

# Sustainability Report

## 2011 Women's Final Four Basketball Tournament



### *Practices & Lessons Learned*

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## Executive Summary

The following report is a summary of the sustainability activities at the 2011 NCAA Women's Final Four Basketball tournament held in Indianapolis, Indiana. At any given time, more than 15,000 visitors attended a variety of games, events and concerts at several venues in downtown Indianapolis from April 2-5, 2011.

The local organizing committee established a 'Sustainability Committee' to conduct a variety of events, initiatives and programs to increase the environmental performance of the event. The committee was comprised of volunteers from over 15 organizations.

These events included the following:

- Volunteers were asked to sign pledge cards which committed them to partake in greening efforts at the event and at home. A list of 23 ideas was provided and volunteers were asked to commit to performing ten or more actions or behavior changes that will positively impact the environment
- Volunteers were asked to donate clothing items in exchange for their volunteer t-shirts, hats and jackets. In addition, volunteers were encouraged to bring in their used electronic devices (TVs, VCRs, PDAs, computers, monitors, etc) to one of two collection events held in the parking lots of the orientation meeting location. A separate electronic waste collection event was held for the public in White River State Park
- Attempts were made to lease flexible fuel fleet vehicles during the event
- Excess food from special events, receptions and staff functions was donated to Second Helpings, a local food bank
- Many of the Women's Final Four street banners were sold or reused as souvenir gifts.
- The decorative bunting used at Conseco Fieldhouse and hotels was reclaimed and will be reused for future events

The following results can be attributed to these events:

- **352** event volunteers signed the 'Green Pledge document'
- **369** garments were donated under the 'Zero Variance Shirt' program
- **2,909 lbs** of electronics were collected from volunteers at 2 events
- **5 of 31** leased vehicles were flex fuel cars
- **9,900 lbs** of excess food was donated to a local food bank
- **192** street banners were either sold at the post-event sale or provided as gifts
- **18,000** sq.ft. of decorative bunting was reclaimed and will be reused for future events

The local organizing committee further sought to expand upon sustainability efforts by developing and implementing a recycling strategy for aluminum, glass, plastic and cardboard generated during the event. Detailed information about this effort can be found in Section 1. Recycling collections for cardboard and beverage containers were enhanced at the following locations:

- Indiana Convention Center (ICC) during the 'Tourney Town' event
- High traffic pedestrian areas in the vicinity of venues

- Four 'Team Restaurants'
- Six downtown hotels

Nearly **10 tons of clean, marketable recyclables were collected and recycled** from these target areas during the event weekend, as detailed in Table 1.

<b>Material</b>	<b>Recycled (tons)</b>
Cardboard	3.968
Aluminum Cans	0.837
Steel Cans	0.08
Paper	2.093
Plastic Bottles	0.862
Mixed single stream	2.086
<b><i>Total</i></b>	<b>9.926</b>

*Table 1. Event recycling totals broken down by commodity.*

An EPA model was used to calculate the total metric tons of carbon dioxide equivalent (MTCO<sub>2</sub>E) saved through recycling efforts. The analysis showed that approximately **36 MTCO<sub>2</sub>E was saved by recycling** rather than incinerating the materials collected. **36 MTCO<sub>2</sub>E** is equivalent to the CO<sub>2</sub> emissions from the **consumption of 4,107 gallons of gasoline or the emissions generated by the electricity use of 4 homes for 1 year.**

An analysis of the electronic collection events showed that the 2,902 pounds of collected electronics resulted in energy savings equal to **the amount of electricity used to power 2 homes for 1 year.** Recycling these electronics waste also **saved over 26 metric tons of air emissions.**

The food rescue efforts implemented during the event resulted in the collection of 9,900 pounds of material which prevented the release of **4 MTCO<sub>2</sub>E.** The **4 MTCO<sub>2</sub>E** is equivalent to the **CO<sub>2</sub> emissions from the consumption of 426 gallons of gasoline.**

It is hoped that in addition to sharing information about the sustainability efforts at the 2011 NCAA Women's Final Four Basketball tournament, that the successes, areas for improvement, and recommendations documented in this report will serve as a roadmap for future greening activities at similar athletic tournament events.

## I. SUSTAINABILITY ACTIVITIES

### A. VOLUNTEER INITIATIVES

The Green Team is an initiative in which volunteers were encouraged to evaluate their current environmental practices, pledge to make simple changes, and assist with environmental initiatives at the event. Volunteers were asked to sign a ‘Green Pledge’ at the orientation sessions, committing to perform ten or more actions or behavior changes to positively impact the environment (see Appendix A). Survey results showed that a significant number of the volunteers joined the Green Team. “Green Volunteers” were issued a pin (see Graphic 1) to wear as part of their uniform, and the program helped to build awareness of greening efforts. A survey was sent out to all volunteers to evaluate the effectiveness of the Green Team program (see results in Appendix H).



*Graphic 1. The green team pin logo used for the 2011 Women's Final Four.*

As part of the volunteer initiative, two special recycling opportunities were implemented:

- Reduce, Re-use, Recycle. In support of this concept, volunteers were offered the opportunity to trade in a gently used shirt and/or jacket in exchange for their Final Four volunteer uniform. The used clothing was collected at volunteer orientation and re-distributed to people in need. Volunteers turned in 369 shirts, jackets, pants and other clothing items.
- Volunteers dropped off used electronics on their way to orientation sessions. In total, 2,902 pounds of electronics were collected. The Women's Final Four Green Team partnered with Workforce, Inc. of Indianapolis to oversee the collection events. As an Indiana registered recycler, Workforce, Inc. recovers electronic components for reuse.

The U.S. EPA Electronics Environmental Benefits Calculator (see details in Appendix I) was used to estimate the environmental benefits of electronics recovery. The analysis showed that the 2,902 pounds of electronics collected will result in energy savings equal to **the amount of electricity used to power 2 homes for 1 year**. Recycling these electronics also **saved over 26 metric tons of air emissions**.

## B. ALTERNATIVE VEHICLES

An effort was made to utilize environmentally friendly vehicles during the event. Five of the 31 courtesy vehicles were flexible fuel vehicles. A summary of alternative vehicle usage is found in Table 2.

Vehicle Type	Number	Miles Driven
Flexible fuel cars	5	340

*Table 2. Alternative fuel vehicle usage during the event.*

## C. FOOD DONATION

Second Helpings, Inc. accepts donated perishable and overstocked food to prepare and distribute meals to hungry children and adults in Greater Indianapolis. Second Helpings worked with Conesco Fieldhouse and Thomas Cateresas at D'Amore in the Chase Tower to collect any extra food generated from these catered events. As a result, Second Helpings and their partners were able to rescue over 9,900 lbs of food and beverage which is nearly 10 times more than what was collected at the 2010 Men's Final Four. Also, this effort allowed Second Helpings to reach their 15 millionth pound of rescued food. The food rescue effort was able to prevent the release of **4 MTCO<sub>2</sub>E** into the atmosphere which is equivalent to the **emissions released by combusting 426 gallons of gasoline** (See Appendix G).



*Photo 1. Volunteer assisting with food rescue efforts.*

## D. MATERIALS REUSE

In an effort to reduce waste, most of the signage and banners (see Photos 2 & 3) produced for the event was resold or will be reused. A total of 192 street banners were either sold at the post-event sale or provided as gifts. These banners will likely be used as souvenir décor in offices and homes. Additionally, over 18,000 sq. ft. of bunting that was used for decorative purposes at the venue and downtown hotels will be reused at future events.



Photos 2 & 3. Banners along the streets and outside the stadium were sold or reused at the conclusion of the event.

## II. RECYCLING ACTIVITIES

### A. PLANNING

The local organizing committee sought to expand upon “sustainability” efforts by developing and implementing a recycling strategy for external sites such as hotels, restaurants and certain high traffic pedestrian areas. Two detailed recycling plans were developed by a recycling committee consisting of representatives from the Indiana Sports Corporation, Indiana Recycling Coalition, Indianapolis Department of Public Works, Indianapolis Office of Sustainability, Coca-Cola Recycling (an NCAA corporate partner), Republic Services, Ray’s Trash Service, Indiana Recycled Fiber, and U.S. EPA Region 5.

