

## The Winning Team: Recycling at Sports and Recreation Venues

87% of people report recycling at home, work and school. But what about when they're away from home? Now it's time to get your team ahead and put your recycling game plan on the field.

During the 2005 legislative session, the N.C. General Assembly passed House Bill 1465, banning plastic bottles and aluminum cans from disposal in landfills. Sports venues present different challenges than recycling at home, but there is a simple strategy you can use to develop a successful recycling program. For more information or support in developing a recycling program at contact your local recycling coordinator. To find your local recycling coordinator visit [www.p2pays.org/localgov/ncwaste.html](http://www.p2pays.org/localgov/ncwaste.html)

## The Winning Recycling Game Plan

1. Learn about Recycling
2. Gain Support
3. Identify a Recycling Market
4. Implementation of Collection
5. Logistics
6. Obtain Collection Containers
7. Implement Collection Strategy
8. Implement Education Campaign
9. Maintain Support



## 1. Learn About Recycling

The first step in recycling is to looking at what waste is generated at your site to start answer a few questions

- What kind of recyclable could be collected at your venue? Where is most of your waste coming from?
- Can any waste be eliminated even before it gets to trash?



### Case Study: Kinston Whig Standard Letter to the Editor

#### *No Sign of Recycling Bins at Weekend Soccer Tournament*

During the weekend, I was cheering a visiting team that was participating in the Ambassador Cup Soccer Tournament. It was a well-run event that attracted thousand of players and fans to our city.

After the visiting team we were cheering for finished its first game, one of the team's organizers asked me where the recycling bins for all the plastic water and Gatorade bottles were to be found. There weren't any. What kind of message about recycling is the City sending to our youths?

## 2. Gain Support

Recycling is a team effort and to work effectively everyone has to pitch in, from your facilities management team to your spectators. To build support for recycling at your venue you might consider creating a green team with. On your green team you will want representation from everyone that might be involved. You will also want to involve any vendors you might have and your local recycling coordinator.

## 3. Identify a Recycling Market

There are many ways recycling can be picked up. You may be able to use the drop-off or the collection services of your city or county recycling program. Or you can work with your current trash hauler or recycling service provider to start a program. You can search for recycling haulers in North Carolina at <http://www.p2pays.org/dmrm/start.aspx>.

## 4. Plan to Implement Materials Collection

The next step is working on the details of putting a program together. Draft a preliminary budget and plan for material collection. Consider the roles of staff, vendors, volunteers and management. Participation of the person who signs off on collection contracts is critical since you may need to hire a collection vendor or change your hauling contract. Recycling should reduce the waste stream, so you may be able to reduce the frequency of trash pick-ups or the size of your disposal containers and then allocate the savings toward recyclables collection.

## 5. Consider Logistics

Your recycling outlet or service provider will tell you how materials should be separated and what recyclables can be mixed together. You may need to separate materials by type or collect them together. Keep in mind the amount of space you have for recycling bins and storage. Ideally it is best to place recycling next to trash containers, which makes it convenient for users to recycle and helps reduce contamination of recyclables with garbage.

## 6. Purchase and/or Arrange for Collection Containers

Sometimes as part of a service contract, your recycling service contractor may provide collection containers. If that is not the case, you can find suitable containers at local office, janitorial supply, and home improvement stores. Your local government might also have some bins available for use. A comprehensive list of recycling and trash receptacle suppliers can be found at <http://www.p2pays.org/recycleguys/Documents/BinVendors.pdf>.



### Case Study: Capital Area Soccer League Complex, Raleigh

In June, 2008, CASL purchased 125 Clear Stream™ containers (see left) and ground anchors at a total cost of \$7,300. They selected a waste-removal service based on the ability to commingle plastic with other materials and whether or not additional fees would be charged. Four days prior to the start of a regional tournament held at the complex, two eight-cubic yard dumpsters were delivered. The monthly recycling cost for the two dumpsters is \$370 a month (plus a fuel surcharge). CASL estimates that the recycling program will reduce the volume of normal trash collected by a minimum of 50% and more likely by 70-80%. To read the full case study, visit [http://www.p2pays.org/BannedMaterials/PlasticBottles/CS\\_CASComplex.asp](http://www.p2pays.org/BannedMaterials/PlasticBottles/CS_CASComplex.asp)

## 7. Implement a Collection Strategy

Discuss the collection process with all the parties that will be involved in material handling and set a date for program implementation. Determine the final location of collection bins, calculate how many bins you'll need, and make plans for an education program (very important!). Figure out precisely how materials will flow through your collection system, including who plays which role in the process. Work out the final details of how materials will be picked up by a service provider or delivered to a recycling center.

## 8. Implement an Education Campaign

If you want your recycling program to succeed, plan to implement a robust educational effort. Everyone should know what and how to recycle, which can be encouraged by clear directions and signage. Reach out to all potential users of your program and maintain a consistent commitment to education and promotion. Help users easily identify receptacle locations. Define what is recyclable and what is not and explain how to separate the materials. Purchase or create signs, stickers or posters to label the containers to keep the bins free from contaminants and designated for recycling. For ideas on how to promote your recycling program visit [www.re3.org/coordinators.htm](http://www.re3.org/coordinators.htm).



## 9. Maintain Support

Stay in close contact with your recycling service provider and make sure to regularly check in on how collections are going. Maintain program visibility to keep your recycling program strong and healthy. Update users on a continuous basis regarding the success of the project by highlighting recycling and waste reduction figures. Reward those that participate by letting them know how their part helps the environment. Recycling statistics can be found here: [www.re3.org/facts.htm](http://www.re3.org/facts.htm).



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