CASE STUDY

The Rose Garden Adopts Ingeo-Based Foodserviceware Compostables for Green Sports Alliance Founding Member – Portland Trail Blazers*

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 waste management

SOLUTION: Comprehensive waste stream management

- Combine food and packaging waste streams into one compostable waste stream avoiding landfill
- Guest engagement with new GreenDrop recycling stations and sorting signage supported by Green Game and community based events.
- Concessions switch to StalkMarket Ingeo-based BPI certified foodserviceware and other compostable offerings

2013 Rose Garden Achievements

- ✓ **87% landfill diversion rate**
- ✓ **$567,000+ waste diversion savings** (since 2008 baseline)

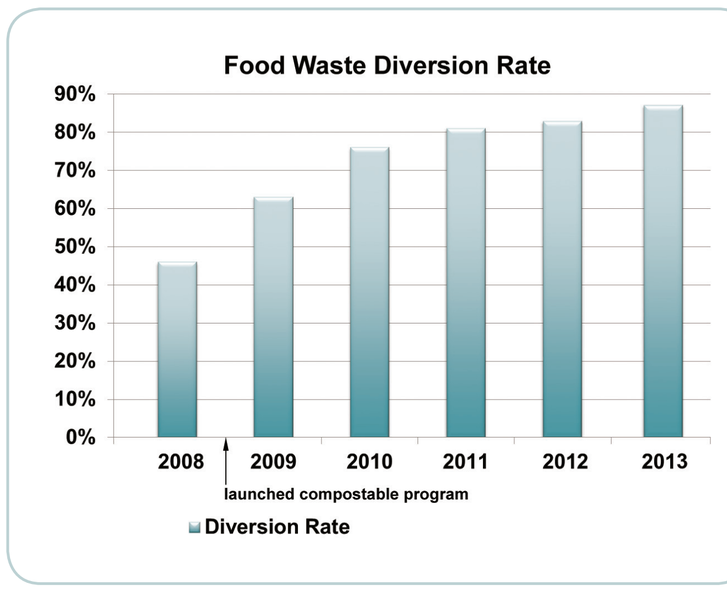
STRATEGIC OBJECTIVES:

- Enhance fan and guest experience
- Reinforce the Trail Blazers brand
- Avoid added incremental costs for compostable food serviceware/packaging
- 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…"*
>
> – Justin Zeulner, The Portland Trail Blazers

INGEO ROLE IN MEETING STRATEGIC OBJECTIVE

- Ingeo-based food serviceware and packaging products
- Ingenious materials from plants not oil
- 100% annually renewable product
- USDA BioPreferred and Biodegradable Products Institute (BPI) certified compostable
- Cost and performance competitive with traditional petroleum based foodserviceware
- Marketing support and showcasing a unique closed venue food/compostable packaging diversion success



KEY STAKEHOLDERS

Just a few of the key stakeholders included:

Portland Trail Blazers

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

Ovations Food Service

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

The Rose Garden

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

Stalkmarket Products

Supplies BPI certified compostable Ingeo-based drink cups and food packaging to Ovations concessions

ACTIONS YOU CAN TAKE

(Portland Trail Blazers Best Practices)

- 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

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GREEN SPORTS ALLIANCE

* The Green Sports Alliance is a non-profit organization with a mission to help sports teams, venues and leagues enhance their environmental performance. Alliance members represent over 170 sports teams and venues from 16 different sports leagues.

FANS OF THE PLANET GREENDROP RECYCLING STATION

The GreenDrop Recycling Station was designed through the efforts of the Portland Trail Blazers Head Office to reduce their environmental footprint while minimizing expenses and being fiscally responsible through sustainable operations.

Stalk Market® COMPOSTABLE PRODUCTS Portland, Oregon

ingeo™ ingenuity from plants not oil

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