

EVALUATING REUSABLE CUP PROGRAM AT SPORTS STADIUM

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Since plastic is easily manufactured and highly useful, we have relied on it for more than a century. Although plastic is said to have negative impacts on the environment and on human health, it is almost impossible to remove it from our lives because it is used heavily in food packaging, clothing, and electronic devices. To minimize our use of disposable plastics, the best practice is “reusing.” One of the best places to reuse plastic is at sports stadiums, because a tremendous number of cups are consumed during every game. I did research about case studies in which stadiums have implemented reusable cup programs in Japan and Germany and found the results of their life-cycle analyses. Additionally, I interviewed staff members from two sports stadiums, Safeco Stadium and CenturyLink Field, and conducted SWOT analysis incorporating the findings from these interviews to consider the feasibility of implementing reusable cups programs in Washington stadiums. After interviewing two major stadiums in Seattle, I found that there are some barriers to implementing a similar program here, and there are several complicated factors involved in decision making. Interestingly, Safeco stadium and CenturyLink Field had different concerns, with a lack of data being the biggest driver of their concerns overall. Lastly, both of the stadiums knew there were environmental benefits to reusing cups, but they were not aware of the additional economic benefits, such as saving costs.