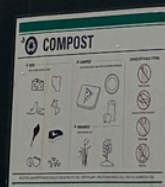
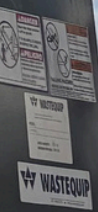


# Zero Waste Wolfpack

## 2024 Football Season Impact Report



DO NOT  
PARK IN  
FRONT  
OF THIS  
CONTAINER



COMPOST

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**94,850 lbs**  $\approx$  the weight of **387**  
of waste diverted from going to landfill **football players**

**18,184 lbs**  
of organic waste composted at  
NC State's own Compost Facility

**75,180 lbs**  
of mixed recycling waste was  
processed into new materials

**280+**  
Volunteers on game day and  
post-game Sunday sorts

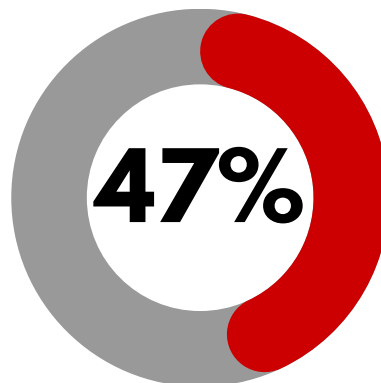
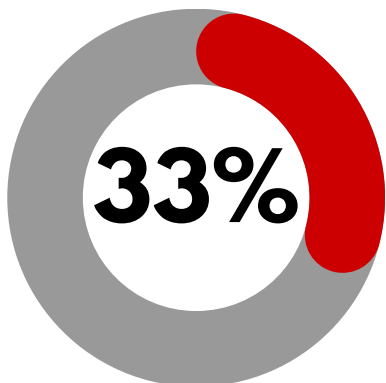
**17,000+**  
Aluminum cans collected by The  
Great Raleigh Cleanup

**398,433+**  
Students, fans and staff in  
attendance at home games

**706 lbs**  
of plastic film collected and recycled

**33%**  
Overall Diversion Rate (13%  
increase from last season)

**47%**  
of in-stadium waste diverted from  
landfill (Oct 5 - Nov 9)



# History of the Zero Waste Wolfpack



# History



WE (Wolfpack Excellence) Recycling, Carter Finley's first Recycling program was born in 2003 by a Caldwell fellow and the Waste Reduction & Recycling office. The program was originally called "Chuck It" Recycling after former head coach Chuck Amato. The chuck wagon drove through the tailgate lots collecting bottles and cans and became a staple for NC State tailgaters. After the departure of coach Chuck Amato the effort was rebranded the "WE Recycle" program.

**The Zero Waste Wolfpack program was born in 2014 and integrated in-stadium compost and recycling options to engage fans with proper waste disposal methods. The zero waste initiatives and program at Carter-Finley have such a strong foundation and history.**

Some awards the program has won:

- GameDay Recycling Challenge, Waste Minimization Per Capita, 2021
- City of Raleigh Environmental Award, 2018
- Carolina Recycling Association, 2019
- Green Sports Alliance Environmental Innovator Award, 2019
- 2024 Organization Recipient Sustainability Award
- 2024 Most Sustainable Award by Front Office Sports



**And it doesn't stop here! This season, we had the opportunity to pilot some new initiatives and the results tell us the future is bright!**

# Successes of the Season

The 2024 season allowed for a Zero Waste Wolfpack program revamp! New people, ideas, and pilots were introduced. Having a program coordinator added structure and improved oversight, relationships and overall zero waste operations at Carter-Finley.

LOCAL NEWS

## NC State's 'Zero-Waste Game' tackles stadium waste one bin at a time

At this Saturday's NC State football game, the Wolfpack will take on the Wake Forest Demon Deacons in more than just an athletic showdown. The Oct. 5 game is part of the university's zero-waste initiative, aimed at drastically reducing the amount of waste sent to landfills.

Posted 5:34 p.m. Oct 4 - Updated 7:57 a.m. Oct 5



By Liz McLaughlin, WRAL climate reporter

TTT

At this Saturday's NC State football game, the Wolfpack will take on the Wake Forest Demon Deacons in more than just an athletic showdown. The Oct. 5 game is part of the university's zero-waste initiative, aimed at drastically reducing the amount of waste sent to landfills.

"Big events like this create a lot of waste," said Meredith Smith with NC State's Waste Reduction and Recycling Office. "We're here to take small steps toward a more sustainable game, and we're making improvements along the way to increase efficiency."

## Zero Waste Wolfpack: Scoring Big for Sustainability

At the recent [Sustainable Wolfpack](#) football game, 12,113 lbs of recycling and 4,410 lbs of compost was collected. The compost collected from this single game was more than the total amount collected during the entire 2023 season.