The following tasks were undertaken prior to the event:

1. A draft recycling plan for target hotels and restaurants was circulated for review by the sustainability committee on February 18<sup>th</sup>.
2. Site visits were made to target restaurants and hotels to assess current existing waste management and recycling activities on January 27<sup>th</sup> and February 1<sup>st</sup>. The general manager and/or food and beverage manager of the target sites were contacted in person to discuss the plan.
3. A meeting was held on March 14<sup>th</sup> to discuss the plan and confirm the participation of waste haulers serving the target hotels, venues and restaurants. The plan (see Appendix B) was finalized and distributed to partners on March 23<sup>rd</sup>.
4. A separate plan for recycling collection in high traffic pedestrian areas (see Appendix C) was developed on March 17<sup>th</sup>. The plan was finalized on March 22<sup>nd</sup> and distributed on March 24<sup>th</sup>.

### B. OUTREACH & EDUCATION

The following tasks were conducted to ensure participation:

1. An instruction sheet outlining the recycling procedures for the event weekend was developed for target hotels and restaurants (see Appendix D). Recycling Team members

made visits to target sites on March 26<sup>th</sup> to confirm participation and distribute the instructions.

2. Mobile recycling team representatives visited all target sites on March 31<sup>st</sup> to distribute signage, pop-up recycling containers and blue bags (see Photo 4). Signage was provided for the reception areas to make customers aware of the program and in dock areas for staff (see Appendix E). (Note: If the facility had an existing recycling program, staff were not asked to modify existing recycling procedures or use blue bags.)
3. Mobile recycling team members distributed a temporary recycling container at the loading dock of the mall to collect material from participating restaurants.
4. Throughout the weekend, shift supervisors, floor stewards, and individual staff were contacted individually to answer questions, provide instructions, and confirm understanding of recycling procedures.
5. Close contact was maintained with Indianapolis DPW crew managers and Coca-Cola Recycling personnel to ensure that street recycling containers and liners were maintained over the course of the weekend.



Photo 4. A recycling sign located in the lobby of the Westin during volunteer and guest check-in.

### C. COLLECTIONS

Collection operations were conducted by a mobile recycling team consisting of EPA Region 5 and Indiana Sports Corp staff. All volunteers wore high visibility clothing along with green recycling shirts that say “ask me” on the back.





*Photo 5. Members of the mobile recycling team (left to right): Jacob Hassan (EPA), Julie Schilf (EPA). Not pictured: Ryan Forney (ISC).*

Ray's Trash Service and Republic Services, provided empty 30 yard open-top containers along with transportation and recycling services. Full containers were hauled away and empty containers were placed immediately thereafter to ensure that collection crews always had a staging area for blue bags and cardboard collected from target sites (see Photo 6). The staging area was located in the southwestern corner of the Indiana Convention Center loading dock area out of the way of truck and bus traffic.



*Photo 6. Republic Services dropping off 30 yard roll-off container for recyclables.*

Collection crews recovered blue bags from participating sites on a continual basis (see Photo 7) to ensure that blue bags or cardboard did not build up on loading docks or alleys. In the event that a hotel or restaurant amassed a large amount of recyclables, the recycling team was notified to come collect the material. The collected materials were transported to the staging area where the individual bags were weighed and logged prior to loading into the open-top container (see Photo 8).



*Photo 7. Volunteer loading pick-up truck with cardboard and blue recycling bags.*



*Photo 8. Volunteer weighing a blue bag.*

The source location, time and weight of all incoming bags were logged. This enabled crews to identify trends which assisted in scheduling of collection rounds. It also allowed for detailed accounting of recyclables collected to facilitate reporting and greenhouse gas benefit calculations.



*Photo 9. Unloading cardboard from collection vehicle into open-top container.*

Volunteers continued outreach and education efforts to target sites on April 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> as shifts changed to ensure new staff and managers were aware in the change in waste handling operations to facilitate recycling. Additional blue bags were distributed upon request. To simplify the collection process, only one size blue bag was distributed to the participating hotels and restaurants for recycling. In most cases, existing garbage containers were utilized with signage to ensure only recyclables were placed in the containers. Volunteers canvassed the facilities to ensure the correct signage indicated the location of the recycling containers.



*Photos 10 & 11. Blue bags set out by restaurants for collection.*

Several participating hotels and restaurants dedicated significant staff resources to the recycling effort. For example, operations staff at the Omni Severin Hotel, dedicated staff to sort through each and every bag of trash coming from the hotel. As a result, the hotel was able to divert a significant amount of cardboard, glass, plastic, and aluminum from their waste stream.



*Photo 12. 55 gallon recycling bin set up at the mall's loading dock to collect material generated by Champ's Restaurant.*

Coca-Cola Recycling donated temporary recycling bins to Scotty's Brewhouse and Champ's for use on the outdoor patio area, server stations and behind the bar. The containers located on the patios were placed alongside temporary garbage boxes (see Photo 13) and were maintained by the mobile recycling team. The temporary bins placed inside the restaurants were managed and maintained by the restaurant staff. A 55 gallon Coca-Cola recycling bin was also stationed at the Simon's Mall loading dock to collect all the recyclables generated by Champ's and to serve as a collection point for the mobile recycling team (see Photo 12).



*Photo 13. Temporary recycling bins placed alongside garbage containers on outdoor patio.*

During peak times when restaurant staff was busy, the mobile recycling team directly assisted hotels and restaurants by breaking down cardboard boxes (Photo 14) and emptying recycling containers in high traffic areas such as patios and loading docks. This effort provided additional

visibility to the event's recycling efforts while reducing the burden on the participating establishments.



*Photo 14. Mobile recycling team assisting with breaking down cardboard boxes.*

The high traffic pedestrian area along Pennsylvania Ave was equipped with 55 gallon recycling containers provided by Coca-Cola Recycling. The recycling containers were placed alongside garbage containers by Indianapolis DPW (see Photo 15). The locations of these containers were confirmed and mapped by volunteers so that collection crews could ensure they were serviced. Recycling bins were also placed alongside garbage containers during the Women's Final Four 4K Run at the Indianapolis Motor Speedway.



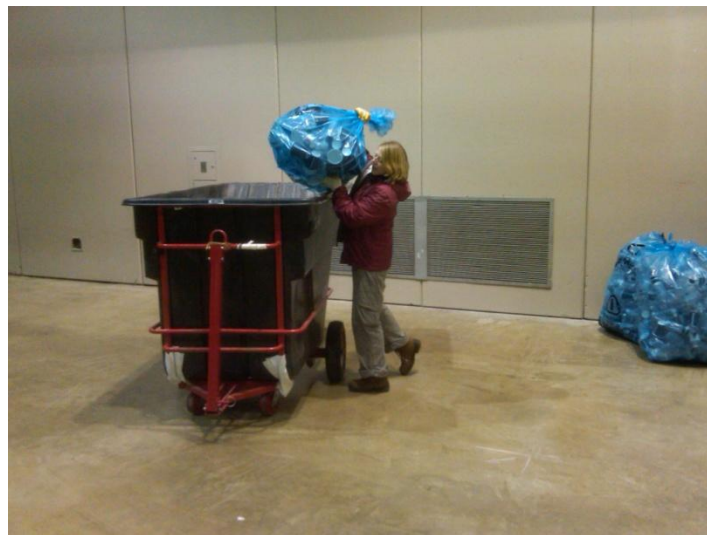
*Photo 15. Recycling bins set up along the high pedestrian corridor to Consecration Fieldhouse.*

The 'Tourney Town' event at the Indiana Convention Center drew thousands of people over the 5 day event. Green Recycling containers were staged alongside many of the garbage containers (see Photo 16) in the convention center during the event. Janitorial crews collected and consolidated recyclables and transported them to the recycling compactor serviced by Republic Services.



