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.