

GREEN GAME GUIDE

An internal resource designed to help employees successfully plan, host, and manage sustainability-focused events at State Farm Stadium.



2026

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OVERVIEW

The Green Game Guide is an internal resource designed to help employees successfully plan, host, and manage sustainability-focused events at State Farm Stadium (SFS). This guide focuses on hosting a Green Football Game at SFS and is designed to be replicable for future events at the stadium. This guide provides step-by-step guidance for all phases of a game, including pre-game, during-game, and post-game. During these phases, the guide outlines what to track and report, as well as the staff roles and responsibilities.

Some of the core components of this guide include a clear waste-sorting guide and standardized waste-tracking methods to ensure consistency in data collection and reporting across events. Another core component is a detailed event-day checklist for staff to follow along with clearly defined roles and responsibilities, to ensure accountability and smooth coordination across events. Additionally, the guide includes an example timeline to illustrate how an event might unfold, from the day before to the day after it ends. Finally, the guide outlines best practices for sustainability messaging to equip staff with consistent, effective ways to engage with fans.

A Green Game is a sustainability-focused event to be hosted at State Farm Stadium, designed to transform an event day into a demonstration of what environmentally responsible, large-scale management can look like. This type of event is important for showcasing sustainability in a fun and engaging way while displaying the effectiveness of eco-friendly efforts when individuals come together.

PASS IT TO THE RIGHT BIN

In an effort to minimize waste and divert as much material as possible from landfill, we ask all fans to follow the sorting system below. Every item placed in the correct bin helps us reduce our environmental impact.

1. **FOOD BIN**

- ☐ All leftover food
- ☐ Ex: fries, pizza, nachos, popcorn, etc.
- *No cups, wrappers, or packaging**

2. **COMPOST**

- ☐ Napkins and paper towels
- ☐ Greasy pizza box bottoms
- ☐ Paper food trays
- ☐ Compostable plates, bowls, and utensils

3. **RECYCLING**

- ☐ Aluminum cans
- ☐ Plastic bottles
- ☐ Plastic cups and lids
- ☐ Clean cardboard and paper
- *Always pour out liquids first**

4. **LANDFILL**

- ☐ Chip bags and candy wrappers
- ☐ Foam containers
- ☐ Plastic-lined paper cups
- ☐ Condiment packets

Quick Tips

- Empty liquids into the landfill first, then recycle.
- Separate items when possible (lid from cup).
- Look for labels such as “compostable” or “recyclable.”
- If still unsure, place it in the **Landfill** to avoid contamination of other bins.

Have a question? Ask a **Green Team** member



****Did you know that since late 2023, State Farm Stadium converted 353 lbs of cigarette butts into energy?****

WASTE SORTING GUIDE

Food (Brown Bin)	Landfill (Black Bin)	Recycling (Blue Bin)	Compost (Green Bin)
All food scraps	Chip bags	Aluminum cans (beer, soda, seltzer)	Compostable Utensils
	Candy wrappers	Plastic water bottle	Paper food trays and boats
	Foam containers	Clean plastic cups	Napkins and paper towels
	Plastic-lined cups	Plastic lids	Wooden stir sticks and toothpicks
	Plastic bags	Clean pizza lid (no grease)	Paper drink carriers (no plastic lining)
	Condiment packets	Flyers, papers, cardboard, etc.	Greasy pizza box bottoms

Most Common Contamination Streams

Look out for these items that can commonly be confused and contaminate a waste stream:

- **Food-soiled recyclables** (pizza boxes with grease)
 - Reduces recyclability
- **Mixed materials:** paper cups with polyethylene lining or mixed plastic and paper (Starbucks-style)
 - Often not recyclable
 - Plastic film (bagged napkins, wrapper film)
 - Tangles MRF equipment

Tricky Items and Recommended Sorting

- **Paper cups (poly-lined):** If the local processor accepts polypropylene-lined paper cups (check with waste hauler), place in

recycling; otherwise, landfill.

