

# **Creating Value Through Zero Waste Initiatives**

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**GM, New Atlanta Falcons Stadium**

**and**

**President and Chairman of the Green Sports Alliance**



# Creating Value Through Zero Waste Initiatives

- **Bottom line savings**
- **Partnerships**
- **Brand value**
- **Fulfill our social responsibility**
- **Leverage our brands to drive change**



GREEN  
SPORTS  
ALLIANCE

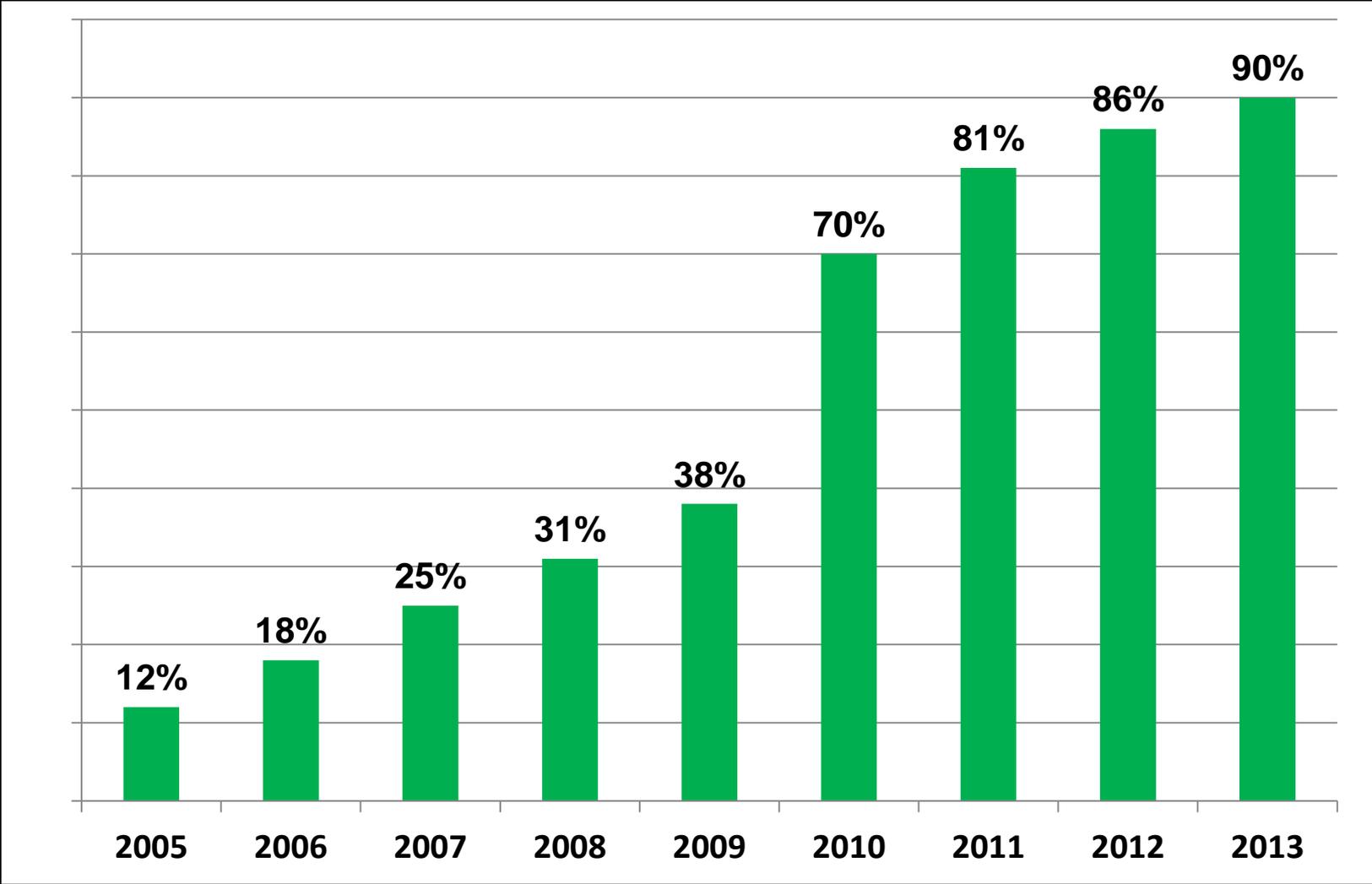
# Bottom line savings

## Seattle Mariners

Waste removal savings	\$165,000
Utility savings	<u>\$396,000</u>
Total for FY13	\$561,000



