

# Environmental Achievements of the 2010 US Open

The 2010 US Open will continue its collaboration with the Natural Resources Defense Council and implement green initiatives in the following areas: Recycling, Energy Management, Transportation, Paper Procurement, Fan Awareness, Player Education, US Open Merchandise, Advanced Media, Vendors, Partners and Sponsors.



## Recycling

- Conduct consumer waste recycling program (plastic and cans) and operational recycling (cardboard and glass) throughout the entire USTA Billie Jean King National Tennis Center.
- Recycle approximately 18,000 to 20,000 Wilson tennis ball cans.
- The 60,000 Wilson tennis balls used during the US Open are reused for NTC programming and then donated to other community/youth programs.



## Energy Management

- Constellation Energy, the USTA Billie Jean King National Tennis Center's energy provider, will continue to supply Green-e Certified wind Renewable Energy Certificates to match the electricity consumption during the 2010 US Open.
- IBM, which powers USOpen.org, will continue to use six servers, down from 60 in 2008. Floor space has been reduced by 54 percent due to the migration to the Leadership Data Center. As a result, the energy consumption required by IBM for the US Open is reduced by 40 percent with cooling demand reduced by 48 percent.



## Transportation

- The USTA will continue to focus on increasing the number of fans who attend the US Open via mass transit through an expanded relationship with the MTA. US Open-specific MTA advertisements encourage fans to take the subway to the USTA Billie Jean King National Tennis Center.
- Each day during the two-week event, Esurance, the car insurance company, is distributing 125 MetroCards to fans each valued at \$4.50 to encourage the use of mass transit to and from the USTA Billie Jean King National Tennis Center.
- Hybrid vehicles are 55 to 60 percent of the Mercedes-Benz player transportation fleet—an increase from 40 percent in 2009.



## Paper Procurement

- The 2.4 million napkins distributed in the general concession area contain 90 percent post-consumer waste (PCW).
- The marketing collateral (100,000 pieces) and the Daily Drawsheets (330,000) are printed on paper containing 30 percent PCW with most collateral printed by companies certified by the Forest Stewardship Council.



**OUR COURTS MAY BE BLUE, BUT WE'RE THINKING GREEN.**

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- US Open tickets are printed on paper containing 30 percent PCW. Parking books, parking visors and coupon books contain 10 to 15 percent PCW.
- Canon copy paper (approx. 20 cases) is comprised of 30 percent PCW.
- 100 percent of paper towel dispensers are replaced with motion-sensor dispensers, and all paper towels contain 40 percent PCW.
- Grey Goose dispenses napkins containing 100 percent recycled content.

### **★ Fan Awareness/Fan Messaging**

- Billie Jean King and Alec Baldwin are spokespersons in the comprehensive awareness campaign to promote environmental consciousness among US Open fans.
- Two new 2010 US Open Green PSAs featuring Alec Baldwin will air on the jumbotron/videoboards.
- Mass transit messaging is featured in US Open collateral and throughout the grounds.
- US Open green initiatives are featured in the official US Open program.
- USOpen.org will feature an interview with Billie Jean King about the GreenTern program.
- NRDC Simple Steps will be featured in the Daily Drawsheet.
- The 2010 green initiatives will be included in the Guest Services Handbook.
- USTA Subscriber collateral will feature 2010 green initiatives information.
- US Open green logo will continue to be incorporated with US Open green messaging.
- Tagline will be used where appropriate, “Our courts may be blue, but we’re thinking green.”

### **🎾 Player Education**

- “Did You Know” in the Player Handbook.
- Signs with “Did You Know” and Eco-Tips will be placed in the player registration office, locker rooms, player dining and players’ lounge.
- Recycling bins in all player areas.

### **🛍️ US Open Merchandise**

- The 225,000 US Open souvenir-style shopping bags are designed for multiple use with a “recycle and reuse” message printed on the bottom.
- A reusable US Open tote bag will be available at merchandise stands for \$5.
- US Open Merchandise will feature hats made from 50 percent post-consumer waste obtained from plastic soda bottles; each hat contains the equivalent of two plastic one-liter bottles.

### **📺 Advanced Media**

- Web pages will link to green messaging.
- Interviews with Alec Baldwin, Billie Jean King and NRDC will highlight the Green initiative.
- The Alec Baldwin PSA will promote the USTA Green initiative.
- Social media will be used to communicate green messages and activities.



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## Food & Serveware

- Levy
  - Utensils, plates, cups, etc. will be comprised of bio-based materials.
  - The composting program is expanded to include two kitchens and all restaurants.
  - Cooking oil will be recovered for use as biodiesel fuel.
  - Expanded use of organic produce and meats from local farms.
- Stonyfield Farm
  - The Stonyfield Café is added to the Food Village and will feature a grab-and-go dining option serving healthy food, fast; options are all-natural and/or organic, and locally grown.



## Alliances

- Natural Resources Defense Council
- GreenSlam
- Flushing Meadows Corona Park



## Partners

- Eco Evolutions LLC (Environmental Consultant)
- Mercedes-Benz
- Metropolitan Transportation Authority (MTA)
- Levy Restaurants
- Constellation Energy
- Boro-Wide Recycling Corporation
- Sims Metal Management
- IBM
- Canon
- ESPN/Tennis Channel
- H.O. Zimman Publishing
- Stonyfield Farm



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