



A Different Look at Game Day and Special Event Recycling: A focus on non-football sports and official catered events

July 10, 2014

Thank You To Our Sponsors

Series Sponsor



A special thank you to Busch Systems for their sponsorship of this webinar



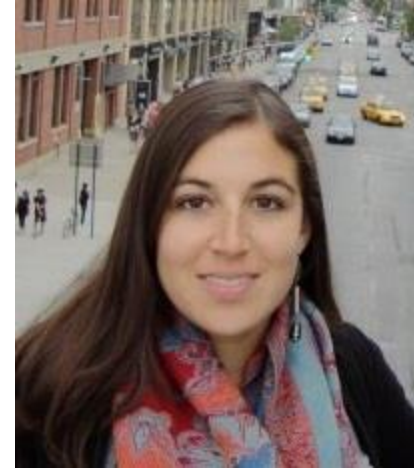
Your Panel



Kathleen Grady
Director of
Sustainability
Temple University



Caroline Kenney
Sustainability
Coordinator for
James Madison
University
Dining Services



Sabrina
Pashtan,
Sustainability
Coordinator for
Boston
University
Dining Services

Temple University's Zero Waste Basketball Game

Kathleen Grady
Office of Sustainability
July 10, 2014

Game Day Challenge Goals

- RecycleMania Kickoff
- Expose students to composting
- Minimize game waste



Planning Process

- Develop a broad working group
- Communicate with vendors
- Fundraising
- Timeline



Logistics – Getting to Zero

- Pre-game audits of materials with vendors
- Making the material switch
- Adding stations
- Waste watchers
- Post game sorting



Messaging

- Pre-game events
- Stadium signage
- Pre- and in-game announcements
- Mascot inclusion
- Zero waste t-shirts
- Social media
- News coverage



Reporting Results

- 2400 pounds of compost
- 1000 pounds of recyclables



Lessons Learned for Next Year

- **Make it easy!!!**
- **Volunteer training**
- **Uniform waste stations**
- **Clear expectations with vendors**
- **Document!**

James Madison University Dining Services

How JMU Dining successfully primes students and faculty for "low waste" events throughout the year.

Caroline Kenney

Sustainability Coordinator



Background

JMU Special Events Catering

MAKE YOUR NEXT EVENT ENVIRONMENTALLY CONSCIOUS WITH OUR LOW WASTE OPTION!

JMU Special Events Catering now offers an environmentally conscious option which focuses on:

- **REDUCTION**
Our sales team will work with you on planning a menu that focuses on foods that require a minimal amount of packaging.
- **RECYCLING**
Receptacles will be well marked so it is clear where to dispose of recyclable materials.
- **COMPOSTING**
Our low waste event crew will be available at designated stations to educate participants, facilitate the process, and ensure proper disposal of all products.

Please contact our catering sales office to organize your next event at 540.568.6637.

OUR PURPOSE

We want to provide our customers with environmentally conscious solutions to everyday events, by composting pre and post consumer waste, recycling, and responsible purchasing. This in turn, reduces landfill waste and our carbon footprint. The compost we make is used on our campus around the dining facilities.



What is a Low Waste Event?

Dining services began with zero waste events in 2011, after customer feedback we found there is usually always some form of landfill waste. While several Aramark campuses have success with using the term “zero waste”, we felt this was better suited for our campus and respected our customers wishes.

Opening School Year Events

- Faculty/ Staff Picnic
- Freshman Ice Cream Social
- Student Org Night
- President's Opening Address
- Vendor Fair
- New Faculty Orientation



Event Specific Signage



Event Station Signage



Table Tents
Communication @ Event

Employee Education



- Over 600 employees are trained at once on proper sorting.
- Training for all staff is important in the event employees from another location are asked to work in our catering department.



Reusable water bottles and pocket guides were developed as giveaways to students as well as dining services staff.

Education & Awareness



**Know Before You
Throw**



Consistent Tabling with Students.

