



CASE STUDY

ADOPTING BIOBASED DISPOSABLES AT THE TRAIL BLAZERS ROSE GARDEN

Organics recycling as a landfill diversion strategy helps transform a plastic-dominated marketplace

SITUATION:

2,000,000 pounds of solid waste

A major cost center for venue

Opportunity to reduce environmental impacts

Key issue: high food waste volume

Key issue: single stream management

SOLUTION:

Comprehensive waste stream management

Back-of-house waste stream separation for composting and recycling

Guest engagement with new recycling stations and sorting signage

Concessions switch to USDA BioPreferred certified compostable cups and packaging

Staff engagement at concessions: internal waste reduction competition



IMPACTS & BENEFITS

PRIVATE & PUBLIC PARTNERS

Collaboration unlocked additional business value and public program support

ROSE GARDEN & TRAIL BLAZERS

Equal cost
 Increased brand trust
 Lower environmental risk
 Greater quality

VENUE GUESTS

Enhanced overall customer experience; alignment with Portland's "green ethic"



ENVIRONMENT

Achieved 80% landfill diversion rate in 2010

STRATEGIC OBJECTIVES

Enhance fan and guest experience

Reinforce the Trail Blazers brand

Avoid added incremental costs for disposables

Reduce operational cost

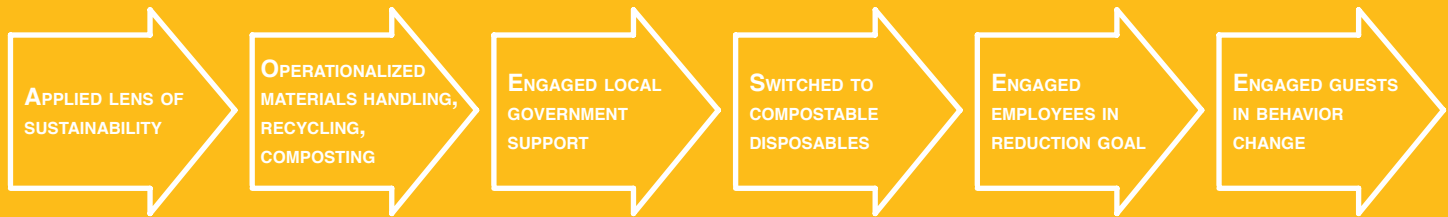
Improve environmental performance

Support City of Portland's waste policy goals and climate action plan



...the key to achieving meaningful solid waste reduction at the venue was to take a collaborative approach with concessionaires and operating partners to realize results that no single player could otherwise achieve alone...

SEQUENCE OF SUPPLY CHAIN WASTE DIVERSION STRATEGY:



ROLES:

Key Stakeholders

TRAIL BLAZERS

set out to reinforce brand; set goal to divert 100% waste from landfill; win additional public support

ROSE QUARTER

operations sought to enhance fan and guest experience; enabled infrastructure and capital investments to make initiative possible, including critical *recycling stations* as guest engagement and waste stream separation mechanism

CITY OF PORTLAND

implementing climate action plans and economic development strategies for clean tech sectors; key programs include Recycle At Work and Portland Composts!; provided bulk handling containers for managing recyclables and compostables

METRO REGIONAL GOVERNMENT

provided grant funding to acquire food waste compactor

OVARIONS FOOD SERVICE

made procurement switch to compostable products and achieved price parity; engaged staff effectively

STALKMARKET PRODUCTS

supplies certified compostable drink cups and food packaging to Ovarions concessions

SERVICEMASTER

cleaners provided materials sorting support after every event

ALLIED WASTE

hailed organics to composting facility for processing and resale; hauled recyclable materials to local materials recycling facility

StalkMarket Products

StalkMarket has taken a leadership role in the emerging compostable tableware industry by:

- Ensuring products meet both USDA BioPreferred and Biodegradable Products Institute certification
- Participating actively in industry and product standardization
- Advocating for development of commercial composting industry and organics recycling programs and facilities
- Partnering with biodegradable materials innovators (e.g. Ingeo)



Actions You Can Take

- Understand waste materials efficiency opportunities to reduce costs and improve overall environmental performance
- Engage local government support on landfill diversion, recycling and composting opportunities
- Work with service and product suppliers that demonstrate commitment to continuous improvement of environmental performance
- Engage customers and employees in critical behavior changes necessary to reduce environmental impacts of public gathering venues