



WINTER X GAMES 11

X GAMES ENVIRONMENTALITY™

sponsors and exhibitors best practices complete guide

ESPN X Games is committed to environmental stewardship in all facets of event planning. A commitment to waste reduction, recycling, use of environmentally friendly products, renewable resources and reducing emissions are at the forefront of thought when planning, implementing and executing projects related to X Games events.

ESPN X Games encourages employees, vendors, and spectators alike to proactively support X Games Environmentality. The following checklist of suggestions was developed for sponsors and exhibitors who would like to proactively participate. These resources will help you plan more efficiently and effectively, as well as help you celebrate achievements.

EXHIBIT/BOOTH PRE-PLANNING

Paper/office supplies & practices

Think green when ordering and using office supplies.

- Use recycled-content paper in copiers and printers.
- Buy recycled-content office paper products, such as file folders and envelopes.
- Buy remanufactured laser toner and printer cartridges and recycle used cartridges.
- Print and copy documents double-sided.
- Order supplies electronically or via telephone, not on printed forms.
- Order in bulk to avoid excess packaging.
- Ask suppliers for deliveries to be made in returnable containers.
- Use safe substitutes to hazardous chemicals whenever possible for cleaning, production, etc.

Promotional Products

Please consider the following in selecting any booth giveaways/handouts to event spectators.

- Choose items that will have long-term use following the event.
- Order items in bulk to reduce packaging.
- Always request recycled-content paper from your printers for any printed collateral.
- Choose items made with recycled content. (Please see attached Resources list to locate vendors that specialize in “green” promotional products).
- Choose items made from a single material that is recyclable; for example, paper signs made from 100 percent paper fiber that do not contain plastic coatings, handles, etc.
- Boxes and wrapping from shipments of promotional items should be properly recycled in the recycling bins provided in the X Games logistics area. (Please see recycling section to learn more about available recycling opportunities.)

Food/beverages

Follow these simple steps to ensure green practices are aligned with your food and beverage offerings.

- To minimize waste, serve beverages or food in one single container/wrapper. For example, avoid serving a hot dog in a foil/paper wrapper that is also placed in a paper boat.
- Use napkins that contain recycled-content paper fibers or other environmental properties like unbleached/



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natural fibers.

- Bulk containers should be recyclable – #1 or #2 plastic only. Other #'s are not currently recyclable in the U.S.
- Serve beverages in containers that are locally recyclable – #1 or #2 plastic BOTTLES, or aluminum cans.
 - Plastic CUPS, regardless of the numbers printed on them, are NOT recyclable in most U.S. programs. Styrofoam® cups are also NOT recyclable.
 - Please contact XGE if you would like a designated recycling receptacle provided for your booth.
- Serve beverages or food in containers which are biodegradable and can be COMPOSTED. All paper products, including waxed paper cups, paper plates and napkins, ARE compostable.
 - XGE will be collecting and diverting all compostable materials that are generated at the event.
 - A new generation of plastics made primarily from corn, called “PLA,” is now widely available. PLA plastic is designed to break down in a compost facility within 90 days and become a valuable soil amendment. (Conventional plastics can take 500 years or more to break down.) For a complete listing of companies that can supply you with compostable plastic containers, please see Resources section.
- Provide stir-sticks for beverages made of wood, not plastic—the wood can be composted.
- Food scraps/waste, such as banana peels, strawberry stems, coffee grounds or tea bags can be composted.
 - Please contact XGE if you would like a designated composting container provided for your booth.
- Educate staff about booth products and packaging recyclability/compostability so they will be able to handle materials correctly.
- Donate any food or beverages that cannot be saved for use at future events to a local food bank for redistribution to disadvantaged community members. Please see Resources section.

Transportation

Please encourage all booth employees/staff to rideshare by carpooling or by taking public transportation to the event whenever possible.

ON-SITE EVENT RECYCLING

Sponsor and exhibitor cooperation are key to the success of XGE recycling efforts. XGE requests that you ensure waste generated at your exhibit/booth during setup, operation, and strike is placed into proper containers. We also encourage your booth staff to educate spectators about where they can discard disposable item(s) they receive from you.

Public-Area Recycling:

XGE is providing three-way stations to enable X Games spectators to separate discards into the following three categories:

- RECYCLABLES – cans & bottles
- COMPOSTABLES – food waste & paper products
- TRASH – everything else



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Backstage Recycling:

In addition to the main items being recycled in public areas, several additional recycling opportunities are available to exhibitors, sponsors, vendors and staff catering. Designated recycling containers for the items below will be located in the X Games logistics area. Should you need assistance with large quantities, please contact XGE.

- **CARDBOARD RECYCLING** – Clean and dry cardboard is preferred because it enhances its recycling value; Clean/dry cardboard should be placed in the CARDBOARD recycle dumpster. Wet or dirty cardboard can still be recycled via composting. Please place wet/dirty cardboard and paper products in the compost bin.
- **ELECTRONIC WASTE** – Batteries, video tapes, CDs/DVDs, toner cartridges, and other electronic devices can be recycled.
- **PLASTIC SHRINK WRAP** – Pallet and product shrink wrap can be recycled.
- **CONSTRUCTION & DEMOLITION MATERIALS** – Wood and metal (must be collected separately)

RESOURCES

GREEN PRODUCTS

Printed below is a list of recycled-content and green resources that you may find helpful. Purchasing environmentally friendly materials is a key way to protect the environment. Environmentally sensitive alternatives exist for virtually every product your company may use.

