



TACKLE



Good practice identified during action A1

Number/code: OM/E15

Title: ENGAGE FANS IN WASTE COLLECTION OPERATIONS

Guidelines section:

<input type="checkbox"/>	Governance	<input checked="" type="checkbox"/>	Operational management		
		<input type="checkbox"/>	<i>Context of the event</i>	<input type="checkbox"/>	<i>Procurement</i>
		<input type="checkbox"/>	<i>Event</i>	<input type="checkbox"/>	<i>Mobility and logistics</i>
		<input checked="" type="checkbox"/>	<i>Stadium management</i>	<input type="checkbox"/>	

Description

1)The White Sox “Hit for the Cycle” Recycle program utilizes fans to assist in collecting as many plastic cups as possible. In addition to the collection of cups during a bowl sweep by a crew of stadium workers, fans are challenged to collect plastic cups from the seating area. Cups are brought to a designated area where they are exchanged for tickets which can be redeemed for prizes.

The program uses public announcements to advertise to fans over the big screen, and players encourage patrons to “Pitch In” while explaining the program. U.S. Cellular Field estimates an over 50% recovery rate of plastic cups and bottles.

2) Since 2015, the National Hockey League and its Clubs have engaged fans during Green Week in March. This week shines a spotlight on the impactful environmental work the Clubs are doing at their arenas and in the community. The League is continuing to develop ways to engage fans on sustainability through the help of the Clubs and athletes as it expands Green Week to Green Month in 2018. During the 2018 NHL Green Month teams activated in a variety of ways. The Detroit Redwings worked with their local energy partner to purchase renewable energy for all their home games during Green Month. The Florida Panthers hold a Panther Conservation Night during Green Month to raise awareness about the team’s namesake

Environmental benefits

Improve of separate waste collection plus fans environmental awareness raising.

Economic benefits

The recycle program allows to avoid costs related to the collection and disposal of waste.

Applicability and replicability potential

The practice can be easily replicated in every stadium.

Source

UEFA - Playing for Our Planet (p.52)

