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
Big Impact: 2013 Men’s Final Four
Big Impact: 2013 Men’s Final Four

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
Big Impact: Waste as a Resource
Big Impact: Resource Reduction

- Reusable Materials/China
- TrimTrax Program
- Fryer Oil Reuse
Big Impact: Engagement