

CHLOE PAMPUSH
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LUIZA PRATA

WASTE REDUCTION AT UC SPORTING EVENTS



We are living in an epoch of rapid transition, confronted by a staggering degree of social and economic inequity, political chaos, and environmental degradation—all of which pose serious threats to the vitality and prosperity of future generations and the biosphere.

THE LANDSCAPE

UN SUSTAINABLE DEVELOPMENT GOALS

OUR FOCUS

Responsible Consumption & Production

Responsible consumption isn't just about reducing waste, it's a mindset shift that redefines how communities produce, use, and dispose of resources. It creates a future where sustainable habits, efficient systems, and conscious decision-making work together to minimize environmental impact.

The way we consume directly affects ecosystems, local economies, and community well-being. By prioritizing responsible production, we reduce waste generation.

12 **RESPONSIBLE
CONSUMPTION
AND PRODUCTION**



Goals

Food Waste

Green Cincinnati Plan 2023

Encourage individuals and companies to prevent, recover, and recycle wasted food.

Waste Diversion

Improve recycling and waste reduction in City facilities.

Recycling in Public Spaces

Install public recycling receptacles in neighborhood business districts.

Goals

Food Waste

UC Sustainability & Climate Action Plan

Continue to utilize the Leanpath food waste software in campus dining halls.

