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## Moda Center in Oregon introduces AI recycling tech

The stadium, home of the Portland Trail Blazers, will incorporate Intuitive AI's Oscar Sort to help patrons properly recycle cups and other material.



The Moda Center, home of the Portland Trail Blazers, will incorporate Intuitive AI's Oscar Sort to help patrons properly recycle cups and other material.

Photo courtesy of the Moda Center and Intuitive AI

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PUBLISHED OCTOBER 17, 2024 | UPDATED OCTOBER 18, 2024

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recycling assistant developed by Vancouver, British Columbia-based software developer Intuitive AI.

The technology will be implemented throughout the stadium's concourses to help divert waste from landfill by guiding fans to "make correct sorting decisions." According to Intuitive AI, [Oscar Sort](#) instantly recognizes compostable, recyclable and reusable items and directs patrons to place items in the correct bins. For example, Moda Center representatives say, if a patron is holding a Rip City Reuse cup and an aluminum can, Oscar Sort will direct them to recycle the can and place the cup in the designated reuse bin.

This "quick and seamless interaction" gamifies recycling, which Moda Center representatives say transforms waste disposal into an engaging and meaningful experience.

According to Intuitive AI, each Oscar Sort unit operates with the energy efficiency of a small computer and monitor, offsetting the CO2 equivalent of 10 to 20 cars annually.

"We're thrilled to be rolling out Oscar Sort technology to Moda Center to help enhance the fan experience while streamlining our sustainability efforts," says Jackie Ventura, vice president of facility operations for the Portland Trail Blazers and Rose Quarter.

"Intuitive AI's unique technology will help us increase our recycling, composting and reuse efforts throughout the arena while engaging fans in fun, exciting and educational AI-powered experiences.

"We hope this will not only improve our own sustainability efforts, but also drive behavioral change in our fans to make the same efforts outside the arena."

In a news release announcing the rollout, Moda Center representatives also say Oscar Sort's integration will level up its Rip City Reuse program, which replaces 500,000 single-use cups annually with reusable cups and is expanding to include all fountain beverage cups ahead of the 2024-25 season.

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In addition to enhancing fan engagement, the news release says Oscar Sort provides Rose Quarter management with critical data to optimize sustainability and operations.

As a leader in waste management insights, Intuitive AI offers anonymized, real-time data focused on “point-of-disposal” trends, including information on bin capacity, which reduces the need for staff to manually check bins or change partially filled bags—ultimately cutting down on waste from unnecessary trash bags. The technology also simplifies postevent waste sorting by minimizing cross-contamination, ensuring more items are correctly placed into recycling, composting, or reuse streams.

“Usually sustainability-centric solutions are viewed as an expense, but Oscar is flipping the script by helping the top and bottom line,” Intuitive AI co-founder and CEO Hassan Murad says. “By reducing operational costs, generating new revenue streams, and offering a

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“We’ve seen venues use Oscar to enhance the fan experience through limited-time offers, tickets, merchandise and competitions. We’re excited for what’s to come at Moda Center.”

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