Zero Waste Fan Engagement
Sun Devil Athletics

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Sustainability Achievements

- 2013 “Sustainable 16” Enviance Environmental March Madness Tournament
- SDA one of top ten athletic departments NRDC and GSA
  - Use of solar
- First NCAA Football Bowl Championship Series institution to install LED lighting in a major facility
  - Wells Fargo Arena
Zero Waste Achievements

• 2013/14 Season
  – Gymnastics meet 94%
  – Women’s Basketball game 86%
  – Baseball game 70%
  – PAC-12 Championship Game 45%

• 2014/15 Season
  – Football averaged 49%
    • 73% for opener vs. Weber State
  – Men’s Basketball game 87% vs. UofA
  – Family Weekend Tailgate BBQ 90%
    • 4th year
Implementation Timeline

• 2013
  – Women’s BB
  – Gymnastics
  – Baseball
  – 1 FB Game
  – PAC-12 Championship

• 2014
  – Converted all venues to a “zero waste model”
  – Sun Devil Stadium last

• 2015
  – Phoenix Muni converted
Tools

• First phase
  – Heavy BOH
    • Concessions
    • Sorting
    • Basic structure
  – Ambassadors
  – Bins & signage
  – Student line engagement
Tools

• Next phase
  – Enhancing Ambassadors
  – Tailgating – bag handout
  – Video
  – Programs
  – Apps
  – Fan stores/gear exchange
  – Donation programs
Stand Pick
Sparky Recycles