IMPRINTABLE PROMOTIONAL PRODUCTS

To help you locate promotional products with recycled paper and plastic content or other “green” attributes, the following list of product vendors has been compiled. (The suggestions below are only intended to elicit eco-action; they are not endorsed by ESPN X Games or The Walt Disney Company.)

Companies such as those highlighted below can provide a wide range of items, most of which are imprintable with logos/branding, including apparel, bags, bottles, signs, printed materials, badges, trophies, luggage tags, banners, key chains, hats, mugs, toys like mini-snowboard decks, winter sport accessories, jewelry, and more. Please visit their Web sites or contact them to explore opportunities to “green” your product offerings.

Adapt Ad Specialty

Yvette Berke
13618 Lemay Street
Van Nuys, CA 91401-1114
Business: 888-782-6974;
818-782-6974
Fax: 818-782-6975
E-mail: yberke@aol.com
Website:
<http://www.adaptadspecialty.com>

Amazing Recycled Products

Mary Jarrett
3449 S. Halifax Way
Aurora, CO 80113
Business: 303-699-0450
Email:
amazing@amazingrecycled.com
Website: www.amazingrecycled.com

Beyond Zebra

Terri Yamate
333 S. Frint Street Ste. 100
Burbank, CA 91502
Business: 818-955-9614 x11
E-mail: terri@beyondzebra.net



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Eco Linx

3941 Park Drive, Suite 20-221
El Dorado Hills, CA
Business: 800-348-1488
Fax: 916-941-1938
E-mail: robert@ecolinx.org
Website: www.ecolinx.com

Green Cards

Arthur Blank & Co—Corn Cards
225 Rivermoor Street
Boston, MA 02132
Business: 800-776-7333;
617-325-9600
Email: abco@abco.com

Recycled Products Cooperative

137 N. El Camino Real
Encinitas, CA 92024
Business: 800-694-8355
Email:
information@recycledproducts.org
Website:
<http://www.recycledproducts.org/>

Weisenbach Specialty Printing

437 Holtzman Avenue
Columbus, OH 43205-1604
Business: 800-778-5420;
614-251-8585
Fax: 614-251-8440
E-mail: sales@weisenbach.com
Website: www.recycledproducts.com

Western Badge & Trophy Company

Marisol Bates
Special Projects Coordinator
Western Badge & Trophy Co.
1716 West Washington Blvd
Los Angeles, CA 90007
Business: 323-735-1201 x204
Fax: 323-735-8571
Email:
MarisolB@wbtpromotional.com
Website:
<http://www.westernbadge.com/>

COMPOSTABLE PRODUCTS

Many regular food service suppliers carry paper plates, paper boats and paper cups, all of which are COMPOSTABLE and are thus preferred over non-recyclable, non-compostable petroleum plastics like Styrofoam®. Please contact your regular food service suppliers such as US Food and Sysco, to inquire about availability. Specify that you would like products with recycled content whenever possible. To locate products made from new, biodegradable materials like PLA and other bio-ware compostable plastics and sustainable fibers, please contact the following vendors.

Eco Products

Luke Vernon
3655 Frontier Ave
Boulder, CO 80301
303/449-1876 ext. 107
lvernon@ecoproducts.com
<http://www.ecoproducts.com/>

Excellent Packaging

Allen King
3220 Blume Drive
Richmond, CA 94806
(800) 317-2737
allenk@mindspring.com
[http://www.excellentpackaging.com/
pages/1/](http://www.excellentpackaging.com/pages/1/)

Green Earth Office Supply

800/327-8449
[http://www.greenearthofficesupply.
com](http://www.greenearthofficesupply.com)

Green Home

877/282-6400
<http://www.greenhome.com>

OFFICE SUPPLIES, BUILDING MATERIALS, FURNITURE, AND MORE

The California Integrated Waste Management Board provides a comprehensive list of all commercially available recycled-content products. You can find a wide range of promotional product companies, as well as office supplies, furniture, building materials, and more at <http://www.ciwmb.ca.gov/RCP>.



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FOOD BANK

We encourage booth sponsors and exhibitors to donate surplus food items to a local food distribution (bank) program. An organization serving the Pitkin County area is:

Western Slope Food Bank of the Rockies

734 Scarlet Drive

Grand Junction, CO 81505-9430

Phone: 970-243-3937

Fax: 970-243-3938

<http://www.foodbankrockies.org/westslope.cfm>

OTHER DONATIONS

Reusable event display surplus items in working/usable condition, such as extra booth giveaways, shelving, clothing, etc. can be donated. (No upholstered furniture, electronics, or appliances please.) Please contact XGE staff to arrange pickup of items, which will be transported to Freecycle; an area at the Pitkin County Solid Waste Center or Construction Junction, a construction and demolition salvage yard in Carbondale, CO.

For more information about any of these initiatives, please contact:

Disney's Environmental

Marialyce Pedersen

818-553-7259

805-390-9610

marialyce.pedersen@disney.com

<http://www.disneysenvironmentality.com>

ESPN X Games

Michelle Plotkin

860-559-3707

Michelle.M.Plotkin.-ND@pop3.espn.com

<http://www.xgamesenvironmentality.com>