- **Plastic utensils and straws:** Landfill
- **Condiment packets:** Landfill
- **Lids vs. cups:** When in doubt, place both parts in the recycling bin only if they are empty, and the material type is accepted.

Quick Sorting Guide

1. Is the item food or food-soiled? → Compost
2. Is the item a clean metal, glass, or plastic? → Recycling (make sure it's empty)
3. Is the item greasy, coated, or a mixed material? → Landfill
4. Is the item a branded paper cup (Starbucks, etc.), and you don't know? → Landfill
5. Still unsure? → Ask other staff OR throw in the landfill

FAN ENGAGEMENT BEST PRACTICES

Fan engagement and messaging are the core of Green Games. The goal is to maintain confident, consistent, and welcoming interactions across the board. No matter what attitude you may encounter, do your best to stick to the recommended talking points below.

FAQs & Quick Responses

The following are examples of common attendee questions you may encounter, along with recommended responses to use as a reference:

"Where does my recycling actually go?"

- Once recyclables are collected and sorted, they're sent to a materials recovery facility for sorting and processing. Our waste hauler tracks each load, so we know exactly how much is being diverted.

"Does this food waste really get composted?"

- Yes — compostable materials collected today are diverted from the landfill and sent to a composting facility. The Stadium tracks diversion by weight for every event.

"Why are there so many different bins?"

- Each bin is designed to keep materials separate so they can actually be processed correctly with minimal intervention. Mixing them together causes contamination, making proper disposal difficult.

"What if I already threw something in the wrong bin?"

- It happens! Just do your best going forward. Every correctly sorted item still makes a difference.

"Does this really get recycled?"

- See the *Handling Skepticism* section.

When to Direct Attendees to QR Codes

QR codes are available throughout the stadium to support fan education and engagement. Direct attendees to these resources in the following situations:

A fan wants more detail about the sorting guide than you can provide verbally

- Point them to the QR code on the nearest bin or signage.

A fan wants to take the sustainability survey, but doesn't want to stop and chat

- Direct them to scan the QR code at their own pace.

A fan asks about real-time diversion progress

- Point them to the nearest concourse screen showing live data, or refer to the most recent update you've received from your operations lead.

When directing fans to screens or QR codes, always encourage them to return to you or another employee if they have additional inquiries. Interpersonal engagement is the most important part!

Handling Skepticism

Skepticism is one of the most important fan interactions you will have. Approach these moments with patience: a well-handled skeptical question is one of the most effective tools for changing minds. Some examples of skepticism may look like the following:

"Does this really get recycled, or does it all just go to the same place?"

- Yes—everything is tracked and properly recycled. All waste from each event is weighed and monitored, so we have clear data on what's being diverted and exactly where it goes. This ensures materials are handled correctly and recycled as intended.

"Recycling is a scam and doesn't actually help."

- It's true that recycling has faced real challenges, and

contamination is a big part of that problem. What we're doing today is focused on keeping each stream clean so materials can actually be processed. That's exactly why sorting correctly matters so much.

"Does this even matter when large-scale polluters are doing so much worse?"

- It can be difficult to feel like you're making an impact when it seems so small. But State Farm Stadium generates around 30 tons of waste per game. When we divert even a fraction of that, it has a meaningful, measurable impact. Events like this also help build habits and awareness that extend beyond the stadium.

General Guidance for Skeptical Interactions

- Acknowledge the concern — do not dismiss it or invalidate their feelings.
- Remain factual — Only make claims that you can accurately back up.
- If a fan remains unconvinced, that is okay. Thank them for engaging and move on. Do not argue.
- If a question falls outside your knowledge, direct them to the State Farm Stadium sustainability page or provide them with the contact information of someone who may be able to answer.

