

2013 NCAA® Men's Final Four

# Sustainability Impact Report



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## I. Executive Summary

The following is a summary of the sustainability initiatives for the 2013 NCAA® Men's Final Four basketball tournament held in Atlanta, Georgia. From April 6-8, the 75<sup>th</sup> celebration of March Madness brought more than 100,000 people to downtown Atlanta to attend a variety of games, concerts and events. Not all quantities below are limited to the event dates, but in some cases extend from the event move-in through the move-out.

The Atlanta Local Organizing Committee (ALOC) established a sustainability committee in July 2012. The goal of this volunteer group of Atlanta-based experts was to make this the greenest Final Four to date by raising environmental awareness and minimizing the impact of the events.

The following results can be attributed to these events:

1. **14,351 lbs. of electronics were collected** for recycling from the community
2. **213 volunteers completed a green pledge** committing to at least ten actions to be more sustainable during the Final Four
3. **500 lbs. of textiles was collected** for reuse at the City of Refuge and/or to be recycled by American Textiles Recycling Services
4. **75 trees were planted** in honor of the 75<sup>th</sup> celebration of March Madness; In conjunction with Trees Atlanta and the Captain Planet Foundation, 55 trees were planted in the Ashview Heights neighborhood and 10 at both Jones and Bethune Elementary Schools
5. **Green-e certified renewable energy credits (RECs) were purchased** from Sterling Planet to offset the electricity (119,000 kilowatt-hours) used during the three games held at the Georgia Dome and the Divisions II and III championship games held at Philips Arena, as well as all carbon associated with all eight teams traveling to Atlanta (128 metric tons)
  - **216 metric tons of carbon dioxide or equivalent greenhouse gas emissions were avoided** by this investment in *Georgia-based* renewable energy and greenhouse gas offsets (**this is the equivalent of carbon sequestered by 5,538 tree seedlings grown for 10 years or the CO<sub>2</sub> emissions from 24,215 gallons of gasoline consumed**)
6. **3.99 tons of recyclables were collected by the City of Atlanta** from 200 customized recycling containers placed along the primary pedestrian routes downtown, which will be reused for future events
7. **2.77 tons of recyclables were collected from the Georgia Dome** from the more than 300 permanent recycling containers inside and outside, as well as from the 150 temporary corrugated containers purchased specifically for the Final Four and used in back-of-house areas
8. **10.56 tons of recyclables were collected from the Georgia World Congress Center**, which included Bracket Town, NACA, and many media areas, as well as recycling from International Blvd. and many exterior areas of the campus
9. **16.22 tons of recyclables were collected from the Big Dance** in Centennial Olympic Park
10. **A minimum of 1,000 tote bags will be made from vinyl banners** collected from the Georgia Dome and the street poles throughout Atlanta after the events had concluded

The sustainability committee met with and ensured that the primary venues involved in the Final Four events had recycling, although not all were able to provide specific measurements for the Final Four weekend. The "Big Six" hotels downtown have recycling programs in place; Philips Arena (the country's first LEED Certified NBA/NHL arena) also has recycling readily available to attendees, as does the World of Coca-Cola (which collected **55 bags of recyclables** during the weekend). While these venues were unable to provide weights, all were verified to have programs in place.

### Single-Stream Recyclables Collected

<u>Location</u>	<u>Weight (tons)</u>
The Big Dance	16.22
Bracket Town	6.7
NACA/GWCC	3.86
Georgia Dome	2.77
City of Atlanta	3.99
<b>Total</b>	<b>33.54</b>

Table 1. Total recyclables collected and quantified from relevant venues

An EPA model was used to calculate the total metric tons of carbon equivalent (MTCE) saved through recycling efforts. The analysis showed that approximately 24 greenhouse gas emissions (MTCE) was saved by recycling rather than landfilling the materials collected. **This is equivalent to the CO2 emissions from the consumption of 9,912 gallons of gasoline or the emissions generated by the electricity use of 10 homes for a year.**

## II. Sustainability Committee: Members, Mission & Timeline

The sustainability committee included the following individuals and organizations:

