Sports Venues & Arenas - Defining Pathways to Greater Sustainability

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Moderator: Steve Davies, NatureWorks
Sports Venues & Arenas - Defining Pathways to Greater Sustainability

• The Portland Trail Blazers and the Rose Garden
  – The Foodservice ware perspective - Buzz Chandler, Asean

• Minnesota Wild / Excel Energy Center
  – The Operator’s perspective – Patrick Reeves, MN Wild / Excel Energy Center

• The PGA and Key tools in Venue Waste Collection
  – The Collection Point Perspective - Lyle Peters, GreenDrop Recycling Stations

• The Pittsburgh Pirates and AgRecycle
  – A Composter’s Perspective - Carla Castagnero, AgRecycle
How it all started
Today and Now
Welcome to the Green Awareness Game
trailblazers.com
WELCOME TO THE GREEN GAME
Pathways to Greater Sustainability

Case Studies from the Pro Sports Sector

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Patrick Reeves: Director of Sustainability Programming
Pathways to Greater Sustainability
- operators perspective -

Waste Reduction & Recycling
What Can Colleges & Universities Learn from Pro Sports Venues?

Campus

Food Service
Material & Products

Handling
Operations & Haulers

Visitors/Staff
Collection
Pathways to Greater Sustainability
- barriers & bridges -

**Campus**

**Barrier #1**
Getting Traction or Buy-In

**Bridge**
Utilize a Holistic, Strategic Approach

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**Know Where You Are & Define Where You Want To Go**

**2007-08:**
- Benchmark
  - 2.4 million Pounds of Trash
  - 15% Annual Recycling Rate

**2009:**
- New Goal
  - 50-50 in 2
    - reducing trash - recycling more

**2012:**
- Results
  - 905,000 Pounds of Trash
  - 56% Annual Recycling Rate

Short term goals with metrics communicate clearly what is to be accomplished and allow for the illustration of progress.

With ambitious recycling goals, organic material can’t be ignored which enrolls all the important partners in the solution.
Pathways to Greater Sustainability
- barriers & bridges -

Food Service

Barrier #2
Products: What & When

Bridge
Program for Waste Out - then Address Waste In

Really Only Have One Chance to Make a First Impression

Partners:
Levy Restaurants
MHC Culinary Group

Green Purchase Playbook

Creating ‘Partnerships’ with key stakeholders means it’s in the best interests of those vendors to meet the same goals
Take time to do it right the first time – more efficient long term
Pathways to Greater Sustainability
- barriers & bridges -

**Visitors/Staff**

**Barrier #3**
Collection & Sorting

**Bridge**
Keep It Simple & Maintain Consistency

Design Education Materials to Alleviate Separation Anxiety

There are 5 seconds to guide a person to do the ‘right’ thing

Successful programs make it easy, simple and convenient
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- barriers & bridges -

Handling

Barrier #4
Proper Handling

Bridge
Support & Empower
Champions to Succeed

80% of Success Will Come From
20% of The People

Teaching Aids
Color Coded Systems
Safer & Cleaner

1. Train staff to investigate, identify and deal with contamination
2. Leveraging corporate sponsors and community partners
PROVEN RESULTS

Rose Quarter campus
- Mixed use home of the NBA Portland Trail Blazers
- Landfill diversion baseline of 38% in 2007, exceeded 90% in 2012

Other locations
- Universities of WA & Denver
- High Schools
- Eateries
REDUCE OPERATIONAL EXPENSES

GreenDrop saves money

- Removal costs less per ton for accurately sorted compostables and recyclables
- Less abandoned waste to be picked up by staff
- Textured surface cleaning is simple and quick so minimal janitorial maintenance
- Durable construction with no hinges or seams (GreenDrops still in service after 1000+...
REDUCE CARBON FOOTPRINT

*GreenDrop improves landfill waste diversion rates*

- **Vivid pictorial graphics** promote highly accurate self-sorted waste streams
- **Consistent waste stream order** improves rate of participation and speed of self-sorting
- **Innovative curved design** keeps GreenDrop available rather than become a temporary dining surface
- **100% recycled content, 100% recyclable** at end of life
IMPROVED STUDENT EXPERIENCE

GreenDrop users sense the contribution to a sustainable path

- GreenDrop is tangible evidence diversion efforts are underway
- Participation is emotionally rewarding
- Offers a teaching moment
GREENDROP LEADS THE WAY

The Perfect Assist for Your Composting & Waste Diversion Initiative

*Results…uniquely positive by design*

- Environmental footprint reduced
  - Improved diversion rates
  - Lowered waste disposal costs
- ADA conforming
- Ancillary revenue stream option
- 100% recycled, 100% recyclable
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NACUFS

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AgRecycle was founded in 1991 and operates multiple composting sites in western Pennsylvania.

Pennsylvania’s Composting General Permit allows us to accept source-separated:

- Yard Debris
- Clean Wood Waste
- Manures (and bedding)
- Paper
- All food residuals (including proteins and bones)
- Non-biosolid liquids
- Green building materials
- Corrugated/wax corrugated
- Approved compostable products
We have been accepting food scraps since 1998 and began our own collection routes in 2006.

AgRecycle’s food scrap customers are from these commercial sectors:

- Serving
  - Food processors
  - Supermarkets
  - Restaurants
  - Universities/Schools
  - Professional sports stadiums
  - Pittsburgh Convention Center
  - Corporate cafeterias
  - Public venues
  - Special events
  - Museums
Pennsylvania’s Regulations

• There are no landfill bans in place for any organic materials within the state, nor are there any local ordinances regulating the flow of organic waste materials away from landfills.
• Every client of AgRecycle’s diverts voluntarily.
• No subsidies have ever existed for private sector composting entities.
FOOD COLLECTION CONTAINERS
Commercial Kitchen

Compostable materials in commercial kitchens include much more than just food scraps.
In 2010, the U.S. food service industry purchased the following amounts of disposables:

- 39 billion pieces of cutlery
- 113 billion cups
- 29 billion plates

- 1% OF WHICH WAS RECYCLED
2008
MLB, in conjunction with Natural Resource Defense Council announced their
TEAM GREENING COMMITMENT
to Environmental Stewardship and to the greening
of MLB Stadiums.

2009
The Pittsburgh Pirates announced their: LET’S GO BUCS. LET’S GO GREEN.

AgRecycle began providing composting services to the Pirates one week prior to opening day that year.

Last week marked the beginning of our 5th year servicing the Pirate organization.
At PNC Park / Pirates Stadium
Compostable are collected from:

- All Restaurants
- All Private Clubs
- Luxury Level Services
- Suites and Private Boxes
- Snack Stands
- EVERY ROW OF SEATS
In the 4-1/2 years the Pirates have been diverting to composting.........
AgRecycle has collected 5247 tons of material.

The Food scrap portion of that total is what cannot be donated to Food Service Charities.
La Roche College
Student Enrollment 1312
Duquesne University
Student Enrollment - 10,368
Student Enrollment-2266
UNIVERSITY OF PITTSBURGH

PETJERSEN
EVENTS CENTER

HOME OF PITT MEN’S AND WOMEN’S BASKETBALL
Student Enrollment 12,058