Creating Value Through Zero Waste Initiatives

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and
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Creating Value Through Zero Waste Initiatives

• Bottom line savings
• Partnerships
• Brand value
• Fulfill our social responsibility
• Leverage our brands to drive change
Bottom line savings
Seattle Mariners

Waste removal savings $165,000
Utility savings $396,000
Total for FY13 $561,000
FY13 90% Waste Diversion
Partnerships

Strike Out the Landfill with 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

Results of Zero Waste Program

45% of fans have increased food composting at home
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?

- Decreased*
- No Change
- Increased Somewhat
- Increased a Lot

45% of fans increased food composting at home
Sustainability and
The New Atlanta Stadium

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

Reimagine the Stadium Experience

RISE UP newatlantastadium.com
Talented and Committed Project Team

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

Reimagine the Stadium Experience

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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
A better way to play

GREEN SPORTS ALLIANCE

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