<b>2013 Men's NCAA Final Four: Sustainability Committee</b>			
	<u>Name</u>	<u>Organization</u>	<u>Email</u>
ALOC:	Amy Patterson	Atlanta Local Organizing Committee	<a href="mailto:apatterson@c21pr.com">apatterson@c21pr.com</a>
Staff Liason:	Elisa Halpin	NCAA	<a href="mailto:ehalpin@ncaa.org">ehalpin@ncaa.org</a>
Chair:	Tim Trefzer	Georgia World Congress Center Authority	<a href="mailto:ttrefzer@gwcc.com">ttrefzer@gwcc.com</a>
Committee:	Suganthi Simon	EPA Region IV	<a href="mailto:simon.suganthi@epa.gov">simon.suganthi@epa.gov</a>
	Mark Root	Coca-Cola Recycling	<a href="mailto:markroot@coca-cola.com">markroot@coca-cola.com</a>
	Sandee Cospers	Coca-Cola Recycling	<a href="mailto:sandeecospers@coca-cola.com">sandeecospers@coca-cola.com</a>
	Kevin Johnston	Green Meetings Industry Council – Atl.	<a href="mailto:johnstoncmp@gmail.com">johnstoncmp@gmail.com</a>
	Cindy Jackson	Georgia Tech	<a href="mailto:cindy.jackson@facilities.gatech.edu">cindy.jackson@facilities.gatech.edu</a>
	Maria Linderroth	Georgia Tech	<a href="mailto:maria.linderroth@facilities.gatech.edu">maria.linderroth@facilities.gatech.edu</a>
	Suzanne Burnes	Sustainable Atlanta	<a href="mailto:suzanne@sustainableatlanta.org">suzanne@sustainableatlanta.org</a>
	Denise Quarles	City of Atlanta - Office of Sustainability	<a href="mailto:dquarles@atlantaga.gov">dquarles@atlantaga.gov</a>
	Jules Toraya	City of Atlanta - Office of Sustainability	<a href="mailto:jtoraaya@atlantaga.gov">jtoraaya@atlantaga.gov</a>
	Jacquelyn Bridges	City of Atlanta - Dept. Public Works	<a href="mailto:jbridges@atlantaga.gov">jbridges@atlantaga.gov</a>
	Lauren Dufort	Central Atlanta Progress	<a href="mailto:ldufort@atlantadowntown.com">ldufort@atlantadowntown.com</a>
	Lynn Lopes	Central Atlanta Progress	<a href="mailto:llopes@atlantadowntown.com">llopes@atlantadowntown.com</a>
	Chandra Farley	Southface	<a href="mailto:cfarley@southface.org">cfarley@southface.org</a>
	Holly Elmore	Elemental Impact	<a href="mailto:holly@elementalimpact.org">holly@elementalimpact.org</a>
	Adam Glasgow	Waste Pro/Greenstability	<a href="mailto:adam@greenstability.com">adam@greenstability.com</a>
	Nancy Geisler	USGBC - Georgia	<a href="mailto:nancy@green2sustainable.com">nancy@green2sustainable.com</a>
	Adam Straight	Georgia Dome	<a href="mailto:astraight@gadome.com">astraight@gadome.com</a>
	Barry Henson	Philips Arena	<a href="mailto:barry.henson@hawks.com">barry.henson@hawks.com</a>
	JC Burton	Woodline Solutions	<a href="mailto:jburton@woodlinesolutions.com">jburton@woodlinesolutions.com</a>
	Thatcher Young	Ignition	<a href="mailto:thatcher.young@ignition-inc.com">thatcher.young@ignition-inc.com</a>

This volunteer-led group experts entrusted by the Local Organizing Committee developed and implemented practices to reduce the environmental impact of the Final Four and educate and engage participants, while boldly embracing a goal to make this the greenest Final Four yet!

**Timeline:**

- July 2012:
  - Sustainability committee chair was established by the LOC
- August 2012:
  - Sustainability committee meets for the first time
  - Overview of Final Four, related events, and past LOC sustainability efforts
  - Big-picture brainstorming and objectives planning
  - Established targets: practicability, sustainability, measurability, and raise the bar
- September 2012:
  - Sustainability sub-committee is established to push agenda forward
  - Committee vision and concrete as well as aspirational goals are established
  - Core projects established: electronics recycling drive, volunteer green pledge, tree planting, RECs, alternative transportation, greening of hospitality zone, communications and messaging
  - “Sustainable Idea Implementation Plan” created for committee members to propose how to implement additional projects
- October 2012:
  - Budget is established and NCAA liaison is finalized
  - A sustainability survey was distributed to the Big 6 hotels downtown
  - Details surrounding concrete projects start coming together; Weeding out aspirational projects
- November 2012:
  - Sponsorship questions continue to arise (who, when, what scope/projects)
  - Sustainability sub-committee meets individually with Big 6 hotels to discuss survey results and help incorporate additional sustainability practices into operations
  - Details around projects continue to fall into place, including a creative brief for the PSA, recycling logistics both in and out of venue, volunteer green pledge, website content, clothing drive, mementos, etc.
- December 2012:
  - Electronics recycling drive date set (March 9), sponsorship discussion ongoing
  - Clothing drive locations and partners determined
  - Tree planting and bike valet dates and times finalized
  - Sustainability page in program begins conceptualization
  - City agrees to place and handle recycling containers downtown
- January 2013:
  - Green pledge is developed and ready for distribution
  - Scope of RECs purchase will be budget-driven and finalized a week in advance of Final Four
  - Green team lapel pin is in design
- February 2013:
  - Last time sustainability committee meets in person
  - Electronics recycling drive sponsor (LG) finalized near end of the month
  - Coordination with City and Coca-Cola Recycling on logistics and locations of recycling
  - ALOC sustainability webpage goes live
- March 2013:
  - Electronics recycling drive, volunteer clothing drives, tree planting projects take place
  - Execution of plan for Final Four weekend begins
- April 2013:
  - Final Four takes place in addition to all ancillary events
  - Post-event clean up, data collection, and banner repurposing begin
- May 2013:
  - Data compilation and reporting begins

### III. Projects

#### A. Logo

Knowing that future local organizing committees and championships would want to build upon the success of the 2013 Final Four, the NCAA was encouraged to create a permanent sustainability logo that would help students, athletes, and fans to make a lasting correlation between sustainability and the NCAA. While the logo was not finalized in time for the 2013 Final Four, one was developed for future use.

