and things to do in New York City. “Whether you’re looking for hidden speakeasies or the best exhibits to check out, [their] team of culture buffs, foodies, and local music lovers offer tips and inspiration to get the most out of the world’s greatest city” (“About Secret NYC”). Secret NYC has over 2 million followers across their social media platforms including Instagram, Tiktok and Twitter. Working with Secret NYC will be a great way to reach a broad audience and to spread the excitement for the NYC Recycling Festival to their followers.

NYC Hotels and Vacation Rentals

New York City has a number of hotels that focus on sustainability. Some examples include 1 Hotel Central Park, The Motto by Hilton New York City Chelsea, and the Graduate Roosevelt Island. (Lehrer, 2021). By creating a partnership with these hotels, both the hotel and festival can benefit—the hotel can use the event to “inform their rates and their website content” (“5 simple ways to capitalize on events near your hotel and boost revenue”) and the NYC Recycling Festival will also benefit through its promotion. Similarly, Airbnb and VRBO vacation rentals in the city have made goals to become more sustainable. By partnering with these businesses, the NYC Recycling Festival can attract guests and travelers whose values align with the goals of the festival and who therefore are more likely to attend.

Monitoring, Evaluation and Improvement

To effectively monitor, evaluate and improve the recycling festival, the following steps can be taken:

1. Set up a system to track attendance: Use ticket sales to track the number of attendees for each event. If the event is free, set up a registration system to track attendance. This information can be used to evaluate the popularity of each event and make adjustments to future festivals.

2. Monitor social media engagement: Use the hashtag #NYCRecyclingFestival to track social media engagement and monitor feedback from attendees. This information can be used to evaluate the effectiveness of the festival's marketing efforts and make adjustments to future marketing campaigns.
3. Collect guest feedback: Send out post-festival surveys to gather feedback from attendees. This can be done via email from a list of those who registered for single or multiple events throughout the festival. The feedback can be used to evaluate the success of the festival and identify areas for improvement.
4. Track financial performance: Keep track of the festival's financial performance by monitoring ticket sales, donations, and expenses. This information can be used to evaluate the financial sustainability of the festival and make adjustments to future budget planning.
5. Evaluate and improve: Use the data collected from the monitoring and evaluation process to make improvements to future festivals. This could include adjusting the program, marketing, or budget planning based on attendee feedback and financial performance.

Conclusion

The NYC Recycling Festival can be an appealing event for visitors due to its unique and interactive activities that engage visitors of all ages. It promotes environmental awareness and sustainability, which is a growing concern for many people, and offers opportunities for community engagement through service projects. The festival is designed to be fun and family-friendly, with activities like the deposit bottle and can drive and alternate transportation to work day relevant to families and children. Located in New York City, visitors can enjoy the festival while exploring the city's many other attractions.



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