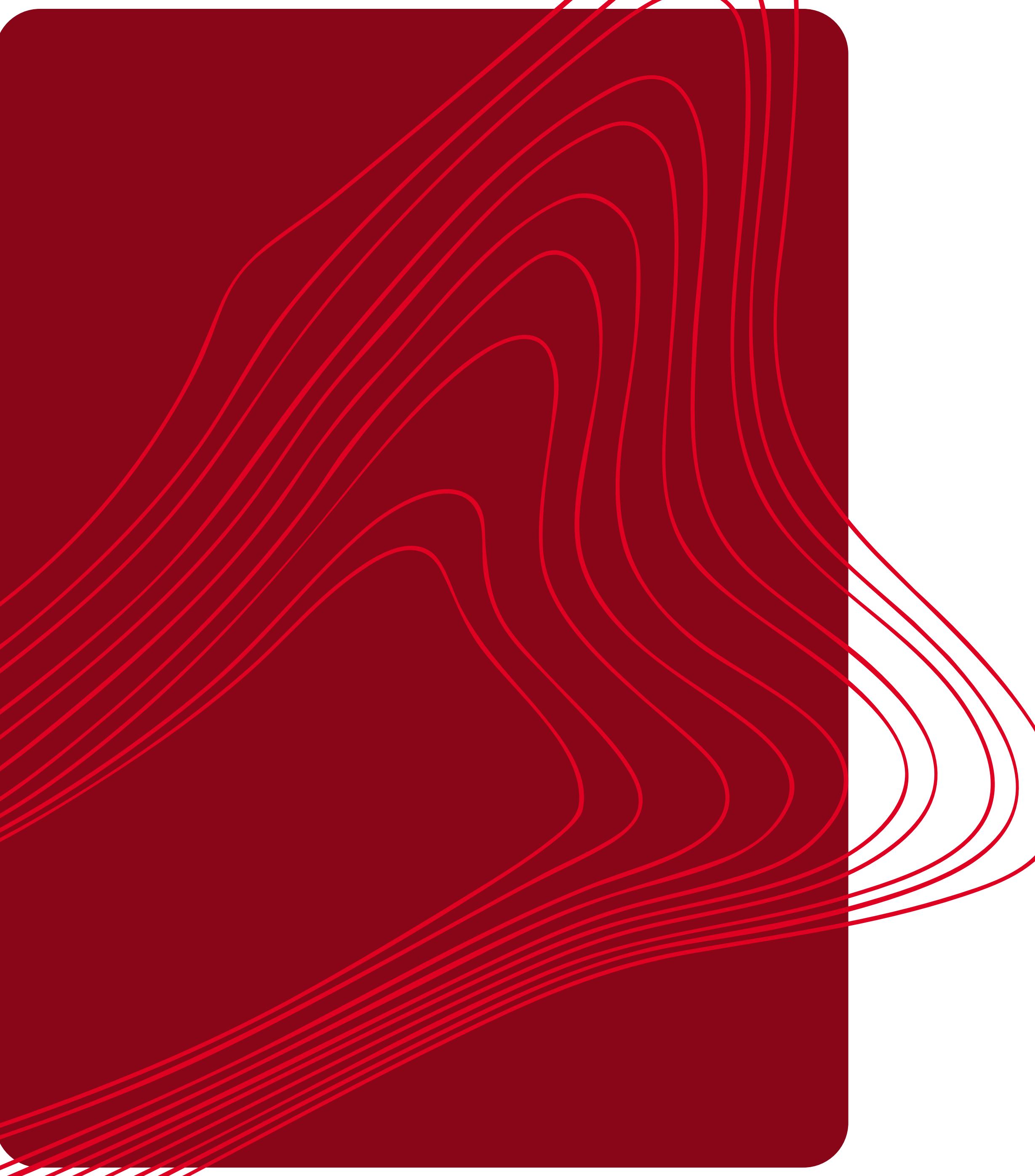
Waste Diversion

Improve recycling and waste reduction across UC's campus, building by building; Reduce the amount of landfilled waste from UC athletic events

Recycling in Public Spaces

Work to install recycling bins on the perimeters of UC's campus.





**next
lives
here**

URBAN FUTURES

- Address critical questions around sustainability.
- Working toward a green, clean future.
- Increase the public's awareness of impactful sustainability science happening at UC.

UC is falling short in their sustainability commitment.

UC's growing athletic program is the ideal setting to cultivate a campus-wide culture of sustainability.



SUSTAINABLE SPORTS



GREEN ATHLETICS

Institutions that leverage the high profile of athletic programs and events to both improve campus sustainability performance and engage the broader community around sustainability challenges and solutions.