TEAM ROLES & RESPONSIBILITIES

Director of Operations & Sustainability: Strategic Oversight

- Set diversion targets
- Approve bin placement + staffing plans
- Lead pregame sustainability briefing
- Monitor live dashboard metrics
- Lead post-game debrief

ABM: Material Quality Control

- Monitor contamination in waste streams
- Swap bags BEFORE overflow
- Flag repeated contaminants, overflow hotspots, and signage failures to supervisors

CRAFT Culinary: Point of Sale Education

- Recognize what packaging is compostable
- Verbally guide fans towards putting their items in the proper bins
- Promote Refill stations
- Educate fans about concession discounts and in-app challenges
- Reinforce proper disposal at the point of handoff
- Reduce unnecessary packaging (napkins, lids, utensils)
- Highlight sustainable/default packaging options

S.A.F.E. Management & Insignia Guest Services: Front-line Messaging

- Prepare to answer common fan questions
- Remember key phrases to use (“Food waste goes in green bins”)
- Direct fans to the nearest waste stations
- Maintain a positive and encouraging tone when guiding behavior
- Help reduce confusion around sorting

Social Media Team: Real-time Amplification

- Repost hashtags
- Post leaderboards for recycling or the gamification aspect
- Record behind-the-scenes or green team content
- Track challenges or initiatives with the highest engagement
- Share quick educational posts during the game
- Highlight fan participation and user-generated content

Copia: Sorting

- Coordinate sorting shifts for during and post-game
- Pre-stage collection areas for efficient sorting
- Track recovered food volumes
- Ensure proper separation before donation or redistribution

Waste Haulers: Back-of-house Stream Protection

- Coordinate haul schedule
- Ensure compost/recycling loads aren't mixed
- Verify proper disposal destination
- Confirm bin streams match hauling processes
- Optimize pickup timing to prevent overflow

Data & Reporting Lead: KPI Tracking

- Track diversion, contamination %
- Create a post-game impact report compared to past games
- Establish baseline metrics pre-event
- Identify high- and low-performing zones
- Track fan participation and engagement trends
- Translate data into clear insights for stakeholders

Green Team (future role): On-site Behavioral Intervention

- Help attendees with waste sorting
- Provide real-time waste sorting guidance
- Educate attendees about stadium initiatives
- Gather attendee feedback on new stadium initiatives
- Monitor contamination trends

Staff Checklist

Pre-Game (Before Gates Open)

- ❑ **Logistics Check:** Confirm with Waste Hauler that Green Game loads are weighed separately.
- ❑ **Inventory Check:** Verify concession vendors are stocked with agreed-upon compostable/reusable materials.
- ❑ **Waste Station Setup:** Ensure triple-stream (Compost, Recycle, Landfill) bins are placed in high-traffic areas, with no "rogue" lone trash cans.
- ❑ **Signage Check:** Verify bin signage is visible, accurate, and not obstructed, in accordance with the Contamination Baseline walk-through.
- ❑ **Digital Readiness:** Test QR codes and digital links (on various mobile OS) to ensure the survey and guide redirect work under stadium load.
- ❑ **Personnel Briefing:** Conduct staff briefing to review Green Game goals, confirm role-specific responsibilities, and train the team on the "Big Three" problem items.
- ❑ **Engagement Hubs:** Set up Green Team stations, including the Incentive Wheel and verbal survey stations.
- ❑ **Final Sweep:** Flag any missing signage, supplies, or logistical issues to the supervisor.

During Game

- ❑ **Waste Monitoring:** Continuously monitor bins in assigned zones for contamination and overflow (Sweeps).
- ❑ **Fan Interaction:** Proactively assist fans at waste stations during peak periods using approved, non-guessing language (Shadowing).
- ❑ **Vendor Check:** Perform quick checks to ensure concessions are actively using the agreed-upon compostable/reusable materials.
- ❑ **Data Capture:** Log hourly or half-hourly QR code hit counts and actively tally verbal surveys (Live Data Entry).
- ❑ **Real-Time Adaptation:** Communicate issues and needs to the operations lead and adjust bin lids/signage or shift volunteers/messaging if contamination or participation trends appear (Dynamic Messaging).
- ❑ **Containment:** Address overflow immediately and replace full bags in accordance with proper waste-stream protocols.
- ❑ **Sentiment Capture:** Note down recurring fan questions or points of confusion for future signage improvements.

