

US EPA ARCHIVE DOCUMENT

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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

Prepared by:



External Site Recycling Process

1. Develop a Stakeholder group
2. Identify Target Areas
3. 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. Implementation
10. Measure, Report, and Review



Develop Stakeholder Group

- Identify local stakeholders that have solid waste/recycling knowledge
- Include event decision makers/host organization
- Incorporate relevant 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, Transportation
 - 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 made 2 weeks after the letters have 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.

A representative 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 external sites
- Reiterate the goals and objectives
- Waste Assessment Checklist
 - Signage
 - Material Flow
 - Existing Recycling Resources

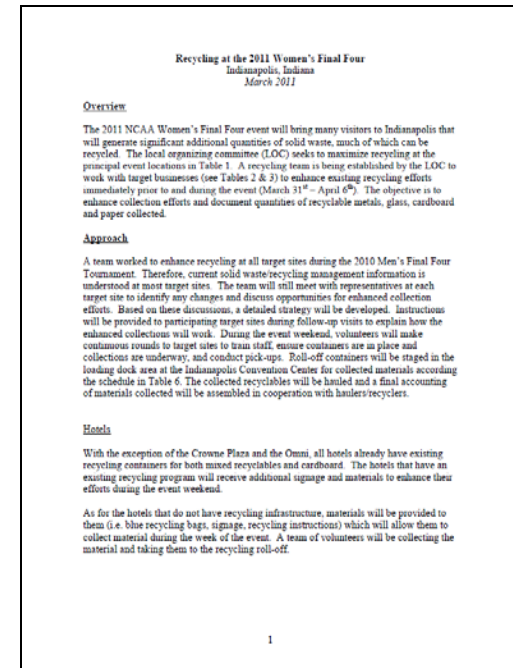
Identify Needed Resources

- 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



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

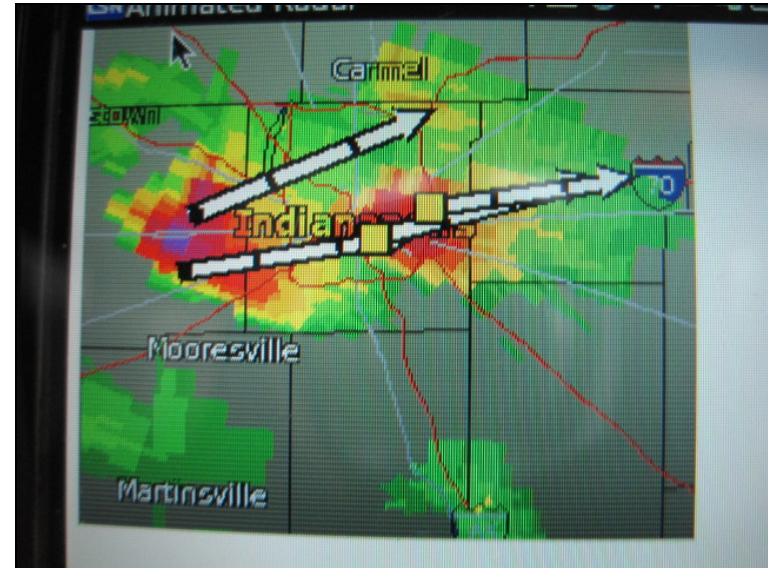
- Track weights of collected material
 - Commodity and External sites
- Calculate Environmental benefits
- Report Measures
- Provide Recommendations for Improvement

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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