A logo was created specifically for the 2013 sustainability efforts in Atlanta (see Image 1).



*Image 1. The 2013 Final Four sustainability logo*

## B. Recycling

Recognizing that recycling is likely the most visible and tangible sustainability effort to the public, this was a high priority for the sustainability committee to exceed expectations.

The City of Atlanta's Department of Public Works offered to provide and disperse 200 96-gallon recycling containers along the primary pedestrian routes downtown. These containers were deployed on Thursday, April 4<sup>th</sup> and removed on Tuesday, April 9<sup>th</sup>. Over this period of time, 3.99 tons of recyclables were collected from these containers alone. Placement was key: next to existing trash receptacles and at heavy event ingress and egress points. These receptacles will be used by the City of Atlanta for future events (see Images 2-5).



*Images 2 & 3. Deploying the City's recycling containers (left) and a close-up of the customized lid (right)*



*Images 4 & 5. Placement of recycling along heavily traveled pedestrian routes was critical to success*

The **Georgia World Congress Center (GWCC)**, which hosted Bracket Town, the National Association of Basketball Coaches (NABC) annual conference, and many of the media areas, collected 10.56 tons of recyclables. This includes the recyclables collected from along Andrew Young International Blvd. in front of the GWCC, Georgia Dome, and Philips Arena as well, in addition to other exterior areas around the campus (see Images 6-9).



*Images 6 & 7. Inside the GWCC: Bracket Town (left) and in the concourses (right)*



*Images 8 & 9. Recycling cans lined Andrew Young International Blvd. in front of GWCC, the Georgia Dome and Philips Arena*

The trash and recycling from The Big Dance, held at **Centennial Olympic Park (COP)**, was managed by Southeast Site Services (SSS). In addition to the permanent recycling containers already in the Park, SSS placed many additional recycling containers next to the temporary trash cans. Likewise, COP staff placed additional temporary recycling containers behind the food stands for collection. Over the course of the three days, 16.22 tons of single-stream recycling was collected. Unfortunately, SSS reported that due to the large crowds and large amount of waste generated in small periods of time, a number of the recycling roll-offs became contaminated and were not able to be recycled (see Images 10 & 11).



*Images 10 & 11. For The Big Dance, permanent recycling (left) and temporary, event-specific recycling containers (right) were used*

In and around the **Georgia Dome**, over 300 permanent Coca-Cola recycling containers were maintained during the course of the Final Four. Additionally, 150 temporary, corrugated recycling containers were placed primarily in back-of-house areas, such as service drives, meeting rooms, and concourses where recycling containers were not present. From these containers, 2.77 tons of recyclables were collected. After the events concluded, the corrugated bases of the temporary recycling containers were saved and reused at other locations (see Images 12 & 13).



Images 12 & 13. 150 recycling bins were added to back-of-house areas at the Dome that had custom Final Four lids

#### Single-Stream Recyclables Collected

<u>Location</u>	<u>Weight (tons)</u>
The Big Dance	16.22
Bracket Town	6.7
NACA/GWCC	3.86
Georgia Dome	2.77
City of Atlanta	3.99
<b>Total</b>	<b>33.54</b>

### C. Electronics Recycling Drive

On Saturday, March 9<sup>th</sup>, from 10:00am until 3:00pm, an electronics recycling drive sponsored by LG was held in the Silver parking lot of the Georgia Dome. The sponsorship helped offset the typical \$10 per television cost that Creative Recycling Services (CRS) usually requires for recycling. Keep Atlanta Beautiful (KAB) coordinated the use of CRS and was able to promote the bi-monthly recycling events held in Atlanta by handing promotional KAB flyers to drivers.

During this time, 14,351 lbs. of material was collected. The participation was helped by a press release placed by ALOC, which was ultimately picked-up by local print sources and was even covered by a local television station. Below is a breakdown of each type of material and weight collected. Please see Images 14 & 15 and appendices A for promotional flyer and press release.

Item Description	Weight (lbs.)	Count
Complete PCs	1231	53
Complete Laptops	112	11
CRT Monitors	1304	35
LCD Monitors	198	15
CRT TVs	8105	88
LCD TVs	673	16
Large Peripherals	1207	52
Miscellaneous Items	1521	
Batteries		51
<b>Total</b>	<b>14,351</b>	<b>321</b>



*Images 14 & 15. The electronics recycling drive generated over 7 tons of material diverted from the landfill*

### D. Volunteer Green Pledge

The ALOC sustainability committee wanted to engage the volunteers knowing that they will primarily be employees and/or residents of the Atlanta area. Volunteers were asked to take a green pledge upon signing up for positions. The pledge asked for the volunteer to commit to ten acts that will help reduce the environmental footprint of the Final Four. A total of 213 volunteers completed the survey and provided email addresses for post-event follow-up. See the results in Appendices B.

## E. Volunteer Clothing Drive

Volunteers were asked to bring new or used textiles with them to one of the three orientation sessions offered. Those materials that were reusable were donated to Atlanta's City of Refuge, a shelter near the Georgia Dome. Those materials that could not be reused were recycled by American Textiles Recycling Services. 500 pounds of material was collected (see Images 16 & 17).