*Photo 16. Recycling bins placed alongside garbage containers inside the Indiana Convention Center.*

Coca-Cola staged a free product sampling event in Tourney Town during the event weekend. During the sampling event, 12 ounce aluminum cans or PET bottles of product were poured into sampling cups for distribution. The cardboard trays and boxes were collected by ICC staff for baling. The cans and PET bottles generated during the tastings were placed into blue recycling bags in the immediate vicinity of these sampling stations and were collected by members of the Recycling Team (see Photo 17).



*Photo 17. Recycling team member collecting blue recycling bags full of bottles and cans generated from a product sampling station at Tourney Town.*

Efforts were made to recycle at Conseco Fieldhouse during the event weekend, but due to limited space to stage material in the loading dock area, the recycling team was unable recover any material. At the time of the Women’s Final Four, Conseco Fieldhouse was in the process of building four recycling kiosks. This project was not finished in time for the Final Four but will be available for future events.

#### D. RESULTS

All recycling bins, compactors, and open-top containers were removed by April 6<sup>th</sup> and transported to local sorting centers. Prior to the event, haulers were informed to provide weights and accounting for the recyclables generated by the participating venues. All numbers were provided to the mobile recycling team by April 29<sup>th</sup>. Nearly **10 tons of clean, marketable recyclables were collected and recycled** during the event weekend, as detailed in the following tables:

<b>Material</b>	<b>Recycled (tons)</b>
Cardboard	3.968
Aluminum Cans	0.837
Steel Cans	0.08
Paper	2.093
Plastic Bottles	0.862
Mixed single stream	2.086
<b>Total</b>	<b>9.926</b>

Table 3. Event recycling totals broken down by commodity.

<b>Restaurant</b>	<b>Bags</b>	<b>WT (lbs)</b>
RAM	4	152
Scotty's	8	184
BW3	3	71
Champps	14	340
<b>Total</b>	<b>29</b>	<b>747</b>

Table 4. Collection data from participating restaurants.

<b>Hotel</b>	<b>Bags</b>	<b>WT (lbs)</b>
Omni Severin	16	302
Crowne Plaza	9	245
<b>Total</b>	<b>25</b>	<b>547</b>

Table 5. Collection data from participating hotels.

<b>Location</b>	<b>WT (tons)</b>
Indianapolis Convention Center	1.54
Street containers	0.06
Restaurants & hotels - collections	4.51
Hotels – existing containers	3.82
<b>Total</b>	<b>9.92</b>

Table 6. Collection data from major event locations.

### Estimates of Bottles and Cans Recycled

Material	Recycled (tons)	# of Containers Recycled
Plastic Bottles	0.862	31,806
Aluminum Cans	0.837	58,616

**Notes:**

- 1) To Calculate – assume there are 19 (20 oz) Bottles per Pound, and 34 (12 oz) Cans per Pound.
- 2) Calculations are based on the known commodity number provided in table 3. The Mixed single stream numbers were not considered in this calculation even though bottles and cans make up a majority weight.

*Table 7. Estimated number of bottles and cans recycled during the event*

An EPA model was used to calculate the total metric tons of carbon dioxide equivalent (MTCO<sub>2</sub>E) saved through recycling efforts. The analysis showed that approximately **36 MTCO<sub>2</sub>E was saved by recycling** rather than incinerating the collected materials. **36 MTCO<sub>2</sub>E** is equivalent to the CO<sub>2</sub> emissions from the **consumption of 4,107 gallons of gasoline or the emissions generated by the electricity use of 4 homes for 1 year** (see Appendix G).

#### E. LESSONS LEARNED & RECOMMENDATIONS

During the event, recycling staff made notes and met periodically to discuss strategy and implementation issues. In addition, a post-event debrief meeting was held with partners and waste haulers to evaluate the event, discuss issues and suggest improvements on May 6<sup>th</sup>. The following lessons learned and recommendations may be helpful in planning future events.

##### Planning

- Planning should begin when overall event planning starts with the host committee and venue management to define roles and to clarify expectations for recycling. Planning with individual target sites and waste haulers should begin at least 4 months prior to the event.
- A volunteer strategy should be developed so that event planners can source and allocate volunteers to the recycling effort.
- Waste reduction and recycling information should be included in preliminary marketing information sent to exhibitors participating in the ‘Tourney Town’ event (Appendix F).
- In-person follow-up with as many staff, supervisors, and managers involved in working the event (i.e., floor stewards, kitchen managers, trade workers, dock supervisors, janitors, security, DPW crews, etc.) before the event starts is critical. Once the event begins, these individuals cannot be distracted from their jobs. Also, it was necessary to brief each shift manager because there is little communication between shifts, and the facility may change over as many as three times over a 24-hour period.
- Many large hotels have existing ‘green teams.’ If possible, recycling committee staff should attend one of their meetings prior to the event to discuss the plan and solicit input.
- An orientation or training should be held for recycling volunteers to make sure they are aware of the overall plan, recycling procedures, safety and scheduling.
- Waste haulers for all target sites should be contacted well in advance and notified that accounting for both trash and recycling containers will need to be provided during the event. Accounting should begin the week prior to the event to obtain a baseline.



- The greening and recycling efforts should be publicized either via the Daily Bulletin distributed by NCAA or a press release prior to the event.
- Event organizers and green team members need to document all greening activities occurring during the event. This will allow for a productive 'after-action' review and provide ideas as to how these activities can be enhanced for future events.
- The use of clothing made from recycled material should be considered for the volunteer uniforms.
- It is recommend that 2-3 mil blue bags be used for all future event recycling efforts
- Either an incentive (beyond green marketing) or target goals should be considered for hotels and restaurants participating in the collections.
- The large foam-core recycling signs were greatly appreciated by the hotels and restaurants. These signs assisted in promoting the greening efforts being put forth by the NCAA and the venues.
- A post-event meeting should be held with all partners and waste haulers to evaluate the event, discuss issues and suggest improvements.
- Improved communication between the various sub-committees will allow for better coordination in planning various sustainable activities.

### Collections

- All recycling staff should wear high visibility reflective vests, gloves and eye protection. They should have cell phones or two-way radios for easy communications and carry box cutters to assist with breaking down cardboard. They should also have rain gear available in the event of inclement weather. All collection vehicles should be easily identified with door signs and flashers and should contain a first aid kit.
- Green t-shirts with a recycling logo and the words "ASK ME" worked well to identify and highlight volunteers.
- Phone numbers for all participating waste hauler dispatchers should be obtained to check on the status and confirm drop-off and pick-up of containers on off hours and weekends.
- Collection crews must arrive prior to morning garbage removal by trucks to avoid disposal of blue bags.
- A targeted effort should be made during set-up and take-down activities for 'Tourney Town' at the ICC to break down and recycle cardboard.
- Collection crews should avoid downtown areas two hours prior to game time at the stadium for safety and traffic congestion reasons.
- The 55 gallon street containers were equipped with a 45 lb sandbag to prevent the the containers from blowing away. The plastic lids for the street recycling containers were not well secured to the containers and many of them blew off in moderate wind. These lids need to be secured to the container to minimize the loss of these lids. Additionally, extra liners should be placed at the bottom of the container to facilitate easy replacement during peak times (see photo 18)



*Photo 18. Recycling team member replacing a recycling bin lid after it blew off outside the Fieldhouse.*

- Cardboard recycling bins in the ICC would benefit from additional instructions on the lids to prevent contamination from food, plastic flatware, and other non-recyclable items.
- Cardboard recycling bins should be offered to restaurants that do not have a permanent recycling program to provide some additional recycling infrastructure.
- The convention center was inundated with cardboard boxes and need assistance in breaking down boxes. Members of the recycling team were able to assist the convention center and capture the overflow cardboard.
- Signage should be placed in any areas where materials for recycling are being staged or stored to prevent anyone from confusing the material with trash.
- For facilities that do not have a permanent recycling program, placing an easily identifiable recycling container on the loading dock or near the dumpster will aid in the collection of more material. For one establishment, this quadrupled the amount of material collected from last year's Final Four.
- The black lids on the street containers are necessary because during peak times, the crowd obscures the side of the container
- Homeland Security crews should be consulted prior to placement of recycling bins on or near the stadium property. These areas may be under increased security.
- All new shift managers should be contacted at the beginning of their shift to reiterate recycling plans and collection procedures to ensure a clear understanding of roles and expectations. (see Photo 19).
- Consideration should be given to collection of athletic shoes during the sporting goods donation event(s). Several donation programs exist for shoes.



