



PROGRAM ACCOMPLISHMENTS

- Houston Marathon received Silver Certification, earning 44 of 54 credits
- U.S. Olympic Trials Marathon received basic ReSport Certification with 37 of 46 credits
- 17.88 tons of waste kept out of landfill

First-ever to Achieve Dual Certification from Council for Responsible Sport

The Houston Marathon Committee (HMC) annually organizes one of the nation’s premier winter marathons, half-marathons, 5Ks and kids’ fun runs. The Houston Marathon is the largest single day sporting event in Houston, Texas and brings in thousands of runners and spectators.

Customer Challenge

In 2012, the Houston Marathon Committee pursued The Council for Responsible Sport (ReSport) certification for both the 40th Annual Chevron Houston Marathon and the U.S. Olympic Trials Marathon. HMC partnered with Waste Management’s Sustainability Services team of consultants to further the event’s sustainability initiatives and to assist with the ReSport certification process.

WM Sustainability Plan

This was Waste Management’s second year partnering with the Houston Marathon Committee to incorporate green strategies in every stage of the event. Our Consultants tracked metrics such as carbon, water, energy footprint and waste diversion rates. Among the many successful sustainability initiatives implemented in 2012, WM and HMC were able to achieve the following:

- Introduced a new food waste composting program
- Recycled over 12 tons of aluminum, glass, plastic, paper, and cardboard
- Partnered with local charities to donate un-served food
- Provided over 3,000 pounds of donated clothing to a local homeless shelter
- Used non-toxic and biodegradable cleaning products in all portable toilets

Waste Management’s Sustainability Services team of Consultants achieved a 79% diversion rate for the U.S. Olympic Trials, and more than doubled the diversion rate to 83% for the 2012 Houston Marathon, compared to 38% for 2011.

The Green Outcome

With help from Waste Management’s Sustainability Services, HMC became the first organizing committee ever to achieve certification from the Council for Responsible Sport for two simultaneous events.

Waste Management’s Sustainability Services looks forward to partnering with HMC in future sustainable event initiatives.

“By striving for dual certifications, Houston Marathon Committee members took on twice the workload, at least, and there were no time or cost-saving shortcuts available to them.”

Keith Peters, Executive Director of Council for Responsible Sport

**TO LEARN HOW OUR TEAM OF CONSULTANTS CAN HELP YOUR BUSINESS, PLEASE VISIT WWW.WMSUSTAINABILITYSERVICES.COM.
TO CONTACT US: CALL 855.347.7535 OR EMAIL SUSTAINABILITYSERVICES@WM.COM**