FIRST-HAND EXPERIENCES

PRIMARY RESEARCH



VOLLEYBALL

UC vs Kansas



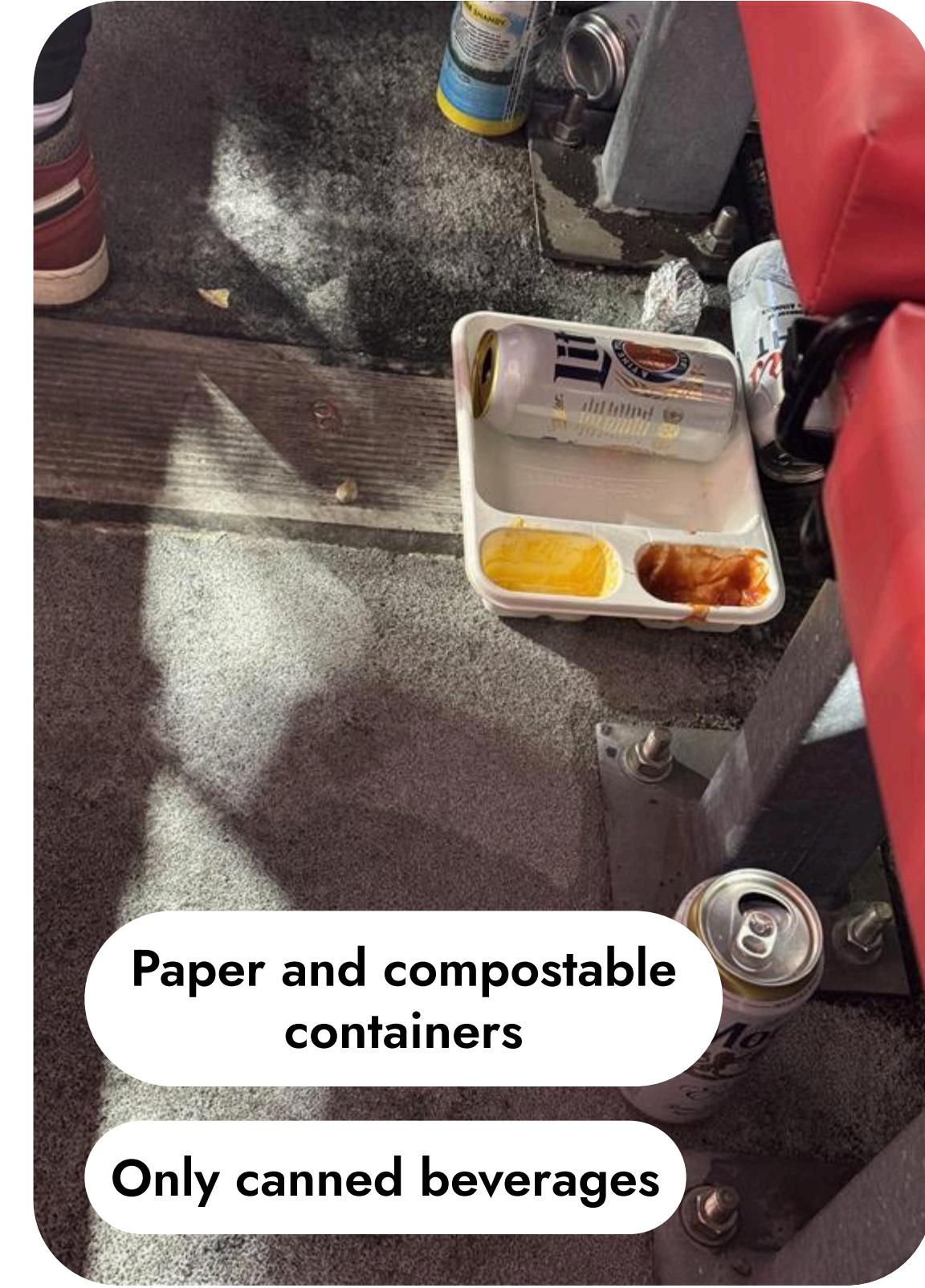
BASKETBALL

UC vs Western Carolina



FOOTBALL

UC vs Arizona



FOOTBALL

Ohio State vs UCLA

INTERVIEWS

PRIMARY RESEARCH

ANDRE SEOLDO

UC Operations & Event Management

Oversees logistics for major UC events, coordinating teams and ensuring smooth event operations.



PETER OHMER

UC Grounds

Handles waste and cleanup operations for UC's outdoor venues, especially during large sporting events.



JEN VASCONCELLOS

Assistant Sustainability Coordinator

Manages UC's sustainability programs, focusing on education, signage, and campus-wide engagement.



ALISON RICHARDSON

UM Waste Program Manager

Leads waste-reduction initiatives and supports standardized bin systems across concessions.



JULIA MARCHESE

Queen City Commons

Operates local composting services and supports businesses in improving proper waste sorting.



INSIGHTS

SECONDARY RESEARCH



EDUCATION IS NEEDED

Attendants to these events don't know how to properly dispose of their waste. Guidance on how to recycle needs to be clear and concise so as to be easily digestible.



