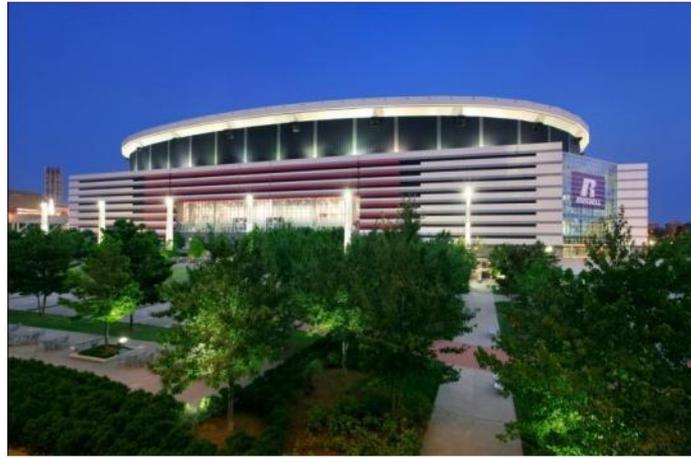




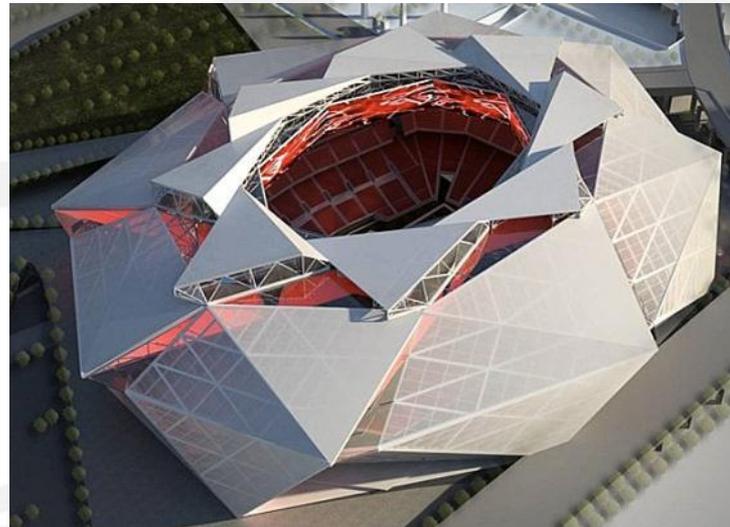
Ei Partner Tours: Georgia World Congress Center Authority June 10, 2014



Influence: GWCCA



Influence: GWCCA New Facilities



Big Impact: Sustainability Projects

- LEED Certification
- Green Meeting Standards Certification
- Energy Saving Performance Contracting
- EV Charging Station
- Solar Opportunities
- Outreach and Branding



Big Impact: Final Four Events

THE ROAD
TO ATLANTA IS
PAVED GREEN



Big Impact: 2013 Men's Final Four



Big Impact: 2013 Men's Final Four



ATLANTA'S ROAD TO A SUSTAINABLE FINAL FOUR IS PAVED GREEN!

The NCAA® and Atlanta Local Organizing Committee have incorporated all of the City of Atlanta's sustainability impact areas into the Final Four and related events by planning a wide range of activities and actions designed to engage residents, businesses and visitors to help make a more sustainable Atlanta. Some of the projects include:

MATERIALS MANAGEMENT AND RECYCLING

- Recycling is available at event sites (Georgia Dome, Phillips Arena, Georgia World Congress Center, Centennial Park) and additional locations have been added to accommodate high-traffic routes and events
- Partnered with Keep Atlanta Beautiful to collect discarded electronics from the community to be recycled
- Final Four banners from the Georgia Dome and street poles will be repurposed into memorabilia

AIR QUALITY

- Partnered with Trees Atlanta to plant 75 trees in the community, including at Bethune and Jones Elementary Schools

TRANSPORTATION AND MOBILITY

- Partnered with Atlanta Bicycle Coalition to provide a bike valet to encourage attendees to bike downtown
- Atlanta's public transit, MARTA, is conveniently located near many attractions, hotels and even the airport.