Images 16 & 17. Final Four volunteers donated 500 lbs. of textiles to the City of Refuge and American Textiles Recycling Services

Volunteers who made a commitment to sustainability by donating textiles, completing the green pledge, participating in the tree planting, or demonstrating another aspect of environmental sustainability were given a Green Team lapel pin (see Image 18). These pins were a hit and all 3,000 were distributed, even to employees at the Final Four as representatives of the sustainability committee.

### Artwork Notice:

Please always check spelling, font and graphics carefully. Printing will be made on final approval of the artwork. Any correction after the printing plates are made will make it necessary for us to charge a new setup fee.

actual size: 1.5"

front:



back:



Printing **CMYK**

Clear Epoxy Dome

Image 18. A visual of the Green Team lapel pin provided to 3,000 volunteers, enthusiasts, and employees who supported the cause.

## F. Tree Planting

In honor of the 75<sup>th</sup> celebration of March Madness and in conjunction with Trees Atlanta and the Captain Planet Foundation, 75 trees were planted in areas of need. In the Ashview Heights neighborhood west of the Georgia Dome, 55 trees were planted (see Images 19-24). Ten trees were planted at both Jones Elementary School and Bethune Elementary School, along with learning gardens provided by the Captain Planet Foundation. Each tree was tagged with a Final Four tag and will be watered for the next two years by Trees Atlanta.

The scheduled planting date of Saturday, March 23<sup>rd</sup> was unfortunately postponed due to rain and storms. The event was rescheduled for the next Saturday, March 30<sup>th</sup>, but because this was Easter weekend, the number of volunteers able to participate significantly dropped. Of the 75 that had originally signed up (one per tree was suggested), only about 30 were able to attend. Fortunately, Trees Atlanta was able to dip into their volunteer resources and was able to gather nearly 30 additional people.

In addition to the Green Team lapel pin, tree planting volunteers were given a Final Four sustainability t-shirt. These shirts, which were made of 50% organic cotton and 50% recycled polyester, were very popular with the volunteers and made them feel even better about participating in Final Four activities.



Image 19 & 20. Each tree was given a tag to commemorate the 2013 NCAA® Final Four



Image 21 & 22. Volunteers were taught how to appropriately plant trees; Trees Atlanta will water the trees for the next two years



Image 23 & 24. 75 trees were planted; Volunteers were given Final Four sustainability t-shirts

### G. Renewable Energy Credits (RECs)

Green-e certified renewable energy credits (RECs) were purchased from the local company Sterling Planet to offset the electricity used during the three Division I games held at the Georgia Dome, as well as the Divisions II and III championships games held at Philips Arena totaling approximately 119,000 kilowatt-hours. **This is the annual greenhouse gas emissions equivalent of 17.5 passenger vehicles or the CO2 emissions from the electricity use of 4.3 homes for one year** (See Image 25).

The carbon associated with all eight teams traveling to Atlanta was also offset (128 metric tons). **This is the annual greenhouse gas emissions equivalent of 26.7 passenger vehicles or the CO2 emissions from the electricity use of 19.2 homes for one year.**

This investment in *Georgia-based* renewable energy (biomass) and greenhouse gas offsets avoids 216 metric tons of carbon dioxide or equivalent greenhouse gas emissions. **This is the equivalent of carbon sequestered by 5,538 tree seedlings grown for 10 years or the greenhouse gas emissions avoided by recycling 80.9 tons of waste instead of sending it to the landfill.**



Image 25. Representatives from the Georgia Dome and ALOC, NCAA and Sterling Planet pose with a certificate representing the offsets

## H. Bike Valet

Working with the Atlanta Bicycle Coalition (ABC), the sustainability committee wanted to reduce the vehicular travel to events by promoting bike ridership. On Sunday, April 7<sup>th</sup>, members of the community were encouraged to bike to the Dribble, Divisions II and III championship games, Bracket Town and The Big Dance with the incentive of a free, covered place to safely stow bicycles (see Images 26 & 27). ABC set-up the bike valet service on the northeast corner of International Plaza, but unfortunately only received one patron. While several people stopped at the tent to learn more about the cause, the location and communication of the bike valet could have been better. Also, many event attendees walked from the downtown hotels or took MARTA, Atlanta's rapid transit system.



*Image 26 & 27. Volunteers from the Atlanta Bicycle Coalition had a tent for bicyclists to safely and freely stow their bikes*

## I. Hospitality Sustainability Survey

Wanting to use a unique opportunity like the Final Four to engage businesses that don't usually promote their sustainability practices, the committee engaged the hotels early into the planning process. The committee put together a sustainability survey for the six major hotels in downtown Atlanta: Hilton, Hyatt Regency, Marriott Marquis, Omni, Sheraton and Westin Peachtree. At the time in October 2012, five of the six hotels had recycling programs in place in both the public and back-of-house areas of their businesses, in addition to other environmental practices (please see the Appendices C for survey results). As hoped, the survey results were the impetus for the sixth hotel that did not have a recycling program already in place and after meeting with each hotel individually, members of the sustainability committee were able to provide resources to help each hotel improve their sustainability offerings, including helping the sixth hotel plan to implement a recycling program to be in place by the Final Four in April 2013.

