



Ei

Elemental  
**IMPACT**

# Connecting People for Zero Waste Success




CHRISTOPHER A. BRADLEE  
**BASF CORPORATION**

CITY OF NEWARK, OFFICE OF SUSTAINABILITY  
MANUFACTURERS *ZERO WASTE WORKSHOP*

[www.elementalimpact.org](http://www.elementalimpact.org)

OCTOBER 03, 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.**



# WHAT IS ZERO WASTE



“Zero Waste” - emphasis on the concepts of reduction, reuse and recycling to limit waste.

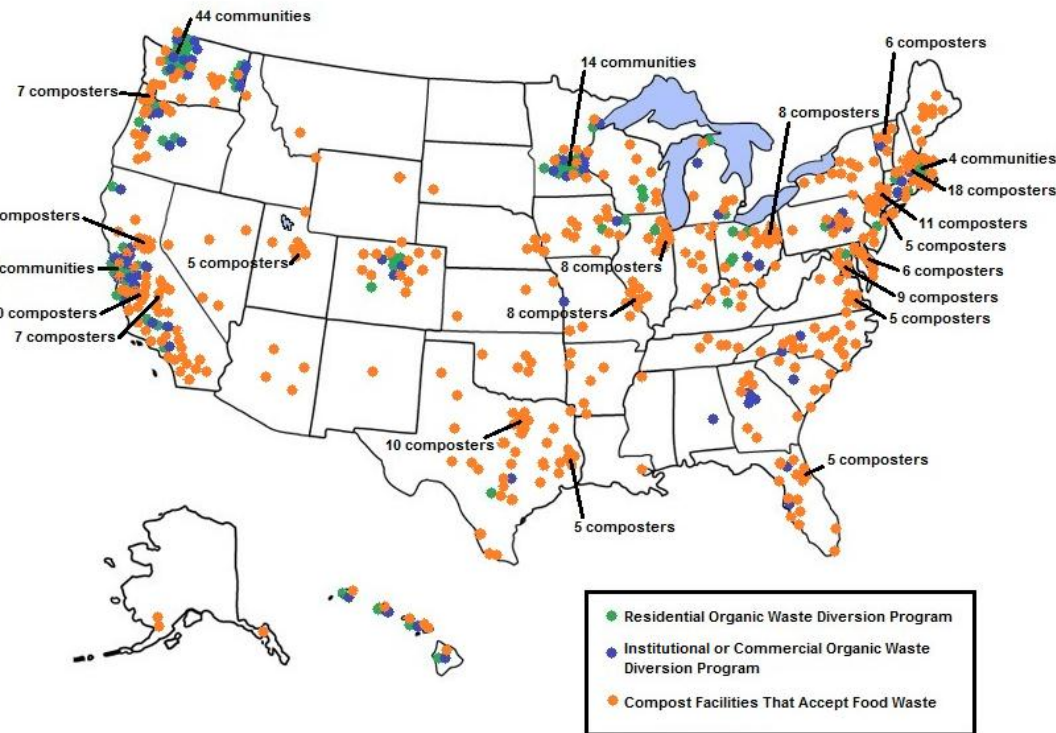
“Zero Waste” is often defined as a 90% or better waste diversion from landfill.

“Zero Waste” can be more broadly defined to include reduced energy consumption and water usage.





# 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



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



Compostable Food Service



Zero Waste Stations  
Stations Zéro déchet



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





# SUSTAINABLE SATURDAY PARTNERS



# CONNECTING PEOPLE FOR ZERO WASTE SUCCESS

## Sustainable Saturdays Video





Ei

Elemental  
**IMPACT**

# Connecting People for Zero Waste Success



**CHRISTOPHER A. BRADLEE**  
**BASF CORPORATION**  
**(734) 324-6867**

**CHRISTOPHER.BRADLEE@BASF.COM**