**11-14-22 Fighting Illini, Fighting Waste – Vision Statement & Roadmap**

First Draft: Daphne Hulse 10-3-22

**Project Name**

Fighting Illini, Fighting Waste

**Key Participants**

(individuals) Tom Divan, Jennifer Fraterrigo, Daphne Hulse, Marty Kaufmann, Shreya Mahajan, Meredith Moore, Shawn Patterson, Jake Slager, Dominika Szal, Pete Varney, Morgan White, (university entities) the Institute for Sustainability, Energy, and Environment; Facilities & Services, the Division of Intercollegiate Athletics, (university partner) Coca-Cola, and (students) 50 volunteers representing iSEE, Student Sustainability Committee, Students for Environmental Concerns, Alpha Phi Omega, F&S, and Red Bison

**iCAP Chapter**

**“**The Zero Waste International Alliance (ZWIA) defines “zero waste” as “the conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the

environment or human health.” In other words, the goods and services we purchase — and how we interact with them — influences everything from the size of landfills to the release of harmful greenhouse gases (GHG). By investigating a resource’s life cycle (i.e., a “whole system” approach), we can minimize energy usage across all stages, from raw material extraction to transportation to waste disposal… A comprehensive behavioral shift for students, staff, faculty members, and visitors is integral to mitigating our waste stream. Our vision is to promote a zero-waste campus culture by empowering individuals and units to take responsibility for everything from purchasing to waste reduction. Actionable steps like providing education about “reduce, reuse, and recycle” concepts, clearly communicating best practices, and investing in our facilities (e.g., indoor and outdoor recycling bins) are vital to this process.” – iCAP 2020

**iCAP Objectives**

**“**5.2 [F&S] Reduce the total campus waste going to landfills from 5,049 tons in FY19 to 4,544 tons or less in FY24, which is a decrease of at least 10%.”

**Vision**

America Recycles Day, also referred to as National Recycling Day, is the signature recycling program of Keep America Beautiful. It is observed nationally each year on November 15. F&S, iSEE, DIA, and Coca-Cola are collectively pursuing a Zero Waste Basketball Event on Monday, November 14, 2022 to (1) directly impact iCAP Zero Waste Objective 5.2, “reduce the total campus waste going to landfills,” (2) increase public awareness for campus recycling and the iCAP, and (3) encourage behavior change among basketball game attendees when they are presented with the opportunity to recycle.

**State Farm Center**

**Seats**

The whole facility seats 16,000+ attendees. There are about 10,000 seats on the second floor. It is expected that roughly 12,000 attendees will show up for this game (this would be the upper limit, it could be as low as 8,000).

**Entrances**

8 public entrances are used for game days when the facility is fully staffed. The East entrance does not see a lot of traffic. The West entrance is the main entrance (approximately 50% of game day attendees enter here). The E14 parking lot is where many of the attendees park. The crowds often show up early for games, but it does get busier closer to the start of an event. Premium members can enter 1 ½ hours early, regular members can enter 1 hour early.

**Concessions**

There are 4 concession stalls on the second level, and it is where most attendees are going to buy food and drink.

**Waste Infrastructure**

The first floor had silver recycling bins (no blue bags), but the second floor only had trash bins. The facility has a trash compactor below the building, but no recycling container.

**Roadmap**

**Infrastructure**

* **Bins** 
  + Housing and F&S each received 30 bins (60 bins total) from Coca-Cola with the original Don’t Waste It branding. UIUC needs bins with the updated Don’t Waste” branding.
  + The Waste Transfer Station is currently storing ~27 Coca-Cola Don’t Waste It recycling bins.
  + UIUC will use the old bins (~14) for the gameday, and Coca-Cola will have time to choose a more durable bin for future events.
  + The first floor of State Farm Center already has silver recycling bins, we only need to make sure blue bags are used. The upper concourse needs bins and blue bags.