Additionally, the fan gathering sites were asked to complete a similar survey tailored toward restaurants. Unfortunately, because the sites were not announced far enough in advance of the actual events, it was difficult to work with the restaurants in preparation for the Final Four. Nonetheless, the survey was sent and results may be used for future endeavors by members of the sustainability committee.

## **J. Education**

Realizing that many of the efforts made by the sustainability committee needed to be accurately communicated to the public in order to fulfill the sustainability mission, the educational component became a high priority. Several different approaches were taken in an attempt to reach the public.

One approach was to create a public service announcement that was played on hotel dark channels and shuttle busses. The 30 second video was created by NCAA but was filmed in Atlanta by a local videographer.

The Atlanta Local Organizing Committee's website, [www.final4atlanta.com](http://www.final4atlanta.com), was another way to communicate the various ways the community was working with the NCAA to make this Final Four the greenest yet. Please see the Appendices D to view the webpage. From its launch in February 2013 through April 2013, the page received 1,496 hits and the viewer spent an average of 00:53 on the page.

The game day program for the Final Four also featured an entire page purchased by the sustainability committee. The intent of the information provided in this advertisement was to tie together the Final Four efforts with the ten impact areas of sustainability being rolled-out by the City of Atlanta's Mayor's Office of Sustainability. A QR code was even included on the page that directed fans that scanned it to the ALOC sustainability webpage. Please see the Appendices E to view the advertisement.

The fan guide also featured: "To celebrate and embrace the 75 Years of March Madness and the NCAA Men's Final Four® games, Atlanta is boldly embracing a goal to make this the greenest Final Four yet! For more information, visit [NCAA.com/Final Four](http://NCAA.com/FinalFour)."

Lastly, copies of the game day sustainability advertisement were printed and kept at the welcome desk of the downtown hotels for guests to take.

## **K. Banner Repurposing**

Vinyl banners were collected from the Georgia Dome and the street poles throughout Atlanta and were repurposed into a minimum of 1,000 bags that will be given away (at the time of this report, the bags have not been completed). By working with Plywood People, a local company out of Clarkston, Georgia, the committee is supporting the local economy and reducing the environmental footprint of the Final Four, and Plywood People taught sewing skills to local people which in turn covers the social component of sustainability.



*Two of the pallets of banners collected from the Georgia Dome after the Final Four which will be repurposed into bags by a local company*

## L. Additional Facts

- This was the first year that paperless tickets were offered to guests
- The Final Four court floor was made of Forest Stewardship Council (FSC)-certified wood and will be reused, repurposed, or recycled after the event
- Lanyards worn by volunteers were made of recycled content
- Final Four tickets were made with recycled content PVC

## IV. Previous Year Comparisons

The available measurements that can be compared with previous year's efforts are shown below. Information for the 2012 Final Four in New Orleans was not available.

### Final Four Comparisons

	<b>2010: Indy</b>	<b>2011: Houston</b>	<b>2013: Atlanta</b>
<b>Recycling (tons)</b>			
<i>Stadium</i>	8.51	9.67	2.77
<i>Convention Center</i>	0.78	2.2	10.56
<i>Street</i>	0.124	N/A	3.99
<i>Big Dance</i>	N/A	5.55	16.22
<i>Electronics Drive</i>	5.925	12.87	7.1755
<b>Trees Planted</b>	20	68	75

## V. Budget

The following is the final use of the sustainability budget by project:

### Final Four Sustainability Budget

<b>Project</b>	<b>Cost</b>
Banner Repurposing	\$ 13,310.00
Tree Planting	\$ 6,250.00
Sustainability PSA	\$ 3,000.00
Sustainability Program Page	\$ 5,760.00
Temp. Recycling Container Lids	\$ 2,328.17
Bike Valet	\$ 800.00
RECs/Carbon Offsets	\$ 3,371.80
Program Page Printing for Hotels	\$ 252.00
Lapel Pin	\$ 1,745.00
T-shirts	\$ 3,795.00
<b>Total</b>	<b>\$ 40,611.97</b>

## VI. Recommendations for Future Final Fours

- Local Organizing Committee
  - Leadership and involvement of key people in the LOC, NCAA, event venue staff, EPA and Coca-Cola Recycling is critical from the sustainability committee from early in the planning process
  - Create a concise communications strategy at least two months in advance of the Final Four in order to accurately and clearly relay each project's message to the general public
  - Identify the biggest areas of opportunity and limit the scope of projects to prevent over-extending the purpose of the committee and minimizing the results
  - Engage CCPs and Turner to generate creativity in reducing the environmental impact of the Big Dance
  - If doing a bike valet, plan the location very close to the event(s) that the targeted attendees will be attending
  - Incorporate food recovery into this committee
  - Include sustainability curriculum into Middle School Madness
  - Create sustainability sub-committees to spread responsibility among committee members with particular expertise
  - Develop recycling plan with Coca-Cola Recycling, City and other related entities to target appropriate areas (beverage sampling areas, street closures, pedestrian access points, ingress, egress, etc.)
  - Consider using clothing that utilizes recycled material for volunteer uniforms
  - During move-in and move-out of various events, communicate to each venue what materials can be collected for reuse or recycling and make sorting and collection of these materials easy
- NCAA
  - Develop clear goals, objectives, and expectations for LOC
  - Identify budget to determine how to address what the overall scope and needs may be
  - Include in-game sustainability messaging (visual or audible)
  - Determine sponsorship targets and expectations early to avoid project delays
  - The sustainability efforts should be publicized by press release or media event prior to event
  - Determine sustainability criteria for future host cities, hotels, fan gathering sites, etc. and include in bid documents (NCAA can play very influential role in greening of sports and events)