# FY13 90% Waste Diversion



# Partnerships



**Strike Out the Landfill with**  Certified Compostable by BASF

 **Food+ Compostables**

 **Bottles**

 **Landfill**

The image displays three categories of waste: 1. Food+ Compostables: includes a spoon, knife, fork, a paper cup, and two paper bowls. 2. Bottles: features a silver aluminum water bottle with a 'JOIN THE GREEN TEAM' label and a recycling symbol. 3. Landfill: shows a blue lanyard, a yellow snack packet, a white yogurt container, and a bag of peanuts.

**BASF, Eco Products, Cedar Grove**

# Partnerships



**Novelis, Levy, WM, Coca-Cola, GWC**

# Georgia Dome Initiatives



**Compostable packaging:** Levy Restaurants uses compostable foodservice items for single-use packaging. Eliminated polystyrene foodservice items.

**China service in suites:** Use reusable plates, flatware, napkins, serving platters and cups.

**Condiment pump stations:** Eliminated individual condiment packets.

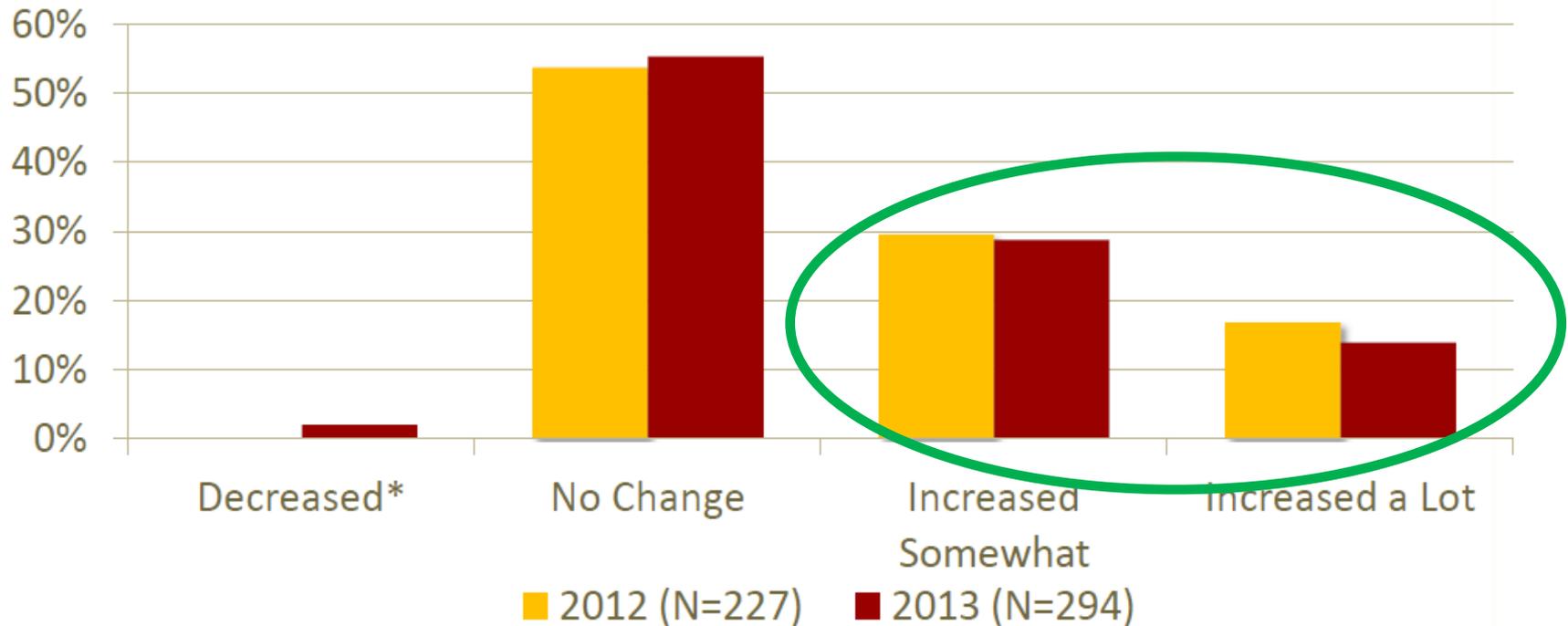
**Tailgate Recycling:** Falcon's sponsor Novelis initiated in 2012.

