

ST. ROCH MARKET

New Orleans

APRIL 18th-23rd, 2023

THE RECYCLE CHALLENGE is a global celebration between artists, young to old introducing various ways that create smart art thrives through recycling, repurposing and reducing trash.

**FESTIVAL &
PARADE**

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What to Know Before you Vend Q&A

THE-RECYCLE-CHALLENGE

What To Know Before You Vend With Us



First, thank you for your interest in the 2nd Annual THE RECYCLE CHALLENGE at St. Roch Market, located in the historic St. Roch Market city market constructed in 1838 in the "New Marigny" neighborhood of New Orleans, Louisiana, an open-air market on Washington Avenue (later renamed St Roch Avenue).

We incorporate the open-air concept of a festival that is held a few days before Earth Day. Through celebration, we focus on a week of events, and activities beginning on April 18th to 23rd, a family-friendly fundraiser for Literacy Project International AKA **Whose Magazine? A Youth Publication**. This series serves as a community outreach presented in the form of an increased focus on youth, a performance parade featuring queens, Rose Princesses, and hats from the Milliner's Association of Nigeria. All wearing paper and recycled dresses and costumes. Intertwined with community, parents & elders, stilt walkers, children drummers, poets, and smart art. This bridges the principles of recycling, and repurposing while reducing trash. Our aim is to engage the human senses - feeding the heart, mind, and soul. What our festival and activities do is to bridge the everyday person and artist to participate in activism, sustainability, and recycling, by their accomplishing small challenges such as bringing recycled glass or textiles to attend various events. The focus - how art can solve issues around the environment, social justice, and reducing trash pollution.

The Recycle Challenge's goal: demonstrate a new model for cleaner, greener, safer, and socially conscious events that stimulate our senses even as they challenge our perceptions. As we turn trash into art, we will also turn art into social consciousness.

Highlights:

- * Live musical performances

- * Virtual presentation features international artists who have incorporated green and sustainable practices into their finished works of art.

- * An outdoor location that supports and/or demonstrates a commitment to sustainability

- * The growing awareness of the potential viability and beauty of sustainability

- * On-Site glass, compost, and other recycling platforms

What To Know Before You Vend With Us Part-2



EXPLAIN THE RECYCLE CHALLENGE?

THE RECYCLE CHALLENGE is a global initiative that focuses on recycling, upcycling, and repurposing. All for the benefit of sustainability, as an educational platform, and as a viable economic engine for all people, young and elderly, the three-day festival & parade features creative ways to feed the mind, body, and soul. Most importantly, this hybrid experience celebrates recycling over a week of activities. We aim to reach out first to populations that were not included in the conversations around sustainability and recycling. This makes for a unique presentation to include people of color and Indigenous communities with a high presence of the rich African culture & traditions of New Orleans.

UNDERSTANDING CIRCULAR ECONOMY

THE RECYCLE CHALLENGE supports a circular economy. Our model is based on sourcing materials referred to as trash. The trash we source (paper, plastic, fibers and etc.) has been donated. As a circular economy, we take the donated waste that is shared, leased, reused, repaired, refurbished, and recycled existing materials and reduce/save it from landing in landfills. From there, artists recapture the waste and create or manufacture new products. Those new products for THE RECYCLE CHALLENGE are crafted into art & wearable art. The wearable art featured- paper dresses, costumes, paper hats, and more! We actually take the global issue of minimizing/reducing landfill waste, thereby creating further value.

To better understand the circular economy that literally extends the life cycle of a product. Through The Recycle Challenge, we reduce paper, glass, and fibers, considered waste to a minimum. When a product reaches the end of its life, its materials are kept within the economy wherever possible. So anything that is discarded as plastics, paper, and fibers, is repurposed into smart art. Unfortunately, in the US, a high priority is not on reaching solutions to address trash pollution and environmental issues. around recycling.

What we see are landfills, lakes, rivers, and land are overwhelmed. This is the linear economy model. Solely based on take - make - and dispose model. Consumers buy large quantities of cheap, easily accessible materials and energy.

HOW The Non-Profit Benefit From Our Vending Fees?

The Recycle Challenge is the educational program of Literacy Project International aka Whose Magazine? A Youth Publication is a youth culture and literacy project led by local youth, their parents & volunteers. From 1998 to 2010, the project began in Denver, Colorado, where it successfully engaged underprivileged students in all aspects of art development, print journalism (including research, editing, publication layout, printing, and photography) as well as documentary journalism through videos and on the program website. The non-profit status is pending, our fiscal agent is Collaborative Community Initiative (CCI). This article will assist you in obtaining a better understanding of all components of The Recycle Challenge Parade and Festival.

As a hybrid experience, how do events unfold?

We feature:

- *two in-person events. One larger event is centrally based in New Orleans at St. Roch's Market and the second is a smaller exhibition takes place in Lagos, Nigeria.
- * The online experience features the in-person events and,
 - *allows attendees from the US & other countries to join on through Zoom, or view on YouTube, and or platforms such as HOPIN.
 - *Attendees can watch Earth Day celebrations on April 22, 2023. This date is a set aside date to feature "behind the scenes" from New Orleans & Lagos.

