



Sustainable Stadiums and Arenas

The U.S. professional sports industry generates approximately \$20 billion in annual revenue, with the top 200 stadiums drawing nearly 181 million visitors. This places the industry in a unique position to help integrate sustainability into U.S. culture.

Traditionally, U.S. stadiums and arenas have not incorporated sustainability practices into their operations. Stadiums and arenas generate substantial amounts of waste materials from event activity and venue construction as well as greenhouse gas (GHG) emissions associated with energy demands, water usage and fan transportation. Emissions associated with fans traveling to these venues represent the single largest negative environmental impact.

Stadium and arena owners are constantly under pressure to increase revenue and broaden their fan bases. This often compels owners to pursue innovative programs and design enhancements in new stadium developments or renovations in existing structures. As these programs to enhance fan experience are implemented, there are opportunities to mitigate operational costs and reduce environmental impacts. Numerous sustainability initiatives that address these concerns have started to take root within sporting venues.

Sustainable Management Services

The Waste Management Sustainability Services team can help you create meaningful, positive environmental improvement, which can reduce exposure to risks associated with environmental requirements and changes to building standards. Our solutions help you:

1. **Establish Goals and Identify Opportunities** - Defining waste input and output boundaries.
2. **Design Effective Programs** - Developing and delivering a zero waste roadmap including internal education, training collateral and programs, and external communication strategies.
3. **Implement Programs** - Reviewing implementation efforts with key stakeholders and delivering of training to all employees, contractors and vendors for new equipment, signage and collateral.
4. **Measure, Collect and Report** - Compiling data from various sources to develop a customized dashboard to understand impacts, justify improvements and provide transparent internal and external reporting.
5. **Evaluate, Adjust and Improve** - Offering continuous improvement to capture additional materials.

SUSTAINABILITY SERVICES

We develop tailored solutions to help our customers meet their strategic environmental, regulatory and financial goals. Our experienced team of professionals work closely with businesses and organizations using a customer- focused approach. We offer a wide variety of solutions to help our customers create and implement sustainability programs and initiatives, from initial needs assessment through program execution.

- **Transportation Solutions** – We can devise educational and fan outreach collateral that will promote the use of mass transit and alternative fuels, thereby mitigating GHG emissions.
- **Recycling and Organics Collection Program** – How much of your waste can generate economic value? We can help you develop a clear waste management strategy that incorporates a customer-facing collection program, with the goal of diverting materials from landfill.
- **Communications Strategy** – We have experience eliciting full support from participants through compelling communication that appeals to their interests.

Waste Management consultants will work with you to develop sustainable policies, implement programs and coordinate data collection so your venues can seek appropriate recognition.

- **LEED® Certification** – We can help organizations and businesses by providing comprehensive certification management, program management and implementation, certification credit reporting, and certification assessment.
- **UL Environment Zero Waste-to-Landfill Claim Validation** – We can bring recognition to organizations and businesses that have achieved certain diversion milestones in the pursuit of zero waste. We will streamline the validation process and help you showcase your leadership in environmental stewardship.

About Sustainability Services

Waste Management Sustainability Services is a nationwide network of environmental professionals offering sustainability advisory services, environmental and project management experience to help companies advance along the path toward sustainability. By leveraging the network of assets and expertise of WM, the leading provider of comprehensive waste and environmental services in North America, our team can design and implement value-driven solutions unrivaled in the industry.

TO LEARN HOW OUR TEAM OF
CONSULTANTS CAN HELP YOUR
BUSINESS, PLEASE VISIT [WWW.
WMSUSTAINABILITYSERVICES.COM](http://WWW.WMSUSTAINABILITYSERVICES.COM).
TO CONTACT US:
CALL 877.441.3046 OR EMAIL
SUSTAINABILITYSERVICES@WM.COM



© 2014 Waste Management

THINK GREEN®