



X GAMES 12

X GAMES ENVIRONMENTALITY™

SPONSOR AND EXHIBITOR 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 are interested in taking X Games Environmentality to the next level. This should help you plan, find resources, and obtain feedback for your efforts, as well as share your achievements. “Best Practices Champions” will also be chosen to receive recognition and rewards!

EXHIBIT/BOOTH PRE-PLANNING

Paper/office supplies & practices

Planning an exhibit or booth at an event involves significant planning and communication among team members, which typically requires a lot of paperwork to accomplish. Think green when you buy 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 most documents double-sided.
- Use voice or e-mail instead of paper memos or flyers.
- Order supplies by e-mail or voicemail, not on printed forms.
- Order in bulk to avoid excess packaging.
- Work with suppliers to ensure minimal packaging for their products.
- Ask suppliers for deliveries to be made in returnable containers.
- Use safe substitutes to hazardous chemicals whenever possible for cleaning, production, etc.

Promotional Products

Promotional products/giveaways are an effective way to promote your business and to generate interest among spectators. However, they also have the potential to create significant quantities of event waste! Please consider the following in selecting any booth giveaways to event spectators.

- Research items(s) to determine that they are sufficiently desirable to ensure that the majority of spectators receiving them will want to keep them during and after the event.
- Choose item(s) can be used on an on-going basis after the event.
- Train booth workers to only hand out item(s) to people who actually want to take them.
- Always request recycled-content paper from your printers for any printed or paper-based collateral.

- Choose item(s) made with recycled content. (Please see Vendor Resources below to locate vendors that specialize in “green” promotional products.)
- Choose item(s) that are reusable.
- Choose item(s) made from a single material that is recyclable; for example, paper signs made from 100 percent paper fiber and do not contain plastic coatings, handles, etc. (Please see recycling section to learn more about available recycling opportunities.)
- Boxes and wrapping from shipments of promotional items should be properly recycled in the recycling bins provided at X Games.

Food/beverages

Providing samples of food or beverages to X Games spectators is a great way to encourage people to visit your exhibit and/or to learn about your product(s). Simple steps listed below can ensure that whatever you’re offering gets consumed and that whatever containers you serve the food or beverages in or on can be recycled or composted after samples are consumed.

- Train booth workers to only hand out food/beverages to people who actually want to take them.
- To minimize waste, serve beverages or food in ONE single container/wrapper, not several layers. For example, avoid serving a hot dog in a foil/paper wrapper, which is also placed inside a paper boat.
- Use napkins that contain recycled content paper fibers or other environmental properties like unbleached/natural fibers.
- When transferring beverages or food from larger containers into smaller containers, the larger containers should be recyclable (e.g., aluminum beverage cans or plastic #1 or #2 jugs). Staff should deposit empty containers into a recycling bin.
 - X Games can provide additional recycling collection containers in or near your booth; please contact XGE for assistance.
- Serve beverages in containers that are locally recyclable – #1 or #2 plastic BOTTLES, or aluminum or bi-metal cans.
 - PLEASE NOTE: Plastic cups, regardless of the numeral printed on the bottom, are currently not recyclable in most U.S. programs. Styrofoam® cups are also not recyclable. If you have any questions about the recyclability factor of a container, please contact XGE.
- Serve beverages or food in containers that can be COMPOSTED (biodegradable). For example, all paper products, including waxed paper cups, paper plates and paper napkins, ARE compostable.
 - PLEASE NOTE: XGE will be collecting and diverting all compostable materials that are generated at the event.
 - Use plastics made from agricultural products that are renewable resources rather than petroleum, which is a finite resource. A new generation of plastics made from agricultural products rather than petroleum, called “PLA” is now widely available. They are 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 the list of Vendor Resources below.
- Provide stir-sticks for beverages made of wood and not plastic, so they can be composted.
- If the item(s) being distributed at your booth will generate food scraps/waste — for example, strawberry stems and coffee or tea grounds can be composted so you should request a compost collection container for your booth.
- Train booth workers about booth products and packaging recyclability/compostability so they will handle materials correctly, and so they can help educate spectators about proper management of your booth items.
- Save surplus food or beverages following the event to be used at future events.
- 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 Vendor Resources below for more information.

Booth materials

Before loading items for transport to the X Games venue, please take a moment to consider how you can prevent the creation of discards at the event.

