



Ei

Elemental
IMPACT

Connecting People for Zero Waste Success at Sports Stadiums


CHRISTOPHER A. BRADLEE
BASF CORPORATION



*2ND ANNUAL U.S. ZERO WASTE NATIONAL BUSINESS CONFERENCE
"CREATING VALUE THROUGH ZERO WASTE"
MAY 8-9, 2013, WESTIN HOTEL, CINCINNATI, OHIO*

MAY 9, 2012

Prologue:

pro·logue /'prō,lôg/ 

Noun:

1. A separate introductory section of a literary or musical work.
2. An event or action that leads to another event or situation.

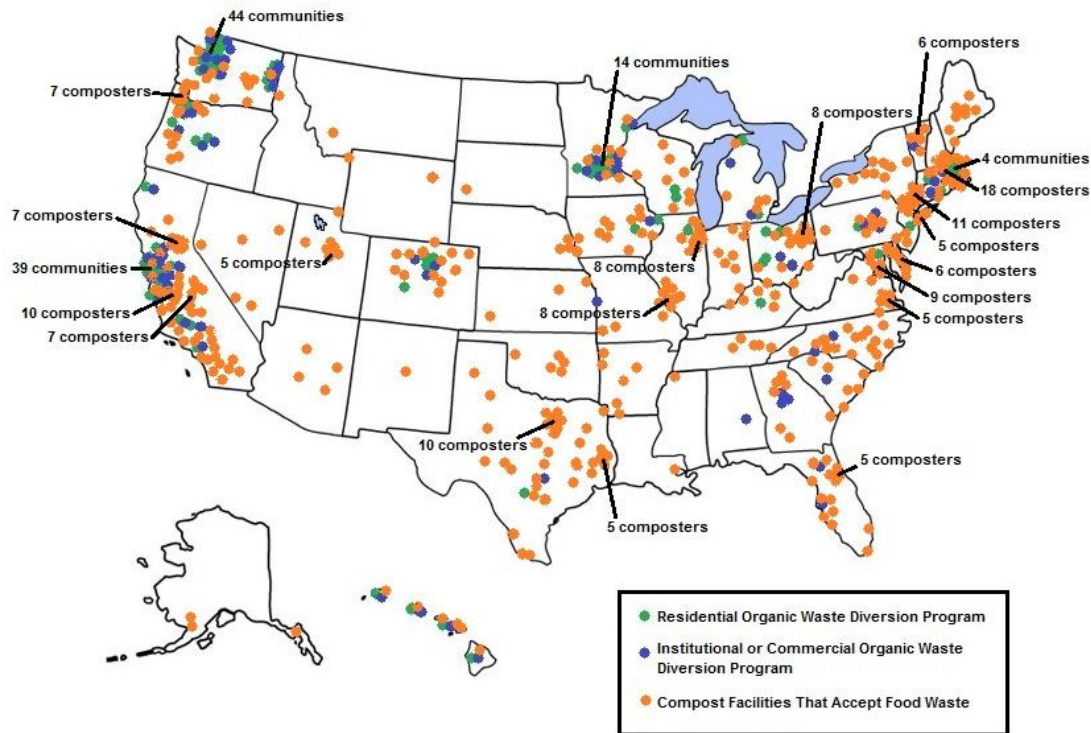
Synonyms: preface - prolog - introduction - preamble - foreword

Zero Waste is becoming the new norm. We will do it at work, at home and at play.

Zero Waste is the best practice for managing operations because it leads to the efficient and sustainable use of resources, while turning wastes into assets.



ZERO WASTE IN THE US



Massachusetts
and Vermont -
mandatory
composting of
commercial food
waste due for
2014

Stats:

~2.7 MM households in ~150 cities

The number of food scrap composting programs in the US more than quadrupled from 2005 to 2010

Chemistry Connects with Baseball

How did a chemical
company and baseball team
come together?

Zero Waste and Sustainability
“Sustainable Saturdays”





Sustainable Saturdays At Safeco Field



- BASF is the sponsor of the Seattle Mariners Zero Waste program.
- Elements of sponsorship include educational and interactive events to enhance the fan experience at the games and to promote sustainability and zero waste.
- Innovative collaboration of more than 9 stakeholders.
- Program has resulted in positive media exposure & growth in understanding of the value of Zero Waste and sustainability. Invited by The White House to a panel discussion on greening the sports industry
- Mariners reporting cost savings of ~ 2MM dollars since 2005





SUSTAINABLE SATURDAYS

Kid Compost's Earth Math



Winning the battle for our future...

