Rameses Recycles
Tailgate & In-Stadium Recycling and Game Day Greening

ENST Capstone Class Spring 2010 Team
Caroline Baylor
John Dougherty
Dale Hammer
Joe Milner
Natalia Posthill
Rupal Ray
Jon So
Sam Thomas
Project Roadmap

Goals

Methods

2010 Spring Game

Rameses Recycles

...and after
Goals of the Carolina Athletics Capstone

**Sustainable athletics**
- Exemplary university athletic departments
- UNC’s current operations
- Strategy for a more sustainable UNC Athletics

**Expanding tailgate recycling**
- Pilot tailgate recycling project
- Working partnerships with key parties
- Implementable plan for a permanent tailgate recycling program
METHODS
Methods

- Survey students, faculty, staff and fans
- Identify and study exemplary organizations
- Interview UNC personnel
- Observe 2010 spring game
- Develop Rameses Recycles
Key Survey Results

514 total respondents

- Audience: 94%
- Importance: 92%
- Knowledge: 32%
- Satisfaction: 7%
- + Effect: 84%
Lessons Learned

- Zero waste is possible to achieve
- Tailgate recycling program is easy to launch
- A recycling program results in money saved
- Education is key
- Co-sponsors are crucial
SPRING GAME
Spring Game

- Volunteers
- Tailgate recycling logistics / parking lot selection
- In-stadium efforts
- Observations of behavior
- Clean up
RAMESES RECYCLES
# Tailgate Recycling Logistics

<table>
<thead>
<tr>
<th>Time</th>
<th>Volunteers</th>
<th>Lots Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Kickoff: Noon</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shift 1</td>
<td>9:00 - 11:00</td>
<td>6  Ram's Deck, Stadium Drive, Visitor’s Lot, Cobb Deck</td>
</tr>
<tr>
<td></td>
<td>11:00 - 1:00</td>
<td>6  S11, Craig, Dogwood and Cardinal Decks</td>
</tr>
<tr>
<td><strong>Kickoff: 3:30 PM</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shift 1</td>
<td>11:00 - 2:30</td>
<td>2  Stadium Drive, Visitor’s Lot, Cobb Deck</td>
</tr>
<tr>
<td></td>
<td>12:30 - 2:30</td>
<td>2  Ram's Deck, S11 Lot</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2  Craig, Dogwood and Cardinal Decks</td>
</tr>
<tr>
<td>Shift 2</td>
<td>12:30 - 2:30</td>
<td>2  Stadium Drive, Visitor’s Lot, Cobb Deck</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2  Ram's Deck, S11 Lot</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2  Craig, Dogwood and Cardinal Decks</td>
</tr>
<tr>
<td><strong>Kickoff: 6:00 PM</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shift 1</td>
<td>11:00 - 1:00</td>
<td>2  Stadium Drive, Visitor’s Lot, Cobb Deck</td>
</tr>
<tr>
<td></td>
<td>12:00 - 2:00</td>
<td>2  Ram's Deck, S11 Lot</td>
</tr>
<tr>
<td></td>
<td>12:30 - 2:30</td>
<td>2  Craig, Dogwood and Cardinal Decks</td>
</tr>
<tr>
<td>Shift 2</td>
<td>1:00 - 3:00</td>
<td>2  Stadium Drive, Visitor’s Lot, Cobb Deck</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2  Ram's Deck, S11 Lot</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2  Craig, Dogwood and Cardinal Decks</td>
</tr>
<tr>
<td>Shift 3</td>
<td>3:00 - 5:00</td>
<td>2  Ram's Deck, Stadium Drive, Visitor’s Lot, Cobb Deck</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2  S11, Craig, Dogwood and Cardinal Decks</td>
</tr>
</tbody>
</table>

**Goals**

**Methods**

**Spring Game**

**Rameses Recycles**
In-Stadium Greening Efforts

Rameses Recycles

What can you Recycle?

Short Term
- Signs
- More Bins
- Education

Long Term
- Compostables
- Products
- New Bin Design
Branding & Marketing
Funding

**Short Term Funding**

**Annual Cost**

$8,626

- Rameses Recycles Intern
  - $3,000

- Volunteer T-Shirts
  - $1,800

- Trash/recycling bags
  - $1,566

- In-Stadium Recycle Bin Signs
  - $460

- Paid Volunteers
  - $1,800
Evaluation

Key Data & Statistics
- Game Day Description
- Trash & Recyclables Statistics
- General Program Statistics

Waste Audits
- Georgia Tech
  9/18/2010
- NC State
  11/20/2010

Quantitative Metrics
- Goals for increasing recyclables
- More efficient program
UNC Athletics Sustainability Program

- Student intern
- Concrete short- and long-term goals
- Simple retrofits
The Next Step: Fall 2010

Fall 2010 Athletics Sustainability Capstone Team

• Implementation and expansion of recycling initiatives with OWRR intern
• Expand in-stadium waste reduction efforts beyond football
• Development of research and final sustainability plan with UNC Athletics intern
Thank you for your time & attention.

Any questions?

A special thanks to BJ Tipton and Dr. Elizabeth Shay for their dedication and patience this semester.