*Photos 19 & 20. Designated area for blue bag staging and signage on collection container.*

- Signage must be placed on the open-top container to prevent disposal of unwanted materials in the bin (see Photo 20). Safety cones should be placed near the back of the bin so that the area is not blocked and the rear door can swing open (see Photo 19).
- If open-top containers are used, crews should have heavy-duty tarps and strap-downs readily available in the event of a storm to protect the cardboard from getting wet (see Photo 21). In addition, cardboard should be stacked on pallets to prevent it from getting wet in the event the bottom of the container gets wet.



*Photo 21. Tarp deployed to protect cardboard during rainstorm.*

- In most cases, recovery and recycling of cardboard and beverage containers saved significant space in existing dumpsters, making it easier for facilities to manage waste during the peak periods of the event.
- Improved and consistent messaging placed directly on the recycling bins is essential to reduce contamination. For example, Coca-Cola Recycling utilizes the 'Give It Back' message on recycling bins. Volunteers need to be ready to replace or modify messaging as the need arises and potential contaminants change. Signage should be in both English and Spanish (see Photo 22).



*Photo 22. Recycling signage in both English and Spanish.*

For Additional Information

For additional details or questions, please contact any of the individuals listed below:

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## **Appendix A**

### Volunteer Green Pledge Sheet



## Join the Green Team



Dear Final Four Volunteer,

You may not be personally lacing up your sneakers and taking the floor with your team during the 2011 NCAA® Women's Final Four®, but you do have a chance to play a key role on another team that is part of March Madness. It's the Green Team. **And we want you on it!**

The Green Team is an initiative which encourages volunteers to evaluate their current environmental practices, pledge to make simple changes and assist with the environmental initiatives at the Final Four. In sports, a key team member is called a "difference-maker". By signing the Green Pledge sign-up sheet at orientation and joining the Green Team, you will be a difference-maker and someone who will make a significant contribution to make the Final Four in Indianapolis a greener event, and someone who makes a difference in our world when it comes to sustainability and our environment!

### How to join

1. Sign the Green Pledge sheet during volunteer orientation, committing to perform ten or more actions or behavior changes which will positively impact the environment.
2. Upon signing, Green Team members will receive a special environmental Final Four pin to be worn as an official part of your volunteer uniform. The wearing of this pin will be a visual sign to Final Four visitors that Indianapolis is a city that cares about the environment, and that you as a volunteer are taking steps to make a difference.
3. *Completion of Green Team pledges is on the honor system, but a follow-up questionnaire will be sent to Green Team members to assist in measuring the success of this program.*
4. If successful, the Indiana Sports Corporation may implement the program in subsequent events, giving volunteers an opportunity to collect a set of green volunteer pins.

### Special Opportunities for Green Team members

#### **1. Electronic recycling program**

In coordination with Final Four volunteer orientation, a convenient drive-thru recycling drop-off lane will be set-up. The drop-off location will be at the Conseco Fieldhouse at Conseco Court located off Pennsylvania Ave in front of Conseco Fieldhouse. We recommend that you arrive at the recycling location two hours prior to volunteer orientation. The drive-thru recycling lane will remain open for one hour after the start time of volunteer orientation for family, friends, colleagues, and the general public. Here is the electronic recycling / volunteer orientation schedule:

<u>Date</u>	<u>Public Recycling</u>	<u>Volunteer Recycling</u>	<u>Volunteer Orientation</u>
3/22	6:00 pm – 7:00 pm	4:00 pm – 6:00 pm	6:00 pm – 8:00 pm
3/23	6:00 pm – 7:00 pm	4:00 pm – 6:00 pm	6:00 pm – 8:00 pm

Electronic devices collected are anything that you can plug in (computers, laptops, printers, game systems, fax machines, VCRs, microwave ovens, motors, vacuum cleaners, radios, toasters, telephones, cell phones, etc.). Television sets will also be collected for a \$10 fee.

Workforce, Inc. has agreed to assist the Final Four in recycling the electronic equipment. As an Indiana Registered recycler, the Workforce team will recover components from the electronic waste to be re-used in industry.

#### **2. Clothing Exchange volunteer uniform program**

Reduce, Re-use, Recycle. In support of this concept, volunteers are offered the opportunity to trade in gently used clothing in exchange for their Final Four volunteer uniform. The used clothing will be collected at volunteer orientation and re-distributed to Thrifty Threads, a thrift store with all proceeds benefitting the Julian Center. The Julian Center is a shelter providing support and services for victims of domestic violence.



## Green Team Pledge



### **Specific volunteer activities**

- ✓ I will participate in the volunteer electronics recycling program by bringing used electronic equipment to volunteer orientation for recycling.
- ✓ I will participate in the clothing exchange uniform program. In exchange for receiving a Final Four volunteer uniform; I will bring a piece of gently used clothing to volunteer orientation for re-distribution.
- ✓ I will bring a reusable bag to collect my volunteer uniform.
- ✓ I will ride the bus, walk, bike, or carpool to volunteer orientation and/or to my volunteer shifts.
- ✓ I will bring my own water bottle to use while volunteering.
- ✓ I will actively assist in recycling at the Final Four (e.g., help others use proper recycling containers and assist as needed to ensure that waste is recycled).

### **Behavioral changes at home**

- ✓ I will begin or increase the recycling I do at home and find creative ways to reuse products that would otherwise be thrown in the garbage. Go to <http://www.Earth911.com> for ideas.
- ✓ I will change my thermostat settings to conserve energy.
- ✓ I will install compact fluorescent light bulbs in my home.
- ✓ I will activate a new transportation behavior (e.g., walk to work on Fridays, have kids ride the bus to school, carpool to the grocery store with a neighbor, etc.).
- ✓ I will change my dietary habits (e.g., add one meatless meal a week, buy locally raised, humane, and organic meat, eggs and dairy).
- ✓ I will stop buying bottled water (e.g., install a water filter at home, carry own BPA-free water bottle).
- ✓ I will change a buying habit (e.g., obtain secondhand products from craigslist, FreeSharing, garage sales, consignment shops, thrift stores or trade with friends).
- ✓ I will wash clothes in cold water, use a drying rack and/or wear clothes that don't need to be dry cleaned.
- ✓ I will change shower/hygiene behavior (e.g., take shorter showers, turn water off while shaving, install a low-flow shower head).
- ✓ I will take a measure to better insulate my home.
- ✓ I will start a sharing program with my neighbors for power tools and other appliances.
- ✓ I will compost kitchen scraps and/or yard waste.

### **Other activities**

- ✓ I will donate used clothes to an organization.
- ✓ I will use the library or used book store instead of buying new books.
- ✓ I will plant and care for a tree.
- ✓ I will lobby my government to increase spending on sidewalks and bike lanes.
- ✓ I will work with a senior, neighbor, school or others to activate any of the above practices.



# Green Pledge Sheet

By signing the Green Pledge sheet you agree to commit to perform **TEN** or more of the listed actions or behavior changes which will positively impact environment.

703	728	753
704	729	754
705	730	755
706	731	756
707	732	757
708	733	758
709	734	759
710	735	760
711	736	761
712	737	762
713	738	763
714	739	764
715	740	765
716	741	766
717	742	767
718	743	768
719	744	769
720	745	770
721	746	771
722	747	772
723	748	773
724	749	774
725	750	775
726	751	776
727	752	777

## **Appendix B**

### Recycling Plan – External Sites

**Recycling at the 2011 Women's Final Four**  
Indianapolis, Indiana  
*March 2011*

**Overview**

The 2011 NCAA Women's Final Four event will bring many visitors to Indianapolis that will generate significant additional quantities of solid waste, much of which can be recycled. The local organizing committee (LOC) seeks to maximize recycling at the principal event locations in Table 1. A recycling team is being established by the LOC to work with target businesses (see Tables 2 & 3) to enhance existing recycling efforts immediately prior to and during the event (March 31<sup>st</sup> – April 6<sup>th</sup>). The objective is to enhance collection efforts and document quantities of recyclable metals, glass, cardboard and paper collected.

