



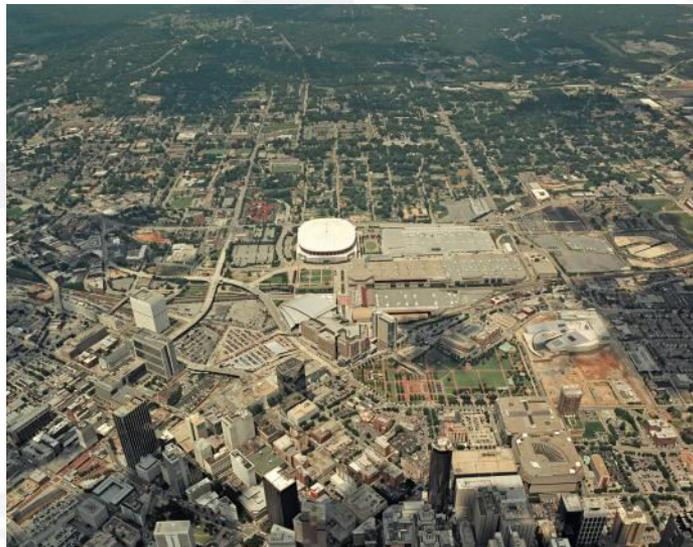
Zero Waste in Sports

Tim Trefzer

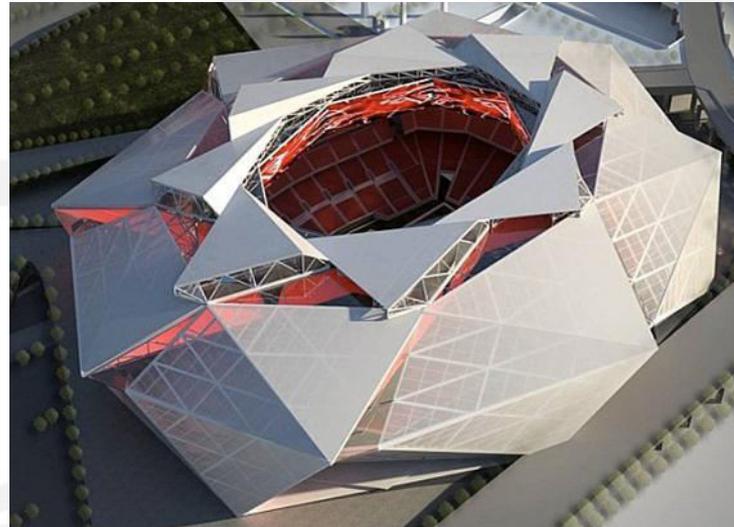
Georgia World Congress Center Authority



Big Influence: GWCCA



Big Influence: GWCCA New Facilities



Big Opportunity: Brand Recognition



Big Opportunity: 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:

<p>MATERIALS MANAGEMENT AND RECYCLING</p> <ul style="list-style-type: none"> Recycling is available at event sites (Georgia Dome, Philips 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 <p>AIR QUALITY</p> <ul style="list-style-type: none"> Partnered with Trees Atlanta to plant 75 trees in the community, including at Bethune and Jones Elementary Schools <p>TRANSPORTATION AND MOBILITY</p> <ul style="list-style-type: none"> 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 	<p>WATER MANAGEMENT</p> <ul style="list-style-type: none"> Negotiated with Trees Atlanta that planted trees would be watered with collected rainwater when possible during the next two years <p>COMMUNITY HEALTH AND VITALITY</p> <ul style="list-style-type: none"> 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 <p>LAND USE</p> <ul style="list-style-type: none"> Strategically planned events downtown to minimize travel, encourage walking, minimize congestion and reduce the subsequent bad air quality from vehicle idling <p>SUSTAINABILITY PLANNING</p> <ul style="list-style-type: none"> Developed a green pledge for volunteers to encourage them to become better stewards of the environment <p>ENERGY EFFICIENCY AND RENEWABLE ENERGY</p> <ul style="list-style-type: none"> Purchased renewable energy credits from Sterling Planer to offset the electrical consumption of the games held at the Georgia Dome and Philips Arena <p>GROWING BUSINESS</p> <ul style="list-style-type: none"> Worked with designated Final Four hotels and fan gathering sites to incorporate more sustainability practices into their operations <p>EDUCATION</p> <ul style="list-style-type: none"> Partnered with the Captain Planet Foundation to create a video that informs attendees of sustainability initiatives
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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



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



Big Impact: Engagement

GREEN
SPORTS
ALLIANCE

