



Super Bowl XLIV Environmental Program

Purpose:

The NFL Super Bowl XLIV Environmental Program is a series of local initiatives designed to address environmental impacts associated with the production of Super Bowl XLIV. We seek to incorporate environmental principles into the management of our events where those principles are consistent with sound business practices. These projects are designed, wherever possible, to leave a tangible benefit to the local host community. All projects are developed in partnership with the local South Florida Super Bowl Host Committee and with a number of national, regional and local organizations using local resources.

Project Descriptions:

Solid Waste Management/Recycling

We are implementing comprehensive solid waste management projects at major NFL event facilities. Sites for this year's project include Dolphin Stadium, Broward County Convention Center (the Super Bowl XLIV Media Center and other events), the stadium compound, and other selected venues where opportunities exist to divert waste. We are working with facility managers, waste haulers and event managers to identify the commodities that can be recycled cost-effectively based on existing facility resources and practices and the regional market conditions for various recyclable materials.

Prepared Food Recovery

Extra prepared food from Super Bowl events will be collected and donated to community agencies. Several local agencies will participate under the leadership of Daily Bread Food Bank.

All Host Committee and NFL sanctioned events are included on the master event list prepared for use by Daily Bread. Last year's total of 65,000 pounds of donated food was due in part to the inclusion of a number of non-sanctioned events. We are continuing that effort to add these non-sanctioned events to the master list of food recovery events.

Materials Donation

Our strategy is to inventory and donate as much material as possible post-Super Bowl XLIV. This will include decorative materials from all venues, building materials from all venues, office supplies or equipment from NFL Headquarters and any other separate office areas connected to Super Bowl, non-perishable food and beverages, and any materials used to decorate events including floral displays, live plants, posters, etc.

Most donated material will stay in the South Florida community to be reused by local non-profit organizations. We are partnering with the United Way – Broward County chapter to distribute donated items where they can be of most community benefit. Acceptable uses include fund raising through auctioning/raffling décor pieces, agency re-use of items such as office supplies, or resale of non-logo items to raise money for local non-profit agencies.

Super Kids – Super Sharing: Sports Equipment/Book Donation Project

The *Super Kids-Super Sharing* Sports Equipment and Book Donation project, in partnership with the Miami Dolphins, the Miami-Dade NFL Youth Education Town (YET) Center, the Boys and Girls Clubs and several local school districts, will work to collect used sports equipment and books from local schoolchildren for donation to other, under-served school children throughout the South Florida area.

Students will bring usable items to their schools in January. All these items will then be collected and, through the Miami YET Center/Boys and Girls Clubs, made available to under-served children throughout the area. The collection event on January 28, 2010 will include a local media event at the NFL YET Center.

Climate Change Initiative

This initiative contains five distinct elements:

- ◆ Use of renewable-sourced energy to power the stadium on game day and, where practical, other venues/events.
- ◆ Decreasing transportation emissions from the Super Bowl fleet by incorporating as many hybrid vehicles as possible (through auto company sponsorship) and making alternative fuels such as bio-diesel available to our transportation coordinators for use in diesel-fueled vehicles.
- ◆ Providing sources for bio-diesel and other alternative fuels to all Super Bowl vendors/partners including broadcast media to power their on-site electric generators.
- ◆ Urban forestry projects in and around South Florida in partnership with the cities of Miami and Ft. Lauderdale, Miami-Dade and Broward counties, the US Forest Service, the State of Florida Agriculture Department and a number of local non-profit organizations that are already working on these types of projects. The number and size of forestry projects will depend on the level of funding available through state/federal/local government partnerships as well as private funding from sponsors.
- ◆ An innovative greenhouse gas reduction-monitoring project in partnership with the US Forest Service. USFS and the Florida State Division of Forestry plans to train local volunteers from the public and nonprofit sectors to monitor the growth and carbon uptake of trees planted as part of the urban forestry projects from the last five Super Bowls.

For further information about the NFL Environmental Program, please contact Environmental Program Director Jack Groh at nflenvironment@aol.com or by phone at 401-952-0886.