**Approach**

A team worked to enhance recycling at all target sites during the 2010 Men's Final Four Tournament. Therefore, current solid waste/recycling management information is understood at most target sites. The team will still meet with representatives at each target site to identify any changes and discuss opportunities for enhanced collection efforts. Based on these discussions, a detailed strategy will be developed. Instructions will be provided to participating target sites during follow-up visits to explain how the enhanced collections will work. During the event weekend, volunteers will make continuous rounds to target sites to train staff, ensure containers are in place and collections are underway, and conduct pick-ups. Roll-off containers will be staged in the loading dock area at the Indianapolis Convention Center for collected materials according the schedule in Table 6. The collected recyclables will be hauled and a final accounting of materials collected will be assembled in cooperation with haulers/recyclers.

**Hotels**

With the exception of the Crowne Plaza and the Omni, all hotels already have existing recycling containers for both mixed recyclables and cardboard. The hotels that have an existing recycling program will receive additional signage and materials to enhance their efforts during the event weekend.

As for the hotels that do not have recycling infrastructure, materials will be provided to them (i.e. blue recycling bags, signage, recycling instructions) which will allow them to collect material during the week of the event. A team of volunteers will be collecting the material and taking them to the recycling roll-off.

## Restaurants

In the target restaurants, blue colored plastic liners will be provided for collecting cans/bottles. Cardboard will either be integrated into existing containers or collected by crews.

During the event weekend, volunteers will make continuous rounds to target sites to ensure staff understands procedures, containers/signage is in place, and collections are underway. Each restaurant will have a pre-determined staging area or bin outside their facility to place the recyclables. Materials placed in the staging areas or bins will be collected by recycling crews and taken to the recycling collection area.

## Workplan

- Task 1: Conduct meetings with target sites and meet with managers to discuss objectives
- Task 2: Develop strategy and discuss with haulers and collection crews (see Table 5)
- Task 3: Finalize plan and develop instructions for participating target sites / areas
- Task 4: Conduct follow-up visits to participating target sites and explain procedures
- Task 5: Conduct site visits during the event to train staff and confirm participation
- Task 6: Assemble and report data on recyclables collected

A timeline for these tasks is found in Table 4.

Table 1. Target Event Sites

<b>Name</b>	<b>Event</b>	<b>Hauler</b>
Conseco Fieldhouse	Games	Republic
Indiana Convention Center	Tourney Town, FanFest	Republic
Pennsylvania St	Pedestrian Walkway	DPW

Table 2. Target Restaurants

<b>Name</b>	<b>Hauler</b>
RAM Restaurant & Brewery	Downtown
Champps	WMX
Buffalo Wild Wings	Southern
Scotty's Brewhouse	Ray's

Table 3. Target Hotels

<b>Name</b>	<b>Hauler</b>
Westin	WMX
Marriott Downtown	WMX
JW Marriott	Republic
Omni Severin	Rays, IRF

Crowne Plaza Union Station	WMX
Hyatt Regency	Rays

**Note:** Complete listing of hotels can be found at: <http://visitindy.com/wfinalfour>

Table 4. Timeline

Task	Description	Timeframe
1	Target site visits	Oct
2	Meet w/ hotels	Feb
3	Meet w/ haulers, collectors & recyclers	March
4	Info sheet to target sites	March
5	Conduct final site briefings	4/1-2
6	Collections	4/3-5
7	Data collection and final report	May

Table 5. Project Contacts

Name	Org	Phone	Email
Andretta Erickson	ISC	317-237-5025	<a href="mailto:andretta.erickson@indianasportscorp.com">andretta.erickson@indianasportscorp.com</a>
Ed Peszek	URS Corporation	317-532-5485	<a href="mailto:ed_peszek@urscorp.com">ed_peszek@urscorp.com</a>
Carey Hamilton	IRC	317-632-5915	<a href="mailto:carey@indianarecycling.org">carey@indianarecycling.org</a>
Katie Graham	IRC	317-632-5915	<a href="mailto:katierecycle@gmail.com">katierecycle@gmail.com</a>
Jacob Hassan	EPA	312-886-6864	<a href="mailto:hassan.jacob@epa.gov">hassan.jacob@epa.gov</a>
Julie Schilf	EPA	312-886-0407	<a href="mailto:schilf.julie@epa.gov">schilf.julie@epa.gov</a>
Gregg Keesling	Workforce, Inc.	317-532-1367	<a href="mailto:gkeesling@work-force-inc.com">gkeesling@work-force-inc.com</a>
Tom Gray	RecycleForce, LLC	317-532-1367	<a href="mailto:tgray@work-force-inc.com">tgray@work-force-inc.com</a>
Steve Pruitt	DPW	317-223-1493	<a href="mailto:spruitt@indy.gov">spruitt@indy.gov</a>
Ashlee Kilpatrick	Office of Sustainability	317-327-4932	<a href="mailto:ashlee.kilpatrick@indy.gov">ashlee.kilpatrick@indy.gov</a>
Earl Craig	ICC / LOS	317-262-3453	<a href="mailto:earl.craig@icclos.com">earl.craig@icclos.com</a>
Craig Lutz	Republic Services	317-917-7321	<a href="mailto:clutz@republicservices.com">clutz@republicservices.com</a>
Todd Hunter	Ray's Trash	317-539-2024	<a href="mailto:thunter@raystrash.com">thunter@raystrash.com</a>
Amber Ely	Waste Management	317-714-8028	<a href="mailto:aely@wm.com">aely@wm.com</a>
Brandi Meyer	Waste Management	317-607-9480	<a href="mailto:bmeyer@wm.com">bmeyer@wm.com</a>
Theresa Kelley	Indianapolis Recycled Fiber	317-634-7571	<a href="mailto:tkelley@rocktenn.com">tkelley@rocktenn.com</a>

Figure 1. Target Hotels and Main Event Sites





Table 6. Dumpster Staging at ICC Loading Dock<sup>1</sup>

<b>Box</b>	<b>Date</b>	<b>Hauler</b>	<b>Drop Off</b>	<b>Pick Up</b>
1	4/1	Republic	6:00 AM	dispatch
2	4/2	Republic	dispatch	dispatch
3	4/3	Republic	dispatch	3:00 AM swap
4	4/4	Ray's	6:00 AM	dispatch
5	4/5	Ray's	dispatch	dispatch
6	4/6	Ray's	dispatch	1:00 PM

Notes:

1. Target area for boxes is at the **NW corner of the ICC loading dock.**
2. Drivers please confirm w/ loading dock before drop.
3. Earl Craig or Jacob Hassan will sign tickets if needed.
4. Dispatch will be called if/when additional pick-ups are needed during scheduled collections blocks (i.e. 4/1 to 4/3 and 4/4 to 4/6)
5. Boxes may be partitioned if sufficient OCC is collected.



## **Appendix C**

### **Recycling Plan – High Traffic Pedestrian Areas**

**Recycling in High Traffic Pedestrian Areas**  
2011 Women's Final Four - Indianapolis  
Work Plan  
3/23/11

**Overview**

The 2011 Womens's Final Four event will bring many visitors who will be walking around in the downtown area before, during and after the events. The local organizing committee (LOC) is seeking to provide recycling containers along key pedestrian walkways near the principal event locations. The LOC is working with the Indianapolis Department of Public Works (DPW) and Coca-Cola Recycling (an NCAA corporate partner) to establish recycling during the event weekend (April 1-5). Project contacts are found in Table 4. Recycling bins will be set out and quantities of recyclables collected will be documented.