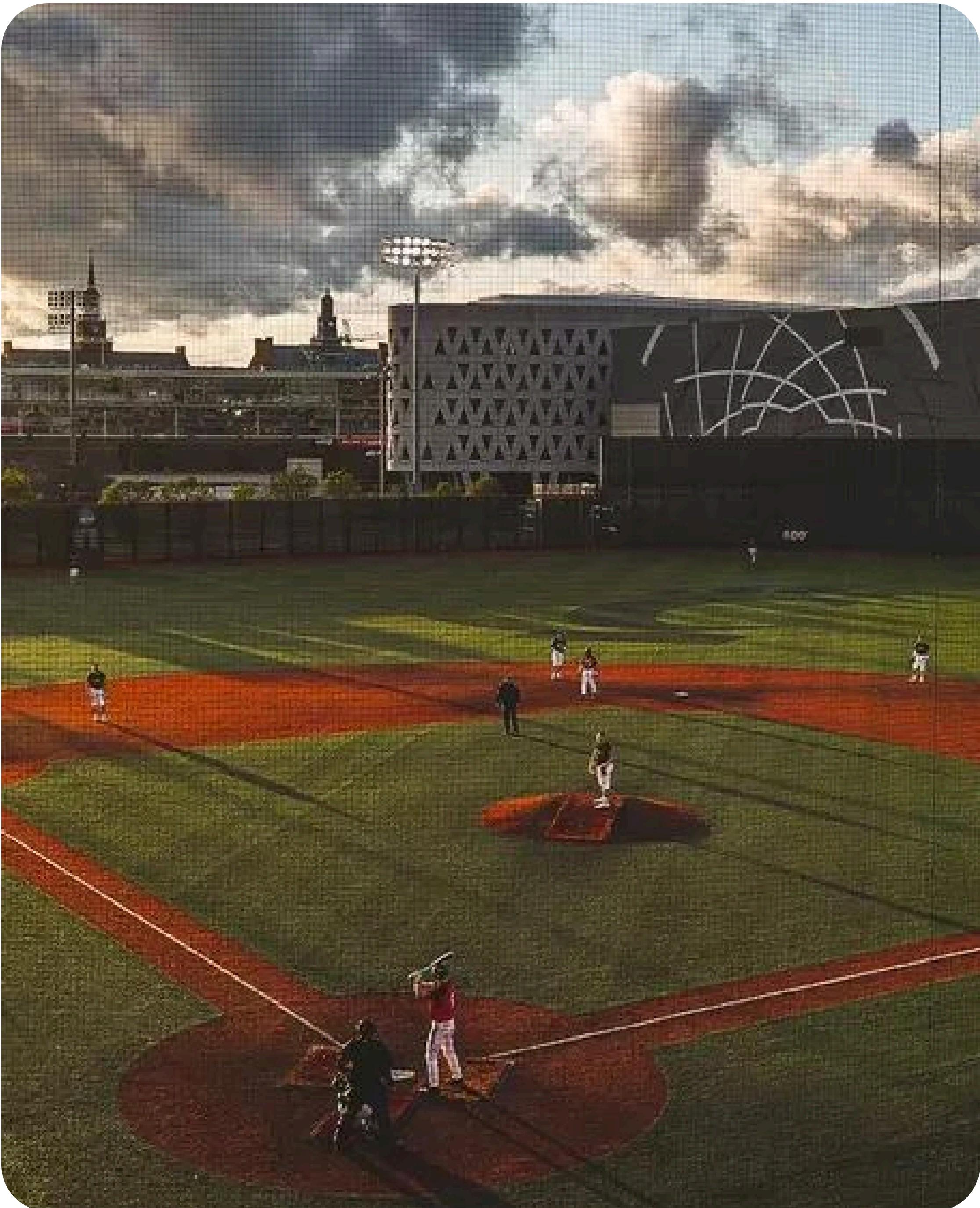
RESOURCES ARE LIMITED

The UC Sustainability Team lacks the manpower and funding to accomplish their goals.



VISIBILITY IS LACKING

There is a lack of messaging about what sustainability is and why it's important for UC. Enforcing stricter policies across the university and promoting sustainable behaviors would build a culture of care.



STARS

Stands for *Sustainability Tracking, Assessment, and Rating System*; self-reporting framework for colleges and universities to measure their sustainability performance from the Advancement of Sustainability in Higher Education (AASHE)



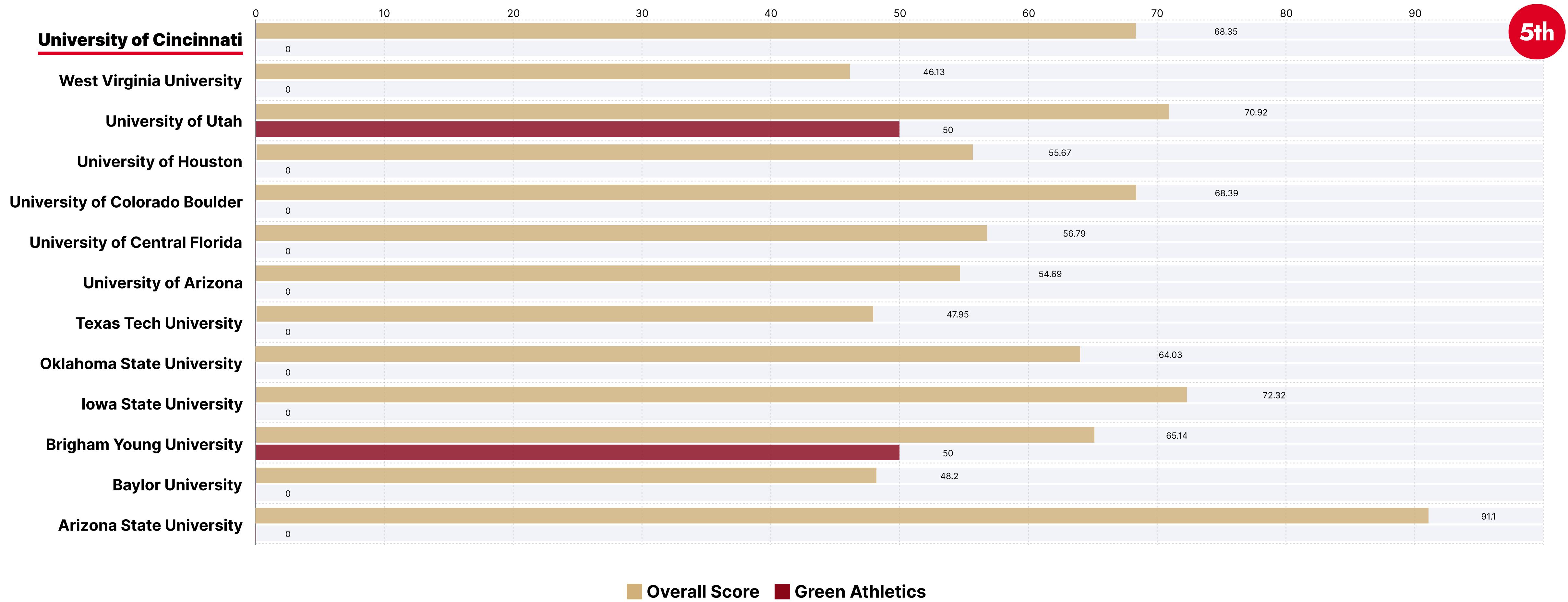
CAMPUS RACE TO ZERO WASTE

Friendly competition and benchmarking tool for college and university recycling programs to promote waste reduction activities to their campus communities and find pathways toward zero waste (90+% diverted from trash) at university events