- Order items in bulk to reduce packaging.
- Box products in reusable, transportable containers that can be reused from event to event.
- Eliminate product wrappings on individual products if they are not necessary for product safety or preservation.

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 keys 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 you to educate your booth staff about your items so they can in turn educate the event spectators they come in contact with on where to discard any disposable item(s) they receive from you.

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

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

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.

- CARDBOARD RECYCLING** – Please collapse and stack all cardboard boxes and place them either in back or to the side of your booth/exhibitor space. X Games staff will come by daily to collect cardboard. At the end of each day, when the venue is closed, please place the collapsed cardboard in front of your booth.
- ELECTRONIC WASTE** – batteries, video tapes, CDs & DVDs, toner cartridges, electronic devices – will be collected in the X Games event offices. Please contact XGE for pick up from your booth. If you plan to generate an abundance of electronic waste, a container can be delivered to your booth.
- PLASTIC WRAP** (shrink wrap) – a container for plastic wrap collection will be available in the X Games logistics area. Please contact XGE for pick up of large quantities of plastic wrap. Plastic wrap should be clean and dry for optimum recycling.

If you need assistance with additional types of disposal or recycling, or if you have any additional questions, please contact XGE for assistance.

VENDOR 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 booth 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, seats, shop towels, key chains, combs, sunglasses, visors, mugs, toys like mini-skateboard decks and yo-yo’s, 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
(888) 782-6974 / (818) 782-6974
yberke@aol.com
<http://www.adaptadspecialty.com>

AMAZING RECYCLED PRODUCTS

Mary Jarrett
3449 S. Halifax Way
Aurora, CO 80113
(303) 699-0450
amazing@amazingrecycled.com
www.amazingrecycled.com

BEYOND ZEBRA

Terri Yamate
333 S. Front Street Ste. 100
Burbank, CA 91502
(818) 955-9614 x11
terri@beyondzebra.net
www.beyondzebra.net

ECO LINX

3941 Park Drive, Suite 20-221
El Dorado Hills, CA
(800) 348-1488
robert@ecolinx.org
www.ecolinx.com

EXCELLENT PACKAGING

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

RECYCLED PRODUCTS COOPERATIVE

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

WEISENBACH SPECIALTY PRINTING

437 Holtzman Avenue
Columbus, OH 43205-1604
(800) 778-5420; (614) 251-8585
sales@weisenbach.com
www.recycledproducts.com

WESTERN BADGE & TROPHY CO.

Marisol Bates
1716 West Washington Blvd
Los Angeles, CA 90007
(323) 735-1201 x204
MarisolB@wbtpromotional.com

GREEN CARDS

“Credit” type gift cards made from corn can be composted after use instead of disposed.
Arthur Blank & Co—Corn Cards
225 Rivermoor Street, Boston, MA 02132
(800) 776-733; (617) 325-9600;
abco@abco.com

UNIQUE GIFTS MADE FROM RECYCLED BICYCLE AND AUTO PARTS

Resource Revival
PO Box 440, Mosier, OR 97040
(800) 866-8823; answers@resourcerevival.com;
www.resourcerevival.com

COMPOSTABLE PRODUCTS

Many regular food service suppliers carry paper plates, paper boats and paper cups, all of which are COMPOSTABLE and thus are preferred over non-recyclable plastics and Styrofoam®. Please contact your regular food service suppliers 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, please contact the following vendors.

EXCELLENT PACKAGING

Allen King
(800) 317-2737
allenk@mindspring.com
<http://www.excellentpackaging.com/pages/1/>

ECO PRODUCTS

Luke Vernon
(303) 449-1876 ext. 107
lvernon@ecoproducts.com
<http://www.ecoproducts.com/>

GREEN EARTH OFFICE SUPPLY

(800) 327-8449
<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>.

FOOD BANK

The Los Angeles Regional Food Bank may be able to accept your surplus food and food service items. Please contact them at 323/234-3030 or see: <http://www.lafightshunger.org>.

OTHER SURPLUS DONATIONS

LA SHARES is a non-profit organization that redistributes surplus materials from businesses in Los Angeles to schools, charities and other non profit organizations. To arrange to donate materials to them, please contact them at 213/485-1097, or see: <http://www.lashares.org>.

**FOR MORE INFORMATION ABOUT ANY OF THESE INITIATIVES,
PLEASE CONTACT THE XGE TEAM:**

DISNEY'S ENVIRONMENTALITY

Corporate Environmental Policy
Marialyce Pedersen
(818) 553-7259
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>