



RayDay Sustainability Showcase Returns to Chatt Hills

October 16, 2022 marked the post-pandemic relaunch of a Chattahoochee Hills tradition when the [Ray C. Anderson Foundation](#) hosted its “Return to RayDay” for a crowd of 1400+ eco-minded visitors in a Serenbe meadow.

RayDay is an annual celebration of the life and legacy of [Ray C. Anderson](#) (1934-2011), an industrialist turned environmentalist who was once called the “Greenest CEO” by Fortune magazine. Ray is best known for his efforts to shift his Georgia-based, global commercial carpet manufacturing company, [Interface](#), to a sustainable and restorative enterprise.

“Between Ray’s famous epiphany in 1994 and the time of his passing in 2011, he spoke to thousands of business leaders and influencers across the globe and helped shift the paradigm to a more responsible, equitable business model,” said John A. Lanier, executive director of the Ray C. Anderson Foundation, and one of Ray Anderson’s five grandchildren. “Ray and his Eco-Dream Team played an integral role in advising Steve Nygren in the early days when Serenbe was

just a vision, and he visited Serenbe multiple times through the years as it was developed. We’ve always felt like Serenbe was the most appropriate place to gather like-minded folks and educate those who are new to the sustainability movement. We were proud to bring the tradition back to this community for its 8th year this past weekend.”

RayDay is the Ray C. Anderson Foundation’s gift to the community. Entry to the event is always free,

and everyone is invited to register and attend. More than 1,400 people enjoyed the festival-like atmosphere over the weekend with 55 eco-exhibitor booths, carnival rides, hands-on kids’ activities, animal exhibits and electric vehicle displays, including a [Blue Bird Corporation](#) electric school bus made right here in Georgia.

In the days following the event, several attendees have referred to RayDay as “the biggest, best gathering of environmental organizations all year” and “a homecoming for the environmental community.”

RayDay is a climate neutral, zero food waste event hosted by the Ray C. Anderson Foundation and organized by [idealand](#), a Georgia-based event production firm. Sunday’s event was catered by [Simply Food Trucks](#), a network of food industry entrepreneurs out of Atlanta that is focused on reducing its carbon footprint while serving locally sourced food for all tastes.

Numerous initiatives were highlighted at RayDay that are related to projects taking place in the Chattahoochee Hills community.





Liberty Tire Recycling

One of the new exhibitors at RayDay was [Liberty Tire Recycling](#). They collect and process about 10 million end-of-life tires in Georgia each year. Many of them will be granulated into rubber powder that can be used to make higher value products like rubber mulch, playground materials, and sport surfacing. Some of the rubber powder will go into asphalt which makes the mix longer lasting and more resistant to cracking. Liberty has partnered with [The Ray](#) in the past to demonstrate rubberized asphalt technology, and now has an opportunity to provide rubberized asphalt, called SmartMIX, that will beneficially reuse about 1,200 tires in a road paving project in Serenbe this Fall.

Better Earth Products and CompostNow

Another exhibitor at RayDay was [Better Earth Products](#), a sustainable solutions provider on a mission to make sustainability accessible and regenerative circularity achievable. Better Earth Products provided the

commercially compostable plates, cups, napkins, and utensils used at RayDay. After use, the items were collected at well-marked waste collection stations staffed by friendly waste ambassadors.

From there, [CompostNow](#), whose motto is “Creating a world without food waste, one scrap at a time,” gathered the food scraps and compostable serving ware and took it to an on-site commercial-scale composting operation at Serenbe Farms, where it was combined with other waste from residences and business operations at Serenbe to create compost for growing local produce on the community farm.

Citizen Farmers Academy

Finally, a team from [Citizen Farmers Academy](#) teamed up with representatives from Captain Planet Foundation, Lifecycle Building Center and Roots Down to create a kids’ activity tent where youth entrepreneurs demonstrated how children are getting involved in farming and regenerative agriculture through after school programs offered to students from local

elementary schools, two days per week at Serenbe Farms. The students from Citizen Farmers Academy grew seedlings and provided them for free to children at RayDay, along with hands-on lessons in planting, composting, and what it takes for children to launch a community-supported agriculture (CSA) program.

About the Ray C. Anderson Foundation

The [Ray C. Anderson Foundation](#) is a 501(c)(3) not-for-profit organization that seeks to promote a sustainable society by supporting and funding educational and project-based initiatives that advance knowledge and innovation in sustainability. RayDay is an annual event hosted by the Foundation every October. <http://www.raycandersonfoundation.org>