BIG 12 COMPARISON

SECONDARY RESEARCH

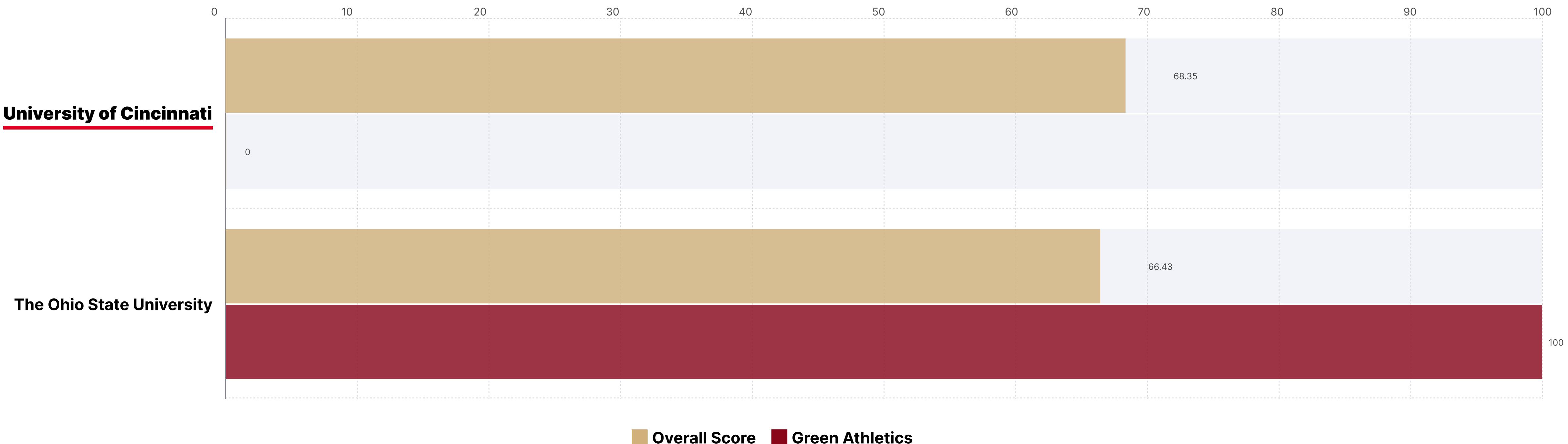
Comparing Overall Score and Green Athletic score amongst participating Big 12 schools



ASPIRATIONAL COMPARISON

SECONDARY RESEARCH

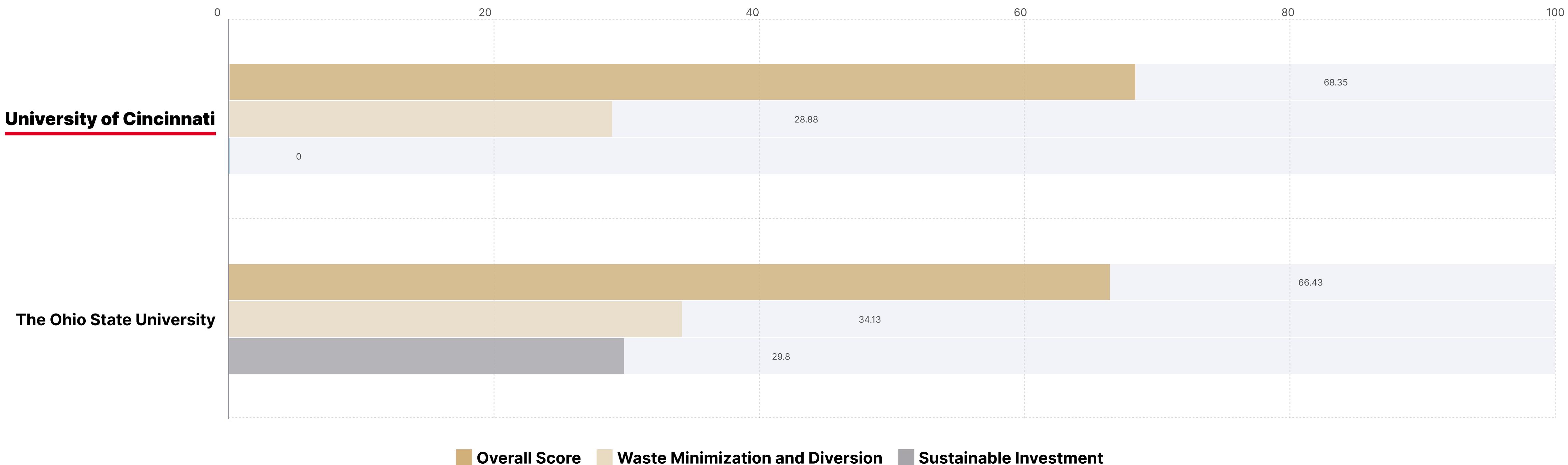
Comparing Overall Score and Green Athletic score against The Ohio State University, an aspirational competitor



