



## Shell Houston Open

Since 2007, Waste Management (WM) has been a committed partner to the Houston Golf Association (HGA) and the Shell Houston Open, played on the greens of the Houston Golf Association's Redstone Golf Club in Humble, Texas.

### Shell Houston Open Zero Waste Challenge Issued

The 2013 strategy focused on building the most sustainable event possible. In support of this, WM and the HGA issued a "Zero Waste Challenge" with the ambitious goal of diverting 75% of all materials from the landfill.

To meet the challenge, WM designed a comprehensive waste management plan to produce less waste and enhance diversion through material reuse, recycling and composting. Triple bottom line sustainability goals focused on a stakeholder and community engagement platform, including:

- Introducing a new waste container and bag strategy, limiting all waste to just two streams: recycling or compost
- Enhancing diversion programs targeting the collection and separation of glass, cardboard, food waste/organics, and single stream recycling
- Increasing communication with vendors, fans and volunteers to ensure that all materials entering tournament grounds, including give-aways, met the guidelines of acceptable materials that can be recycled or composted locally
- Coordinating with the City of Houston's Reuse Warehouse for donation of carpet and scrim
- Designing and implementing an on-site waste material sorting program, including all waste generated throughout the tournament
- Increasing focus on volunteer and tournament staff education and training
- New focus on public-facing signage and sustainability-related messaging

### The Green Outcome

Through the development of an enhanced triple bottom line sustainability strategy, the 2013 tournament exceeded environmental goals and expectations and achieved an overall diversion rate of 87.3%.

Waste Management looks forward to partnering with the Houston Golf Association and the Shell Houston Open in future sustainable event initiatives.

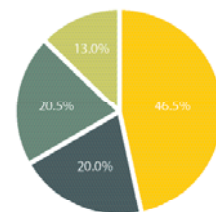
### 2013 ACCOMPLISHMENTS

- Increased total recycling and diversion rate by 26.5% from previous year.
- All tournament scrim and carpeting was diverted from landfill, representing more than 20% of recycled material.

"In 2013 we are focused on initiatives that eliminate and reduce waste, reuse viable materials, and compost materials. WM and the Shell Houston Open feel that it is simply the right thing to do, and we are partners committed to building the most sustainable event possible."

Trey Jackson - Director of Operations, Houston Golf Association

### 2013 WASTE STREAM PERCENTAGES



- Recycling
- Organics
- Re-Use
- Landfill

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