PLAYING LIKE A TEAM
A PARTNERSHIP FOR MOVING UNIVERSITY OF FLORIDA TO ZERO-WASTE

RECYCLE FLORIDA TODAY 2015
ZERO WASTE GOAL

- University of Florida
  - President Climate Commitment 2005
  - Zero Waste goal originally 2015
- University Athletic Association
  - Set sights on Zero Waste goal in 2006
  - Embraced ability to compost in 2013, with addition of WCA contract
    - Set 80% diversion goal for 2013

*IT’S GREAT TO GO GREEN.
IT’S GREAT TO RECYCLE.
IT’S GREAT TO COMPOST.
IT’S GREAT TO BE ZERO WASTE.
IT’S GREAT TO BE A FLORIDA GATOR.*

WCA
STAKEHOLDERS

• University Athletic Association (UAA)
  • Operations staff
  • Internal Marketing
• Centerplate
• UF Office of Sustainability
  • Zero Waste Coordinator
  • Interns
• Watson C&D
• WCA
  • Acct Executive/Sustainability Coordinator
  • Route Managers, Drivers
• ROTC
• Elite Enterprises, Janitorial Services
• IMG Marketing
• The Public, our Gator Nation!
TIMELINE

2006 • Goals set

2009 • Begin Piloting new products

2010 • Reduction of superfluous items – e.g. Straws by request

2011 • Green Game Promotions Begin

2012 • Green Gator Fan Engagement & Awards

2013 • Composting begins
• Transition from disposable to recyclable Souvenir Cups
PURCHASING PROGRESS

- Toothpick frills
- No single-serve condiments, instead uses bulk sizes
  - Compostable condiment cups
- Recyclable Souvenir cups – extra revenue stream
- All compostable serving ware
  - Hot dog boats
  - Paper instead of foil for turkey legs, hot
  - Compostable plates and napkins for catering
  - Ice and coffee cups
SUITES VS. STANDS

- Each fan environment required differing approach
- Varied in:
  - Level of control
  - Perceived level of luxury
  - Vendor variety
• Pre-game
  • Roll Off deliveries for Cardboard and Recyclables
  • Check that all composting and recycling bins are co-located and beneath appropriate signage
    • Remove any contamination in compost bins
• Bag checks
  • Ensure that trash cans outside stadium are differentiated by liner color
PROCESS

• During Game
  • “Green Team” constantly circles stadium, looking inside and removing contamination from indoor bins.
  • Visit catering kitchens for back-of-house recycling
  • Check suites for any potential contaminant items
  • Visit concessions stations for back-of-house recycling
PROCESS

- Post-game
  - Visit and train bowl cleanup crew to collect and sort leftover waste in stands
  - Supervise trucks, ensure that correct bags enter recycling, organics, or MSW trucks. Direct janitorial staff
  - Weigh trucks and Roll Off containers
  - Sunday Organics Sort
    - Coordinate volunteers and equipment operators to sort MSW and recyclable contamination out of organic waste.
STUDENT VOLUNTEERS SORTING ORGANICS

UF VS. VANDERBILT GAME
MATERIAL TRENDS
PER GAME FOR SEASONS 2013 & 2014

Comingle
Cardboard
MSW
Compost
PUBLIC OUTREACH

• Before game
  • Educational and fun booth activities at FanFest
    • “Compostable vs. Recyclable” toss game
  • Promoted and gave samples of compost from Watson C&D
  • Campaign materials to boost Green Game

• During game
  • Marketing promotions on screen and radio as provided by WCA
  • Green Team members circling stadium, active teaching and engaging fans
  • Signage around stadium

• Next Steps
  • Reaching Alumni
  • Signage in more targeted areas
  • Connections to community waste systems

Ben Hill Griffin Stadium holds about 88,000 fans at capacity.

Diverse audience allows for wide-scale and far-reaching education.
OUTCOME

- In two seasons, recycled and composted over 200,000 lbs of waste
  - Achieved 78% diversion at single game
- Major progress on the path to first “Zero Waste Stadium” in the Southeastern Conference (SEC)
- Acted as a championing example for future local composting initiatives
  - University Food Waste
  - Local Schools
  - Community Events
  - Residential
- End-use compost product sold locally
LEAVING FOOTPRINTS ON THE COMPETITION, NOT THE ENVIRONMENT