Game Day
Challenge Success

Eastern Kentucky University
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Going for the GOLD

➢ Go For it: Pilot Game Day Challenge Football Fall 2014

➢ Game Day Challenge Basketball Spring 2015

➢ The Future is GREEN: Coordinating to Win
- Sustainable analysis (pilot)
- Focus of Increasing Recycling and Education
- Energy and Atmosphere of Athletic Facility
- Involvement of Student Groups
- Small Budget Materials and Resources (Marketing and Promotion)
Go For It!

✓ Sustainability review of Athletics

✓ Identifiable needs: recycling, PSA, recycling at every athletic facility & concessions

✓ Pre-pilot data GDC Basketball Spring 2014

✓ Established kick-off plans for 1st GDC Football for Fall 2014

✓ Established plans for GDC Basketball Spring 2015
Marketing Boards, Recycling Bins, Pledge Drives
Go For It!

- Visible at tailgating with “green” tent
- Hands-on promotion
- Volunteer base
- Banners for parking areas
Colonel Green Crew (Student Organization)
Painting Recycling Bins - Student Led Event
Green Tent and Blender Bike at Tailgating
America Recycles Day: Enter to Win (Pledge Required!)

The annual America Recycles Day is November 15.

Photo credit: https://www.facebook.com/EKUGreenCrew
Athletics & Facilities Support

Colonels CAN Competition (cash prize during quarter top-left). Video Display Board for PSA (top-right). Green Crew at GDC Recycle Stations during half-time (bottom-right).

Photo Credit Jair Short
<table>
<thead>
<tr>
<th>Game Date</th>
<th>Opponent</th>
<th>Attendance</th>
<th>Trash</th>
<th>Paper</th>
<th>bottles cans</th>
<th>cardboard</th>
<th>Total waste</th>
<th>Total recycle</th>
<th>Lbs waste per person</th>
<th>Lbs Recycling per person</th>
<th>Diversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/25/2014</td>
<td>Southeast Missouri State</td>
<td>10,300</td>
<td>4,000</td>
<td>49</td>
<td>251</td>
<td>89</td>
<td>4,389</td>
<td>389</td>
<td>0.43</td>
<td>3.8%</td>
<td>8.86%</td>
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<tr>
<td>10/8/2014</td>
<td>Jacksonville State</td>
<td>9,400</td>
<td>550</td>
<td>6</td>
<td>94</td>
<td>10</td>
<td>660</td>
<td>110</td>
<td>0.07</td>
<td>1.2%</td>
<td>16.67%</td>
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<tr>
<td>11/15/2014</td>
<td>Murray State</td>
<td>3,100</td>
<td>500</td>
<td>6</td>
<td>120</td>
<td>14</td>
<td>640</td>
<td>140</td>
<td>0.21</td>
<td>4.5%</td>
<td>21.88%</td>
</tr>
</tbody>
</table>
GDC Basketball

- Permanent Position Shift of Recycling Bins Inside McBrayer Arena and Concessions
- Paper Recycling at Concessions (POS)

Photo credit: ekusports.com
Research, Marketing and Promotions

✓ Athletic Specific Recycling Survey
✓ Video PSA and Social Media
✓ Acquisition of paper recycling bins
✓ Hydration stations (two inside Athletic venues)
✓ Colonels CAN – Student Housing/Groups Competition as Weight Based Aluminum Collection (Idea from Pledge Based Collection - KAB)
✓ Projects for Energy and Resource Conservation (PERC)
Help show our Colonels spirit
RecycleMania Gameday Competition

Text - #EKU  #GAMEDAY  #RM2015
To - 21212

Thanks for Recycling!

3R Actions Challenge on
Video Display Board
The Future is **GREEN**

- Hydration Stations (2/10 Stadium & Arena)
- Complete Turkey Hughes Field (Infield is Turf)
- Established [EKU Video PSA](ekusports.com)
- 2015 GDC Basketball Diversion Rate 53.922%
The Future is **GREEN**

- Sports = Massive Amounts of Energy Consumed & Waste Produced
- Facilities & Athletics Sustainability Liaison

*Photo credit ekusports.com*
The Future is **GREEN**

- Pitch finance based strategies for investment in sustainability
- Facility audits for all Varsity and intramural venues
- Integrate Bratzke Academic Center

Bin Station: 2013 Alcoa grant
Recommended

- Ask for what you need!
- Green.eku.edu
- Recycling.eku.edu
- Recyclemaniacs.org
- Americarecyclesday.org
- Recyclemaniacs.org/scoreboard/3r-actions
- Adcouncil.org
- Facebook.com
- Twitter.com
THANK YOU

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