WATER MANAGEMENT

- Negotiated with Trees Atlanta that planted trees would be watered with collected rainwater when possible during the next two years

COMMUNITY HEALTH AND VITALITY

- Food donation programs and food waste collection for composting exist at many of the event venues, hotels and fan gathering sites
- New and used clothing drive will benefit the City of Refuge charity

LAND USE

- Strategically planned events downtown to minimize travel, encourage walking, minimize congestion and reduce the subsequent bad air quality from vehicle idling

SUSTAINABILITY PLANNING

- Developed a green pledge for volunteers to encourage them to become better stewards of the environment

ENERGY EFFICIENCY AND RENEWABLE ENERGY

- Purchased renewable energy credits from Sterling Planer to offset the electrical consumption of the games held at the Georgia Dome and Phillips Arena

GROWING BUSINESS

- Worked with designated Final Four hotels and fan gathering sites to incorporate more sustainability practices into their operations

EDUCATION

- Partnered with the Captain Planet Foundation to create a video that informs attendees of sustainability initiatives

Please visit the Atlanta Local Organizing Committee website at www.final4atlanta.com for more information!

NCAA and Final Four are trademarks of the National Collegiate Athletic Association.

Other Sustainability Projects

Volunteer Green Pledge

Green Team Lapel Pin

Hotel Sustainability Survey

Sustainability Webpage

Paperless Tix Offered for First Time

Flooring Made of FSC-certified Wood

Lanyards Made of Recycled Content

Some Recycled Content PVC Tickets

Volunteer Clothing Drive

Bike Valet

PSA



Big Impact: Waste as a Resource



- Waste Diversion Streams
 - Single-Stream Recycling
 - Food Donations
 - Cardboard & Plastic Film
 - Organics/Food Waste
 - Grease/Fryer Oil
 - Wood Pallets
 - Material Donations
 - Copper Wire & Metals
 - Furniture/Equipment
 - C&D



Big Impact: Waste as a Resource

www.gwcc.com www.gadome.com

Plastic Bottles & Containers




Aluminum & Steel Cans



Cardboard & Paperboard



Clean Paper



Newspaper



Glass



NO Food. NO Liquids.

Recycling

www.gwcc.com www.gadome.com

Non-Compostable Cups & Straws



Plastic Bags




Chip & Snack Bags



Condiment Packages



Styrofoam



If Unsure, Discard Materials in this Container.

Landfill

www.gwcc.com www.gadome.com

Food & Liquid




Tea Bags & Coffee Grinds



Napkins & Paper Products



Compostable Cups/Containers Ecotainer/PLA



Plant Waste



NO Metal. NO Glass. NO Plastic.

Compost

Big Impact: Waste as a Resource



Big Impact: Resource Reduction



- Reusable Materials/China
- TrimTrax Program
- Fryer Oil Reuse
- Bulk Purchasing



Georgia Dome: Best Practices



Sustainable Food Court Initiative: Goals

SFCI

To produce industry standards
for unique venues that strive
for zero waste

Georgia Dome

Create successful partnerships
Take leadership in industry
Influence market
Internal focus on sustainability



Sustainable Food Court Initiative: Event Venue Pilot

Mission

To bring zero waste initiatives to food courts and develop industry sustainable best practices for back-of-the-house and front-of-the-house operations

Focus

Organics collection
Packaging
Type of food served and assembly procedures
Disposal systems for food and packaging
Condiment & beverage stations
3rd party items brought to food court



Sustainable Food Court Initiative: Involvement

SFCI

Trade Associations
Non-Profits
Government
Industry Suppliers

Georgia Dome

Levy Restaurants
Facility Operations
Sustainability Department
NFPs & 3rd Parties



Sustainable Food Court Initiative: Compostability



Evaluation of packaging

Post-game pick for compostables

Evaluation of material decomposition



Sustainable Food Court Initiative: Compostability



Big Opportunity: Brand Recognition



Big Opportunity: Engagement

GREEN
SPORTS
ALLIANCE

