



Event Recycling Best Practices

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About CCU

- ▶ Founded in 1954 in Conway, SC
- ▶ Branch of College of Charleston until 1958
- ▶ Part of USC from 1960–1993
- ▶ 67 undergraduate degrees
- ▶ 8 master's degrees
- ▶ 1 doctorate program
- ▶ 9,900 students
- ▶ 102 main buildings
- ▶ 620 acres
- ▶ Mascot: Chanticleer



Charles Barner/SportsPageMagazine

About Sustain Coastal

- ▶ Established in 2005, by a student
- ▶ Coordinates projects and programs
 - Recycling
 - Water Refill Stations
 - Alternative Transportation
 - Farmers Markets
 - Landfill on the Lawn
 - Earth Month
 - Campus Salvage
- ▶ Manages student employees
 - Eco-Rep Leaders
 - Green Team



General Event Recycling

- ▶ Opportunities to recycle at special events, meetings, workshops, any organized event.
- ▶ Inquire details from planner and caterer.
- ▶ Coordinate with grounds for trash placement.
- ▶ Be proactive with events on-campus.
- ▶ Target big events.
- ▶ Work order system to request recycling.

CCU Football: About

- ▶ Founded 2003
- ▶ NCAA Division I (FCS)
- ▶ Big South Conference
- ▶ Brooks Stadium
- ▶ 9,214 capacity
- ▶ FCS Playoffs 2012, 2013 and 2014
- ▶ Field turf this Fall
- ▶ Head Coach: Joe Moglia
- ▶ Big rivals: Liberty & Charleston Southern



CCU Football: Recycling

- ▶ Game Day Recycling
 - 6 home games generated an average of 0.76 tons of recyclables, with a diversion rate of 44.3%
 - 2014 total = 4.58 tons
 - Game Day Challenge
 - How we track it?



Game Day Recycling

- ▶ Who handles the recycling on Game Day
 - 7 Green Team students
 - 4 Eco-Rep students
 - 1–2 staff members
 - Staff volunteers
 - Volunteer groups in stadium



Game Day Recycling

- ▶ How its collected
- ▶ Mobility
 - Golf carts
 - Pickup trucks
- ▶ Bins
 - Roll carts
 - Wire racks
 - 30-yard roll-off
- ▶ Supplies
 - Bags
 - Gloves



Best Practices

- ▶ Go ahead and get in their personal space.
 - Tailgate bags are hand delivered.
 - Face to face time offers an opportunity for education.
 - Regular tailgaters look for their bags every game.
 - Visitors may need more than recycling info.



Best Practices

- ▶ Do your homework.
 - Learn the tailgate environment.
 - Attend internal game day management meetings with athletics.
 - Learn if the games will have additional components or visitors.



Best Practices

- ▶ Get some help.
 - Fraternities and Sororities
 - Student Clubs
 - Community Service Hours
 - Friends and Family
 - Roommates



Best Practices

- ▶ Have a presence, try to cover all aspects of the game day experience.



Know your tailgaters: Students

- Students

- Needs more attention.
- Be flexible with the number and placement of bins.
- Bins need to be right in their path, under their nose.
- You will find recyclables in trash cans and on the ground.



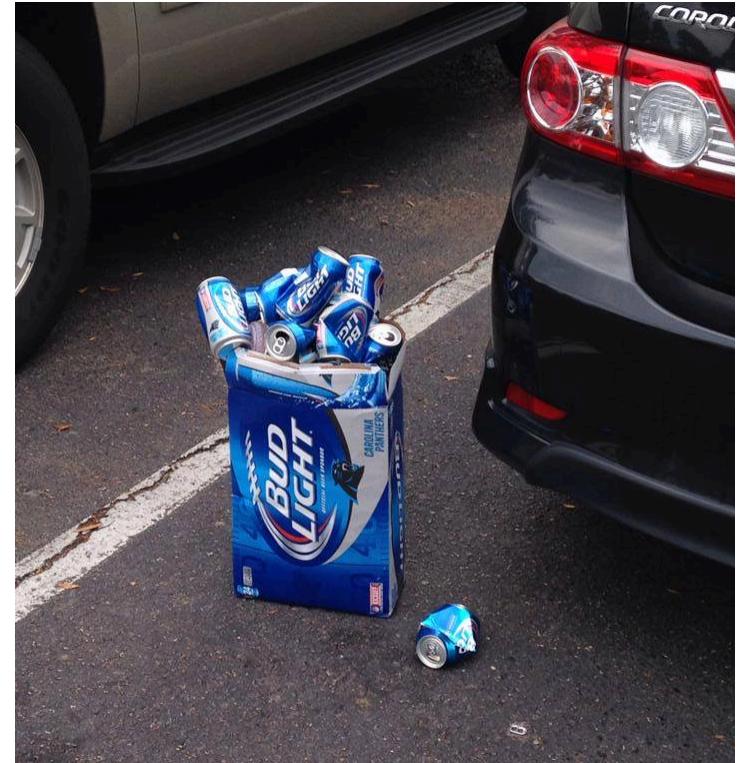
Know your tailgaters: Alumni

- Alumni:
 - Consistent setup of paired bins.
 - Repeat ticket holders.
 - Less maintenance.
 - More educational opportunity.



Know your tailgaters: Visitors

- Visitors:
 - Unfamiliar with campus.
 - Need reassurance and direction.
 - Exert extra customer service.
 - Opportunity to represent campus in positive way.
 - Provide general campus info.



Final Thoughts

- ▶ You can never have enough bags and gloves.
- ▶ Designated recycling shoes
- ▶ What's that smell?
- ▶ Expect the unexpected.
- ▶ Have fun!



Thank you!



@SustainCoastal



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