Volunteers, including the [Grand Challenges Scholars](#), played a crucial role by helping fans recycle and compost during the game. Their efforts led to 2,380 lbs of compost being sent to the NC State [Compost Facility and Research Cooperative](#) where it will be transformed into a nutrient-rich soil amendment to grow produce for campus dining halls.

After the game, 36 volunteers returned to Carter-Finley Stadium for a post-game sort of the stadium's waste. Students from the [Sustainability Stewards](#), [Zero Waste Wolves](#) and other community volunteers helped divert another 1,730 lbs of compost away from the landfill.



Zero waste initiative surrounds NC State football game

WRAL

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## Zero Waste Wolfpack Wraps Up an Impactful 2024 Season

December 10, 2024 | [mesthill](#)



The 2024 football season at Carter-Finley Stadium was more than victories – it was also a big win for sustainability thanks to the [Zero Waste Wolfpack](#) program. Across seven games, the program rallied fans, volunteers and partners to achieve impressive results in waste diversion.

# Successes of the season: Townebank Center



We piloted this sorting station at the second game on September 14th and continued it throughout the entire season.

**3,165 lbs** of compost collected from Townebank Center by student interns Will and Olivia (pictured above) and game day volunteers.

**7,575 lbs** of compost from the Aramark kitchen - shoutout to Chef Hector and his team!



**Olivia Lanza**, Sustainable Wolfpack Intern, was happily adopted by the Zero Waste Wolfpack team. She redeployed **26** compost bins in Townebank Center. With the help of WRR's Graphic Design and Marketing Intern, **Avery Szacaks**, they created new signage (shown on the right) to engage and educate Wolfpack fans on what items to compost.



# Successes of the season:

## Post-game Sunday Sorts and Gate 7

Gate 7 is the primary location where Cenplex disposes inside stadium waste during the game. We piloted a second sorting station at this location in honor of the Sustainability game on Oct 5th, collecting **207.5 lbs** of compost. On Sunday, Oct 6th, we hosted Zero Waste Wolfpack's first ever post-game Sunday sort.



We were joined by **30 volunteers** including the Sustainability Stewards, Zero Waste Wolves, Alpha Phi Omega, and EcoVillage. We sorted through inside-stadium waste and diverted an additional **1,730 lbs of compost** and **72 lbs of plastic film**.

Our first post-game Sunday sort was so successful that we decided to host one more to end the season! Chordination made a strong impact at the Gate 7 sorting station during the Nov 9th game by diverting **427.5 lbs of compost**.

On Nov 10th we were joined by **33 volunteers** including First-Year Engineering students, Alpha Phi Omega, Chi Omega, Env 101, EcoVillage, and Zero Waste Wolves! We diverted **1,312 lbs of compost**, **722.81 lbs of mixed recycling**, and **107.5 lbs of plastic film**.





# Successes of the season:

## The Great Raleigh Cleanup

The Great Raleigh Cleanup brought 32 volunteers to 6 different home games throughout the football season. Volunteers collected aluminum cans from the student tailgate lots as Wolfpack fans prepared for kick off.

**17,000 + aluminum cans diverted!!**

Aluminum cans were recycled, rebated, and reinvested back into their program.

“Partnering with NC State has been a goal since I was a student, many moons ago. And being able to do so with the nonprofit I founded, at football games, making a real impact, has been phenomenal.”

Preston Ross III - Founder and Executive Director



# Successes of the season: Aramark



Aramark rescued **5,964** meals from going to landfill by offering leftover food to staff!

## Plastic Film Collection

We worked with Aramark to increase plastic film diversion, strategically placing plastic film only collection bins in 6 different locations across the stadium. We updated signage to go along with the new bins and placed new guides in the concession stands to inform staff. In addition to these updates, before each game we would walk around educating all concession workers of plastic film and compost separation efforts.



With help from Aramark staff, we collected and recycled **705 lbs** of plastic film!



## Paper Towel Composting

We increased paper towel composting across the stadium to include all large indoor stadium restrooms. We saw little to no contamination throughout the season, even when we added the clearstreams to the men's restrooms.

# Game Day Volunteers



# Game Day Volunteers

Through our partnership with Athletics, Wolfpack Sports Properties, and GFL, we are able to pay \$200 to each NC State Student organization that brings 10+ volunteers.

Additionally, community members and NC State students sign up to participate in the game day sorting fun! Everyone receives a lanyard with this helpful sorting guide and these beautiful 100% cotton American made T-shirts made by local sustainable legends T.S. Designs.



