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Developing a Recycling Strategy for External Sites at Sporting Events

Process and Procedures

November 17, 2011

Sustainability Report

2011 Women's Final Four Basketball

Tournament



Practices & Lessons Learned

repared by:















External Site Recycling Process

- 1. Develop a Stakeholder group
- 2. Identify Target Areas
- Develop Recycling Strategy/Approach
- 4. Solicit Interest from External Sites
- 5. Waste Assessments for External Sites
- 6. Identify Resource Needs
- 7. Develop Recycling Workplan
- 8. Pre-Event Meeting
- 9. Implemention
- 10. Measure, Report, and Review





Develop Stakeholder Group

- Identify local stakeholders that have solid waste/recycling knowledge
- Include event decision makers/host organization
- Incorporate relavent event sponsors
- Keep group relatively small















Identify Target Areas

- Look for external sites that are already affiliated with the event
- Look for external sites within a defined area
 - Near the Stadium/sporting facility
 - Downtown business district
 - Areas for material staging





Develop Recycling Strategy/ Approach

- Identify existing resources
- Brainstorm ways to implement a recycling plan using existing resources
 - Recycling Collections, Material Staging, Transportion
 - Measureable
- Develop an Outline
 - Keep the strategy simple and executable
 - Allow for the strategy to be flexible





Solicit Interest from Target Sites

- Develop a letter of interest
 - Purpose of the effort
 - Resources and recognition
 - Follow up phone calls
 - Signed and sent by official from the event organizer
- Letter should be sent 5-6 months in advance
- Phone calls should be made2 weeks after the lettershave been sent



Dear Mr. Benak:

Thank you very much for your support and active participation in the recycling efforts for the NCAA Men's Final Four this past April. The participating hotels, restaurants and host venues were able to collect over 32 TONS of recyclables during the event weekend. We sincerely appreciated the support of your staff during this busy time to assist in collecting and setting aside the materials for pick up. Please pass along our sincere thanks and congratulations to your staff for making this effort such a success.

We are now looking toward the NCAA Women's Final Four in April 2011. Once again, the local organizing committee is planning enhanced recycling collection efforts during the event weekend. We would greatly appreciate your support and assistance in this process.

Are presentative of the 'Greening Team' will be contacting you in the near future to set up a time to meet with you to discuss the recycling plan. Thank you in advance for your time, cooperation and assistance with this important initiative.

Sincerely,

Andretta Erickson
Assistant Director of Events
Indiana Sports Corporation



Waste Assessments for External Sites







- Schedule individual meetings with interested externals sites
- Reiterate the goals and objectives
- Waste Assessment Checklist
 - Signage
 - Material Flow
 - Existing Recycling Resources



Identify Needed Resources

- Crews
 - Volunteers
- Collection Supplies / Equipment
 - Scale, liners, signage, vehicles, tarps, etc.
- Hotels and Restaurant Needs:
 - Staff recycling training
 - Additional recycling bins and bags
 - Collection assistance
 - Signage (for patrons and staff)







Develop Recycling Workplan

- Recycling Strategy should serve as the outline
- Workplan should include:
 - Project Recycling Approach
 - Discussion of external site recycling specifics
 - Task list.
 - Timeline
 - Project Contact Information

Recycling at the 2011 Women's Final Four Indianapolis, Indiana

Overview

The 2011 NCAA Women's Final Four event will bring many visitors to Indianapolis that ull generate significant additional quantities of fold sware, much of which can be recycled. The local organizing committee (DoG) seeks to maximize recycling at the practipal cerul octorious in Table 1. A recycling tens is being established by the LOC to work with target busnesses (see Tables 2 & 3) to shore established by the LOC to work with target busnesses (see Tables 2 & 3) to 11th—name estating recycling efforts ununclatively joint to and during the event (March 3)th and paid 6th. The objective is to enhance collection efforts and document quantities of recyclable metals, glass, cardboard and paper collection.

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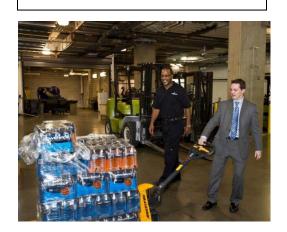
A team worked to enhance recycling at all target sites during the 2010 Men's Final Four Tournament. Therefore, current sold wastelvey-viling management information is understand at most target sites. The team will still meet with representatives at each target site to identify any changes and discuss opportunities for enhanced collection efforts. Based on these discussions, a detailed stategy will be developed. Instructions will be provided postricipation great sites during follow-up visits to explain how the enhanced collections will work. During the event weekend, volunteers will make continuous rounds to target sites to main staff, ensure containest are majnetable to target sites of main staff, ensure containests are majnetable of the collection of the contained contained to the contained of the contained of the contained of the contained contained the contained of the contained contained the contained of the contained contained to contain the contained of the contained contained to the contained of the contained of the contained contained to the contained the contained of the contained contained to the contained of the contained to the contained to

Hotels

With the exception of the Crowne Plaza and the Omni, all hotels already have existing recycling containers for both mixed recyclables and cardboard. The hotels that have an existing recycling program will receive additional signage and materials to enhance their efforts during the event weekers.

As for the hotels that do not have recycling infrastructure, materials will be provided to them (i.e. blue recycling bags, signage, recycling instructions) which will allow them to collect material during the week of the event. A team of volunteers will be collecting the material and taking them to the recycling roll-off.

1





Pre-Event Meeting

- Meet with each of the external sites to review workplan
- Bring additional resources
 - Bins/Bags
 - Signage
- Confirm the Start date and End date
- Assist in setting-up temporary recycling program







Implementation

- Collection Crews
 - 2-3 people (one is team leader)
- Wear Safety Equipment
- Communication with sites
- Collections schedule occurred 5 times/day
 - Early morning 5 am
 - After lunch − 1:30 pm
 - Before Dinner 4:30 pm
 - Night 11 pm









Measure and Report

- Track weights of collected material
 - Commodity and Extenal sites
- Calculate Environmental benefits
- Report Measures
- Provide Recommendations for Improvement

Material	Recycled (tons)
Cardboard	3.968
Aluminum Cans	0.837
Steel Cans	0.07
Paper	2.093
Plastic Bottles	0.862
Mixed single stream	2.026
Total	9.856





Challenges and Recommendations

- Challenges
 - Pedestrian Traffic
 - Homeland Security
 - Weather
 - Maintaining Aesthetics
- Recommendations
 - Start Planning ASAP
 - Coordinate with other Planning Groups
 - Document everything
 - Conduct After Action Review







Contact Information

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