# RECYCLE YOUR OLD ELECTRONICS

## SATURDAY, MARCH 9

### 10 A.M.-3 P.M.

### GEORGIA DOME – SILVER LOT

Bring your old cell phones, computers, monitors, TVs and more to the Georgia Dome's Silver Lot Saturday, March 9 from 10 a.m. to 3 p.m., and give your old electronics new life!

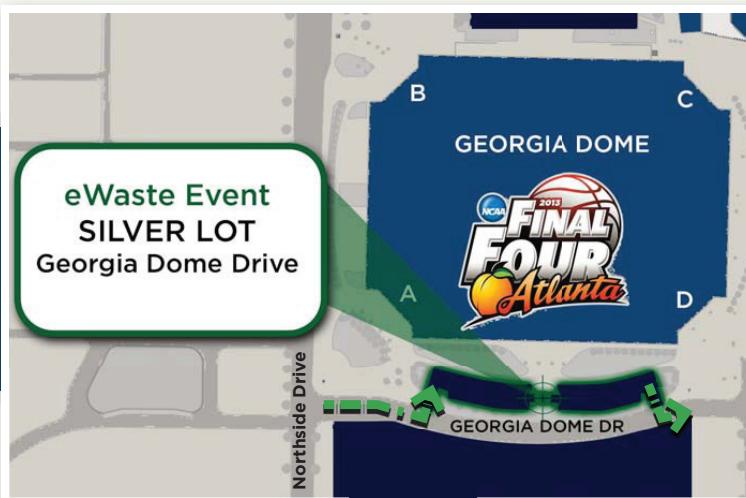
The NCAA® and the Atlanta Local Organizing Committee's Sustainability group are making this year's Men's Final Four® the "greenest" yet, by decreasing the event's environmental impact. The Sustainability group is planting trees, purchasing energy credits, using bike valets to encourage cycling versus driving, and sponsoring recycling programs, including an electronics or eWaste initiative.

#### **We encourage you to participate by bringing items such as these:**

Computer components (hard drives, monitors, scanners, keyboards); home electronics (TVs, radios, CD and DVD players, etc.); small home and office appliances (copiers, fax machines, microwaves, toasters, etc.); and gaming equipment (consoles, batteries, etc.).

Items that are not acceptable include manifested hazardous, radioactive and biohazardous waste, devices that contain mercury, large appliances such as refrigerators, washing machines, dishwashers, as well as light bulbs.

Please contact us with questions by phone at 855-542-9253.



**Georgia Dome**  
One Georgia Dome Drive  
Atlanta, GA 30313-1591





### **The 2013 NCAA® Men's Final Four® Goes Green**

*The NCAA and Atlanta Local Organizing Committee kick off sustainable efforts with an e-waste recycling drive on Saturday, March 9*

**ATLANTA – March 4, 2013** – The NCAA and the Atlanta Local Organizing Committee (ALOC) for the 2013 Men's Final Four are working together to make this year's tournament the "greenest" yet by decreasing the event's environmental impact. The ALOC is coordinating several projects to promote sustainability, but will kick-off its efforts with an e-waste recycling drive on Saturday, March 9 from 10 a.m. to 3 p.m. in the Silver Lot at the Georgia Dome.

The ALOC is working in partnership with LG®, Keep Atlanta Beautiful and Creative Recycling Systems to host the e-waste drive, which will help local Atlantans eliminate old or unwanted electronics in an earth-friendly way. The e-waste drive is one of several green initiatives the ALOC is hosting this year, including tree plantings, recyclable materials management, a clothing drive, a bike valet and the purchase of renewable energy credits.

"We want to raise awareness of environmental impact with the local community," said Tim Trefzer, sustainability coordinator for the Georgia World Congress Center Authority and sustainability chairman for the ALOC. "One way residents can get involved is by recycling electronics that they no longer use. Locals can donate anything that plugs into a wall, and this will help reduce waste in Atlanta and raise awareness about the importance of sustainability during such a large scale event."

Electronic items such as computer components (hard drives, monitors, scanners, keyboards, etc.), home electronics (TVs, radios, CD and DVD players, etc.) and small home and office appliances are all acceptable materials for electronic recycling. Large appliances, such as refrigerators or washing machines, as well as radioactive or biohazardous waste are not permitted.

For questions on acceptable materials, contact Creative Recycling Systems at 1-855-542-9253.

To get in on the action and learn more about the NCAA Men's Final Four fan events, visit [ncaa.com/finalfour](http://ncaa.com/finalfour). Information will also be available via the NCAA Final Four mobile app presented by AT&T. The app, which will be available for iPhone and Android in late March, will feature the Coke Zero's Insider Guide and the AT&T Fan Zone. Get in on the action, get the app by dialing \*\*NCAA.