What To Know Before You Vend With Us Part-3



HOW DO ATTENDEES JOIN ONLINE?

Tickets are available to attend the main event in New Orleans. Planning is being done to coordinate other markets reveal. here will be several large screens TVs set with "Live Streams" on the St. Roch premises showing attendees from in-person events and from online sharing their feedback and Earth Day Shoutouts.

WHAT PLATFORMS WILL BE USED FOR LIVE STREAMING?

The proven platforms we are considering ZOOM & the HOPIN platform. We've had success on HOPIN allows sponsors, co-sponsors, and vendors to be showcased with vending stalls that feature logos, a schedule that features special appearances, videos and etc. An important aspect for participants, sponsors and vendors is to fully understand we are an eco-conscious experience.

Each year we thrive to outdo the previous year.

*For 2023 we are focusing on providing an environment that aesthetically pleases the eyes with a wide array of simple recycling ideas incorporated into booth displays and the overall experience.

FOR VENDORS' BOOTHS WE ENCOURAGE ECO-CONSCIOUS, GREEN IDEAS FOR YOUR BOOTH

We encourage vendors to have fun creating an amazing experience for attendees. Most importantly, having a booth that educates and is aesthetically pleasing for attendees. Here are some ideas.

*To showcase your products use natural wood, milk crates, wooden palettes, plastic bottles, and even vintage/retro furniture. Create a green experience for visitors to your booth.

We ask vendors to accept THE RECYCLE CHALLENGE TO Vendors.

One - create booths or stalls that honor our recycling, repurposing & reducing trash concepts into works of art.

Two - All vendors and sponsors will be required to incorporate battery-operated lighting within their booths or stalls. For sponsors hanging lighting will be provided.

Three - All vendors and sponsors are required to reduce paper and trash waste. This is done in small ways as:

****Create paperless receipts when possible,***

****encourage visitors to sign into an electronic welcome book on your website or check in to your social media page.***

****Provide smarter ways to package your products with fabric wrapping or recycling bubble wrap or paper by creating pouches.***

The Recycle Challenge encourages vendors to:

****No tents are to be incorporated into your booth. Use umbrellas in the colors of black, white, green, or striped black & white.***

*Set aside time to research earth-friendly, green, and sustainable

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***Set aside time to research earth-friendly, green, and sustainable ideas to create a truly amazing booth. Find inspiration! Observe how recycling, repurposing, and, staging your displays of products, signage to storage.**

See the details around the various vending levels.

WHAT TYPE OF VENDING OPPORTUNITIES ARE AVAILABLE?

For THE RECYCLE CHALLENGE Parade & Festival, we feature different types of booths or stalls. We do not encourage tents.

Important to note -some vending levels have an online aspect, two-days and three-days.

***OXYGEN VENDORS - are showcased with a green living wall**

***GROUNDED VENDORS - are artists, non-profits to craft businesses**

***CARBON CO-SPONSOR -**

*** ECO-FASHION DESIGNERS**

***CIRCULAR SPONSORS**

THE RECYCLE CHALLENGE

What To CHECKLIST



CHECKLIST

- _____ Register your brand on VENDORZS (see the link) webpage
Bonus* Your brand will be featured on the **VENDORZS** platform for future markets and events to contact.
- _____ Business License For Louisiana & Out of State -
Upload business license to (**VENDORZS**) onto to the online application on our sponsor's website **Vendorsz**. See the link

PREPARE TO UPLOAD to **VENDORZS**

- *Business license from your state,
- *\$50.00 deducted for Special Event Permit (click to see the example)
"Vendor Supplement A"
- The Recycle Challenge handles the processing of In-State and Out-Of-State artists and vendor

- _____ Schedule a time on Zoom to review The Recycle Challenge Parade & Festival encourage vendors to do cross-promoting. In our scheduled Zoom meetings we will introduce vendors to cross-promotion works with vendors.
- _____ Review The RECYCLE CHALLENGE HOURS (Click for info)
- _____ Review RULES & REGULATIONS (Click for info)

IMPORTANT POINTS TO KNOW:

1. Signage must be no larger than 11x17 - reusable signage. Holes will be punched into the corners to secure to booth or stall.
2. Lighting must be battery-operated to use in your booth or stall.
3. All booths or stalls must incorporate in each booth something recycled, repurposed, or repurposed.
4. Please note at the completion of the market, there's a 5% of collected sales that is to be paid to the City of New Orleans. We collect this tax each night after the close of the market. Please provide a report of the collected sales total and deduct 5%, this will be paid to the city.

PREPARE TO HAVE READY TO UPLOAD

- * (1) current headshot, (2) product shots, business logo (JPEG/PNG),
- * (1-2 mins) video of your recycling storline aspect, two-days and three-days.



Produced by raising funds for

