Greening Cream & Crimson

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Introduction

During the 2012-2013 academic year, Indiana University had a banner year for its Athletic Programs. The Men’s Basketball Team was the Big Ten Regular Season Champion and made it to the NCAA Sweet 16, the Men’s Soccer Team was the NCAA National Champion, and the Baseball Team made it all the way to the College World Series. This level of excellence only continued into the summer, with Indiana University having 13 athletes compete in the World University Games in Kazan, Russia.

This level of dedication and passion not only takes place out on the field, it also happens internally within the Athletic Department. Listed within the “Spirit of Indiana” tenants for the Athletics Department is the phrase, “We are part of something bigger than ourselves”. This phrase highlights the commitment the Athletic Department has not only to Indiana University, but also to the entire Bloomington Community. With this tenant in mind, sustainability initiatives have become widely implemented and engrained throughout the department. This summer saw huge strides in the sustainability initiatives that the department has been improving and implementing, such as expanding recycling initiatives into Memorial Stadium, changing the type of receptacles used to collect landfill and recycling items, and increasing the amount of advertising that is done for Greening Cream and Crimson.

Impetus for the Program

The Greening of the Athletics Department Internship started in 2010, in tandem with the creation of the Indiana University Office of Sustainability Internship Program. This program designates one student intern who will work under a mentor within the athletics department. This internship helps to promote a strong connection between the IU Office of Sustainability and the Athletics Department, to ensure that everyone is on the same page and are working toward the same goals. The interns and mentors work off of one another and collaborate on sustainability projects and initiatives that are used on “game days” and everyday within the Athletics Department.

Athletic Departments of almost all Universities are seen as a “front porch”, and are what the public may judge the entire University is on. Since the Athletic department has a large amount of visibility not only within the University, but also throughout the community, it is vital that they are playing a major role in implementing sustainability initiatives. Having the athletic department imbedded within all the sustainability initiatives that are taking place around campus exposes more people to them, and promotes engagement in the sustainability initiatives themselves.
**History of the Program**

The Greening of the Athletics Department Internship has had three previous interns, all of whom were able to implement groundbreaking initiatives throughout campus. Within this internship helped the Athletic Department to become the first department on campus to initiate their own desk-side recycling programs. After the desk-side recycling program was successfully implemented, many other departments on campus followed suit and initiated their own desk-side recycling program. This internship was also the first to have Indiana University participate in the EPA Game Day challenge. While participating in this challenge within three years the Athletics Department was able to increase from a 36.7% diversion rate, to a 37.3% diversion rate, and in the last year to a 53.6% diversion rate.

These examples illustrate some of the huge strides that were made during the past three years of the Greening of the Athletics Department. However, there are still many areas of improvement within the Sustainability Initiatives in the Indiana University Athletics Department.

**Methodology/Goals**

Even though athletic competitions happen less often during the summer months, this time of the year is utilized as a preparation period for the upcoming academic year. During the summer goals were created that would be reached throughout the year, both on game days and on a day-to-day basis within the athletics department. This Summer the focus was on four key areas that needed to improve during the year: Internally within the Athletics Department, tailgating fields on game day, inside Memorial Stadium on game day, and post-game clean up.

**Internally within the Athletics Department**

- Reestablished a quarterly newsletter that will circulate within the athletics department
  - Highlights sustainable initiatives, how staff and student-athletes can get involved, and educate them on what items are recyclable and which are not
- Verified that every desk had desk-side recycling, and the ones that did not, bins were purchased
- Placed recycling stickers on all desk-side recycling bins, and larger communal bins in the hallways (See image in Appendix)
- Re-initiated the Green Team within the Athletics Department and added more members to it
**Game Day- Tailgating Fields**

- Collaborated with Athletics Marketing and Hoosier Recycling to get 2 recycling bins and one trash bin set up at all the seventeen tents within the student tailgating area, as well as a larger recycling and waste receptacles placed next to the restrooms
  - Possibility of a “check-in, check-out” policy for the area that tells students to have their area clean of debris and recyclables or else they will be unable to have the spot for the next game
  - Also was able to collaborate with physical plant and the athletics department on who would clean up the area once the students leave
- Collaborated with Hoosier Disposal to move toward paired recycling and landfill bins within all the tailgating lots.
  - See maps of Tailgating and Memorial Stadium in Appendix
  - These bins will also have signs on them reminding fans to recycle, and will be locked so that no one will be able to get in and try to remove recyclables
- Collaborated with Athletics Marketing to create signs that will stand above the paired recycling and landfill bins, so they are easily locatable for fans
- Collaborated with IU Event Staff to ensure that ESG security/parking lot attendants are handing recycling and landfill bags to every car that enters a parking lot
- Renamed the volunteers “Tailgate Ambassadors”
  - Assigning them to different areas of the tailgating fields
  - Asking them to engage and educate fans on what is recyclable and what is not
  - Getting Tailgate Ambassadors through different venues of social media (i.e. Facebook, Weekly emails, the Bloomington Volunteer Network, etc.)
- Collaborating with Hoosier Village and the corporate tents to include them in the initiatives that are being implemented throughout the rest of the tailgating areas.