ASPIRATIONAL COMPARISON

SECONDARY RESEARCH

Comparing Overall Score and Green Athletic score against The Ohio State University, an aspirational competitor



ASPIRATIONAL TARGETS

SECONDARY RESEARCH



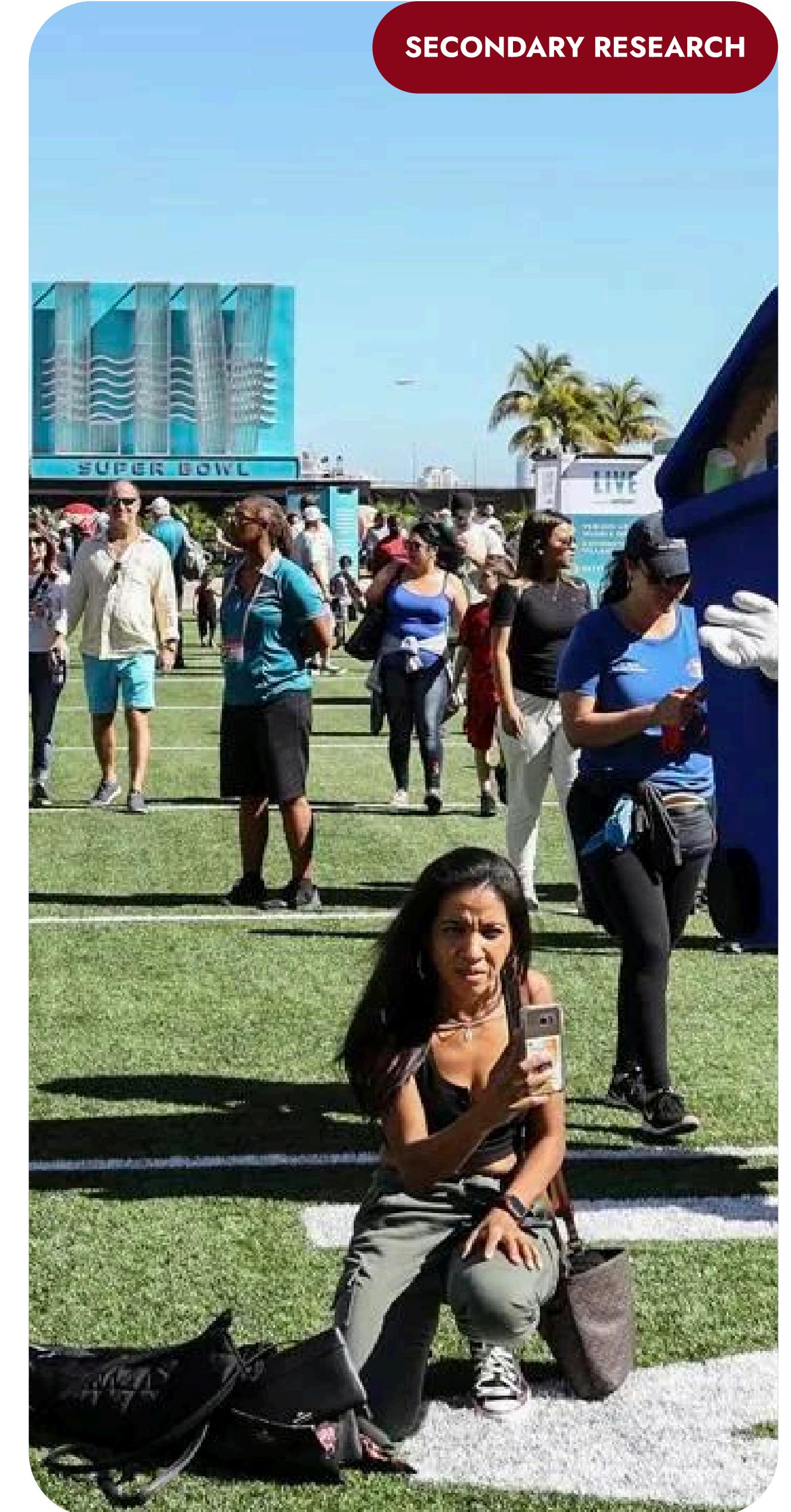
RECYCLING, REDUCTION, COMPOSTING

The use of recycled materials is on the rise, supported by the widespread availability of recycling bins and dedicated collection crews. Many facilities now utilize composting equipment to process organic waste generated by fans and maintenance operations.