- 81% of all waste at Safeco Field is kept out of landfills by our recycling and composting program!

- We're constantly striving to use less electricity, natural gas and water.

Think about ways you can help, here at the ballpark, at school or at home!



Made with compostable
Ecovio® by



The chemistry that connects people
for zero waste success.

BASF Kid Compost Trivia Game

APRIL 21, 2012

TEXT
& WIN!

Q: In 2011, what percentage of all waste generated at Safeco Field was composted?

A) 17% B) 32% C) 51%

To enter, text your answer (a,b, or c) to **71532** prior to the end of the 5th inning.

The Mariners have instituted a very aggressive waste diversion program in recent years. Recycling plastics plays a part, but the largest impact is created by organics recycling, with more than 50% of all waste generated in 2011 being compostable (food stuffs, compostable plastics/serviceware, compostable cardboard).



Drive Sustainability Home: Use compostable bags with your city's curbside composting program to make it easier and more sanitary.



Sustainable Saturdays
at Safeco Field



BASF 100% COMPOSTABLE PEANUT BAG

Made with compostable
Ecovio® by



MARINERS PEANUTS





Green Team – Scott Jenkins, Captain Plastic & Kid Compost

Strike Out the Landfill with Certified Compostable

Food+ Compostables **Bottles** **Landfill**



Compostable Food Service

Product is not for human consumption.

Compost Giveaway Washington State Recycling Association
CONGRATS TO SAFECO FIELD 2011 RECYCLER OF THE YEAR!

SAFECO FIELD SOIL

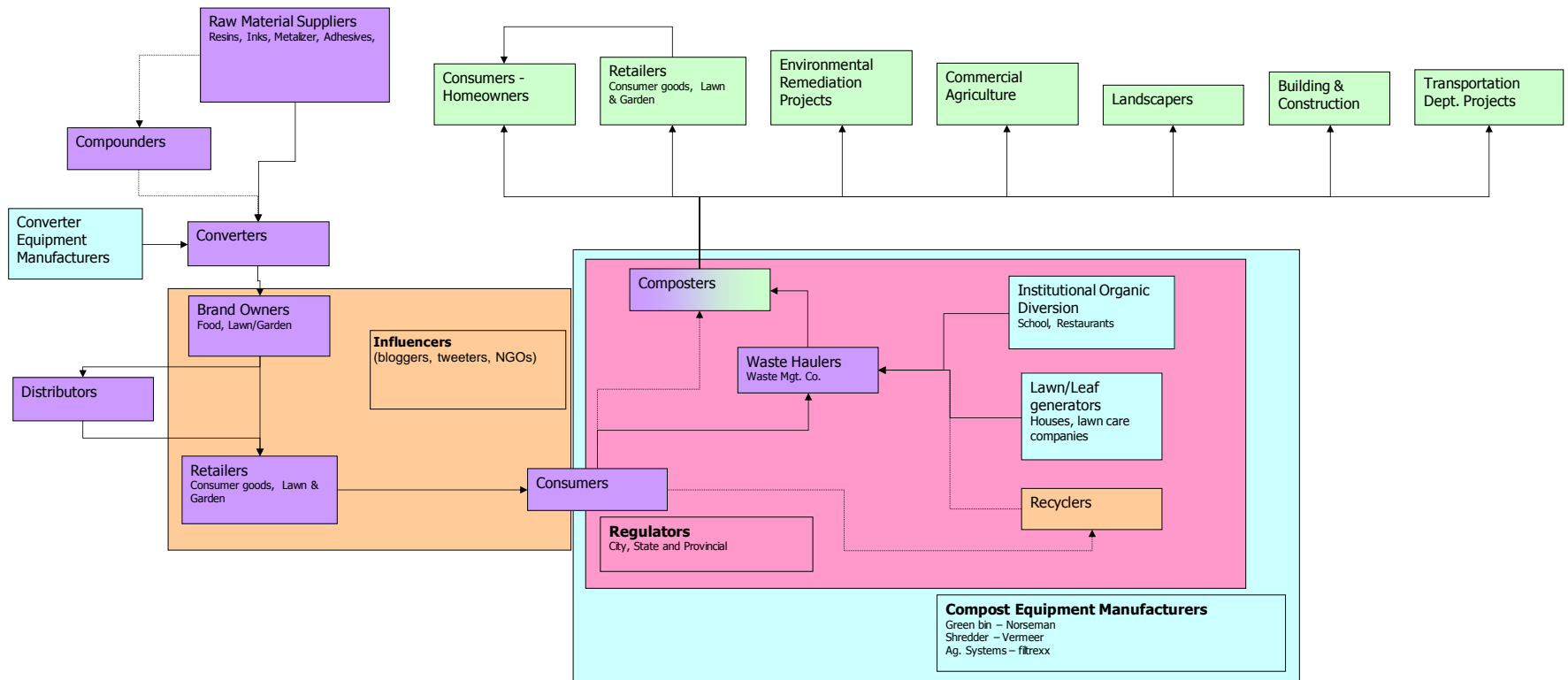
Peanut shells today, Safeco Field Soil tomorrow!