**Approach**

High traffic pedestrian zones were identified along the main pedestrian walk-ways to Conseco Fieldhouse. The pedestrian recycling efforts will be focused on Pennsylvania Ave from Washington Ave to South St (Figure 1). The following is the general plan for the recycling in these target areas during the Final Four event:

- 1) Coke will deliver 25 recycling bins (55 gallon white plastic barrels) along with blue plastic can liners to the DPW warehouse located at 1735 South West Street on March 29<sup>th</sup> (hours 7am – 3pm).
- 2) On Thursday, March 31<sup>st</sup> a recycling volunteer will accompany the DPW crew when they deploy the bins alongside targeted toters/trash receptacles located along Pennsylvania Ave.
- 3) Sandbags will be placed in the bottom of each of the deployed recycling bins for stabilization purposes.
- 4) Six recycling containers will be dropped off at the recycling container at the ICC for deployment by volunteers on an as-needed basis.
- 5) DPW crews will maintain the recycling bins, removing the blue bags with recyclables and bringing them to the ICC loading dock.
- 6) Volunteers will assist DPW crews to ensure that all recycling containers are maintained and do not become overloaded. Contact will be maintained with crew chiefs and simple instructions will be provided to DPW crews.
- 7) Volunteers may dispatch recycling containers in the vicinity of the outdoor patios at the target restaurants.

A schedule for the project is found in Table 1. A roll-off container will be staged in the loading dock area at the Indianapolis Convention Center (ICC) for collected materials and will be staffed by mobile recycling team volunteers. The collected recyclables will be transferred to the respective sorting facilities daily. A final accounting of materials collected will be assembled in cooperation with haulers/recyclers.

Table 1. Timeline

Task	Description	Timeframe
1	Coke drops of bins/lids/liners at DPW	3/28
2	DPW deploys drums alongside Toters	4/1
3	DPW and volunteer crews maintains drums	4/1 - 4/6
4	DPW recovers drums	4/6
5	Coke picks up drums from DPW	4/7
6	Data collection and final report	5/6

Table 2. Contacts

Name	Org	Phone	Email
Andretta Erickson	ISC	317-237-5025	<a href="mailto:andretta.erickson@indianasportscorp.com">andretta.erickson@indianasportscorp.com</a>
Ed Peszek	URS Corporation	317-532-5485	<a href="mailto:ed_peszek@urscorp.com">ed_peszek@urscorp.com</a>
Carey Hamilton	IRC	317-632-5915	<a href="mailto:carey@indianarecycling.org">carey@indianarecycling.org</a>
Katie Graham	IRC	317-632-5915	<a href="mailto:katierecycle@gmail.com">katierecycle@gmail.com</a>
Jacob Hassan	EPA	312-886-6864	<a href="mailto:hassan.jacob@epa.gov">hassan.jacob@epa.gov</a>
Julie Schilf	EPA	312-886-0407	<a href="mailto:schilf.julie@epa.gov">schilf.julie@epa.gov</a>
Gregg Keesling	Workforce, Inc.	317-532-1367	<a href="mailto:gkeesling@work-force-inc.com">gkeesling@work-force-inc.com</a>
Tom Gray	RecycleForce, LLC	317-532-1367	<a href="mailto:tgray@work-force-inc.com">tgray@work-force-inc.com</a>
Steve Pruitt	DPW	317-223-1493	<a href="mailto:spruitt@indy.gov">spruitt@indy.gov</a>
Ashlee Kilpatrick	Office of Sustainability	317-327-4932	<a href="mailto:ashlee.kilpatrick@indy.gov">ashlee.kilpatrick@indy.gov</a>
Earl Craig	ICC / LOS	317-262-3453	<a href="mailto:earl.craig@icclos.com">earl.craig@icclos.com</a>
Craig Lutz	Republic Services	317-917-7321	<a href="mailto:clutz@republicservices.com">clutz@republicservices.com</a>
Todd Hunter	Ray's Trash	317-539-2024	<a href="mailto:thunter@raystrash.com">thunter@raystrash.com</a>
Amber Ely	Waste Management	317-714-8028	<a href="mailto:aely@wm.com">aely@wm.com</a>
Dean Schmuhl	Strategic Materials	317-484-2550	<a href="mailto:dschmuhl@strategicmaterials.com">dschmuhl@strategicmaterials.com</a>
Brandi Meyer	Waste Management	317-607-9480	<a href="mailto:bmeyer@wm.com">bmeyer@wm.com</a>
Theresa Kelley	Indianapolis Recycled Fiber	317-634-7571	<a href="mailto:tkelley@rocktenn.com">tkelley@rocktenn.com</a>

Table 3. Dumpster staging at ICC Loading Dock

Box	Date	Hauler	Drop Off	Pick Up
1	4/1	Republic	6:00 AM	dispatch
2	4/2	Republic	dispatch	dispatch
3	4/3	Republic	dispatch	3:00 AM swap
4	4/4	Ray's	6:00 AM	dispatch
5	4/5	Ray's	dispatch	dispatch
6	4/6	Ray's	dispatch	1:00 PM

Notes:

1. Target area for boxes is at the **NW corner of the ICC loading dock.**

Figure 1. High Pedestrian Walk-way Recycling Focus Area



## **Appendix D**

Instructions – Hotels & Restaurants

# FINAL FOUR WEEKEND RECYCLING ADVISORY

Use **BLUE BAGS** in existing bins at the bar or service stations.

**PLEASE USE THE BLUE BAGS FOR EMPTY BOTTLES & CANS ONLY!!!**

Bags with trash or food **cannot** be recycled and will be thrown out.

Do NOT put full **BLUE BAGS** in dumpsters.

Volunteers will collect full BLUE BAGS from loading docks on the following dates:

FRIDAY, APRIL 1<sup>st</sup>

SATURDAY, APRIL 2<sup>nd</sup>

SUNDAY, APRIL 3<sup>rd</sup>

MONDAY, APRIL 4<sup>th</sup>

TUESDAY, APRIL 5<sup>th</sup>

WEDNESDAY, APRIL 6<sup>th</sup>

Contact **Jacob Hassan** at **309/824-4619** anytime with questions.

## THANK YOU

## FOR YOUR HELP AND COOPERATION

# BOLSAS AZULES - RECICLAJE

## SOLO

## BOTELLAS Y LATAS VACIAS!!!

Se usa los botes en el bar o estaciones de meseros.

Las bolsas con basura no se puede reciclar.

No pongan **las bolsas azules** en los  
contenedores en la calle.

Voluntarios en playeras **VERDE** van a pasan por las bolsas azules en:

Víernes 1 de Abril  
Sabado 2 de Abril  
Domingo 3 de Abril  
Lunes 4 de Abril  
Martes 5 de Abril  
Miércoles 6 Abril

Si necesitan informacion, favor de llamar **Jacob Hassan** en **309/824-4619**.

## GRACIAS





## **Appendix E**

### Recycling Signage Distributed



# WE RECYCLE !!

*This restaurant is participating in a special recycling project this weekend during the Final Four<sup>®</sup>.*





-  Restaurant staff will be collecting as many empty cans & bottles as possible for recycling.
-  There are over 15 local businesses participating in the program.
-  Lessons learned from this project will help shape the recycling effort for the Super Bowl in 2012!
-  You can help by leaving your empty bottles & cans out for recycling.

Local volunteers will be picking up our recyclables in **BLUE BAGS** and making sure these materials are recycled into new products locally.

**THANK YOU  
FOR HELPING US  
GO GREEN !!**

# WE RECYCLE !!

*This hotel is participating in a special recycling project this weekend during the Final Four<sup>®</sup>.*

-  Hotel staff will be collecting as many empty cans & bottles as possible for recycling.
-  There are over 15 local businesses participating in the program.
-  Lessons learned from this project will help shape the recycling effort for the Super Bowl in 2012!
-  You can help by leaving your empty bottles & cans out for recycling.

Local volunteers will be picking up our recyclables in **BLUE BAGS** and making sure these materials are recycled into new products locally.

**THANK YOU  
FOR HELPING US  
GO GREEN !!**

## **Appendix F**

Vendor and Exhibitor Letter



Dear Tourney Town Exhibitor,

The 2011 Women's Final Four Green Team is working to make this year's tournament the greenest ever and we need your help to make it a success! We invite you to participate in this effort and showcase your efforts in reducing the environmental footprint of the 2011 Women's Final Four.

