

FENWAY PARK

AFFILIATION: BOSTON RED SOX
LEAGUE: MLB
LOCATION: BOSTON, MA

By Emily Torem



One of America’s oldest sports stadiums, **Fenway Park**—home of the **Boston Red Sox**, is also one of its greenest. Since beginning its greening initiatives in 2008, this **Green Sports Alliance** member has partnered with the **National Resources Defense Council** to implement a variety of environmental improvements, including a rooftop garden for use in stadium kitchens and local communities, as well as 28 solar panels, which help heat water throughout the facility and divert 37% of the gas traditionally used in the process. More recently, Fenway has done away with paper towels

ABOVE Hand dryers, like the ones installed at Fenway Park, help facilities save, on average, 95% of what they were spending on paper products, as well as the necessary maintenance and delivery costs.

and made the switch to **XLERATOR Hand Dryers**, shrinking the park’s annual carbon footprint as well as its budget. One of the most common misconceptions about “greening” venues is that green technology has to be costly upfront—sometimes over the years as well. According to **William Gagnon**, vice president of marketing at **Excel Dryer**, hand dryers help facilities save, on average, 95% of what they were spending on paper products, as well as the necessary maintenance and delivery costs. At Fenway, the annual savings were actually \$83,000, or 97% of what they had previously

spent. In addition, they fully recouped their upfront installation and unit costs within 12 months. **Chris Knight**, senior manager of facility services and planning at Fenway, recalls presenting the cost/saving estimates during the XLERATOR Hand Dryer project proposal, and finding it to be an easy sell. “It helped us gain credibility internally to our accounting and finance departments, to prove that we can not only green our organization, but that it will save us money in the long run,” Knight says. Benefits of Fenway’s move to XLERATOR dryers exceed fiscal savings, extending to hospitality and general safety at games and events. “The improvement of the fan experience as a whole is the most important benefit XLERATOR dryers offer to facilities like Fenway,” Knight says. “The fan and visitor experience is tied to public restrooms—if you have a dirty restroom, it reflects negatively on the visitor experience. At Fenway, fans now have a hand drying solution that works fast, so they can get back to their seats more quickly to enjoy the game.” Indirectly, the removal of paper towels, and their requisite maintenance, which requires staff to restock, check supplies, and empty waste receptacles, has been reduced significantly, freeing their time up to respond to accidents. “Before the XLERATOR Hand Dryers, it took about three to five minutes to have someone respond to the scene of a slip or fall,” says Knight. “Now, that time has dropped to 90 seconds.” When a fan or patron has been injured, every second counts, and now Fenway is better able to respond immediately. Even plumbing issues have drastically reduced since the installation of the high-speed dryers. “Anecdotally, we definitely have less clogs since removing paper towels from our waste stream,” Knight says. Often the greening of a facility means low flow fixtures are installed, which are less able to handle improper paper towel disposal; this can unexpectedly raise costs for a business due to plumbing issues unless they also eliminate paper towels. Built in 1912, Fenway’s ownership

is committed to preserving its historic charm, making the addition of brand new appliances something of a challenge. Yet Knight found a compatible design in the XLERATOR, whose minimal harsh lines and variety of finishes blended seamlessly into the retro feel of the stadium, while feeling modern enough for 2016. “We try to stick with the historic nature of what Fenway is and what we hope it will always be, so whether its hand dryers or new seats, or whatever modification, we try to make it in the look and feel of what makes Fenway so special,” Knight says. A building that predates WWI also requires a delicate hand with electric work—the XLERATOR can run on a single circuit, making it a relatively painless install for older facilities with limited circuits, Gagnon explains. “When we invented the XLERATOR, we put a lot of effort into designing it to look like the dryer of the 21st century,” he says. “The end result was a much improved aesthetic design to conventional dryers that could fit into any restroom, new or old.” Gagnon emphasizes the importance of versatility and accessibility for XLERATOR dryers, as we continue to build not only greener sports facilities, but also a more sustainable society. “While some sustainable solutions can be more expensive, XLERATOR Hand Dryers are easy to install, have built a reputation as being the most reliable and durable products on the market, and provide significant cost and environmental savings,” Gagnon says. “Our shared goal with GSA and Fenway is to reduce impact on the environment, and hope that by doing so, we inspire others to do likewise,” says Gagnon. The sports market is a unique opportunity to communicate with fans and athletes alike, through an environment that connects people to each other in a powerful, dialogue-sparking way, as any die hard sports fan can attest. “With sports being so important to so many people, it’s really important to me to share our greening efforts with the fans,” says Knight. “Because we do have a voice in impacting the environment beyond Fenway Park.” **gb&d**

FENWAY PARK SAVINGS

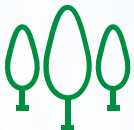


Fenway Park saves **\$83,000** annually by switching from paper towels to the XLERATOR Hand Dryer



A **97%** savings with full ROI in just over 12 months

100 XLERATOR Hand Dryers reduced the ballpark’s hand-drying carbon footprint by **82%**, which equates to an annual environmental savings of:



560 trees



100 cubic meters of landfill space



620 gallons of gasoline



657,724 gallons of water

PHOTO: COURTESY OF EXCEL DRYER/FENWAY PARK

GRAPHICS: CREATIVE STALL (TREES); GREGOR CRESNAR (TRASH BIN); DANIL POLSHIN (FUEL STATION); LINGAILE ZLUKATE (WAVES)