**August 29th**  
**51 volunteers**

Global Initiatives -  
Japanese and German  
Exchange Program



**September 14th**  
**31 volunteers**

Poultry Science 4-H Group  
Society of Asian Scientists  
and Engineers (SASE)  
Benjamin Franklin Scholars



**September 28th**  
**18 volunteers**

Sustainable  
Entrepreneurship Club

# Game Day Volunteers



**October 5th**  
**Sustainable**  
**Wolfpack Game**  
**15 volunteers**

Grand Challenges  
Scholar Program



**October 12th**  
**6 volunteers**

Zero Waste Wolfpack  
Interns pictured



**November 2nd**  
**18 volunteers**

Community and  
NCSU students only



**November 9th**  
**53 volunteers**

Zero Waste Wolves  
Chordination  
Raleigh Charter HS  
Thales Academy

# Student Internships

## The faces behind the numbers



# Zero Waste Interns

The Zero Waste Wolfpack program wouldn't be possible without the hard working student interns behind the scenes. From bin optimization shifts to weighing compost bags after each game and during each post-game sort - they're the faces behind the results!



"I loved hearing the numbers after the games and sorting days. The amount of waste produced at these types of events is insane, and to know that we were able to divert literal tons of it is amazing. I'm looking forward to our efforts being contagious and inspiring people to make more sustainable choices."

**Najier Torrence**  
Mechanical Engineering  
3rd year Zero Waste Wolfpack Intern



"I loved being able to contribute to landfill diversion at such a large scale with a group of people as committed to the effort as I am! I look forward to future opportunities to promote sustainability!"

**Manisha Kar**  
Environmental Sciences  
2nd year Zero Waste Wolfpack Intern



# Zero Waste Interns

"I loved seeing all the numbers and being able to personally make such a big difference in waste reduction. I look forward to breaking more records next season!"

**Emily Mobley**

**Textile Engineering & Spanish  
1st year Zero Waste Wolfpack Intern**



"I loved seeing the crossover between NC State and its sustainability efforts! Sometimes it's hard to envision what your work is going towards, but getting to be a part of the marketing and hands-on diversion efforts for compost made it feel so worthwhile. Plus, you get to see the results directly, which are up from last year, making it all the more inspiring!"

**Olivia Lanza**

**Economics & International Studies  
Sustainable Wolfpack Intern**



"I loved putting in hard work and actually seeing a difference in what I was doing! I am also looking forward to meeting more people!"

**Will Garrett**

**Plant Biology  
1st year Zero Waste Wolfpack Intern**





# Zero Waste Interns

“I loved working with such passion driven people who inspired me. I am looking forward to new ideas to expand what we built this year for waste diversion.”

**Sarah Robinson**  
Environmental Engineering  
2nd year Zero Waste Wolfpack Intern



“I loved getting to combine my passions for design and sustainability together and working with my fellow interns :)!”

**Avery Szakacs**  
Art & Design  
1st year Graphic Design and Marketing Intern



“I loved being a part of something bigger, participating in this group wasn’t even a gleam in my eye a year ago at community college, so to actually have an internship where I make a positive impact has been a dream come true. Everyone has been so friendly and it has helped me build a much-needed sense of community here. I am very excited for the future games we will do because I am gaining so much real-world recycling experience.”

**Leo Kaiser-Potter**  
Fisheries and Wildlife Conservation Biology  
1st year Zero Waste Wolfpack Intern



# Partnerships



# 2024 Partners

These successes would not have been possible if it weren't for Waste Reduction & Recycling's accommodating and supportive partners! Huge THANK YOU to each and every one of the following groups:



**ATHLETICS**



**WOLFPACK**  
SPORTS PROPERTIES

LEARFIELD



# Opportunities for Improvement



# Opportunities for Improvement

**At NC State University, we're leaders! So how do we increase the diversion rate at Carter Finley and showcase our collegiate leadership in 2025? If the following improvements happen, we can ensure the diversion rate increases to over 60%.**

1. Improve concourse vendor and stadium wide sourcing requirements by prioritizing sustainable products in collaboration with Aramark.
2. Reintroduce compost separation in post-game stadium bowl cleanups.
3. Increase staff education such as WRR presentations at Cenplex and Aramark's pre-season orientations.
4. Improve operations by increasing compost infrastructure in concessions and improving bin optimization.
5. Increase fan outreach and engagement efforts by working with Athletic's Marketing team.
6. Work with The Great Raleigh Cleanup and Cenplex to increase diversion in tailgate lots.
7. Increase post-game Sunday sorts in collaboration with Athletics.

# Photo Appendix



# Photo Appendix

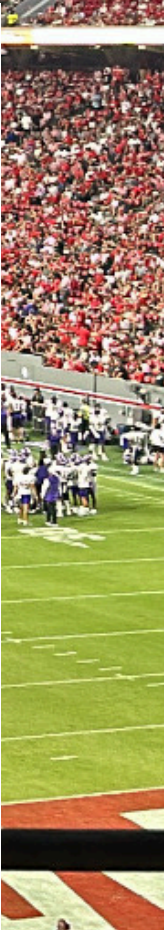


# Photo Appendix





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