



Special Event Report Card

Event Name: 2011 ESPN Winter X Games

Event Date: January 27-30, 2011

Overall Effort:

Education	
Waste Stations	
Giveaways/Sponsors	

Explanation of rating system:

- Excelled
- Met ZGreen Requirements
- Just missed requirements
- Did not meet requirements

Comments:

The 2011 ESPN Winter X Games in Aspen made concerted efforts to reduce waste and comply with other ZGreen checklist requirements, producing a greener X Games than in previous years.

As always, the employee catering tent was a good example of a low-waste dining area. All the utensils, cups, bowls and plates, including to-go items, were compostable, and staff was available to make sure that compost, recycling and trash were put into the correct bins. Salt and pepper, coffee creamer, beverages, and cereals were available in bulk, which was great.

ESPN printed the media guide and event schedule on at least 20% post-consumer recycled content paper. Although the ZGreen requirement for hosting organizations is 100%, the percentage achieved by ESPN is a good start, given the large printing volume required.

There were very few lone trash bins around the event, which was great. The tri-bin waste stations were clearly labeled and made it easy for attendees to dispose of recyclables and compost correctly. For future years, ZGreen recommends using waste station bins and lids that can be separated from each other, to make it possible to provide only recycling and waste bins in attendee areas where compost collection is not recommended. The ESPN offices in the Inn at Aspen all had trash bins paired with office paper and comingled container recycling. There was also a compost bin in the hallway for employees to dispose of their compostable containers. Good work.

The athlete area was similar to last year, with some drinks in bulk and some in bottles and cans. There was also an educational sign about composting.

The VIP area showed impressive effort, with obvious consideration for the environment. The decorations made from trees, were reusable and others were made from recycled junk mail or used aluminum cans. Each athlete had a framed picture with a caption describing their personal environmental efforts, and reusable coffee mugs were provided to guests as party favors. The disposable cups and bamboo plates were both compostable. The only item that was not compostable was the plastic cutlery. Next year, it would be great to see 100% compostable items in this area.

This report card will be kept on file and referenced for future events. It will also be made available to the public on our website. The Aspen ZGreen program is a joint program between the City of Aspen Environmental Health Department and the Canary Initiative. Please contact us at ZGreen@ci.aspen.co.us or (970)429-1798

Staff trainings were conducted at 9am every morning and green guidelines were covered as part of the mandatory movie that was shown.

The North Face was the designated green sponsor at the event and provided a tent with reusable water bottles, solar PV education, and a bike that charges electronic devices. Additional educational efforts by ESPN included a new employee Green Bucks program and a Green X Games 15 sign at the VIP area with a recycle symbol. These efforts were good but did not tell attendees much about what was being done to make the X Games a green event. We encourage more attention to the education requirement in the future.

Opportunities for Improvement: While there were several improvements made this year, there is still room for further progress. City of Aspen ZGreen staff always offers to help with the staff training, but ESPN staff did not take advantage of that resource. There was some confusion with staff and with the waste collection company about what was recyclable and compostable. To avoid confusion like this in the future, the City strongly encourages ESPN to take advantage of the free training resources available from the City.

ESPN has yet to address the event's energy use, which is significant and hugely impactful. Certain types of energy use, such as snowmobile fuel, may be difficult to reduce at this time, however there may be opportunities to avoid wasting energy by limiting the times when jumbo TV's, lights, or other energy-intensive electronics are in use. ZGreen encourages ESPN to examine the energy consumption and carbon footprint of the X Games and create a plan for gradually addressing these issues over the next few years. X Games will never be a truly green event until concerted efforts are made to account for and reduce its carbon emissions.

Sponsor giveaways are still a large challenge at X Games. There were numerous Warhead packages littering the mountainside again this year. Warheads also distributed foam hats, which ZGreen believes ESPN should eliminate. These hats are often worn once and then tossed into the garbage, littering the environment for a very long time. ESPN also needs to work more with sponsors to make sure sponsors are educated about their role in the efforts to reduce environmental impacts of the event.

The Special Guest tent had plastic cutlery, plates and cups; however there were still recycling and compost bins available, which must have been confusing to attendees. Also, sugar packets and a few other items were still offered in individual packets instead of bulk packets, in several tents, creating unnecessary waste. In the media tent, there were Keurig coffee makers, which use individual plastic containers. These create a lot of waste. ZGreen encourages ESPN to make sure all areas where refreshments are served are consistent and in-line with its environmental commitment.

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