

Public Abstract

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Title:THE RELATIVE EFFICIENCY
OF WASTE DIVERSION STRATEGIES
IN MEMORIAL STADIUM
AT THE UNIVERSITY OF MISSOURI

Recycling and composting are strategies to save landfill space, generate additional revenue, and use fewer natural resources, resulting in an important paradigm shift for waste – from burden to resource. If the University of Missouri (MU) athletics wants to incorporate “zero waste” (a goal to recover 100% of the waste stream) into their waste management goals, then source separation is crucial for success. However, this standard may be problematic for fans who attend sporting events since their behavior is unpredictable. This study measured the influence of three waste disposal conditions at six Mizzou home football games in fall, 2015: bins only, bins with messaging, and bins with messaging and volunteers. Relative effectiveness was determined by analyzing the contents of recycling, compost, and trash bins located at the north end zone of Memorial Stadium. The study produced mixed findings, depending on the condition. Results indicated that messaging was effective for compost and landfill, but not for recycling. Volunteers had no significant influence. Many extraneous factors should be considered before implementing waste separation strategies in natural settings, such as a football stadium.