

US EPA ARCHIVE DOCUMENT



## OnCampus ecoAmbassadors

OnCampus ecoAmbassadors are college students who implement projects from EPA's partnership programs to help carry out the Agency's mission to protect human health and the environment. The program is open to ANY college student, regardless of program, age, or background. All interested students are encouraged to participate.

### Did You Know?

- In 2010, more than 75 schools participated in the Game Day Challenge, targeting more than 2.8 million fans at football games and diverting more than 500,000 pounds of waste, which prevented nearly 940 metric tons of carbon dioxide from being released.
- The Philadelphia Eagles launched a "Go Green" program in 2003 which boasts some impressive environmental accomplishments. In terms of waste management, the Eagles' home stadium Lincoln Financial Field diverts game day waste through effective recycling, composting, and food donation.
- Major League Baseball was the first U.S. professional sports league to develop and embrace an environmental monitoring system that tracks energy use, water use, waste management efforts and purchasing at their stadiums.

### Learn More

For more information on the Game Day Challenge, please visit [www.epa.gov/wastes/partnerships/wastewise/challenge/gameday/](http://www.epa.gov/wastes/partnerships/wastewise/challenge/gameday/)



Preserving Resources,  
Preventing Waste

## Sports Game Day Recycling Event

The Sports Game Day Recycling Event is an opportunity to promote waste reduction at collegiate sporting events. This event builds on the success of EPA's "Game Day Challenge." Sponsored by the WasteWise program, the Game Day Challenge was initiated specifically for collegiate football games, and encourages colleges to implement waste reduction programs at a home football game from September through December.

Participating schools track and report recycling and waste data that is then used to rank the schools in the following 5 categories: waste generation, diversion rate, greenhouse gas reduction, recycling, and organics reduction. Any college or university in the United States with a football program can participate in the Game Day Challenge. However, all universities are encouraged to utilize WasteWise resources to create a Sports Game Day Recycling Event at any sporting event.

### Goals of the Sports Game Day Recycling Event

- Decrease the amount of waste generated at collegiate sporting events
- Increase participation by students, faculty, staff, and the community in waste reduction programs
- Heighten awareness of waste reduction programs

### If You're Interested In:

- Working with your campus athletic department and facilities staff to improve waste management at sporting events
- Educating others about waste reduction and proper recycling
- Developing creative solutions to waste management issues
- Competing against other colleges

**... then the Sports Game Day Recycling Event is for you!**

See page 2 for a step-by-step checklist for the Sports Game Day Recycling Event.



### Students Taking Action

The University of Colorado (UC) was a standout in the 2009 Game Day Challenge, winning 3 of 5 award categories, and achieving a remarkable 78% diversion rate (percent of waste diverted from landfills by reducing, recycling, and composting). UC's Folsom Field became the first sports stadium in the country to attempt a truly zero waste collection process by eliminating trash cans and collecting waste at sorting stations for recycling and composting.

The Sports Game Day Recycling Event is ideal for students pursuing degrees in communication, education, environmental studies, and sports management.

## Checklist for the Sports Game Day Recycling Event

Follow the steps below to create a Sports Game Day Recycling Event on your campus.

- 1. Find out what's being done on your campus.**  
 Arrange a meeting with campus staff, such as athletic directors, facilities staff, and sustainability directors, to learn what is being done to promote recycling at sporting events. If there are already projects in place, offer to help out. If not, propose an idea for jump-starting your campus' recycling program at sporting events.
- 2. Gain support on campus.**  
 Contact environmental student groups and/or spirit committees on your campus for additional ideas for your project. Offer to present at one of their meetings or coordinate a meeting with their club presidents. Ask if their club members could volunteer time to help out during game days to promote the project.
- 3. Register your campus.**  
 If participating in the Game Day Challenge at a collegiate football game, go to [www.epa.gov/epawaste/partnerships/wastewise/challenge/gameday/](http://www.epa.gov/epawaste/partnerships/wastewise/challenge/gameday/) and register your campus for the challenge. Pick an appropriate home game to host the challenge and complete the pre-game challenge form before the deadline.
- 4. Plan your game day event.**  
 Utilize the resources on the WasteWise website to plan your project. Read up on success stories from colleges that participated in Sports Game Day Recycling Events in previous years to help come up with ideas for your campus. Meet with athletics and facilities staff to ensure that your project is feasible. In particular, consider the appropriate placement of trash, recycling, and compost bins, in addition to how you will use signs to publicize the locations. Publicize your efforts leading up to the event to make sure that spectators are aware of how your school is involved.
- 5. Go recycling team, go!**  
 Cheer on your team! Before the game, be sure to prepare any materials you may need throughout the day (such as t-shirts, plastic gloves, and beverages for volunteers). Make sure your volunteers are dressed cohesively. Document your participation in the event by taking photos throughout the day and sharing them on the OnCampus facebook page, [www.facebook.com/epaoncampus](http://www.facebook.com/epaoncampus). The best photos will be highlighted on our website!
- 6. Track data and report your results.**  
 Learn how to track and report your results at [www.epa.gov/epawaste/partnerships/wastewise/challenge/gameday/measure.htm](http://www.epa.gov/epawaste/partnerships/wastewise/challenge/gameday/measure.htm).
- 7. Fill out your completion form.**  
 Record the information that you are required to report to EPA on the event completion form, including your name, date of the event, name of your college, a description of the event or events, the number of interactions (include any interesting comments), and additional comments.
- 8. Continue your efforts beyond the challenge.**  
 Remember that waste is being created every day and competitions aren't always needed to promote recycling! Maintain your relationships with athletic, sustainability, and facilities staff on your campus to ensure that recycling efforts are continued beyond this particular challenge.

## Resources

### Game Day Challenge Website

Visit the Game Day Challenge website to help you plan a recycling program at a collegiate football game.

[www.epa.gov/wastes/partnerships/wastewise/challenge/gameday/](http://www.epa.gov/wastes/partnerships/wastewise/challenge/gameday/)

### Success Stories and Other Resources

Check out success stories to hear more about what other colleges are doing to reduce their waste at sporting events.

[www.epa.gov/wastes/partnerships/wastewise/challenge/gameday/resources.htm](http://www.epa.gov/wastes/partnerships/wastewise/challenge/gameday/resources.htm)

### Tips for Successful Events

1. Find a suitable space.
2. Put up posters to advertise the event.
3. Create a Facebook event.
4. Ask friends to spread the word.
5. Plan to have snacks available – find out if you can get donations.
6. Arrange for music at the event.
7. Arrive early to set up the space, including snacks and music.
8. Use sign-up sheets to record attendance.
9. Create a written summary of the event.

### EPA Contact Info

#### WasteWise

(800) EPA-WISE

[oswwastewise@epa.gov](mailto:oswwastewise@epa.gov)

Allow a few days for a return call. Contact the OnCampus team if there is no response from the WasteWise helpline.

#### EPA OnCampus Team

[EPAOnCampus@epa.gov](mailto:EPAOnCampus@epa.gov)

### EPA OnCampus Websites

Visit the EPA website at

[www.epa.gov/ecoambassadors/oncampus](http://www.epa.gov/ecoambassadors/oncampus)



Join the conversation at

[www.facebook.com/epaoncampus](http://www.facebook.com/epaoncampus)