

US EPA ARCHIVE DOCUMENT

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ATHLETES FOR A

Fit Planet



Creating Winning Recycling Programs for Sporting Events

EPA SMM Web Academy

November 17, 2011

Bruce Rayner
Chief Green Officer
Athletes for a Fit Planet LLC

Some of FitPlanet's Clients

MARINECORPS
marathon

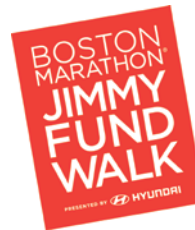
Summer 2011
Games
Special Olympics Connecticut
Presented by: United Technologies

ROCK 'N' ROLL
SEATTLE



LA MARATHON

NAUTICA
NEW YORK CITY
TRIATHLON
Presented by TOYOTA



ATHLETES FOR
aFitPlanet.com
greening the planet one race at a time

What we do

Plan → Implement → Measure → Learn

- Waste Footprint
- Energy Footprint
- Transportation Footprint
- Water Footprint
- Green Procurement





Waste Footprint

Goal: Measure and reduce “waste to landfill”

- First step: reduce, reuse, recycle
- Second step: compost

Stretch Goal: Aim for “zero waste to landfill”

- 90%-plus diversion rate
- Purchase recyclable and compostable materials
- Need conscientious staff and volunteers

Recycling is a Process

1. Pre-Event Planning

**3. Post-Event Review
and Measurement**

**2. Implementation
at the Event**



Recycling is a Process

1. Pre-Event Planning

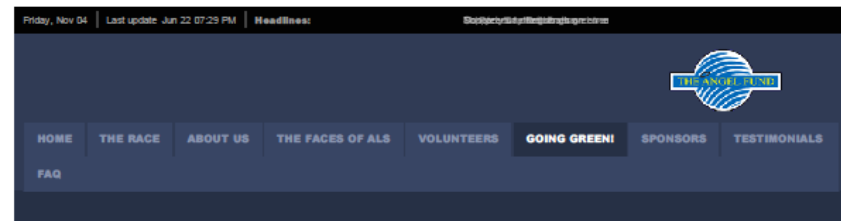


Pre-Event Planning

- Recruit a “Green Champion” for the event
- Recruit a “Sustainability Sponsor”
- Create a “Green Team” volunteer category
- Green your procurement & supply chain
- Green your event materials
- Coordinate plans with waste hauler
- Prepare site map
 - Including water stations on the course
- Include special recycling programs
 - Electronics recycling fund raiser
 - Shoe, equipment recycling
- Communicate your plans!
 - Newsletters
 - Website “green page”
 - Social media posts
 - Sign a Pledge

Communication is Key

The Sharon Timlin Memorial 5K is Going Green!



The Sharon Timlin Memorial 5K is Going Green!

Thanks to our friends at Athletes for a Fit Planet, we are stepping up our commitment to be more eco-friendly. We hope you'll join us in our efforts to be more sustainable. Here are just a few of the things we are doing this year:



All Types Of Shoes*

1. We've taken the **FitPlanet Pledge of Sustainability** and will be implementing 18 out of a possible 28 green initiatives. Check out what we've pledged to do here.
2. Look for the **Recycling and Composting bins** on race day. In an effort to minimize our waste to landfill, we will be recycling all our plastics, paper, and cardboard, and composting all food waste. We are aiming for a **Zero Waste** event so we need your help. We can even recycle your 5K bib!
3. **Bamboo race shirts.** We are proud to provide t-shirts made from 100% certified organic bamboo, and these are quite possibly the most comfortable race t-shirt you'll ever wear!
4. **No more goodie bags.** Instead of paper coupons and plastic bags, we'll send you a link to our online goodie bag where you'll find great coupons and other offers from our sponsors.
5. **Seed bibs** for the Kid's race. When the kids are done running, take their race bibs home and plant them in the garden and watch them sprout.
6. **Recycle old shoes.** Clean out your closet and bring your used shoes to packet pickup at **Fit Running** or drop them off at the FitPlanet booth on race day. Our shoe recycling partner **Sustainable World Fund** accepts all types of men's, women's, and kids shoes, not just running shoes!
7. **Bike valet.** If you're a local, and most of our runners are, why not ride your bike to the race? We'll provide a secure and convenient bike valet service located near the start of the race.
8. **Share a ride.** Every mile you drive produces about a pound of CO₂. Save gas and reduce your carbon



*Closed to the public. These shoes are reserved for the Athletes for a Fit Planet who are running the race to help.