Post-Game

- ❑ **Final Pull:** Complete final waste pull, ensuring all "Green Game" bags are tagged/moved to the designated sorting zone, and waste streams remain separated during back-of-house handling.
- ❑ **Asset Recovery:** Collect all reusable signage, the prize wheel, and leftover incentives.
- ❑ **Quick Debrief:** Participate in a 5-minute huddle (Quick 5 Debrief) to record "immediate fixes" for the next event.
- ❑ **Data Consolidation:** Compile all collected data (survey results, diversion weights, fan engagement) into the master spreadsheet.
- ❑ **Post-Event Audit:** Record the duration of the post-game sort (Time Study) and evaluate if the Green Team felt overwhelmed (Role Audit).
- ❑ **Characterization Check:** Perform a "grab sample" of a diverted bag to check for contamination percentage (Waste Characterization).

TIMELINE- BEFORE GAME

Gameday Timeline (Run of Show): Before Game	
Time Period	Duties: Before Game
1 Day ahead of time or 4-6 hours before the event	Initial Logistics and Coordination
	Hauler Coordination: Confirm with the waste management provider that “Green Game” loads will be weighed separately for accurate diversion data.
	Pre-Pre-Event Prep: Walk-through with the alliance to further plan and determine what needs to be done for event prep.
	Event Walk-Through: Determine any specific sustainability requirements.
	Initial Signage Setup: Set up signage as attendees drive into the parking lot
	Concession Setup: Set up sustainable products (compostable/reusable cups).
	Waste Sorting Station Setup: Determine/set up the main Waste Sorting Stations
2-4 hours before the event	Infrastructure & Personnel Setup
	Station Setup: Set up stations for the Green Team (ASU volunteers, Legends Global employees, Sustainable Stadium Alliance members)
	Bin Placement/Messaging Checks: Verify all bin placement and messaging
	“Green Game” Signage: Put up “Green Game” messaging within the stadium.
	QR Code Placement: Put up the QR code with the survey or guide in the stadium
	Staff Briefing: Conduct the main staff briefing.
Final Stretch Before Doors Open, 2 hours before	Final Checks and Readiness
	Contamination Baseline: Walk the concourse to ensure no rogue bins are left out and that bins have clearly labeled signage and are easy to follow.
	Digital Integration: Test QR codes on different mobile OS to ensure the survey redirect works under stadium load.
	Verbal Survey Stations: Set up stations where people can take the survey verbally with a Green Team member, with tallies accounted for.

TIMELINE- DURING GAME

Gameday Timeline (Run of Show): During Game	
Time Period	Duties: During Game
Continuous Operations	During Event Duties
	Monitor high-traffic Areas: Observe waste patterns (correct/ incorrect sorting), engagement patterns, and fan engagement plan implementation.
	Active Stations: Staff information stands for education.
	QR Code Stations: Run incentive loop (prize wheel for survey completion) and actively tally QR code scans/surveys taken
	Active Sweeps: Perform active sweeps of each floor to check that everything is going as planned.
	Shadowing: Have Green Team members hold different traffic areas at timed intervals to count the successful vs. failed waste-sorting events by attendees.
	Vendor Compliance: Perform Quick Checks to ensure concessions are actually using the agreed-upon compostable/reusable items.
	Sentiment Capture: Log hourly or half-hourly QR code hit counts to see which game periods are most active.
Real-Time Adaptation	During Event Adaptation & Changes
	Active Feedback: Gather active feedback from the team and stadium partners (Green Team, Craft Culinary) to improve during the event and for future planning
	Dynamic Messaging: Shift a volunteer or update the messaging method in a location if one floor is lacking survey participation
Between Quarters, Halftime, and Peak Traffic	Specific During Event Focuses
	Sweeps: Check bin fullness levels to ensure “overflow” is not happening; if fullness is high, note visible contamination
	Engagement Tally: Mark down how many fans engaged with the information stand vs. just aiming for the incentives (questions asked, interest noted, tally incentives given).

