Sport and Sustainability
Fan Engagement

- Why?
- Best Practices
- Examples of Successful Initiatives
- Local Actions
“An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of humanity.” Martin Luther King Jr.
Why?

56% of Americans pay attention to sports; 18% to science
Consumer Based Social Marketing

Best Practices

Areas of Opportunity

- Recycling
- Composting
- Energy
  - Green Ticket
  - Social Media
Key Success Factors for Engagement

- **FUN**: Play engages and motivates
- **SOCIAL**: norms drive behavior change
- **PERSONAL**: It’s about MY world, not THE world
- **PLAUSIBLE**: Early success drives ongoing engagement
- **ACCESSIBLE**: Most people have web, FB and mobile
- **MEASURABLE**: Metrics show their, and your, success
- Aligns with your sustainability goals
- Aligns with your stakeholder’s interests
- Branded
- Turn-key
- Clear return
- Scales
We’ve Switched To Compostable Service Ware

It’s Not Garbage Anymore!
Default to recycling

What goes where?

**Recycling (Scarlet)** – If it looks like plastic, recycle it
- Plastic bottles
- Aluminum cans
- Glass bottles
- Anything else that is not compostable
  “If in doubt – recycle it”

**Composting (Gray)** – If it looks like paper, compost it
- Food
- Napkins/paper towels
- Paper products
- Pizza boxes

Where are the trash bins?
There will be no trash bins in the stadium. If there is trash, it will be put into the recycling or composting bins.
The Mariners have instituted a very aggressive waste diversion program in recent years. Recycling plastics plays a part, but the largest impact is created by organics recycling, with more than 50% of all waste generated in 2011 being compostable (food stuffs, compostable plastics/serviceware, compostable cardboard).

Q: In 2011, what percentage of all waste generated at Safeco Field was composted?

A) 17%  B) 32%  C) 51%

To enter, text your answer (a, b, or c) to #### prior to inning 5

Drive Sustainability Home: Use compostable plastic bags with your city’s curbside composting program to make it easier and more sanitary.

Sustainable Saturdays at Safeco Field
Sustainability Messages

1. Create Zero Waste Event and support sustainability through purchases.
2. Reduce greenhouse gas emissions in energy and transportation.
3. Support local foods and housing.
4. Increase access and support social equity.
5. Support the local community and economy.
Sustainable Purchasing Policy and Guide
COMPOST

All Cups - Lids
Containers

Plates - Utensils
Food Scraps
PLASTIC BOTTLES
LANDFILL

Please see our other recycling and reuse options first. Thank you!
Rethink Waste
Welcome to another Zero Waste Event where we've found ways to reduce waste and put something good back into the environment. From the plates and forks you're using, to the food you're enjoying, everything here can be recycled or composted. Look for a Zero Waste station near you and Pass It On!
Do Your Part! Refill your water bottle for free at one of several filling stations.

Reduce Emissions
TrackTown USA is taking strides at lowering carbon emissions. Fans are encouraged to use public transportation, ride a bike or walk to events. The University of Oregon is keeping pace too, through renewable energy. Even as new buildings come online, the UO is ready to reduce its current energy needs and shatter records across campus.
Do Your Part! Leave the car at home and join us in reducing carbon emissions.
Be Healthy

TrackTown fans and athletes both know the value of good nutrition, quality food and active lifestyles. Whatever it is you select for lunch, you’ll have local choices and right-size portions served with compostable serviceware. It’s our way of saying no to supersize, and yes to super health.

Do Your Part! Skip the value-menu and choose the healthy, local alternative.

Pass It On.
Reduce Waste-Water Quality
Reduce Greenhouse Gases
Reduce Greenhouse Gases
YOU
TEAM USA
BP TARGET NEUTRAL
A LOWER CARBON LONDON 2012

The power of the collective.
BP Target Neutral is honored to be the Official Carbon Offset Partner of London 2012. We’re helping raise awareness about emissions from travel and encouraging everyone to take small steps to reduce, replace and offset their travel carbon footprint. We are offsetting all official Team USA travel to London 2012 and also offering to offset all spectator travel for those attending the Games at no cost.

YOU are now part of the Team USA and Track Town 2012 lower carbon Road to London!
All carbon emissions from shuttle and official transport used during Track Town 2012 will be offset through a unique global portfolio of low carbon projects supported by the BP Target Neutral program. Learn more at bptargetneutral.com/us

“I encourage all my fans to find out what you can do to reduce your carbon footprint at bptargetneutral.com/us”
Sanya Richards-Ross
ATHLETICS
400/200M, 4x400M Relay

“I encourage everyone to join me and Team USA in supporting a lower carbon London 2012.”
Lolo Jones
ATHLETICS
100M Hurdles
Local Foods

Sample label for Macaroni & Cheese

1. Start Here
   Serving Size 1 cup (226g)
   Servings Per Container 2

2. Check Calories
   Calories 250
   Calories from Fat 110

3. Limit those Nutrients
   Total Fat 12g
   Saturated Fat 3g
   Trans Fat 3g
   Cholesterol 30mg
   Sodium 470mg
   Total Carbohydrate 31g
   Dietary Fiber 9g
   Sugars 5g
   Protein 5g

4. Get Enough of these Nutrients
   % Daily Value

5. Footnote
   Vitamin A
   Vitamin C
   Calcium
   Iron

6. Quick Guide to % DV
   • 5% or less is Low
   • 20% or more is High

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Compostable

Biodegradable Products Institute | US Composting Council
Access and Equity

- Exhibition events featuring athletes with disabilities
- Accessible parking, transportation, seating
- Spectators of all ages, abilities, and socio-economic backgrounds
- Trained volunteers providing support services
- Alternative modes of communication for those with hearing or sight impairments
- The opportunity for all fans to engage the event inside and outside of Hayward Field
Support Community and Economy

- Starting Block
- All-Comers Meets
- Youth Leadership Camp
- Ticket Donation Program
Legacy

- Developing and piloting the first multi-day sporting event sustainability certification systems in North America with the Council for Responsible Sport.

- Post TT12- Creating a Sustainable Sporting Event Community Capacity Toolkit with USOC and others.