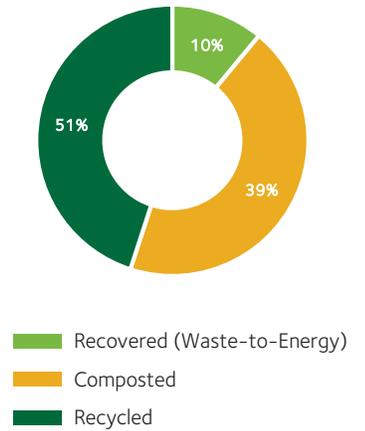




WASTE STREAM BREAKDOWN



## Waste Management Phoenix Open: The Greenest Show on Grass

Waste Management has been a partner of the Phoenix Open and the Thunderbirds for 14 years, including the last five as the tournament’s title sponsor. The 79th annual Waste Management Phoenix Open (WMPO) took place January 27 through February 2, 2014 in Scottsdale, Arizona. The 2014 tournament was attended by professional athletes, celebrities, and the general public, setting a record attendance of 563,008 fans.

### Zero Waste Achieved for Second Consecutive Year

Amid a record-breaking crowd, the WMPO achieved 100 percent diversion of waste away from landfills.

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

Through strategic planning and implementation of the Zero Waste Challenge, for the second consecutive year the WMPO diverted all tournament materials from the landfill through reuse, recycling, composting, or material recovery via waste-to-energy.

In addition to achieving its zero waste goals, the 2014 tournament surpassed the previous year’s UL Environment validation, achieving Zero Waste to Landfill Operations with 10% incineration with energy recovery. 2014 also marked the second year of the Council for Responsible Sport’s Gold level certification.

Adding to its accolades, the 2014 WMPO was named Project of the Year by *Environmental Leader* for its commitment to environmental sustainability, and received the 2014 international Sport of the Environment Award from *Beyond Sport*.

2014 CERTIFICATIONS



## Zero Waste Stations and Social Media

New at the 2014 WMPO was the implementation of Zero Waste Stations, made of converted roll-off dumpsters and staffed with volunteers who educated tournament attendees on sustainability practices and local recycling programs. Attendees had the ability to ask questions about the recycle- or compost-ability of items, drop off materials to be properly sorted, and engage with the #greenestshow media campaign. With over 15,000 posts and over 22 million impressions, #greenestshow encouraged fans to share their love for golf and the tournament's sustainability initiatives. Each Zero Waste Station had screens streaming posts and was powered by solar energy.



**ZERO WASTE STATION**

Made from repurposed 40-cubic yard roll-off dumpsters, these kiosks were used to educate tournament attendees on sustainability practices and recycling programs.

## The Green Outcome



### Waste

100% of all materials generated during the tournament were diverted from the landfill. There were no trash receptacles on the golf course, only recycling and compost containers.



### Energy

100% of the tournament's electricity has been provided by renewable energy sources since 2011.

A solar array provided power to the Waste Management hospitality tent and solar light towers were used around the course.

On-site generators used only biodiesel for the first time, and bus fuel was reduced by 650 gallons.



### Water

Greywater from cooking and cleaning was reused in the portable toilets, resulting in savings of approximately 4,645 gallons of fresh water.

Waste Management also purchased BEF Water Restoration Certifications for the 95,380 gallons of freshwater consumed during the event.



### Reduce and Reuse

Three Zero Waste Stations created from repurposed 40-cubic yard roll-off dumpsters, served as educational kiosks.

The 2014 tournament reused 544,097 square feet of signage from 2013, and will store 74% for reuse at the 2015 tournament.

140,000 used golf balls and 750,000 recycled-content golf tees used to create the 2013 tournament's Waste Management water features were reused and will be reused again in 2015.

Approximately 10,000 pounds of unused food was donated to two local non-profits.

Vinyl and mesh banners repurposed into reusable tote bags.

**TO LEARN HOW OUR TEAM OF CONSULTANTS CAN HELP YOUR DESIGN PROJECT, PLEASE VISIT [WWW.WMSUSTAINABILITYSERVICES.COM](http://WWW.WMSUSTAINABILITYSERVICES.COM).**

**TO CONTACT US:**

**CALL 855.347.7535 OR EMAIL [SUSTAINABILITYSERVICES@WM.COM](mailto:SUSTAINABILITYSERVICES@WM.COM)**