During the event, there will be several opportunities for you to participate in our greening efforts. For instance, Tourney Town will have recycling bins located throughout the exhibit hall for you and fans to use while visiting Tourney Town. Also, during exhibitor move-in and move-out, you will have the opportunity to recycle cardboard boxes, unused paper handouts and flyers generated during the event. If you need help during the move-in and move-out process, there will be volunteers available to help you collect any recyclables you may generate during these times. These are just a few examples of the various greening opportunities that will be available to you during the 2011 Women's Final Four.

To give you some additional ideas as to how you can incorporate green practices into your exhibit, we have compiled a Green Exhibit" tip sheet. The tip sheet should have accompanied this letter and identifies several ways to incorporate environmental friendly options into your exhibit. We encourage you to consider implementing some, if not all of these tips into your design.

We hope you will consider joining us in our effort to make the 2011 Women's Final Four an environmentally friendly event. If you have any questions please feel free to contact me at (317) 237-5025 or [andretta.erickson@IndianaSportsCorp.com](mailto:andretta.erickson@IndianaSportsCorp.com)

Sincerely,

Andretta Erickson



## Greening Tip Sheet

This Greening Tip Sheet provides a list of ways you can reduce, reuse and recycle materials often generated by exhibitor booths. We hope you will consider using some of these ideas to make your exhibit environmentally friendly.

### PAPER

- **Go paperless!** Post information at your booth and leave out an email sign-up sheet or Web page so attendees can get an electronic copy later. Keep a small supply on hand for people who ask for a handout.
- Cut down on handout size by formatting to **minimize the amount of paper used** or provide web address cards for further information.
- **Use recycled paper with post-consumer content** (preferably 50% or higher) and print using vegetable-based inks. Clearly identify the recycled content levels.
- Where possible, **produce materials that can be reused** at other events (leave off dates, conference name, and other “one time only” information).
- Minimize use of notebooks and binding materials that cannot be easily recycled.
- **Use two-sided printing** on all of your information and marketing materials.
- Use water-based adhesive mailing labels or closures.

- Use uncoated stock that can be recycled, and limit the use of fluorescent paper or glossy paper to specialized applications (e.g. high quality photography).

## PRODUCTS

- **Use reusable shipping crates** and materials for supplies.
- Create display booths that can be reused at other events.
- **Bring only what you need.**
- Purchase reusable environmentally preferable products. For suggestions, see (<http://yosemite1.epa.gov/oppt/eppstand2.nsf>).
- Choose supplies that have the **least amount of disposable packaging.**
- **Purchase recycled content or consumable give aways** with little or no packaging.

## RECYCLING AND REUSE

- Make provisions to take **back reusable or give-away items** that you cannot take with you.
- Recycle all cardboard and other recyclable shipping containers generated during exhibitor move-in and move-out.
- **Recycling containers will be available in the Exhibit Hall.**

## **Appendix G**

### WARM Model Results







## **Appendix H**

### Results of Green Team Survey

**2011 Women's Final Four  
Green Team Survey Results**

<b>Q1. Did you join the Green Team by making a pledge to make ten or more behavioral changes?</b>	
Yes	51.50%
No	48.50%
<b>Q2. How successful were you in completing your pledge to the Green Team?</b>	
I completed or will complete 10 or more items	40.10%
I completed or will complete 5-9 items	39.00%
I completed or will complete 1-4 items	16.90%
I did not complete any items	4.10%
<b>Q3. Did you wear your Green Team pin on your volunteer uniform?</b>	
Yes	81.30%
No	18.70%
<b>Q4. Did any Final Four visitors ask you about the Green Team pin?</b>	
Yes	20.40%
No	79.60%
<b>Q5. As an awareness tool, how would you rate the "Join the Green Team" program?</b>	
Excellent	10.90%
Very Good	26.10%
Good	34%
Fair	22.40%
Poor	6.60%
<b>Q6. What was your impression of the recycling effort made during the Final Four?</b>	
Excellent	13.90%
Very Good	32.30%
Good	31.70%
Fair	17.80%
Poor	4.30%
<b>Q7. Do you think the Indiana Sports Corporation should implement a volunteer-based initiative like the "Join the Green Team" program at future events?</b>	
Yes	88.60%
No	11.40%
<b>Comments on the "green" efforts made at this Final Four or make suggestions for future events.</b>	
1	More awareness and advertisement at the event itself (i.e. Tourney Town).
2	I think the electronics recycling should have been longer than a couple of hours on the first date. I wasn't able to make it to the original drop off (and I know that others didn't either). It was a great idea, I think it should be a longer period of time.
3	People were asking about it at orientation and those many the tabnle were not sure of answers.
4	Many in my volunteer group did not receive the information via email ahead of time to be able to donate during training.
5	Keep trying; I participated last year in the Green Team . Perhaps more publicity to the community that they could participate in the drive thru. That didn't seem apparent by what I observed while sitting outside Consecos the night of orientation.

6	I like the electronic recycling. They should have phone book recycling, too.
7	I AM SO PROUD OF THIS PROGRAM AND TO BE PART OF THIS EFFORT
8	I took the pledge, but could not find where to turn in the paperwork or where to get a pin...there was not a lot of attention given to the program at the volunteer orientation. Also, I brought a water bottle from home, but was given a water bottle at the tourney town event and no other opportunity to fill my own water bottle. Also, I did not see a place to recycle
9	I was unaware of the program until I asked another volunteer about the pin she was wearing.
10	add more like electronics recycling
11	It wasn't very prominent. I saw nothing that would indicate to visitors that the program was in place.
12	as a volunteer, when I checked in, this was not mentioned; i was not given a "green team" pin to wear, or I certainly would have. i brought recyclables only to discover no signage or direction to get rid of them.
13	everything was well organized
14	Keep developing awareness and it will continue to build
15	More publicity would be good.
16	Going green is always a good idea.
17	I thought the pin was hard to read and did not really stand out in a visitor's perspective. As far as the program itself, I thought it was a great idea.
18	I didn't join bec I already do all the things suggested. The collection bins weren't obvious to me...or maybe I didn't pay attention because I never had anything to recycle.
19	Implement/make it known that certain aspects of production of the event were green
20	I don't think the public was very aware of it
21	Used the opportunity to recycle our old microwave. Donated clothing to the clothing drive.
22	It seemed like a great first initiative. Maybe events and specific signage would of increased awareness.

23	i recycle , but know many people do not, so anyway we give people an easy way to start recycling is good/.
24	A little more communication pre event
25	Thought there should have been more recycle containers in Tourney Town. Loved this year's pin:-)
26	Very well done! Awesome idea!
27	I definitely think that this should be at future events. It says a lot about the efforts we make as a community and our concerns for the environment
28	would like full specifics about green team objectives and suggestions about choices available to implement the green team program
29	This needs to go on all year. We came from Michigan where we recycle everything. It's a good idea.
30	The t-shirt and electronic trade ins are great. Having refillable water bottles for volunteers might be a good addition to the uniform.
31	Would have been nice to have the recycling drive-through more frequently
32	mention it at each sign in to see if efforts are being taken or if they want to join in.
33	While I think the Green Team is a worthy effort, I don't think the spectator experience is influenced by the presence of the Green Team and the message trying to be delivered. In my mind, it is o.k. for such initiatives to work in the background (and they can be successful in that way).
34	Although I did not participate in the recycling effort, I fully support every effort to protect the environment.
35	I was not aware of the "green " efforts.
36	I guess it was okay but it is more of a local effort. It is hard for people who travel and are only here to visit to help in our efforts.
37	I appreciate a "green" team, but I am unclear on it. I attended the orientation on night two at Conseco, I did not have to attend the round table meetings, maybe that's where it was discussed. Otherwise, I did not know about it
38	Didn't notice any difference

