



2025 Zero Waste Program Report

All Events

Number of Events: 36

Total Attendance: 34,149

Landfill diversion: 97.1%

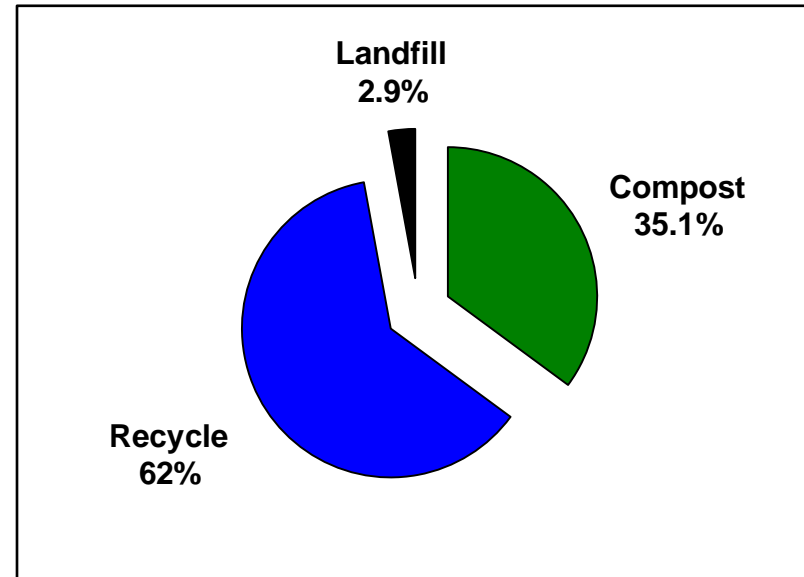
Composted	3,471 lbs.
Recycled & donated	6,132 lbs.
Landfill	286 lbs.
Total	9,889 lbs.

Significant Events

- Least total waste: The Legend, 27 lbs.
- Most total waste: Run Woodstock, 1,365 lbs.
- Greatest diversion: Scrumpy Skedaddle, 99.9%
- Least landfill: The Legend, 2 ounces

Also Noteworthy

- All events had diversion rate over 95%
- 13 events with diversion rate over 99%



Compost: food waste, napkins, compostable cups, plates, and utensils

Standard recycling: cardboard, water bottles, cans, glass bottles, paper cups, paper, plastic containers

Special recycling: plastic bags/wrap, disposable gloves, race bibs, small plastics, party supplies, hand warmers, Gu & snack wrappers

Donated: Clothing, shoes, leftover food

Landfill: tape, dog poop, dirty plastic bags, contaminated packaging, PPE

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2025 Highlights

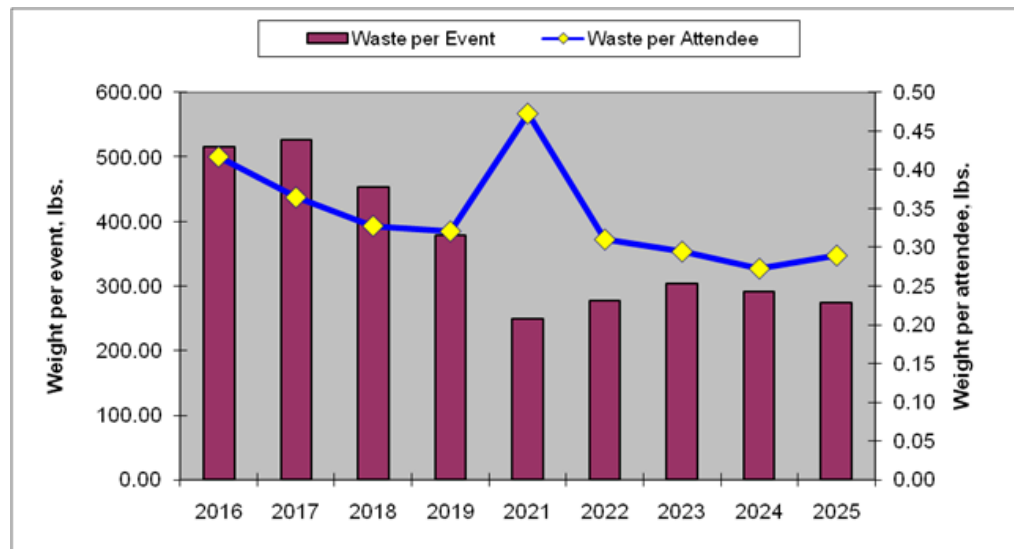
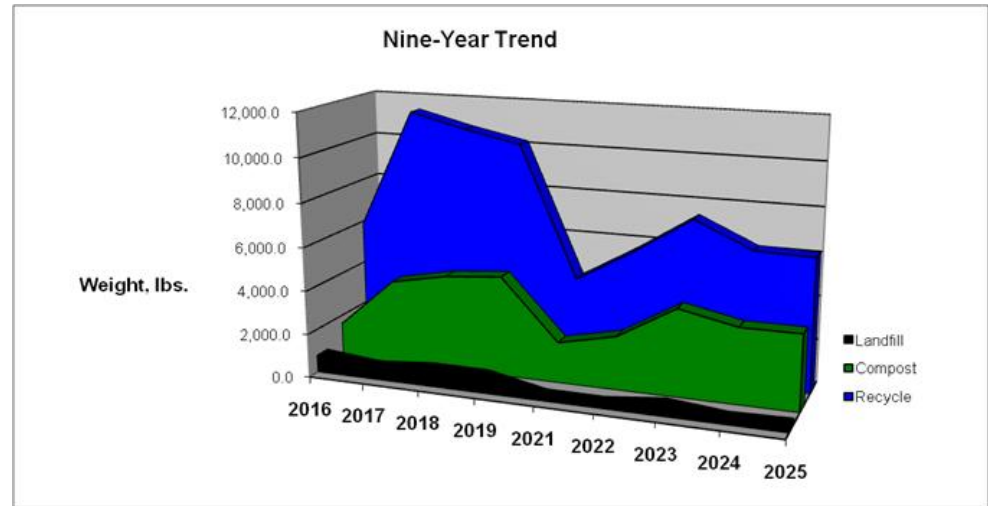
- Set a new record of events with 99 percent landfill diversion.
- HPR interns made another round of improvements to our Zero Waste Model and created a carbon footprint study.
- Created and published the first six issues of Sustainable Strides, the HPR email newsletter.

Opportunities for Improvement

- HPR: Improve and release guides for food trucks, aid station volunteers, and other races who want to put on a sustainable event.
- HPR: Increase marketing and outreach with sponsorships and attendance at and exhibits at conferences.
- Clients: Continue to cut down on disposable water bottles in favor of compostable cups, to cut down on wasted water and time spent pouring it out. Also consider making more events cupless.

Trend Analysis

- Total waste was flat vs. 2024. With two more events served (36 vs. 34), waste per event dropped slightly, while lower attendance caused waste per runner to increase slightly.
- Average waste per event the past five years is relatively stable, indicating further large reductions (such as from pre-pandemic years to now) requires systematic changes rather than incremental improvements in existing practices.



Waste Totals per Event