TIMELINE- POST GAME

Gameday Timeline (Run of Show): Post Game	
Time Period	Duties: Post-Game
Immediate Post-Game	Immediate Post-Game duties
	Final Pull: Ensure all “Green Game” waste bags are tagged or moved to the designated sorting zones
	Quick 5 Debrief: Gather Alliance for a 5-minute huddle while energy is high to record “immediate fixes” for the next event
	Asset Recovery: Check for all reusable signage, prize wheel, and leftover incentives
Immediately after to 24 hours after the event ends	Duties from the immediate end to 24 hrs after the event ends
	Cumulate Data: Compile the data into a spreadsheet/Excel file (survey questions, waste diverted, fan engagement, attendees who requested more information)
	Digital Export: Download survey results and QR scan timestamps
	Time Study: Record the duration of the post-game sort to calculate labor efficiency for future planning
	Waste Characterization: Perform a “grab sample” of a fiverated bag to check for contamination %
	Engagement Correlation: Compare the number of surveys completed to the total stadium attendance
	Role Audit: Evaluate if the “green team” felt overwhelmed and if the ratio of fans to volunteers was manageable
	Post-Game Email: Send a follow-up email to staff, volunteers, and key partners summarizing the event outcomes, highlighting successes, sharing key metrics, and noting any opportunities for improvement.

TRACKING METRICS

1. Waste Per Fan (lbs/person)

- Measures the total waste generated per attendee.
- Helps normalize performance based on overall game attendance.
- Example: “Today: 0.82 lbs per fan (↓ 12% from game average).”

2. Recycling Capture Rate

- Measures the percentage of recyclable material successfully captured.
- Compares the amount correctly placed in recycling bins to the total recyclable material generated.
- Indicates how effectively fans are sorting recyclable items.

3. Compost Capture Rate

- Measures the percentage of food scraps and compostable materials diverted from landfill.
- Compares the compostable material collected to the total compostable waste generated.
- Indicates how effectively organic waste is being captured.

4. Total Landfill Avoided (lbs)

- Measures the total weight of waste prevented from going to landfill.
- Includes materials successfully recycled or composted during the event.
- Demonstrates the overall impact of diversion efforts.

5. Diversion by Section

- Tracks waste diversion performance by individual stadium seating sections.
- Displayed using a heat map visualization to highlight leading sections.
- Example: *“Section 132 leading with 74% diversion.”*

6. Waste Station Interactions

- Measures fan engagement at waste stations throughout the stadium.
- Includes the number of QR code scans and sorting confirmations.
- Tracks interactions between fans and staff at sorting stations.

7. Green Team Engagements

- Measures the number of fans assisted by Green Team members.
- Tracks how many people received help with proper waste sorting.
- Example: *“Green Team helped 1,240 fans sort correctly.”*

8. Refill Station Use

- Tracks the number of bottles refilled at stadium refill stations.
- Estimates the number of single-use bottles avoided.
- Demonstrates the impact of reusable bottle participation.

Where Results Will Be Shared

- **Website** – Post-game sustainability updates and metrics
- **Post-Game Email** – Summary of Green Game performance and impact
- **Real-Time Progress Dashboards** – Live data displayed in the stadium through Spare-it technology

ACKNOWLEDGEMENTS



We would like to extend our sincerest thank you to every staff member, volunteer, and partner who showed up, sorted waste, answered questions, and guided fans toward better choices.

The work you do on game day is what transforms a written plan into real-world impact. Every bin monitored, every fan interaction, and every waste item sorted reflects your effort and dedication.

Sustainability at this scale is more than a one-person job. It takes a village, a team of people choosing, again and again, to do the right thing.

As this initiative grows, so does the legacy of those who built it from the ground up. You are part of something that extends far beyond game day.

Again, we sincerely thank you.
We truly could not do this without you.