Please Put Your Shoes!

For more information:
recycle@fitplanet.com
 Tel: 413.265.4864

PLATINUM SPONSORS



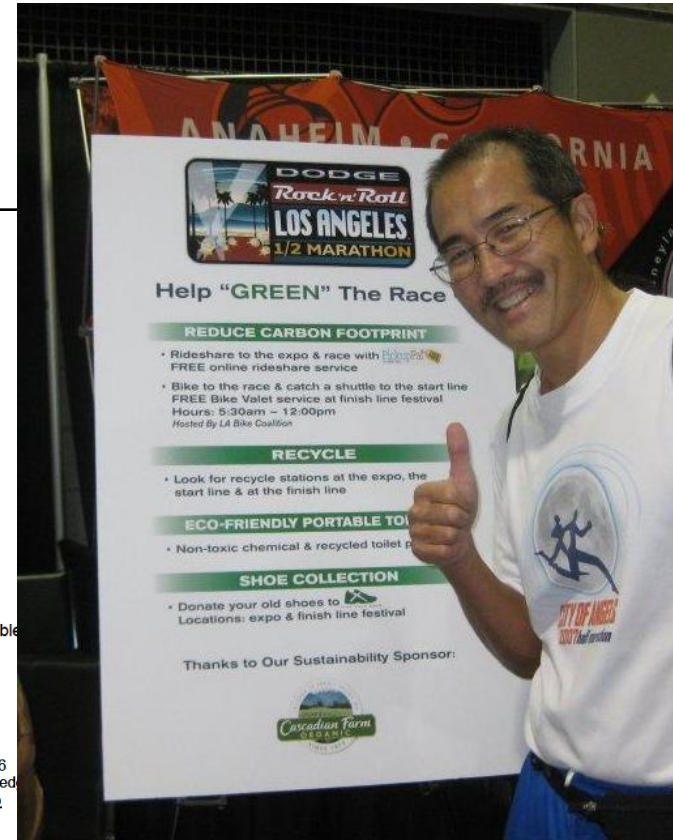
Team EcoPledge

OUR TEAM PLEDGES TO REDUCE OUR IMPACT ON THE PLANET BY...

- Reducing, reusing and recycling whenever possible.
- Carpooling and using public transportation whenever possible.
- Reducing our water footprint by using reusable bottles and not wasting water.

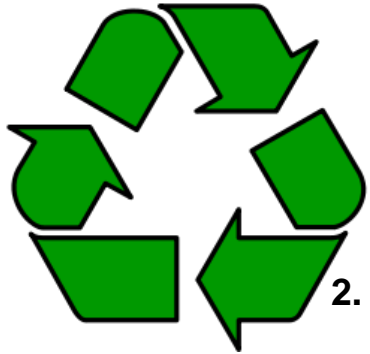
Team Name: _____
 Coach Name: _____
 Coach email address: _____

Fax your EcoPledge to FitPlanet at 508-429-0976 and we'll add your team name to the FitPlanet EcoPledge page at www.aFitPlanet.com/pledge/pledges.php



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Recycling is a Process



2. Implementation at the Event



Implementation at the Event

- Dumpsters delivered day before the event
 - Mark dumpsters
 - Cordon dumpster area
- Provide announcer with script
- Cover or remove permanent trash bins
- Make the recycling stations visible!
 - Signage above head height
 - Label bins
 - Clear bags for recycling, black bags for trash, green for compost
- Green Team captain meets with Green Team volunteers
 - Welcome and thank volunteers
 - Provide “Green Team” t-shirts and gloves (non-latex)
 - Staff or Zone coverage for waste stations
 - Dumpster gatekeeper
 - Rovers to process bags
 - Post event gathering to thank volunteers
- Green Team captain oversees operations
 - Patrols and makes changes to adapt to traffic flow
rations team