**Game Day- Inside the Stadium**

- Collaborated with Hoosier Disposal and the Athletics Department to have recycling bins at every entrance into Memorial Stadium
- Collaborated with the Athletic Department to get paired landfill and recycling bins within the stadium
  - Able to remove the large dumpsters that used to be located on the concourses
- Created posters/signage to be placed above the bins that state what items go into which bins
- Having volunteers inside the stadium, called “Green Greeters”
  - Greeters will stand by the paired bins and educate fans on what goes into the bins
Greeters will engage with fans in their seats during the game by collecting recyclables in each section during each quarter of the game

- Collaborated with Championship Catering regarding Concession Stands
  - Going to have recycling signage at each concession post (See sign in Appendix)
  - Going to have the concessioners wear recycling buttons while they work

- Collaborated with Broadcasting Services in creating a Recycling PSA announcement involving student athletes (See image in Appendix)
  - Ideally the PSA will air once during each quarter or once per half

**Post-Game Clean up**

- Collaborated with Hoosier Disposal on making sure they come the morning after the game to collect all the recycling and landfill
  - They will weigh all the bins after every game so that we can see our diversion rates for every game, and see if there are areas that need improvement

- Collaborated with the volunteer groups that clean inside Memorial Stadium and throughout the tailgating fields to ensure that they are separating landfill and recycling.

At this time there are not any results for the methods that have been created, as they have yet to be implemented, since there have not been any Football games yet. Once the games start areas of improvement will be identified and continuous review of the program will happen so that recommendations can be made for the following year.

**Recommendations**

Although none of the projects have been implemented and there are no results to report, there are still some recommendations to be made for the future interns within the Greening Cream and Crimson Internship.

1. **Zero-Waste Stadium**
   - In order to be successful Zero-Waste events require commercial composting
   - Research permit requirements through IDEM
   - Continue discussions with Hoosier Disposal throughout the year to see if they are able to transport the composting to a commercial composting site
   - Continue discussions with Green Cycle to see if they will be able to take the amount of composting that the Athletics Department generates
     - See if there can be a trade of cost for advertising
   - Research Athletics participation in commercial composting contracts for the entire University. If the University does not get a contract for composting services,
investigate potential composting services for game day composting for IU Athletics only
• Get new bins for composting waste, if composting proves feasible
• Work with IU Sport Properties to find a commercial sponsor for all Greening Cream and Crimson initiatives
• Work with Championship Catering to ensure compostable items are used for caterings, dining services, and concessions

Conclusion

The 2013 summer has been a learning and a growing process for the Greening Cream and Crimson Program. During this time sustainability initiatives on game day have grown to include all of the tailgating fields, Hoosier Village, and even Memorial Stadium itself. The first steps were made to start moving Memorial Stadium to a Zero-Waste Stadium by 2014, which will then ideally be expanded into all other athletic facilities. Finally, there have been vast improvements of the awareness and advertising that has been done on the sustainability initiatives that the Athletics Department has been implementing and improving upon. During the 2013-2014 academic year information will be gathered on each of the initiatives to see what works, and what still needs improvement upon.

During the year the Indiana University Office of Sustainability in collaboration with the Indiana University Athletics Department needs to keep in mind the “Spirit of Indiana” tenant, “We are part of something bigger than ourselves”. Remembering that what the Athletics Department and Indiana University implement not only affects people within the University, but also affect people in the surrounding community.
Appendix

Figure 1: Sticker for desk-side recycling bins in the Athletics Department.

![Sticker for desk-side recycling bins](image)

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Figure 2: Maps illustrating plans for placement of bins throughout tailgating fields.

![Maps illustrating plans for placement of bins](image)
Figure 3: Screen-shot from Recycling PSA Announcement (also pictures on cover page)

Figure 4: Image of the signage that will be displayed in Memorial Stadium at Concession Stands.