39	Reasonable effort that should be continued at future events.
40	Having a stop downtown was "WONDERFUL" ...my co-workers who where unable to participate in FINAL 4 games took
41	I erad over the nifo about joining the green team, but most of the things to commit to, I was already doing. So I didn't pursue it any further. I did not see much going on with recycling during the event.
42	If the NCAA is making this commitment, perhaps there should be an educational component to supplement the collection containers.
43	There was such a big deal made about joining the green team in the skit and at the volunteer meeting but when I asked the people working the shirt/jacket pick up where to join the green team, no one seemed to know. Perhaps the pledge sheets should have been at packet pick up or at t-shirt/jacket pick up. I also was at Bracket Town and in the hotels and convention center and didn't see any recycling initiatives anywhere.
44	Perhaps putting out more recycling cans than trash cans that are clearly labeled on top (a green top of course) of the receptacle for paper, plastic, or aluminum. It may be messy at first but people can be trained at these events. All flyers and Final Four "take-aways" should alert visitors to these receptacles and what they mean.
45	I would try to create a better buzz or awareness of the Green Team Initiatives with different marketing avenues/approaches. maybe more recycling bins around the event areas, signage, public advertising, include a small blurb or logo or some kind of recognition of the Green Team on or in any Final Four advertismnt/marketing campaign, etc. I personally don't recall seeing many "recycling" efforts and I had no one ask me about the green team button.
46	the program is great and it good to keep this in front of everyone...
47	I like the recycling station in the coca cola booth
48	I was unable to find the area to sign up during volunteer orientation session
49	I'm really not sure it does any good. I try to be green, but I didn't sign up because how can you tell if anyone really committed to it.
50	outside of volunteers I'm not sure if others knew about it.
51	Limited exposure/advertisement before, during and after to utilize efforts - Received nothing about efforts until orientation meeting
52	Communication regarding where to go to Join the Green Team was not real clear at orientation.

53	I am supportive of recycling and being "green"; just was not sure how this was being incorporated during the event. The program information seemed to be an afterthought or last minute plan.
54	great idea, sorry I was not more involved as I was out of town for Spring Break leading up to final 4
55	Honestly, I really didn't notice anything. I had actually forgot all about it until this survey.
56	Needs to be promoted more, especially at the events.
57	none at this time
58	I don't have any suggestions at this time.
59	I didn't see a lot of green team promotion during the events I attended, but the e-mail and media promotion prior to the event was noticeable.
60	Have recycle bins everywhere for plastic bottles and cans!
61	Every organization seems to try to be "green". Why not seek a more applicable signature event, like providing sports equipment to kids in third world countries?
62	It doesn't 'hurt' or 'cost any money' to recycle and think 'green'. Even if only 1 visitor took a different action during their stay, it was worth the effort. I hope ISC continues this program.
63	I felt I didn't have enough notification prior to the event to participate like I would have liked.
64	I may thank about on my job and at home.
65	I had other vols ask me about my pin - they missed it during orientation. If you'd double-side all copies esp. the 3-ring binders used at the airport & hotels that would save a lot of paper.
66	It was difficult to find recycling bins within TourneyTown. Publicize the effort more effectively.

67	AS YOU HAVE GONE, GO AGAIN. GOOD JOB.
68	I could not find the drive-up and donate locations. I had a printer to donate and did not carry it into the Fieldhouse because I was unsure where else I could donate it.
69	I think the whole final four should be publicized more; i.e. Tourney town free and open to the public, where and when recycle was being collected to the public. I think it could have been bigger but I know I brought several things from my garage that had been there for a long time because I wasn't sure where to take them.
70	Publicize it more
71	I didn't know about the Green Team efforts; maybe more publicity is needed
72	There needs to be more advertisement about the Green Team effort
73	It was fantastic for the community to have an opportunity to make a difference together and sports is a great way to bring the community to gether.
74	wasn't aware of the "Join the Green Team" program
75	Last year, my signed form was dismissed by the registration staff so I didn't make the effort this year. Some accountability to receive a pin would make the program more credible.
76	I didn't have to agree to anything, just sign my name to be on the Green Team. I did not see any recycling being done except a few barrels for plastic & cans.
77	A bit more communication would be ideal. Maybe different forms of communication as well.
78	Every little bit helps...
79	Outstanding!!
80	I did not bring anything to recycle, but did not see where we were supposed to do that. Maybe more signs would help.



81	There weren't any recycling bins in Tourney Town!
82	It is hard for me to connect the Indiana Sports Corp goals and objectives with the "green" effort. Seems like a "me too" kind of initiative that ordinarily I would associate with other types of organizations..
83	The recycling was phenomenal! Cans, paper, cups, flyers, folders, packing..etc It showed everywhere!
84	I didn't know anything about this but it is a good idea and I did notice recycling opportunities
85	Let's continue to help keep Indy beautiful!
86	I heard people talking about the Green Team; but never actually received e-mails or instructions on how/where to join. Would have done it if I'd known how.
87	Certainly a good NCAA promotion and marketing tool.
88	I really was not involved and did not see any recycling taking place.
89	Until this survey, I was unaware of the green team. Sad but true and I believe in the idea just didn't know about it.
90	it works at Orientation but I don't think it went much farther than that once the event started
91	I think it is a good idea to encourage recycling, but other than hearing of a Green Team I didn't see much of what was done.
92	Great idea. Poor execution. If we're going to move forward, there needs to be greater communication and emphasis.
93	public awareness! get the word out and explain it better/more often. GREAT effort, just not enough awareness! Also add paper shredding
94	I'm really not sure I had much information. I remember the information about clothing at the beginning registration, but after that I don't remember anything.
95	I'm already green.

96	keep up the good work!!!!!!
97	What does "green" have to do with the Final Four? Why not raise money for a local charity, Gleaners or Susan G Coleman?
98	One area which could recycle tons of paper would be the media room. I don't remember seeing any green team efforts in that area.
99	Most of the people who came to the game and the other events are not local. They came because they love the sport. We can have green recycle things for bottles and cans. But recycling is not the focus of the Sports Corp.

## **Appendix I**

### EEBC Model Results

## RESULTS AS EQUIVALENCIES

based on grand totals:

Data summed for:	Purchasing:	Use:	EOL:
	Product 1: <b>no input</b>	<b>no input</b> CPUs	<b>no input</b> reused CPUs <b>28</b> recycled CPUs
	Product 2: <b>no input</b>	<b>no input</b> CRTs	<b>no input</b> reused CRTs <b>no input</b> recycled CRTs
	Product 3: <b>no input</b>	<b>no input</b> LCDs	<b>no input</b> reused LCDs <b>8</b> recycled LCDs
		<b>no input</b> Notebook computers	<b>no input</b> reused notebook <b>no input</b> recycled notebooks
			<b>no input</b> reused mobile pl <b>no input</b> recycled mobile phones
			<b>867.6</b> recycled mixed electronics (kg)

Metric:	Equivalency:
Energy Savings = electricity to power	2 US household(s) in a year
Greenhouse Gas Reduction* = removing	1 passenger car(s) from the road per year
Solid Waste Reduction = solid waste generated by	1 US household(s) in a year
Primary Material Savings* = the weight of	10 refrigerator(s)
HW Reduction = the weight of	133 brick(s)
<b>Toxic Material Reduction:</b>	
all toxics, including Hg = the weight of	<0.01 brick(s)
mercury only = the mercury in	<0.01 mercury fever thermometer(s)
Air emissions* =	26 metric ton(s) of air emissions
Water emissions* =	0 metric ton(s) of water emissions
Cost savings =	\$2,316.73

\* These may be proportionally greater than other metrics as they include all material inputs, including those from upstream processes.

These estimates do not account for impacts from product/material substitutions that might replace restricted materials.

### Data and assumptions for equivalencies:

	Equivalency Factor		Reference
Annual Household	11,965	kWh/household/year	EPA Greenhouse Gas Equivalencies Calculator
Annual Passenger	5.46	metric tons CO <sub>2</sub> equivalents/passenger car/year	EPA Greenhouse Gas Equivalencies Calculator
	1,489	kg CE/passenger car/yr	
Annual Municipal	1,993	kg MSW/household/year	Assumes U.S. EPA, Municipal Solid Waste in the United States: 2007 Facts
Weight of	129	kg (285 lbs)/ full-size refrigerator	Average of 10 full-size refrigerators offered for sale at Best Buy
Weight of Bricks	2	kg (4.5 lbs)/brick	Manufacturer technical data. Standard brick defined as 3 5/8" X 2 1/4"
Amount of Mercury	0.61	g Hg/thermometer	Assumes 95 percent US Environmental Protection Agency, <i>Mercury Study Report to</i>