GAMIFICATION

To drive fan engagement, venues are launching interactive games and activities that turn recycling and sustainability into a fun, hands-on experience.



EDUCATION

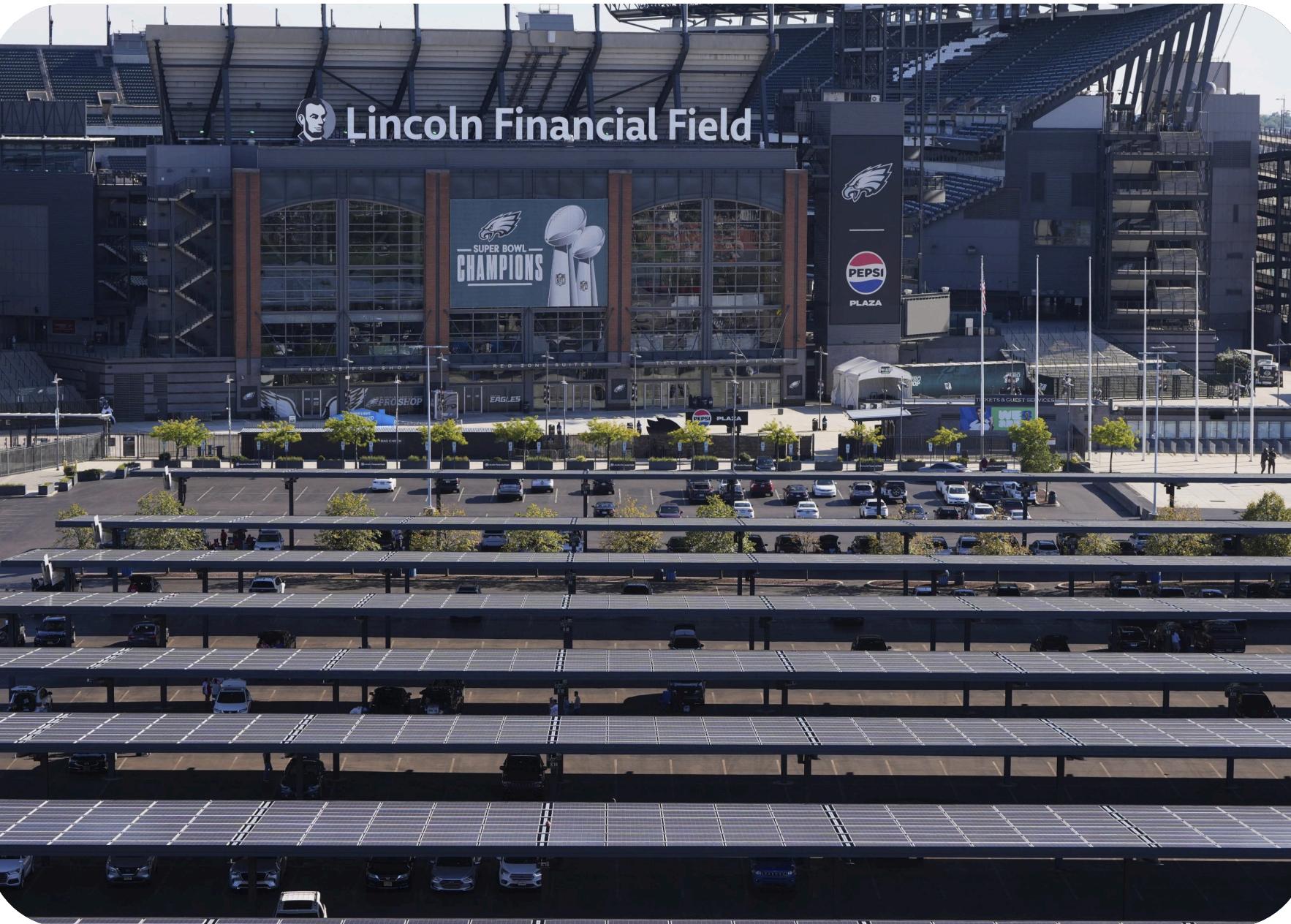
Fan education is reaching new heights through the use of digital campaigns, on-site recycling crews, and 'green ambassadors.' These efforts, backed by transparent data reporting, are shifting fan behavior toward more sustainable habits.



