

CASE STUDY

THE MODA CENTER 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 Moda Center Achievements

- ✓ **87% landfill diversion rate**
- ✓ **\$625,000+ 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

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

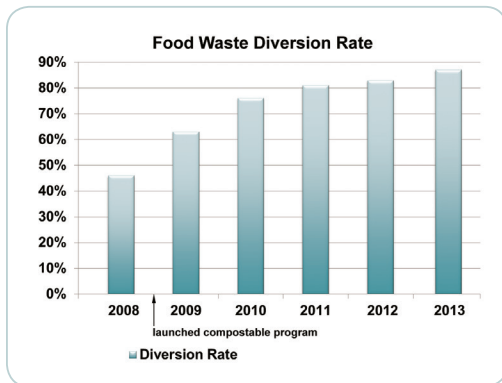


CASE STUDY

continued

“ ...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



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 Moda Center

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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