# Fulfill our social responsibility



# Leveraging our brands to drive change

How would you describe changes in your household's food waste composting activity since attending a Seattle Mariners home game this past year?



**45% of fans increased food composting at home**

# Sustainability and The New Atlanta Stadium

- **Bottom line savings**
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Reimagine the Stadium Experience



**RISE UP**

[newatlantastadium.com](http://newatlantastadium.com)

# Talented and Committed Project Team

- **Arthur Blank and the Falcons**
- **360 Architecture**
- **Eco-works**
- **GWCCA**

Reimagine the Stadium Experience



**RISE UP**

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# Why Atlanta

- **Arthur's vision**
- **LEED Certified**
- **Three years to plan**
- **Biggest stage in sports**

Reimagine the Stadium Experience

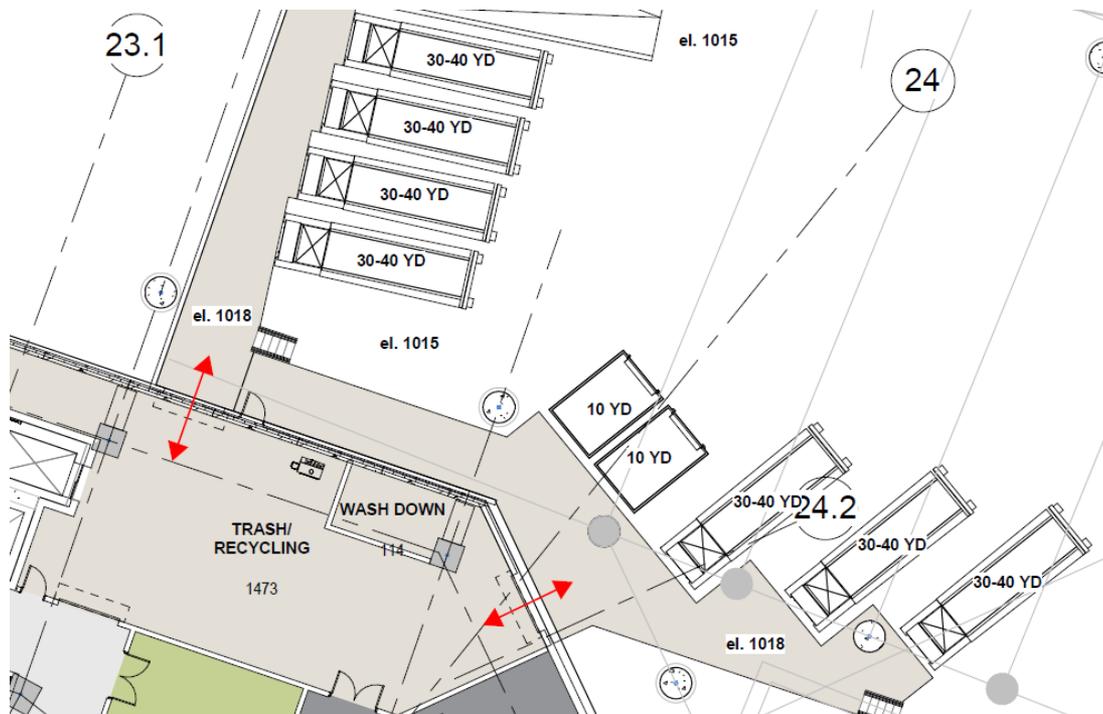


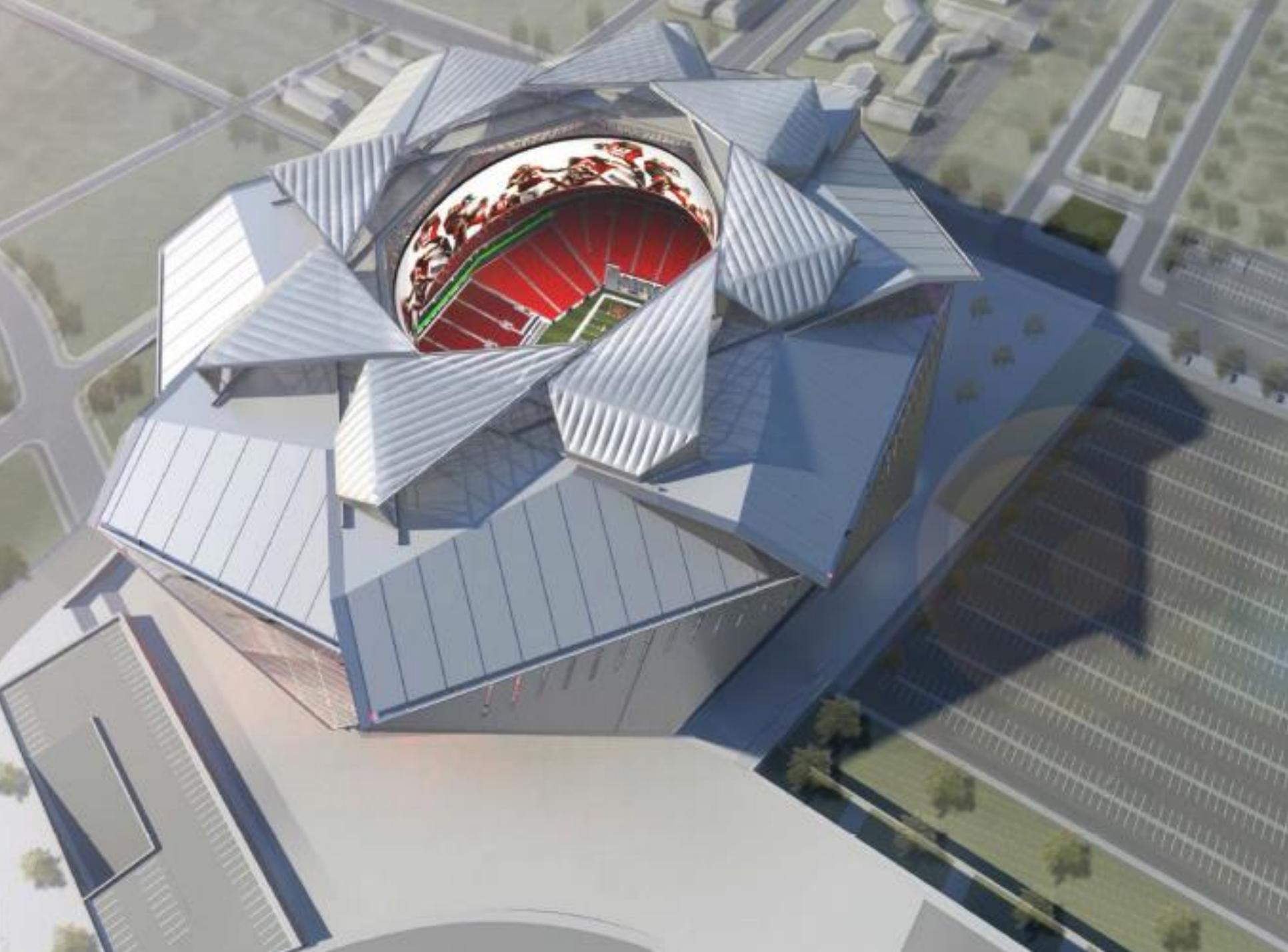
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# Designed for Zero Waste

- Adequate space for sorting
- Compostable serviceware
- Strategic ZW partnerships
- Sustainable Food Court Initiative
- Food service design and contract





# GREEN SPORTS ALLIANCE

A better way to play

**Our mission is to help sports teams, venues, and leagues enhance their environmental performance.**

**March 2011, 6 teams and 5 venues  
Today 260 teams and venues**