SECONDARY RESEARCH

NEW TECHNOLOGIES

A new era of infrastructure is emerging as facilities adopt solutions like solar energy, rain collection, and AI-powered resource management to minimize their environmental footprint



**POSITION UNIVERSITY OF
CINCINNATI AS THE LEADER IN
GREEN ATHLETICS IN THE BIG 12**



HOW WE WIN

COMMUNITY CO-CREATION

Collaborate with UC organizations to generate attainable solutions

ENSURE COMMUNITY BUY-IN

When community members feel involved in developing solutions, they are more likely to be invested in their success.

ENGAGE A BROADER AUDIENCE

Understanding current perceptions and attitudes towards sustainability ensures solutions reach beyond eco-conscious audiences.

AMPLIFY EXISTING INITIATIVES

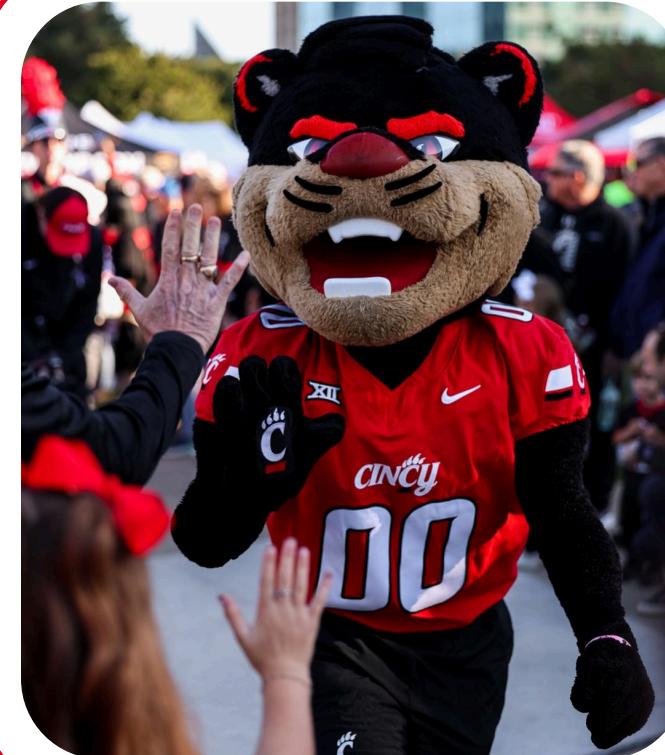
Interfacing with existing UC sustainability organizations ensures current efforts are not overlooked and generates momentum around new solutions.

SHORT TERM (1-3 YEARS)

PROPOSED SOLUTIONS

AWARENESS

TODAY



BEARCAT: THE GREEN AMBASSADOR

Teach people how to recycle and the importance of sustainability through social media campaigns, promo videos at UC games, and collaboration with UC student groups



MAKING RECYCLING OBVIOUS

Collaborate with DAAP students to design clear and visually engaging signage for bins so people know how to dispose of their waste properly



MAKE RECYCLING FUN

Promote recycling through in-game activities and activations such as featuring a "Sustainable Fan of the Game" or using the Rumpke recycled play of the game to promote recycling.

MID TERM (3-5 YEARS)

ENGAGEMENT

PROPOSED SOLUTIONS



CREATE A SUSTAINABILITY FUND

Create a donor-based sustainability fund that is promoted during games, offering prizes for those who donate.



COLLECTIBLE REUSABLE METAL CUPS

Transition all beverage containers to reusable metal souvenir cups with a drink incentive, offering a cheaper refill than buying a new drink.



CANNED WATER COLLABORATION

Collaborate with American Water (local KY brand) to design a custom UC can to have canned water at games.

LONG TERM (7-10 YEARS)

ESTABLISHING CULTURE

PROPOSED SOLUTIONS



HIGHLIGHT SUSTAINABILITY PROGRESS

Highlight positive sustainability moments at UC, such as how much waste was diverted from the last game or progress towards season long waste diversion goals.

2035



ENGAGE STUDENT GROUPS

Collaborate with student clubs and organizations, such as the Sustainable Fashion Initiative, UC Sustainability Club, or Greek organizations to help promote sustainability initiatives.



NEW TECHNOLOGY INVESTMENT

Add water refilling stations in sports facilities and work with vendors to provide only compostable/recyclable/reusable materials.



BRINGING
IT HOME

A dark, high-angle photograph of a large crowd of people at a stadium, with many hands raised in the air, cheering.

WE ARE UC.
WIN WITH US.
CELEBRATE WITH US.
WELCOME TO WHAT'S NEXT.

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