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* **Recycling and Waste Collection** 
  + F&S will temporarily place an open pan (68” long x68” wide x 63 tall” below the center right in front of the trash compactor currently located there. This is a temporary solution as there is not spatial capacity for a recycling open pan long-term.
    - **For the future:** Where can F&S add a permanent recycling dumpster at State Farm Center? Can we utilize a container in the parking lot?
* **Post-Event Sorting**
  + Feedback from the Game Day Recycling Challenge in 2014 noted that custodial staff were not available to collect the recycling bags after the game. Instead, the student volunteers assisted with this.
  + **Next steps:** Contact State Farm Center about the BSW bag collection process. Who will be in charge of emptying the blue bags from the recycling containers, when they are full?
* **Post-Event Waste Diversion Rate**
  + F&S will ensure that the data for the basketball game is collected, separately from the rest of campus trash and recycling.

**Public Education & Engagement**

* **Active Education:** We estimate that we will need to advertise for 40-50 volunteers (assuming some will not show up).
  + **Bin Guards**
    - 14 bins. Station volunteers at bins throughout the second floor (where most attendees sit and purchase concessions) and guard what is recycled.
  + **Floating Volunteers**
    - Volunteers walking around the premise, engaging with attendees, collecting recyclables.
  + **Greeters**
    - Volunteers will greet attendees and remind them to recycle their waste before leaving.
  + **Blue Bag Collection**
    - 24 (12 sets). Volunteers will stand near the trash bins located outside the vomitories to collect bottles and cans as attendees enter and leave the stadium.
* **Passive Education: Signage**
  + **Timeline

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    - Marty provided a list of concession items expected to be sold at State Farm Center (note: there are always a few third-party vendors (restaurants) that set up stands who could adjust their offerings).
    - **Drinks:**
      * 20 oz beverages (Dasani, Coca-Cola)
      * Fountain beverages in paper and plastic souvenir cups
      * Aluminum cans (Bud Light, Ultra, Budweiser, Coors Light, Miller Lite, craft beer, seltzers).
      * In club areas only: mixed drinks in plastic cups
    - **Food:**
      * Popcorn (paper bowls or plastic bags)
      * Pretzels (paper wrapper)
      * Hotdogs, burgers, chicken fingers (some wrapped in foil, served with paper/cardboard containers)
      * Nachos (cardboard/paper)
      * Dominos pizza (cardboard containers)
      * Candy (cardboard boxes, like a movie theater)
      * Ice cream (paper cups)
      * BBQ (paper/cardboard plates/containers)
  + Feedback from the Game Day Recycling Challenge in 2014 noted that bathrooms tended to accumulate plastic bottles. There should be signs posted in the bathroom that encourage attendees to dispose of recyclables in the hallways (where the dual bins will be located).

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**Student Support**

* **Connecting Athletics RSOs to Sustainability RSOs**
  + Marty identified athletics RSO leaders.
    - Orange Krush, Illini Pride
  + SSLC and SSC have reached out to the RSOs. Waiting for a response.
* **Volunteer Gear** 
  + ~$2500 cost coming from the $10k sustainability fund
  + 50 green volunteer shirts: “Be Orange and Go Green” tagline. Organizational logos featured on the back of the shirt.
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  + 200 orange giveaway shirts: t-shirt cannon and giveaway item. “Fighting Illini, Fighting Waste” tagline. 100 are for the cannon, 100 are for student volunteers to give out to attendees.
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* **Surprise & Delight Activation Reward**
  + Coca-Cola will provide prizes (50) for the student volunteers so they can reward attendees who are seen recycling.

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**Communication & Publicity**

* **Game Day Public Announcements**
* **Digital Signage**
* **Email Blasts** 
  + Marty will be responsible for sending out an email to season ticket holders, letting them know that this will be a Zero Waste Event ahead of time.
* **iSEE Newsletter:** 11-1, 11-8

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* **Eweek, iNews, GradLinks:** 11-7 (two Sundays before the event)

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* **F&S Customer & Consumer Relations:** [Webpage publicity](http://fs.illinois.edu/services/waste-management-and-recycling)

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* **Publicity Plan Document**
* **State Farm Center Signage**
* **Pre-game trivia (through the game day app)**

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* **Temporary Coca-Cola bin location map (14 bins)**

Diagram

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* **Where volunteers will be located with blue bags for cans and bottles collection near the trash bins.**

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