



City of Houston reaches for environmental gold at 2012 Olympic Trials

The City of Houston, Texas invited Waste Management to be the first official 'green' sponsor of its annual marathon event. With Waste Management's assistance during the 2011 Houston Marathon, Houston began to prepare for the 2012 Olympic trials, which it will host in tandem with the Marathon. Houston is committed to ensuring that the Marathon is as green as possible, especially with the national spotlight that will accompany the Olympic Trials. As a result, Houston's Mayor, along with the City's Sustainability Director, implemented plans to increase recycling efforts during the 2011 Marathon with renewed focus on green programs. Waste Management consultants were engaged to perform an in-depth assessment of the event, while establishing a baseline for future events. The consultants documented observations of environmental issues at the pre-race exposition, during the event and during post-race clean-up. Findings showed that approximately 69 percent of the 8.58 tons of materials that were sent to the landfill were potentially recyclable or compostable, and large potential opportunities exist for the next event in the areas of increased signage, education and collection.

Material sent to the landfill in 2011, was reduced by diverting cardboard and plastic wrap. Waste Management containers were dressed in signage that encouraged recycling of these materials and vendors were asked to use recyclable cups. Ambassadors from Waste Management educated vendors, spectators and participants about recycling and made sure that items were being recycled.

Waste Management has begun planning and interfacing with all stakeholders to ensure that Houston will execute a maximized green event for the Olympic Trials. Our team determined that a potential landfill diversion rate of 81.2 percent is possible through improved recycling. The 2011 Marathon was an opportunity for Waste Management's Sustainability Services team to move Houston a step further toward greener events.

For more information on this and other ways Waste Management can help your company find cost savings through environmental efforts, please visit:

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