



Background

Major sports teams are social institutions that are influential in their communities and subject to the highest levels of scrutiny. Social responsibility is high on the agenda of team owners and Presidents. Major League Baseball wanted to be proactive in sustainability and partnered with the Natural Resources Defense Council (NRDC) to develop a Team Greening Program.

The goal of the Team Greening Program was to support and coordinate the many environmentally sensitive practices now pursued by virtually every Major League club. It utilizes industry best practices in energy use, purchasing, concession operations, water use and recycling.

The Philadelphia Phillies enthusiastically embraced Team Greening and were the first major league ballclub to launch an environmental performance program. Following a waste and energy audit the Phillies launched the "Red Goes Green" program and marked 2008 as their season for going green. The program included the launch of a focused waste recycling program, the purchase of renewable energy certificates to offset the team's energy requirements and the installation of LED lighting.

Philadelphia Phillies' Requirements

The Phillies recognized that recycling was the one area of the "Red Goes Green" Program that the public clearly understood and valued highly. It was a visible show of the team's sustainability commitment that the fans could actively participate in and contribute to. The team knew that fan engagement in the program depended on disposal units that were easy to see and identify, and easy to access from both sides. Approximately 18 tonnes of trash is collected every game at the 43,500 seat Citizens Bank Park and it was determined that, with the right program and fan engagement, a glass, plastic and aluminum recycling program could divert more than one sixth of that trash from landfills

The Phillies past attempts at recycling failed to keep recyclables and waste separated. Contaminated recycling material is more expensive to process and this can make a recycling program cost prohibitive. This was a major concern for Bram Reynolds, the General Manager of Facility Services for the Philadelphia Phillies and Citizens Bank Park, and an effective solution needed to be found.

Philadelphia Phillies' Solution

Envyrozone was recommended to Bram Reynolds by the consultancy group, Environmental Solutions. He chose to partner with Envyrozone based on their superior designs and recycling specific expertise. After an extensive waste and energy audit and the development of a waste reduction plan, Envyrozone's Product Design Team worked with the Phillies to develop a custom-designed large two sided unit that was easily accessible to fans walking on either side of the receptacle. Both sides offer recycling disposal on each end and waste disposal in the centre. The result was containers with small, specifically shaped,

Envyrozone Sports & Recreation Customer Experience – **Phillies**



disposal openings for recyclables and larger openings for trash. The smaller openings discourage users from depositing trash in with the recyclables. Inside the unit the recycled material or trash is directed to the appropriate bin allowing the unit to be emptied quickly and easily. The units were painted in blue and red, Phillies team colors, and the "Red Goes Green" decal was placed on the top of both sides of the unit to showcase the "Red Goes Green" initiative.

Envyrozone's patented designs allow for messaging or advertising to be prominently displayed on the front, back and sides of the receptacle. As the Phillies installed 35 double-sided units in the ballpark they doubled their advertising space. Waste Management, a partner in the program, purchased the ad space and the units now generate revenue for the ball club. Based on standard ad rates the bins will generate a 200% ROI over a 2 year period.



The Phillies 2008 "Red Goes Green" Program was a huge success, garnering national media coverage from ESPN, CNBC, the Denver Post, Sports Illustrated, YAHOO, several environmental publications as well as and local media coverage. Both Pennsylvania governor Edward G. Rendell and Philadelphia mayor Michael Nutter offered positive feedback on the program. In particular, recycling was a key part of "Red Goes Green" as it engaged Phillies fans and they became committed users of the big blue and red Envirozone receptacles. Due to the strong support the Philadelphia Phillies and Citizens Bank Park are continuing the "Red Goes Green" Program.

An initial concern with the Envirozone installation was the potential increase in labor costs higher at the ball park due to the increased number of recycling units placed on the site. Bram Reynolds was pleased to discover that labor costs remained the same following the installation.

In addition, the Envirozone units are actually saving the Phillies money as there is now very little contamination of recycled material. Reynolds says, "I can say with confidence that the Envirozone units have clearly reduced the amount of litter and non-recyclable material from the recycling stream. With the Envirozone units, there is practically no contamination, due to the fact that the units are clearly marked and there is a slot to dispose litter right next to the recycling slot, which makes for an easy process for patrons." Reynolds continues to be impressed by the Envirozone units and he recommends the solution to other ball parks, municipalities and other community and sports organizations.



About Envirozone

Envyrozone is a recycling and waste management products and solutions company focused on your corporate recycling and landfill redirection needs. Envyrozone's growing line of custom designed recycling products is continually being enhanced to bring you the best in ergonomic and functional commercial use.

We've worked with some of the largest corporate and municipal organizations in the world, tackling a variety of challenging recycling product installations and recycling solutions requirements.

We are the most forward thinking waste management solutions company in the world. To find out more about us visit www.envyrozone.com.