

# Zero Waste in Sports

**Cindy Jackson**

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Georgia Institute of Technology



[www.recycle.gatech.edu](http://www.recycle.gatech.edu)

# Georgia Tech Overview

- Enrollment (Fall 2013): 21,471
- Faculty & Staff (Fall 2012): 6,490
- Gross Square Footage: 14,882,975
  - Athletic Association: 859,997 (5.8%)
- LEED Certified Athletic Facilities
  - Mewborn Field - Softball (LEED Gold)
  - Zelnak Basketball Practice Facility (LEED Gold)
  - McCamish Pavilion (targeting LEED Gold)
  - Ken Byers Tennis Complex (targeting LEED Silver)
- Bobby Dodd Stadium: Capacity 55,000 seats



# GAME DAY RECYCLING

GO JACKETS!  
GO GREEN!



[WWW.RECYCLE.GATECH.EDU](http://WWW.RECYCLE.GATECH.EDU)

# History/Background

- Program began fall 2008
- Waste diversion at home football games
- Targets tailgating areas and Bobby Dodd Stadium
- 112.4 tons of material diverted to date
- Average diversion rate: 13% (2013 season)



# Program Collaborators

- Georgia Tech Facilities Management
- Georgia Tech Athletic Association
- Georgia Tech Communications & Marketing
- Georgia Tech Dining Services
- Georgia Tech Alumni Association
- IMG Sports Marketing
- Waste Management - Sponsor

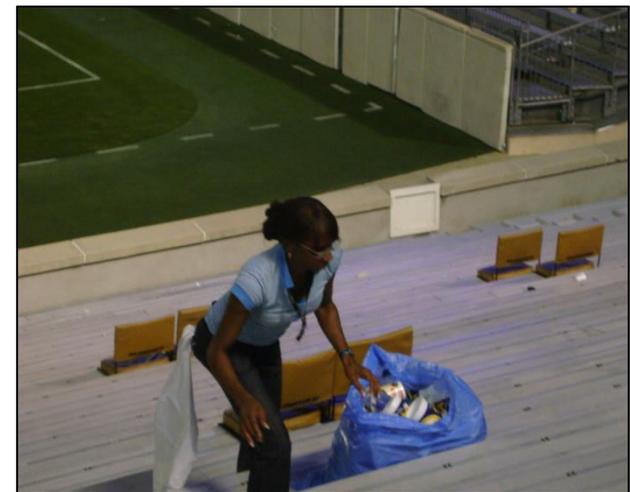
# Recycling Strategies

- Tailgating areas
  - Blue bags for bottles and cans given out by student volunteers and GT Facilities staff
  - Fans fill bags and leave on the ground
  - Bags picked up by GT Facilities staff the following day
  - Average 1.5 tons diverted per game (2013)



# Recycling Strategies

- Bobby Dodd Stadium
  - Recycling bins for bottles and cans set up on Callaway Plaza and at each of the 10 gates
  - Green Greeters stationed outside the stadium to encourage recycling for one hour before kickoff
  - Recycling bins for bottles and cans located on concourses
  - Bowl picked after game
  - Food waste composting in suites\*
  - Cardboard
  - Average 0.4 tons diverted per game (2013)



# Volunteer Description

- Tailgating Volunteers
  - Two one hour shifts during pre-game tailgating
  - Distribute recycling bags to tailgaters on campus
- Green Greeters
  - Encourage recycling outside Bobby Dodd Stadium before football games



# Volunteer Statistics

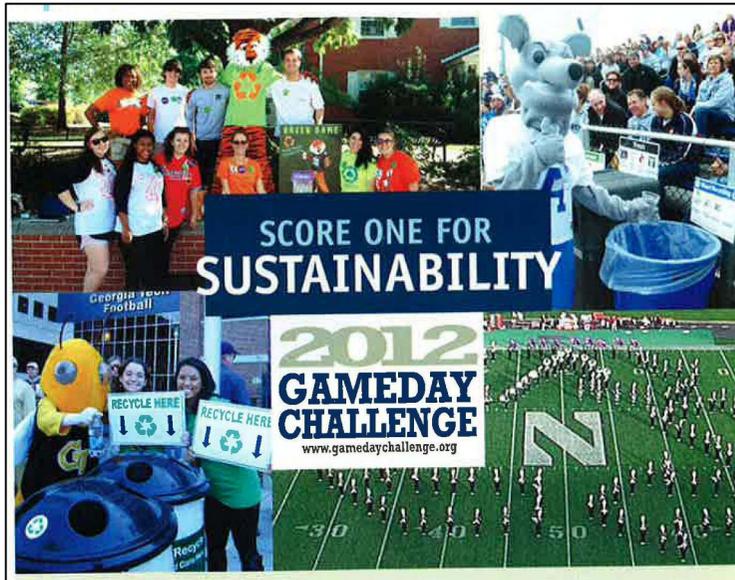
- Approximately 1,160 volunteer hours from 2009-2013
- Significant number of volunteers from:
  - Gamma Beta Phi
  - Women's Softball team
  - Greek Fraternities and Sororities





# Marketing/Sponsorship

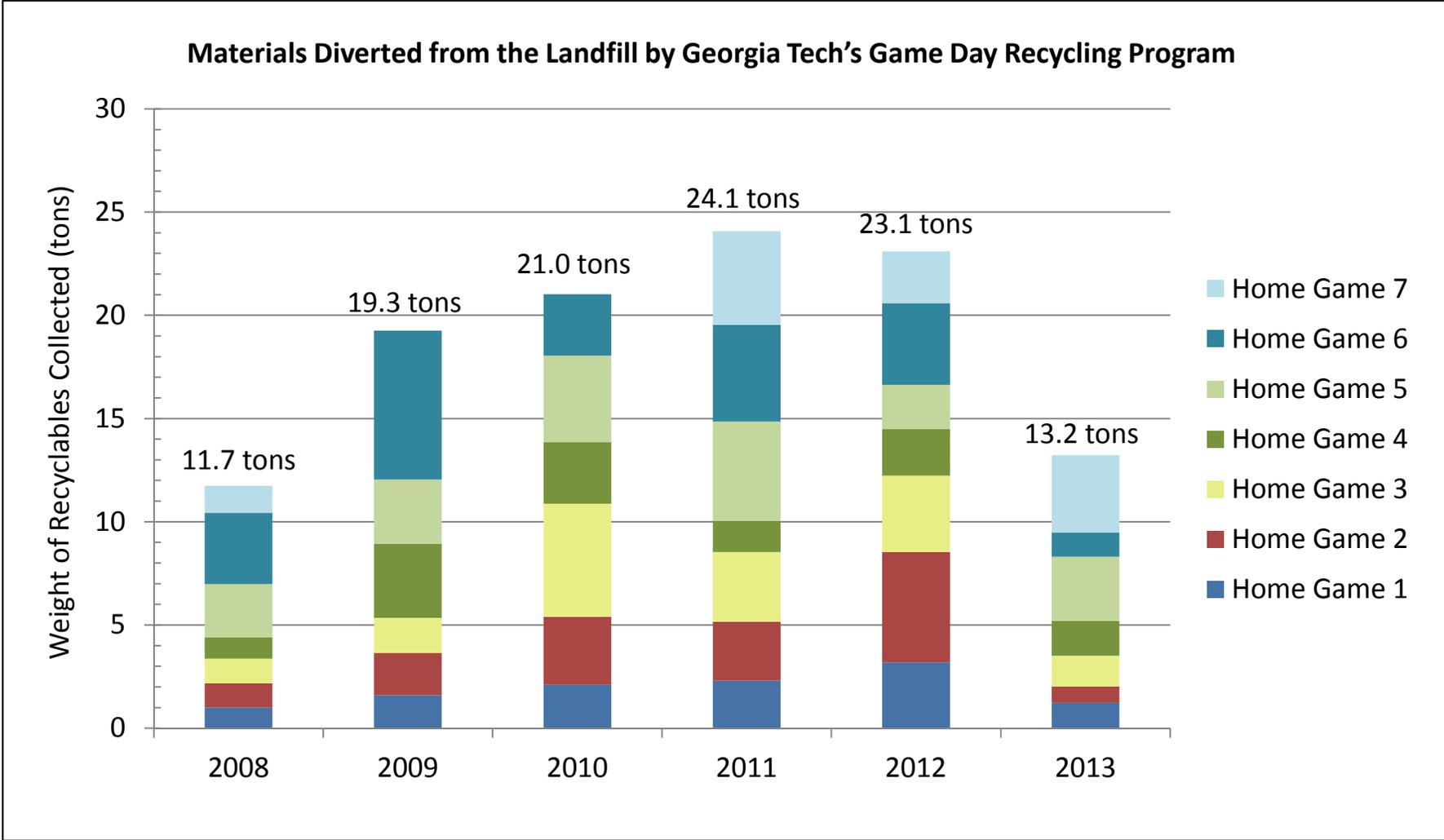
- Georgia Tech Alumni Magazine
- Football Program
- Sponsor – Waste Management (T-shirts, Pizzas)



Waste Age magazine, January 2013



# Statistics



# Statistics

- Diversion Rates (2013 season):