Also, join in the 75 Years of March Madness® Celebration by going to [ncaa.com/MarchMadness](http://ncaa.com/MarchMadness). Be part of history by voting for your favorites to help determine the Top 15 All-Time March Madness Players, the Top All-Time March Madness Team and the Top All-Time March Madness Moment. Voting ends March 24.








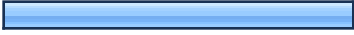




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**As a volunteer for the Final Four, I commit to conducting at least 10 simple acts to make my life and my community's healthier and greener. (Check any 10 boxes):**

		Response Percent	Response Count
I will participate in the volunteer e-waste electronics recycling program on March 9 by bringing materials for recycling.		12.7%	27
In exchange for receiving a volunteer uniform, I will bring a gently used shirt and/or jacket to volunteer orientation for distribution.		53.5%	114
I will bring a reusable bag to collect my volunteer uniform.		63.8%	136
I will ride the bus, MARTA, walk, bike or carpool to volunteer orientation and/or to my shifts.		59.6%	127
I will bring my own water bottle to use and re-use while volunteering.		68.5%	146
I will actively assist in recycling at the Final Four and will help others do the same.		70.0%	149
I will begin or increase the recycling I do at home and find creative ways to reuse products that might otherwise be thrown in the garbage.		62.9%	134
I will compost kitchen scraps and/or yard waste.		23.0%	49
I will change my thermostat settings to conserve energy (68 degrees in winter, 78 degrees in summer).		68.1%	145
I will set or program my thermostat to save energy while I'm asleep or		67.1%	143

away.			
I will install compact fluorescent light bulbs (CFLs) in my home.		47.9%	102
<b>I will turn off lights when not needed.</b>		<b>93.4%</b>	<b>199</b>
I will unplug cell phone chargers when they are no longer in use.		75.6%	161
I will look for the ENERGY STAR labels and when needed, purchase an ENERGY STAR-labeled electronic, appliance and/or water heater.		46.5%	99
I will make transportation choices that involve walking, carpooling, bikes and/or riding public transit.		45.5%	97
I will add one meatless meal per week to my diet.		66.7%	142
I will reduce usage of bottled water (e.g., install a water filter at home, carry BPA-free water bottle).		50.2%	107
I will wash clothes in cold water, use a drying rack and/or wear clothes that don't need dry-cleaning.		52.6%	112
I will change or reduce the amount of water I use (e.g., take shorter showers, turn water off while shaving/brushing teeth, install a low-flow shower head and toilets).		53.5%	114
I will donate used clothes to an organization.		82.6%	176
I will donate food to a local community food bank.		51.2%	109
I will plant and care for a tree.		27.2%	58
<b>answered question</b>			<b>213</b>
<b>skipped question</b>			<b>0</b>

## 2013 Final Four Hotel Sustainability Survey Results

Hotels Surveyed: Hilton, Hyatt, Marriott, Omni, Sheraton, Westin

Question:	Results:	Notes:
In-room recycling for paper, bottles/cans, glass	3/6	All single-stream (SS)
Public space recycling for paper, bottles/cans, glass	5/6	Bottles/Cans (1), SS (4)
Back-of-house recycling for paper, bottles/cans, glass	5/6	All single-stream (SS)
Food donation program	5/6	
Use compact fluorescent lights (CFLs) in guest rooms	5/6	
Use compact fluorescent lights (CFLs) in public spaces	5/6	
Use LED lights in public spaces	3/6	
Thermostats with energy controls in guest rooms	5/6	
ENERGY STAR-certified appliances in kitchen	4/6	
Enter energy data into ENERGY STAR Portfolio Manager	4/6	
Use WaterSense water efficient fixtures (e.g., toilets, faucets, showerheads) in guest rooms	6/6	
Use WaterSense water efficient fixtures in public spaces	5/6	
Linen re-use program for guests	6/6	
Food and beverage options that include local/organic/sustainable food choices	6/6	
Collection of room amenities (e.g., soaps, shampoos for Clean the World or Global Soap Project)	5/6	
Employee education on green initiatives	6/6	
Guest education on green initiatives	6/6	
Green certification program (e.g., LEED, Green Seal, Energy Star, Green Globes) - Please specify	3/6	Green Globes in the past (1), ENERGY STAR and Green Key (1), Green Seal (1)
Participant in local green programs (e.g., Atlanta Better Buildings Challenge, Downtown Zero Waste Zone) - Please specify	4/6	ZWZ (2), ABBC (1), Convene Green Alliance (1), Unspecified (1)
Other--please specify:		"Recycling Card" allows guests to opt for daily change of linen
		Paperless check-in and check-out
		Bulk dispensers and reuseable containers in kitchens
		We are one block from MARTA
		Eco-smart coffee cups in meetings and recycled to-go boxes



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## Sustainable Final Four

To celebrate and embrace the 75<sup>th</sup> Anniversary of March Madness® and the NCAA® Men's Final Four® games, Atlanta is boldly embracing a goal to make this the greenest Final Four yet!

The Sustainability Committee is a volunteer-led group of Atlanta-based experts entrusted by the Local Organizing Committee to develop and implement practices that reduce the environmental impact of the Final Four. We want to engage fans, student-athletes and the community in participating in one of the greatest sporting events while contributing to the social, economic and environmental well-being of Atlanta. Through our actions, we will commemorate and remember the 75<sup>th</sup> Celebration of March Madness in Atlanta with pride.



