

Banner Bags Project Summary – Cary Art Daze

The Banner Bags Project by Town of Cary Festivals & Events upcycles banners from previous Spring Daze and Lazy Daze Arts & Crafts Festivals into unique tote bags. By upcycling these items, the Town is practicing Landfill Diversion, one of the most important tactics to maintain a [Sustainable & Resilient Cary](#) and a simple way to [Cary it Green](#). This project was led by Kaitlyn Lincoln, Festivals & Events Program Assistant and overseen by Jenna Kostka, Festivals & Events Supervisor.

The objectives of this project are to 1) practice sustainability by repurposing banners, one of the most common single-use items purchased by festival staff, 2) Inspire similar projects within and outside of Town affiliated events, and 3) Reincorporate Town of Cary items into the hands of devoted citizens. The methods used to achieve these goals were accomplished by partnering with Fairware, a sustainable brand based in Vancouver who creates custom promotional products.

After researching and deciding on a partner, the process to create these bags consisted of first taking stock of 53 festival banners from storage, totaling 975sqft. After deciding on the All Day Tote pattern (14"12 "x 7") provided by Fairware, festival staff chose blue nylon straps and top seams. Each tote was completely unique and the order of 50 totes used 433sqft of material. Once the sample arrived and was approved, the sales order deposit was paid, and the bags began production. Fairware’s U.S. production partner is located in Texas, so shipping did not delay the project. The manufacturer provided images and videos of the bags being transformed from banners into totes, and this content was used in social media along with images of the finished bags on Town Hall’s Campus in Cary. Once the full order arrived, the bags were assessed for quality and the order was completed. Kaitlyn worked with festival staff as well as environmental and solid waste staff to create an educational sales tag to be attached to each bag when displayed for sale at the Spring Daze Arts & Crafts Festival.

Intellectual Merit	Broader Impacts
A similar project followed the completion of construction at Downtown Cary Park. While this project is not original, each iteration of projects such as this is inherently unique and impactful.	Resolves the issue of waste regarding festival banners, an extremely common single-use item made of vinyl, a non-biodegradable plastic made from PVC.
Extremely well received by the public and Town of Cary staff. With only one social media post, over 70% of the bags sold at Spring Daze and some guests were particularly searching for these bags.	Benefits society by diverting waste and using outreach on social media to inspire similar projects which improve local ecosystems.
Resulting data finds that projects like this are highly desirable and do not require enormous amounts of staffing and manual labor in order to achieve lasting and memorable results.	Additional partnerships and variety of product is inevitable with repeated iterations of this project, possibly making the products more accessible.
The Town of Cary’s Green Initiatives satisfy citizens when they feel they are involved in such projects.	Paints the Town of Cary as an institution which is committing to its sustainability promises by funding projects such as this.

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Posted before Spring Daze.



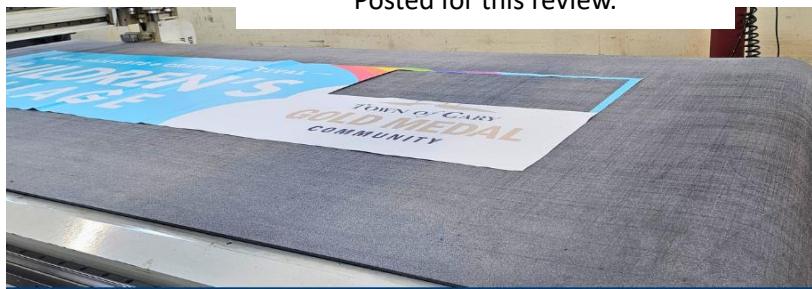
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BANNER BAGS PROJECT

A Cary Art Daze Environmental Initiative



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BANNER BAGS PROJECT - CARY ART FAZE



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