



EVENT REPORT



Warner Music Eliminates Waste for Eco-Minded Grammy Party

Organizers behind Warner Music Group's Grammy after-party did more than just pay lip service to eco-friendliness—they worked with city agencies to ensure that the event created no landfill waste.

By *Alessandra Dubin* | Posted February 11, 2008, 1:10 PM EST

For all the talk about the event industry going green, there comes along only the rare party that takes all efforts to the extreme to put forth a pure environmental message. Warner Music Group's Grammy after-party last night at *Vibiana*, overseen by WMG corporate communications vice president Susan Mazo, was that party.

The goal was to create a stylish event that was carbon-neutral and resulted in zero landfill waste—meaning no solid or hazardous waste and no emissions. New York-based Mazo got local agencies involved to make sure that happened. “We approached the city of L.A. to figure out how they could help us work with them,” Mazo said. California’s Integrated Waste Management Board, the City of Los Angeles’s Bureau of Sanitation, *Athens Services*, and other local companies and sponsors partnered with WMG on the project.

Green efforts included carbon-offsetting the event’s energy usage; using energy-efficient lighting, biodiesel generators, and recycled paper products; composting paper and food waste; and sending invitations printed on recycled paper and manufactured with wind power. (A stamp on the outside of the corrugated-cardboard invitation, created by an artist at Atlantic Records, warned “Invitation Enclosed,” lest potential guests mistake it for trash.)

The menu, sourced from four local Whole Foods markets, used only local California products. Whole Foods also provided paper goods for the bathrooms. “This party has much more of an L.A. focus. Instead of going to Whole Foods corporate, we went to the local Whole Foods to work directly with people who are affected, rather than trucking in from Texas or somewhere,” Mazo said. “Plus, it’s nice to work with some people in your own backyard.”



The scene at Warner's earth-minded bash
Photo: *Allen Lin* for *BizBash*

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