Make it Visible



Make it Visible



Recycling is a Process

3. Post-Event Review and Measurement



Post-Event Review and Measurement

- Debrief within 48 hours of event
 - Celebrate your success
 - Review the good and the bad
 - What would you do differently?
- Conduct a post-event survey
 - Gauge response by participants to recycling initiative
- Quantify the results
 - Get tonnage data from waste hauler or weight bags with hand scale
 - Calculate totals for landfill, recycling, compost
 - Calculate landfill only waste per participant
- Determine the total cost
 - Did your recycling efforts reduce costs?
- Report the results
 - Be transparent
 - Share results with stakeholders and media
- Update plan for next event
 - Consider adding new initiatives

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*****
Wheelabrator N. Andover
285 Holt Road
North Andover, MA, 0184
Ph: (978) 688-9011
Fax: (978) 794-8058
Original
*****
Ticket No: 516340
Date: 09/19/2011
Time: 09/19/2011 10:05:1
-----
Customer:
WMROCHESTER WM ROCHESTER
-----
Carrier:
WMROCHST WASTE MANAGEME
Vehicle Information:
Yellow Sticker#:
2504
Truck #
411192
P.O. #
-----
Vol :
Cnt : OPEN
-----
Weighmaster:
AUTO
-----
Gross : 39880 lb
Tare : 37360 lb
Net : 2520 lb
Tons : 1.26
-----
Item: ICWMMSPOT-1/C
Qty: 1.26
UOM: Tons
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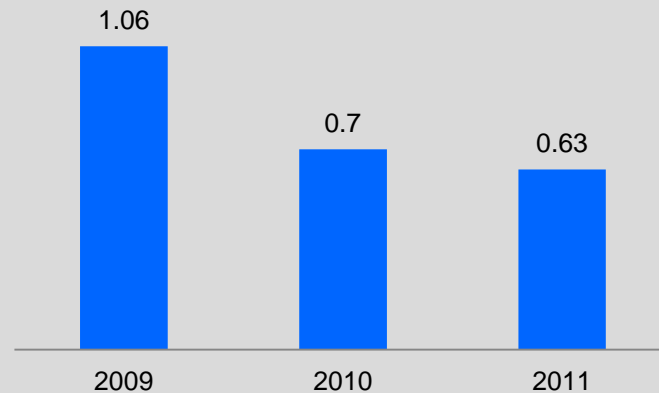
Document Results



Steady decline in pounds of landfill waste per participant 2009 to 2011

2011 = 0.63 lbs/runner, 10% lower than 2010

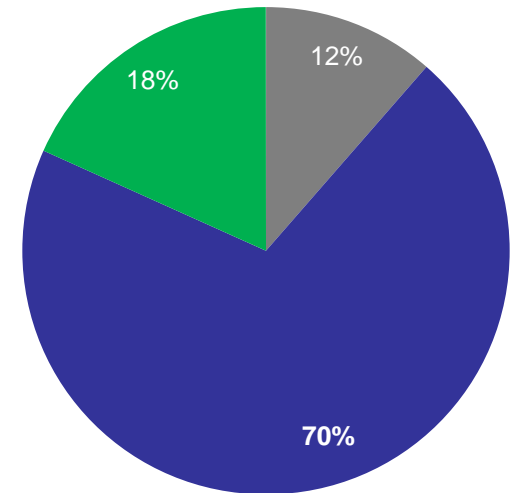
■ landfill waste per athlete



Waste Results

Total = 2.2 tons
landfill per athlete = 0.33 lbs

■ Landfill ■ Recycling ■ Compost



Thank You

Plan → Implement → Measure → Learn

Contact

Bruce Rayner

Chief Green Officer

t. 508-429-0976

m. 508-380-0868

bruce@afitplanet.com