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## SAINT PAUL RIVERCENTRE, IN PARTNERSHIP WITH XCEL ENERGY CENTER, LAUNCH UNPRECEDENTED SUSTAINABILITY INITIATIVE

**SAINT PAUL, Minn.** – Saint Paul RiverCentre, in partnership with Xcel Energy Center, is rolling out an unprecedented campus-wide sustainability initiative, officials announced today. The collaborative effort, branded as “50-50 in 2,” will aim to **reduce the amount of trash** generated at Saint Paul RiverCentre, Xcel Energy Center, The Legendary Roy Wilkins Auditorium and 317 On Rice Park **by 50 percent while increasing the amount recycled to 50 percent within the next two years.**

The sustainability initiative is spearheaded by the Saint Paul Convention & Visitors Authority in partnership with the Saint Paul Arena Company, an affiliate of Minnesota Sports & Entertainment, which manages and operates the campus facilities. Waste Management, Minnesota’s largest recycler and trash collection services provider, will be providing organics and recycling collection services.

“In the past four years, Saint Paul and its partners have taken the lead acting locally to make a global impact on the environment. Smart energy initiatives and LEED-certified buildings in public safety, academia, housing, and business are setting a new standard for development,” Mayor Chris Coleman said. “Saint Paul RiverCentre has set some aggressive sustainability goals, and its efforts along with Xcel Energy Center, Roy Wilkins Auditorium, and 317 On Rice Park, will raise the bar for other venues to follow.”

In April, Saint Paul RiverCentre officials announced a goal to become a regional leader in sustainability. Once the assessment process began, it quickly became apparent that all campus facilities needed to be involved due to an abundance of shared resources. In partnership with [Progressive Associates](#) of Saint Paul, Minn., an ambitious, strategic plan was generated. This September the campus began implementing the waste-reduction plan, the first of a multi-phased approach that will encompass several initiatives over the coming years.

“The progress the campus has made over the last six months is quite impressive,” said Patrick Reeves, managing director of operations for Progressive Associates. “This waste reduction initiative is a tremendous first step and it is one of many that will be taken. This project will show that sustainability initiatives make good business sense. The investment this campus has made, not only in money but also in effort and time, will pay back in many ways. Saint Paul RiverCentre and the campus have really embraced their role as a community role model and responsible citizen though the enormity of their ambitions.”

## ***XEC & RIVERCENTRE LAUNCH SUSTAINABILITY INITIATIVE 2-2-2***

The first thing fans and visitors will notice is that nearly every trash container on every level of each facility now has an accompanying recycling bin. Fans attending Xcel Energy Center events will now be able to recycle paper, such as newspapers and game programs sometimes discarded after events. Guests of Saint Paul RiverCentre will be among the **first in the country** to participate in composting at a convention center. Composting is being integrated into all campus kitchens and concessions as part of the phased approach, and will be added to front-of-house operations, or public areas, at Xcel Energy Center in the future.

Officials that manage both Saint Paul RiverCentre and Xcel Energy Center say that green practices aren't new to the facilities; recycling, energy efficiency and water conservation have been priorities for some time. However, officials wanted to explore ways to do more, do better, and pursue additional opportunities for waste reduction.

The waste assessment conducted by Progressive Associates revealed that Saint Paul RiverCentre, Xcel Energy Center, The Legendary Roy Wilkins Auditorium, and 317 On Rice Park collectively generate 2,848,897 pounds of waste per year including recycling. Current recycling efforts campus-wide include glass, plastic, aluminum, paper, cardboard, fluorescent bulbs, pallets, metal and cooking oil used in the facilities. From the assessment, the benchmark showed the percent of total waste being recycled campus wide was 15 percent. The goal of "50-50 in 2" is aimed at increasing that rate to 50 percent - that's 1.2 million pounds of trash the campus is attempting to divert.

"With guidance from Progressive Associates, we were able to capture an accurate picture of our waste stream, address opportunities for improvement, and map out a plan to reach our sustainability goals," said Jim Ibister, vice president and general manager of Saint Paul RiverCentre. "It's even more exciting that now our entire campus will be part of the initiative."

Over the next few months, officials will be closely monitoring the new efforts, measuring the results and making adjustments as needed to ensure the plan stays the course.

"We won't be able to accomplish this effort by ourselves," said Karolyn Kirchgesler, president of the Saint Paul Convention and Visitors Authority which governs Saint Paul RiverCentre. "That's why we're also implementing an awareness campaign to help educate everyone that visits our facilities, so that they understand the impact of their participation. We're excited about the possibilities ahead and what it means for our community."

For more information, please see our [fact sheet](#) and [glossary](#).

### [About Progressive Associates](#)

Progressive Associates is a dynamic and innovative consulting group based in Saint Paul, Minn. Utilizing a strategic process of assessment, goal setting, planning and integration, they manage projects that make the business case for sustainability. They specialize in custom applications for organizational transition and the building of high performing work cultures. Progressive is a results and relationship based, family-owned business that strives to leave things better than they found them. They believe that in business it matters how you play the game.

## ***XEC & RIVERCENTRE LAUNCH SUSTAINABILITY INITIATIVE 3-3-3***

### [About Saint Paul RiverCentre](#)

Saint Paul RiverCentre is the city's premier convention center that overlooks the bluffs of the Mississippi River. Featuring more than 250,000 square feet of versatile event space and flexible room configurations that include the Grand Ballroom and The Legendary Roy Wilkins Auditorium, Saint Paul RiverCentre is the preferred choice for hundreds of events including star-studded galas, trade shows and conventions each year.

### [About Xcel Energy Center](#)

Regarded as one of the finest arenas in the world, Xcel Energy Center is home to the NHL's Minnesota Wild, the NLL's Minnesota Swarm and a multitude of premier sports and entertainment events annually. The one-of-a-kind, multi-purpose facility is located in the heart of downtown Saint Paul, owned by the City of Saint Paul and managed by the Saint Paul Arena Company, an affiliate of Minnesota Sports & Entertainment. For more information, visit [www.xcelenergycenter.com](http://www.xcelenergycenter.com).

### [About Saint Paul Convention & Visitors Authority](#)

Saint Paul RiverCentre and The Legendary Roy Wilkins Auditorium are governed and operated by the Saint Paul Convention and Visitors Authority. The mission of the Saint Paul Convention & Visitors Authority (CVA) is to generate economic growth for Saint Paul by effectively marketing the Saint Paul RiverCentre campus, the City of Saint Paul and the region as a preferred convention and tourism destination.

### [About Waste Management, Inc.](#)

Waste Management is the leading provider of comprehensive waste management and environmental services in North America. Waste Management's more than 50,000 employees company-wide serve 21 million municipal, commercial, industrial and residential customers through a network of 413 collection operations, 370 transfer stations, 283 active landfill disposal sites, 17 waste-to-energy plants, 131 recycling plants and 100 beneficial-use landfill gas projects.

Combined with its wholly owned subsidiary WM Recycle America (WMRA), Waste Management is North America's largest recycler handling 5.8 million tons of commodities each year, saving more than 41 million trees and enough energy to power 1.6 million households. **Waste Management recycles nearly 250,000 tons of recyclables a year in the state of Minnesota.**