This page outlines sustainability activities that will take place as part of the Final Four in the following areas:

### Sustainable Materials Management

- *Recycling in Final Four Venues and in Main Public Areas:* Fans will be educated and encouraged to recycle at Final Four® venues and along major pedestrian streets leading to and from Final Four venues.
- *March 2013 Community Electronics Waste Drive:* Electronic and household hazardous should be kept out of landfills because they contain heavy metals and other toxic waste materials that may not be properly contained in a landfill over time. This collection drive will keep these materials out of landfills and ensure they are managed appropriately.
- *Repurposing Final Four® Banners:* Final Four banners will be collected and repurposed into memorabilia after the events conclude.
- *Reusing Final Four® Courts:* The basketball courts will be recycled, reused and/or repurposed.
- *Sourcing Recycled Content Materials:* Many Final Four paper and plastic materials include post-consumer recycled content, are easily recycled or repurposed, and/or are made in the United States.

### Giving Back

- *Tree Plantings:* We are partnering with [Trees Atlanta](#) to plant 75 trees in two Atlanta neighborhoods in honor of the 75<sup>th</sup> Anniversary of March Madness®. Volunteers will have the opportunity to sign up to help plant these native trees in our local neighborhoods and at two local schools.
- *Clothing Exchange:* Volunteers will be encourage to donate clothing in order to receive their Final Four® volunteer shirt. Community organizations will distribute the donated items to those in need.
- Volunteers will be take the [Green Pledge](#) to support efforts of the Sustainability Committee.

### Reducing Carbon Footprint

- *Hybrid Fleet Vehicles:* We plan to increase the use of hybrid vehicles for the Final Four® courtesy vehicle fleet.
- *Public Transportation:* In conjunction with Atlanta's public transit agency, MARTA, we are actively encouraging fans to use public transit, carpool, walk or ride bicycles to events.
- *Bike Valet:* A "bike valet" program is available on Sunday, April 7, to encourage families to ride bikes to the events. The bike valet will be located on [International Plaza](#) and will secure bikes at no charge.
- *Renewable Energy Credits (RECs):* RECs will be purchased for the Georgia Dome to offset the amount of electricity used to power the games. RECs come from renewable energy facilities that

produce electricity. The amount of energy, or RECs, we purchase equals the amount placed on the power grid. There are some green power resources in the Southeast, but some of the RECs purchased may support renewable energy production outside the Southeast. While we strive to reduce the energy consumed for the Final Four®, the purchase of RECs will help build the market for renewable energy in the United States.

Greening Our Hospitality Zone

- *Greening Final Four® Partner Hotels:* The downtown Atlanta Final Four® hotels including The Omni CNN Hotel, Atlanta Marriott Marquis, Westin Peachtree, Hyatt Regency Atlanta, Hilton Atlanta, and Sheraton Atlanta, have partnered with the sustainability committee to communicate their initiatives to fans and to new sustainability efforts.
- *Greening Final Four® Partner Restaurants:* We plan to work with eight Final Four® Fan Gathering restaurants, four in downtown and four in Buckhead on sustainability initiatives such as energy conservation, water conservation, food donation and composting.

Join us and help make this the greenest Final Four yet!

Home	Events	Information	Transportation	NCAA Bracket	FAQs	© Copyright
Email Signup	Final Four Weekend	Hotels	Directions			2012.
	Local Initiatives	Fan	Google Map			All rights
	Map of Event Locations	Attractions	MARTA Info			reserved
	Schedule	Dining	Parking			
	Tickets	Best of Atlanta				NCAA, Bracket Town,
		Sustainable Final Four				The Big Dance, Dribble,
		Need Tickets				Final Four, March
		Get Gear				Madness and The Road
		Promotions				Ends Here are
		News				trademarks of the
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# 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:

## MATERIALS MANAGEMENT AND RECYCLING

- 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

## AIR QUALITY

- Partnered with Trees Atlanta to plant 75 trees in the community, including at Bethune and Jones Elementary Schools

## TRANSPORTATION AND MOBILITY

- 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

## WATER MANAGEMENT

- Negotiated with Trees Atlanta that planted trees would be watered with collected rainwater when possible during the next two years

## COMMUNITY HEALTH AND VITALITY

- 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

## LAND USE

- Strategically planned events downtown to minimize travel, encourage walking, minimize congestion and reduce the subsequent bad air quality from vehicle idling

## SUSTAINABILITY PLANNING

- Developed a green pledge for volunteers to encourage them to become better stewards of the environment

## ENERGY EFFICIENCY AND RENEWABLE ENERGY

- Purchased renewable energy credits from Sterling Planet to offset the electrical consumption of the games held at the Georgia Dome and Philips Arena

## GROWING BUSINESS

- Worked with designated Final Four hotels and fan gathering sites to incorporate more sustainability practices into their operations

## EDUCATION

- Partnered with the Captain Planet Foundation to create a video that informs attendees of sustainability initiatives



Please visit the Atlanta Local Organizing Committee website at [www.final4atlanta.com](http://www.final4atlanta.com) for more information!