Zero Waste in Sports

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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!

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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
Fan Engagement

• Green Tailgating Guide
• Green Tailgating Demonstration
• Green Tailgater of the Game
Marketing/Sponsorship

- Georgia Tech Alumni Magazine
- Football Program
- Sponsor – Waste Management (T-shirts, Pizzas)
Materials Diverted from the Landfill by Georgia Tech’s Game Day Recycling Program

- **2008**: 11.7 tons
- **2009**: 19.3 tons
- **2010**: 21.0 tons
- **2011**: 24.1 tons
- **2012**: 23.1 tons
- **2013**: 13.2 tons

### Key
- **Home Game 7**
- **Home Game 6**
- **Home Game 5**
- **Home Game 4**
- **Home Game 3**
- **Home Game 2**
- **Home Game 1**
Statistics

• Diversion Rates (2013 season):
  Tailgaters: 23%, Stadium: 5%, Overall: 13%

<table>
<thead>
<tr>
<th>Game Date</th>
<th>Trash (tons)</th>
<th>Recycling (tons)</th>
<th>Diversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Stadium</td>
<td>Tailgaters</td>
<td>Stadium</td>
</tr>
<tr>
<td>31-Aug</td>
<td>6.55</td>
<td>3.81</td>
<td>0.53</td>
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<tr>
<td>21-Sep</td>
<td>7.89</td>
<td>4.99</td>
<td>0.00</td>
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<tr>
<td>26-Sep</td>
<td>7.11</td>
<td>4.17</td>
<td>0.50</td>
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<td>19-Oct</td>
<td>9.25</td>
<td>4.81</td>
<td>0.56</td>
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<tr>
<td>2-Nov</td>
<td>8.00</td>
<td>5.60</td>
<td>0.60</td>
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<tr>
<td>23-Nov</td>
<td>6.09</td>
<td>2.65</td>
<td>0.19</td>
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<tr>
<td>30-Nov</td>
<td>9.29</td>
<td>8.39</td>
<td>0.58</td>
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<tr>
<td>TOTAL</td>
<td>54.18</td>
<td>34.42</td>
<td>2.96</td>
</tr>
</tbody>
</table>
Game Day Challenge

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

2008 2009 2010 2011 2012 2013

- Blue bags given to Tailgaters to Collect Recyclables
- Recycling Bins Placed outside Stadium at Each Gate
- Student Volunteers
- Composting (Suites - Catering)
- Sponsor: Waste Management
- Participation in the Game Day Challenge
- Recyclables Picked from the Bowl
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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