Tailgaters: 23%, Stadium: 5%, Overall: 13%

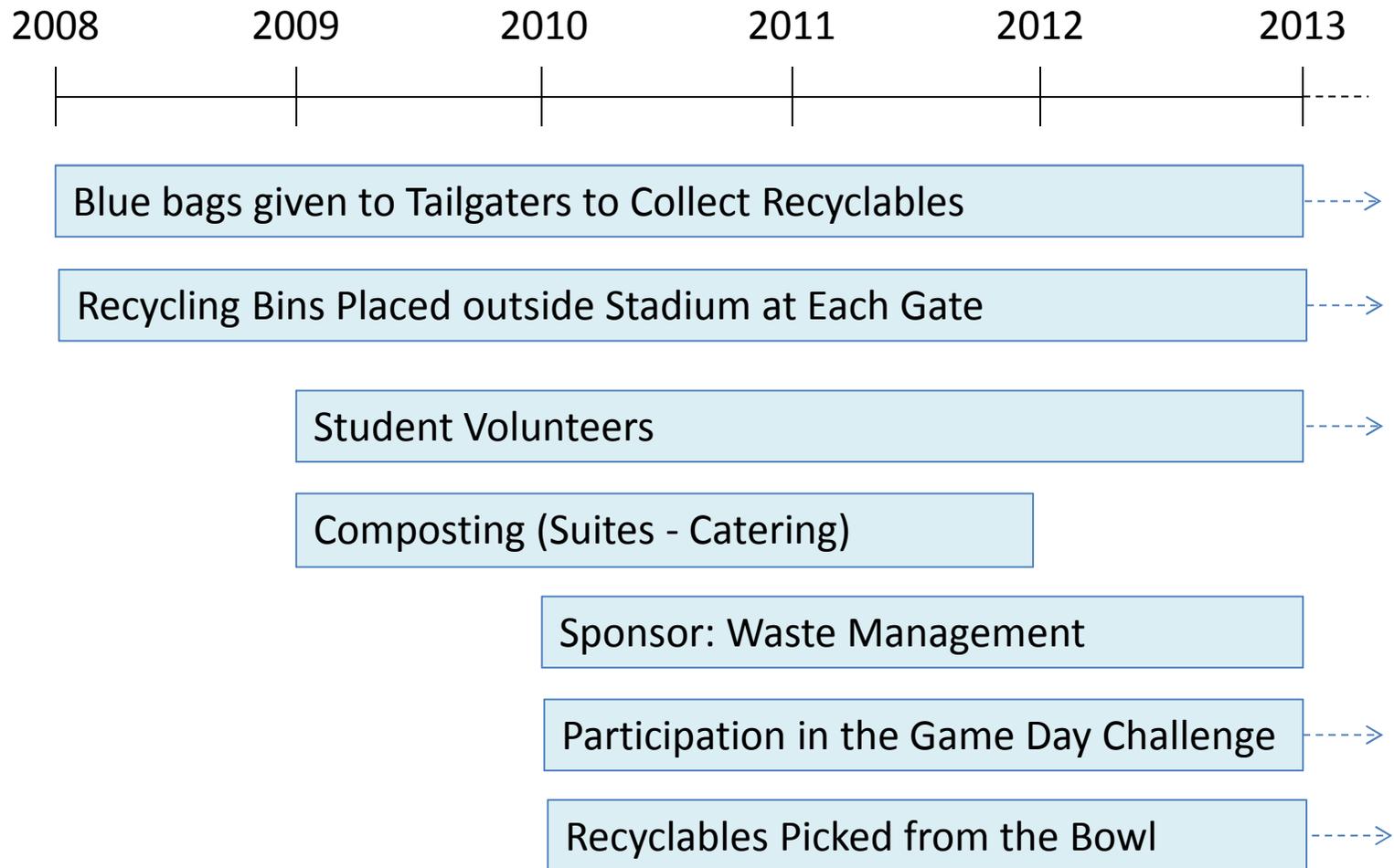
Game Date	Trash (tons)		Recycling (tons)		Diversion Rate		
	Stadium	Tailgaters	Stadium	Tailgaters	Stadium	Tailgaters	Overall
31-Aug	6.55	3.81	0.53	0.69	7.5%	15.3%	10.5%
21-Sep	7.89	4.99	0.00	0.81	0.0%	14.0%	5.9%
26-Sep	7.11	4.17	0.50	0.98	6.6%	19.0%	11.6%
19-Oct	9.25	4.81	0.56	1.13	5.7%	19.0%	10.7%
2-Nov	8.00	5.60	0.60	2.51	7.0%	30.9%	18.6%
23-Nov	6.09	2.65	0.19	0.98	3.0%	27.0%	11.8%
30-Nov	9.29	8.39	0.58	3.17	5.9%	27.4%	17.5%
<b>TOTAL</b>	<b>54.18</b>	<b>34.42</b>	<b>2.96</b>	<b>10.27</b>	<b>5.2%</b>	<b>23.0%</b>	<b>13.0%</b>

# Game Day Challenge

- Began in 2010
- 88 colleges and universities participated in 2013
- Georgia Tech ranked 1<sup>st</sup> in the ACC, and 16<sup>th</sup> overall, for Waste Minimization (2013)



# Program Timeline



# Future Plans

- Contract with Sodexo
- Green Game
- Reach out to visiting fans
- Outreach to season ticket holders
- GTAA setting goals
- Cardboard collection
- Become a Georgia Tech tradition

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