Making an Impact



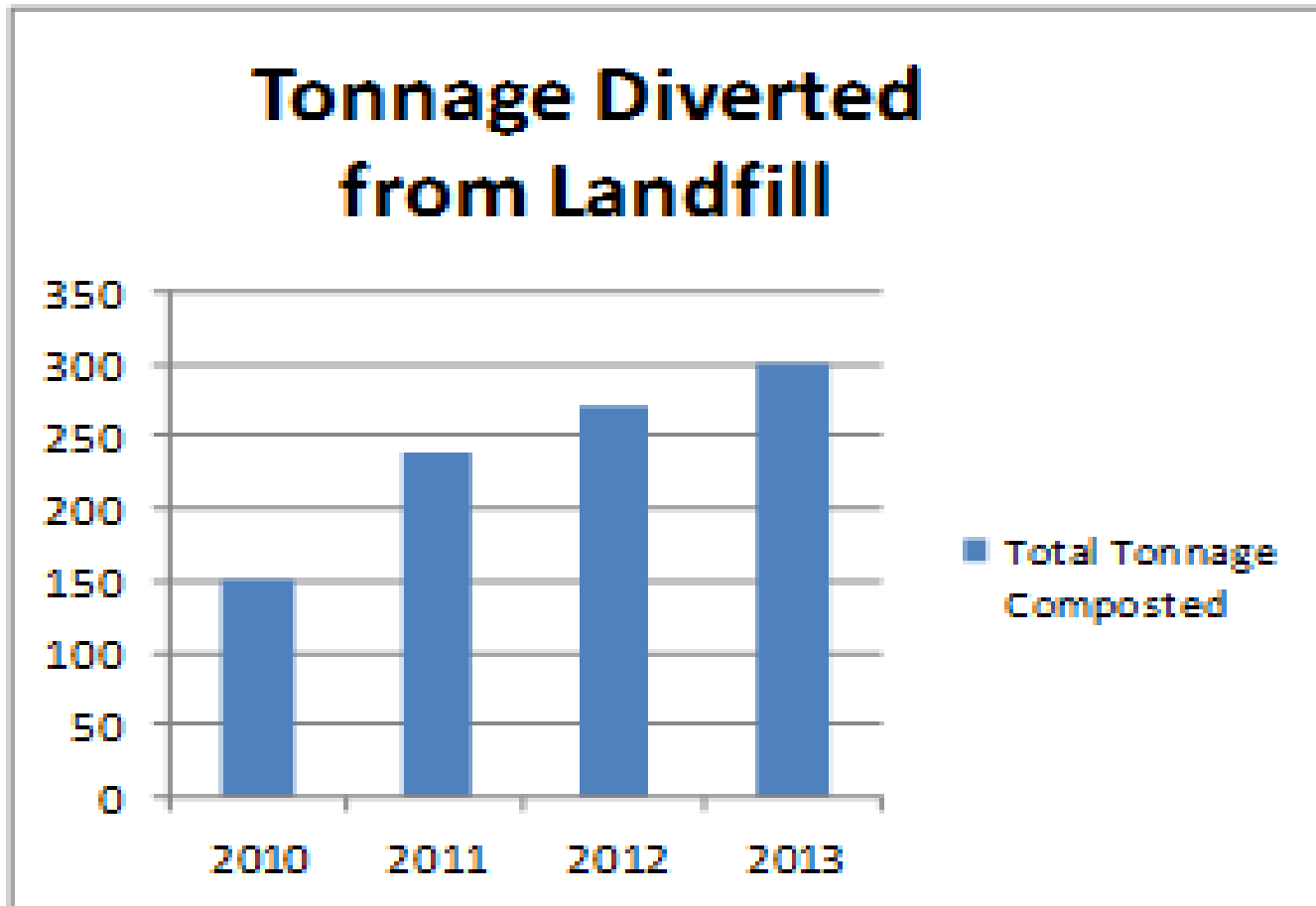
Madipalooza Event: 8000+ Attendees

Where Does It Go?



Located in Crimora, VA

The Difference



Contact Info

Caroline Kenney

James Madison University Dining Services

E: rust-caroline@aramark.com



Boston University Dining Services

Zero Waste Commencement

Sabrina Pashtan
Sustainability Manager



Recycling Background



Compostable Tableware



Tray Stands Instead of Trash Cans



Why no trash bins?

We are sorting all the waste behind the scenes. Enjoy your event knowing it's Zero Waste.

ZERO WASTE

sustainability@BU



Catered Event Styles

Staffed Events



Unstaffed Events



GOAL

GREEN BAG
Compostable items:
lunchboxes, napkins, food waste, utensils, sandwich wrap, clear cups, and salad containers

CLEAR BAG
Recyclable items:
plastic bottles, serving trays, and Starbucks cups (Separate lids and remove any liquid.)

YOUR TRASH CAN
Condiment packets, cookie and chip bags

THANK YOU for helping with BU's Zero Waste goal!
sustainability@BU

ZERO WASTE



What does zero waste mean?



ZERO WASTE

Commencement Overview

- 4 days
- 232 events with 40-5,000 guests
- 67,000 guests come to campus
- 31 tons diverted from the landfill
- 107 96-gal toters delivered for diversion

Hauler Partnership: Save that Stuff



Chelsea, Massachusetts

Hauler Partnership: Save that Stuff



Smaller Events



COMPOST/FOOD WASTE

YES



- ALL FOOD SCRAPS
- Forks, Knives
- Toothpicks/Wood stirrers
- White or Brown Napkins
- Paper plates
- Tea bags
- Clear cups

NO

- COFFEE CUPS
- RUBBER GLOVES
- Creamers
- Trash
- Plastic bottles
- Sugar packets
- Champagne glasses

BOTTLE/CAN RECYCLING

YES



- Plastic bottles
 - Water
 - Lemonade
 - Soda/Juice
- Glass bottles
 - Beer bottles
 - Wine/Champagne bottles
- Champagne glasses
- Paper Programs
- Starbucks Coffee cups
- Broken Plastic trays and bowls

NO

- RUBBER GLOVES
- Stirrers, Creamers
- Plastic wrap or bags
- Trash

Waste Audit: Senior Champagne Reception

- 2,000 guests
- 2,980 lbs recycled
- 200 lbs composted
- 19 lbs trash
- 99.997% diversion rate



Where Does It Go?



WeCare
Organics
Delivering green.

29 miles from campus

Commencement Metrics

Commencement Tonnage Report (tons)			
	Comingled	Compost	Total
2009	3.85	7.22	11.07
2010	10.5	16.6	27.1
2011	12.82	19.36	32.18
2012	13.53	8.9	22.43
2013	8.38	14.09	22.47
2014	15.05	16.29	31.34

Contact Info

Sabrina Pashtan

Boston University Dining Services

harpers@bu.edu

Contact Information

Kathleen Grady

Director of Sustainability
Temple University
kathleen.grady@temple.edu

Caroline Kenney

Sustainability Coordinator
James Madison University Dining
Services - Aramark
Rust-Caroline@aramark.com

Sabrina Pashtan

Sustainability Coordinator
Boston University Dining Services
- Aramark
harpers@bu.edu



Made possible by:



Series Partners:

**KEEP AMERICA
BEAUTIFUL**



Join us for our next webinar:

*A Deep Dive Into Food Waste Program
Design*

*A comprehensive discussion of the
decision points involved in
designing a food recovery and
composting program*

*Thursday, September 11
1 PM – 2:30 PM ET*

