

# GameDay and Beyond

EPA WasteWise Webinar

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<http://www.uos.harvard.edu/fmo/recycling/>

# Not this...



Sunday morning after UGa tailgating parties

Photo via Andrew Lentini, UGeorgia Sustainability Coordinator

...or this...



Harvard-Yale tailgate, 2004. Photo by Rob Gogan

...but this...



Harvard-Yale Game, 2006. Photo by Rob Gogan

# ...and this!



Harvard-Yale tailgate, 2008.  
Photo by Rob Gogan



Penn State Beaver Stadium Recycling after Notre Dame game, Penn State Recycling website

# GameDay helps overcome recycling obstacles:

- Infrequency of home games (6 per year) offers no opportunity for making recycling routine
- Athletics is out of the Sustainability loop, being across the river
- Athletics is not in Cambridge and unaffected by Mandatory Recycling Ordinance
- Decentralized administrative structure with NCAA's largest athletic program (over 100 varsity and club sports), each with separate coaches, facilities and buildings
- Traffic flow concerns
- Not enough money or people
- Need to keep concessionaires comfortable and within their bid budget

“Even if you lose, you win.”  
--Ed Newman

# Management Support



Sharon Lorince, the assistant manager of operations at Harvard Athletics, has helped to make Harvard Athletics a greener shade of crimson. Two of her most important achievements have been to help create the new Athletics Rep student position and help Harvard win 3rd place in the EPA Game Day Challenge (a football game recycling competition).

Watch the football [recycling video](#), featuring Captain Carl Erlich or read about our [3rd place win](#) in the EPA's Game Day Recycling Challenge.  
--From Harvard Office for Sustainability Website



## Harvard Recycling Support

- Delivered ClearStreams and bag-lined at no charge to Athletics
- Provided recycling dumpsters at same locations, and dumped with same frequency, as trash dumpsters
- Provided safety vests, gloves and “tailgate bags” for volunteers

## Office for Sustainability Support

- Supplied Eco-Rep recruiting, hiring, monitoring, payroll management  
Produced recycling video  
Recruited volunteers for GameDay and all future games and Stadium events

## President's Office support

- President's Climate Commitment pushes all Harvard departments to cut carbon and be green  
President's presence at Homecoming and all games

# Team Effort

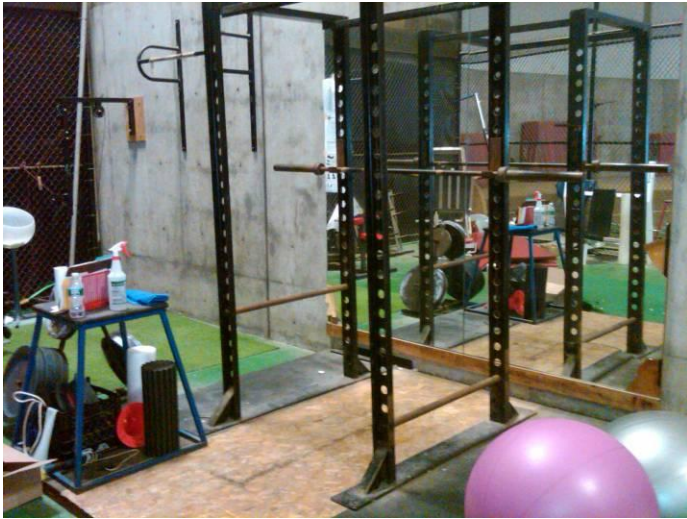


Harvard President Drew Faust with GameDay Recycling Volunteers in “Harvard Recycles” safety vests. Photo by Harvard News Office

# Other crucial supporting departments:

- ALUMNI ASSOCIATION supports GameDay Challenge as a result of Al Gore's advocacy and that of a particularly vocal reuning alum from Boulder, CO who had been to EcoCycle's Zero Waste
- HARVARD UNIVERSITY DINING SERVICES CATERING supports GameDay because of its long experience recycling and composting at Commencement and other events
- FRESHMAN DEAN'S OFFICE insisted on recycling at the Freshman Parents' Lunch
- CUSTODIAL SERVICES experience in Cambridge and Green Cleaning Awards create expectation of recycling at all events
- RESIDENTIAL HOUSE COMMITTEES want points towards Green Cup for recycling at tailgates

# Re-Use and Waste Reduction



- Harvard Recycling's enhanced communications with Athletics enabled more diversions of reusable equipment through donations to charity from seasonal events such as locker clean-outs, Lost & Found purges, uniform/equipment replacements etc. Photos by Rob Gogan
- Harvard Catering Services offers china service at all Homecoming Alumni events

# Media & News Office support at Harvard...

The screenshot shows the 'Sustainability at Harvard' website. At the top left is the Harvard logo and the text 'Sustainability at Harvard'. To the right is a search bar with a magnifying glass icon and the word 'Search'. Below this is a navigation menu with buttons for 'Overview', 'Topics', 'Places', 'Schools + Units', 'Get Involved', and 'Office for Sustainability'. The main content area features a blue header with the text 'DOES FOOTBALL RECYCLE?'. Below this, there is a video player with a play button overlay. The video shows a young man in a maroon Harvard football jersey with the number 36, standing on a field and holding a recycling bin. Above the video, the text reads 'I don't know; ask Carl Ehrlich to find out:'. To the right of the video is a quote in a light blue box: 'Harvard is representing the Ivies in the EPA sponsored Game Day Recycling Challenge, an event where 8 schools compete for the highest recycling and lowest trash percentages at one major football game'. Below the quote are social media sharing buttons for Facebook (Share), Twitter (2 retweet), and a 'Submit' button. At the bottom left of the browser window, the URL 'green.harvard.edu/' is visible.

<http://www.green.harvard.edu/node/502>

# ... and at Penn State

[Browse](#)[Upload](#)

## Beaver Stadium Behind the Scenes: Video Board

**PennState**



403 videos



<http://www.youtube.com/watch?v=dNRL9YuRb30>

# Bottle bill impacts



Harvard Yard scavenger. Photo by Rob Gogan

## **Pros:**

- Increased amount of recycling pulled out of the trash
- No cost to Athletics, Recycling, Catering or Sustainability Departments

## **Cons:**

- Promotes attitude of “They’ll get most of the cans anyway– why should we bother?”
- Draws unwelcome outside can pickers
- Tempts staff not to recycle but to scavenge nickel deposits for themselves (though forbidden)

GameDay taps ancient rivalries to recycle & reveal enduring truths to students:

