

# MAJOR LEAGUE BASEBALL ALL-STAR GAME



NRDC began work to green Major League Baseball's "jewel events" starting with the **2008 MLB All-Star Game** and related events in New York City, including the All-Star Game Red Carpet Show, the All-Star Concert in Central Park and the All-Star Game itself at Yankee Stadium.

The 2008 MLB All-Star Game Red Carpet Show featured the longest and greenest red carpet in history, winding up NYC's Sixth Avenue, made from 100 percent recycled fiber content and manufactured using 100 percent renewable energy from solar and wind sources. The 95,000 square foot carpet was produced at Bentley Prince Street's California manufacturing facility, which was the first in the country to receive a silver rating from the U.S. Green Building Council's Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB). The carpet was also certified as an environmentally preferable product by Scientific Certification Systems (SCS). Through Bentley Prince Street's manufacturing processes, MLB avoided the use of 6,300 pounds of fossil-fuel-derived fiber and 162,000 gallons of water during the carpet's production. In addition, Bentley Prince Street also offset the carbon impact of the carpet by purchasing 480,000 pounds of Green-e certified emissions reduction credits. After the parade, Bentley Prince Street collected the carpet for recycling through its ReEntry 2.0 carpet reclamation program, avoiding landfill disposal for 45,000 pounds of carpet.

Recycling programs were incorporated into all 2008 MLB All-Star events. NRDC "Green Team" volunteers also collected more than 100,000 plastic bottles at the Bon Jovi All-Star Concert in Central Park, the largest public event recycling initiative in the history of New York City.

All 2008 All-Star Game events—including FanFest, the Home Run Derby, and the All-Star Game—were powered by energy obtained from 100 percent renewable wind power. This purchase of green power prevented an estimated 287 metric tons of carbon dioxide emissions, equivalent to the CO<sub>2</sub> emissions from the electricity use of 39.8 average American homes for one year. Vehicle travel in the All-Star Game Red Carpet Show and for MLB guests were offset by Green-e certified carbon offsets purchased from Bonneville Environmental Foundation.

MLB engaged fans at All-Star Game events with public service announcements that featured MLB players encouraging attendees to recycle at Yankee Stadium and handed out NRDC "eco-tips" wallet cards inside reusable bags made from 80 percent post-consumer recycled content.

Similar efforts have continued at subsequent MLB All-Star Games, as well as at other MLB events like the World Series. Following are examples of environmental initiatives at All-Star Games held from 2008 to 2012:

■ **ENERGY:** MLB offsets most of the energy used at All-Star Games through purchases of Green-e certified RECs and/or certified carbon offsets. The 2011 All-Star Game, held at Chase Field in Phoenix, featured a solar pavilion that covers more than 17,000 square feet of the Chase Field plaza, which Chase Field and the Arizona Diamondbacks used to help educate fans about solar energy. In anticipation of the 2012 All-Star Game in Kansas City, the Royals and KCP&L installed 120 solar panels on either side of the CrownVision scoreboard in Kauffman Stadium; this renovation now represents the largest in-stadium solar array in any MLB facility.

■ **RECYCLING/COMPOST:** MLB "Green Teams" collect recyclable cups and bottles directly from fans during the events at MLB All-Star Games, supplementing existing recycling programs. For the 2011 All-Star Game at Chase Field in Phoenix, Arizona, 100 new recycling bins were installed at the stadium for All-Star Week, and now reside permanently at Chase Field. Also in 2011, for the first time in the history of All-Star Games, food waste and food-soiled paper were collected for composting. The 2012 All-Star Game in Kansas City continued the composting initiative, collecting organic waste from food prep and suites for composting.

■ **TRANSPORTATION:** MLB staff, as well as players and their families, rode in Chevy Flex Fuel vehicles during the 2008 MLB All-Star Week. Hybrid buses comprised part of the fleet of buses that shuttled fans to All-Star events. MLB All-Star FanFest volunteers at the 2011 All-Star Game in Phoenix received complimentary METRO light rail passes to encourage the use of public transportation.

■ **PAPER:** Most paper products purchased for All-Star events (including invitations, tickets, programs, etc.) include a minimum of 30 percent post-consumer recycled content, and tissue products in stadium restrooms are made from up to 100 percent post-consumer recycled content. Media guides are now available electronically. For the 2012 All-Star Game, the Kansas City Royals reduced paper use by creating an electronic media guide and transitioning to a digital ticket system.

■ **FOOD:** All-Star Games have featured biobased and compostable food serviceware, including concessions serviceware and cups distributed at MLB hospitality events. At Chase Field, site of the 2011 All-Star Game, reusable “loyalty cups” were made available to season ticket holders. Both Chase Field and Kauffman Stadium, host facility for the 2012 All-Star Game in Kansas City, collected used grease from all kitchens and concession stands to be recycled into biofuel. After several of the 2012 All-Star events, including the All-Star Game Gala and Pre-Game Celebration, unused prepared food was collected and donated to Harvesters.

■ **WATER:** For the first time in 2012, MLB committed to offset the approximately 600,000 gallons of water consumed in the ballpark in the course of the All-Star events by purchasing Water Restoration Credits from Bonneville Environmental Foundation. The Water Restoration Credits are used to restore water in depleted watersheds. Also in 2012, the Kansas City Royals partnered with Grundfos to improve the efficiency of the water fountains in Kauffman Stadium.

■ **COMMUNITY:** MLB has led teams of volunteers at All-Star Games in using eco-friendly materials to complete projects for local communities, including refurbishing a number of Boys & Girls Clubs and a community garden, rehabilitating a veterans' home, and constructing playgrounds. These projects typically entail not only refurbishment with features like solar hot water heaters, Forest Stewardship Council certified wood, and low-flow plumbing fixtures, but also include educational components. For example, in 2009, MLB's work with a Phoenix veterans' home included constructing a new onsite greenhouse for use by the facility's cooking staff, as well as forming horticultural clubs to demonstrate and teach about sustainable food practices.



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■ **OUTREACH:** Online environmental messaging is also part of MLB's All-Star Game greening work. MLB.com features a Team Greening section, which includes eco-tips and other information about what fans can do to reduce their environmental impact in conjunction with All-Star and other greening initiatives. MLB All-Star Games have featured PSAs promoting recycling and other ways for fans to be more environmentally conscious, in-stadium signs, and messages in the All-Star Game program.

MLB All-Star Games have provided the league and host teams with an opportunity to showcase and expand on greening work being done at All-Star Game-related facilities. For example, Salt River Fields at Talking Stick, the Spring Training home of the Arizona Diamondbacks and Colorado Rockies, hosted the MLB All-Star Game Fantasy Camp during the 2011 All-Star Week. The facility, which opened in February 2011, was awarded LEED Gold Certification for New Construction, and is the first sports training venue to receive LEED Gold certification in the United States. To achieve this certification, the project incorporated numerous sustainable elements, including orienting the stadium to provide maximum shade, incorporating native vegetation, minimizing stormwater runoff, and constructing parking lots that are covered with grass instead of asphalt, enabling them to serve as playing fields for the host community when they are not needed for parking.