



Waste Management Phoenix Open: Greenest Show on Grass

2013 marked the 78th annual Waste Management Phoenix Open (WMPO) tournament, making it one of the five longest events on the PGA TOUR. Attended by professional athletes, celebrities, and the general public, the WMPO was played January 28 through February 4, in Scottsdale, Arizona welcoming 525,821 fans.

Zero Waste Challenge Achieved

In 2013, the WMPO set a sustainability milestone; we achieved our goal of diverting all tournament materials from the landfill through reuse, recycling, composting, or material recovery via waste-to-energy. Through strategic planning and implementation of the Zero Waste Challenge, the 2013 tournament achieved 100% diversion and received two distinguished certifications.

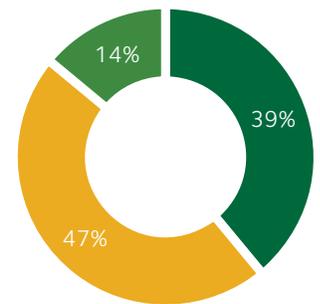
The Zero Waste Challenge is an initiative aimed at controlling materials brought into the event as well as educating vendors and patrons about proper disposal of materials, so that zero waste is sent to the landfill. The Challenge included minimizing the event's energy and water consumption, and decreasing the amount of waste generated through vendor management and internal communication.

The first distinguished certification earned in 2013 was Gold Certification from the Council for Responsible Sport for the execution of the tournament's socially and environmentally responsible efforts. This is the first PGA TOUR tournament to receive such a designation. In addition, the 2013 tournament earned UL Environment's landfill waste diversion, or "Zero Waste to Landfill" claim validation, the highest designation of landfill diversion rate classified by UL Environment.

The Green Outcome

- **Waste** – 100% of all materials generated during the tournament were diverted from the landfill. As in 2012, there were no trash receptacles on the golf course, only recycling and compost containers.
- **Energy** – 100% of the tournament's electricity was provided by renewable energy sources, a solar array powered the WM hospitality tent and solar light towers were used around the course. In addition, 63.3% of tournament vehicles operated on alternative energy; biodiesel use doubled from 2012, and five WM hauling trucks used compressed natural gas, reducing fleet emissions from transportation.
- **Water** – Since 2011, greywater from cooking and cleaning has been reused in the portable toilets, resulting in significant water savings. In 2013, this greywater initiative saved approximately 4,800 gallons, and WM continues to evaluate collection methods to increase the WMPO's water conservation.
- **Reuse** – This year's tournament used 27,090 sq. ft. of signage from the previous year, with 88% of that signage stored for reuse in the 2014 tournament. In addition, the tournament reused letters from 2012's floating logo and donated the 140,000 golf balls used in the feature to a youth golf non-profit. The 750,000 recycled-content golf tees used in a second water feature will be reused in 2014.

WASTE STREAM BREAKDOWN



- Recovered (Waste-to-Energy)
- Composted
- Recycled

2013 CERTIFICATIONS

