

# Athletic Venue Waste Reduction Guidelines

The following steps demonstrate the minimum needed to create and sustain an appropriate waste reduction strategy for campus athletic venues.

*These venues include the Dean E. Smith Center, Kenan Stadium, Boshamar Stadium, Carmichael Auditorium, Cone-Kenfield Tennis Center, Fetzer Field, Koury Natatorium, Francis E. Henry Stadium, Anderson Softball Stadium, UNC Boathouse at University Lake, and Chapman Center.*

## Program and logistics

**Recycling Bins:** Active recycling by event participants and athletes

- Offer recycling bins both inside the venue and by the entrances and exits for use by the attendees. Pair trashcans with a recycling bin.
- Every recycling bin must have a trash can next to it. And ideally, every trash can has a recycling bin next to it.
- Keep recycling bins clean and clearly labeled to encourage fans to recycle and avoid contamination of the recycling.
- Initiate and sustain recycling programs for game-related events, such as tailgating, media rooms, box seats, etc.
- Make sure that recycling bins are emptied to appropriate collection areas for recycling and not mistaken for trash.

**Picking the Bowl:** Passive recycling by cleanup crews

- When applicable, the post-consumer trash and recyclables from seating areas should be separated and disposed accordingly during post-game clean-up.

**Engage Vendors:** Incorporate recycling into routine operations

- Vendors must separate and collect their recyclables—for example, break down and collect cardboard boxes for proper recycling.
- Encourage the use of recyclable and reusable materials from concession vendors.

## Outreach and marketing

**Educate employees:**

- Make sure employees are aware of program and ensure that collection, monitoring, cleaning and maintenance of bins are incorporated into routine operations.

**Educate Fans:**

- Educate fans and endorse recycling opportunities through traditional and new media in conjunction with athletic promotion.
- Recycling bins, public announcements, and signs should publicize recycling instructions, facts, and statistics.

**Engage Stakeholders:**

- Set a policy that reflects Carolina's commitment to waste reduction and share with stakeholders and the community.

**Communicate Results, Celebrate Successes:**

- Waste tracking data must be collected and reported. Achievements should be publicized to fans, staff, and stakeholders.
- When possible, conduct routine waste assessments to evaluate program effectiveness.

**Above & Beyond:**

- Maintain an athletic waste reduction program surpassing those of comparable institutions.
- Explore the feasibility of a compost program, starting with pre-consumer ("back of the house") operations with vendor support.