Thanks to our fans, Safeco Field keeps almost 900,000 pounds of recoverable food, compostables and yard waste out of the landfill annually while Cedar Grove Composting transforms it into this bag of earth-friendly soil used to grow beautiful Northwest gardens. This bag contains a special blend of compost enhanced with small amounts of bark, perlite and organic fertilizer.

Best for outdoor use as container planting media or for mulch around a bush or plant.



ZERO WASTE VALUE CLOUD COMPOSTABLES



Need to connect a broad group of stakeholders with diverse interests



SUSTAINABLE SATURDAY PARTNERS



FORT&RRA



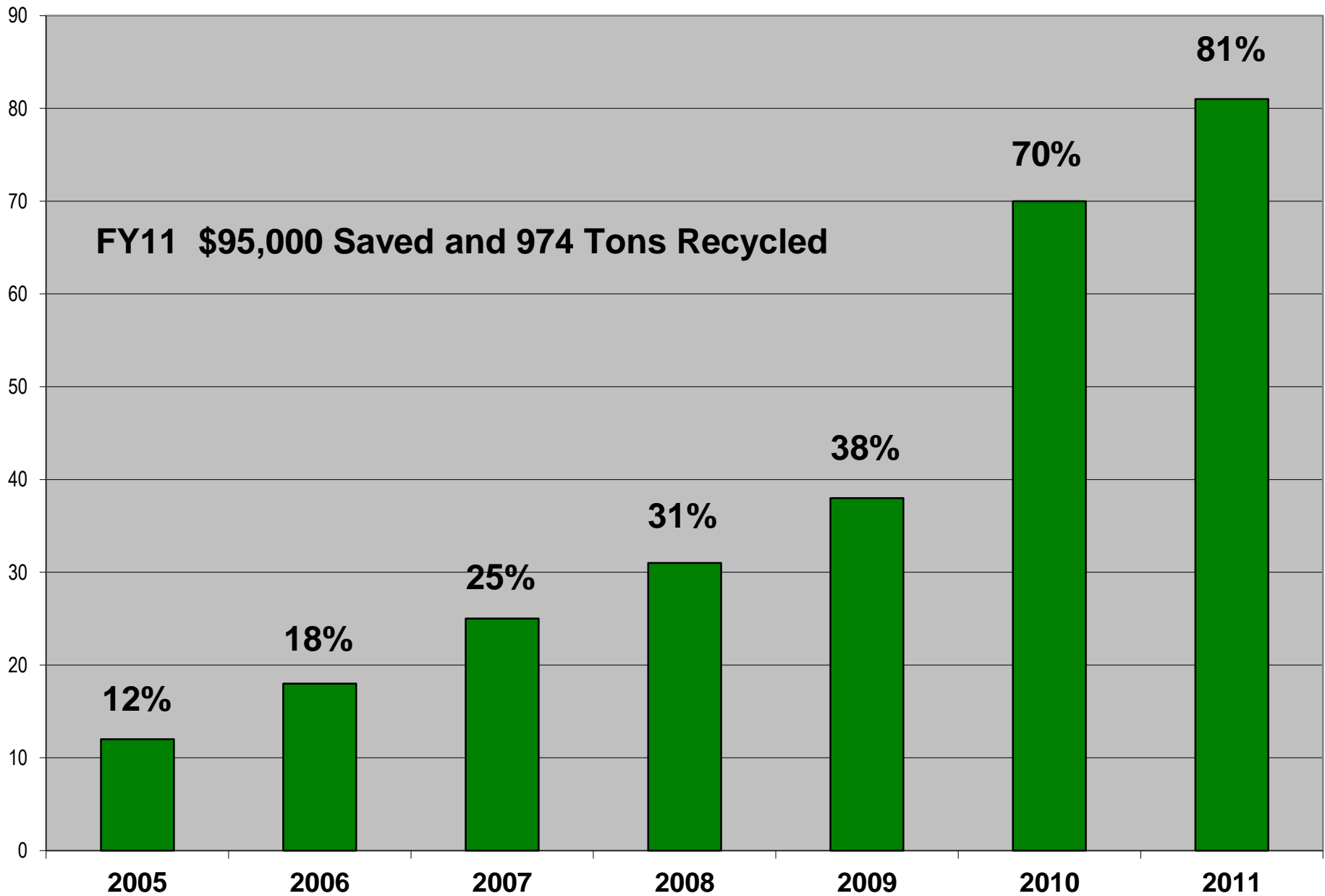
Seattle
Public
Utilities



Puget Sound
Starts Here.org

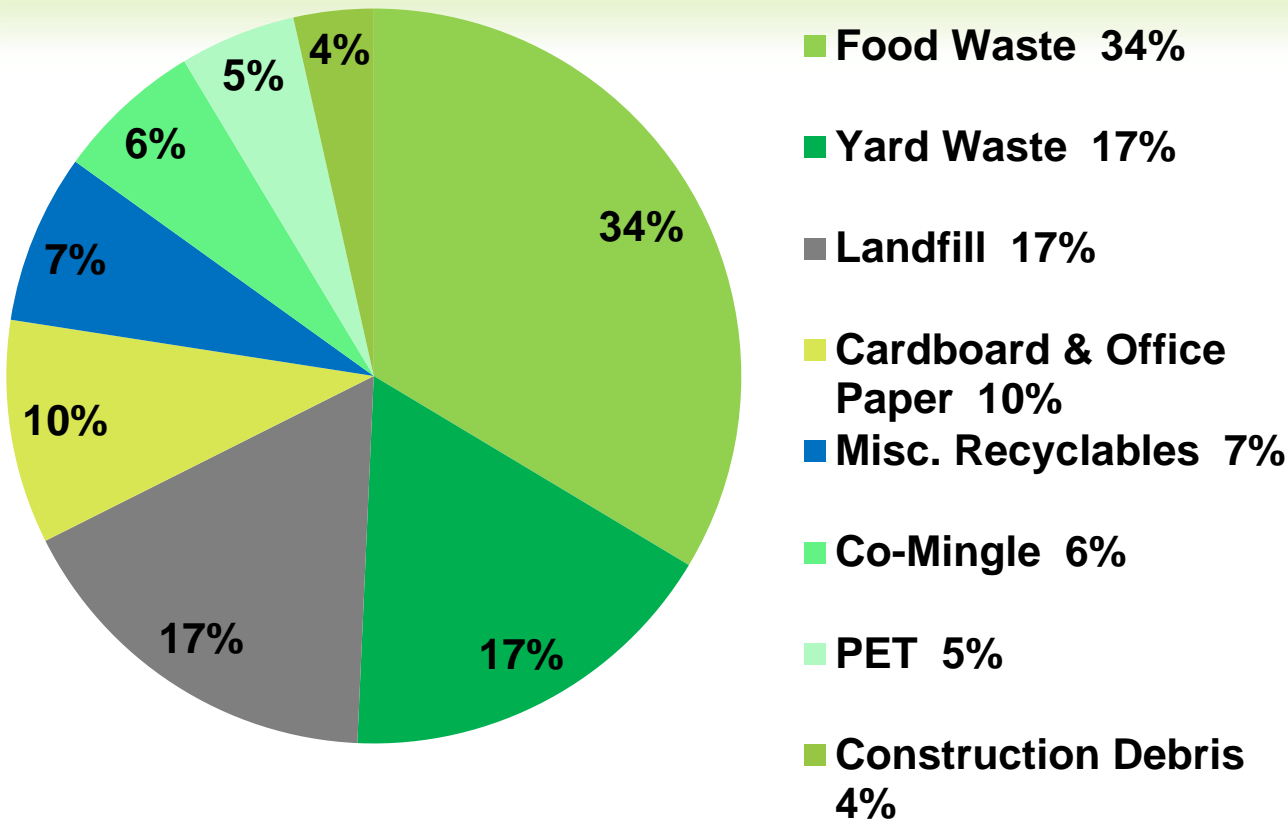


Annual Recycling Rate





WASTE PROFILE AT SAFECO FIELD



Organics = 51% (Food Waste + Yard Waste)

Managing organic waste was key driver for diversion rates greater than 50%

45% 20%
10% 10%



KEYS TO SUCCESS

- ③ Understand the value cloud for each stadium
- ③ Make sure each stakeholder has input and feels a sense of ownership in the ZW program.
- ③ Fan engagement and entertainment
- ③ Celebrate your successes

