



Waste Management Phoenix Open: The Greenest Show on Grass

Waste Management has been a partner of the Phoenix Open and the Thunderbirds for 15 years, including the last six as the tournament's title sponsor. The 80th annual Phoenix Open (WMPO), sponsored by Waste Management, took place January 29 through February 1, 2015 in Scottsdale, Arizona. The 2015 tournament was attended by professional athletes, celebrities, and the general public, setting a record attendance of 564,368 fans.

Zero Waste Achieved for Third 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 communication.

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

In addition to achieving its zero waste goal, the 2015 tournament maintained the previous year's UL Environment validation, achieving Zero Waste to Landfill Operations with 10% incineration with energy recovery. The validation requires transparent reporting and detailed data to confirm zero waste results. Additionally, the WMPO elevated the Council for Responsible Sport certification from Gold to Evergreen status, making it the largest event and the first PGA TOUR tournament to achieve Evergreen certification, the highest designation the organization awards.

Zero Waste Stations and Community Volunteerism

WM activated three Zero Waste Stations in high traffic areas where fans learned green tips from volunteer recycling ambassadors and played an interactive game to learn more about the recyclable and compostable materials at the tournament. The stations were created from repurposed 40-cubic yard roll-off dumpsters that WM transformed into eye-catching kiosks. Local organizations Keep Phoenix Beautiful and Keep Scottsdale Beautiful and community volunteers supported Waste Management's zero waste efforts and fan engagement at the stations.

The Green Outcome

Waste

100% of all waste 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 was provided by renewable energy sources. A solar array provided power to the Waste Management hospitality tent.

WM worked with ClimeCo Corporation to offset all greenhouse gas emissions from WMPO operations and all player travel, a total of 300 metric tons of carbon dioxide equivalent.

Water

Greywater from cooking and cleaning was reused in the portable toilets, saving approximately 6,100 gallons of fresh water.

Waste Management and The Thunderbirds introduced the WMPO Water Campaign, which restored 35 million gallons of water to the Colorado River Basin and the Verde River in Arizona. WM worked with Change the Course, National Geographic and Participant Media for online and on-course engagement.

Reduce and Reuse

The 2015 tournament reused 53,082 square feet of signage from 2014 and stored more than 75% for reuse at the 2016 tournament.

A WM floating logo water feature on the 18th hole's lake contained 140,000 used golf balls, and a WM floating logo water featured on the 15th hole contained 750,000 recycled plastic golf tees. Both elements served as focal points for the important messages of recycling and reuse. Both signs were stored from the 2014 tournament and reused in 2015.

When it comes to food, no one likes to see it go to waste. Approximately 30,000 pounds of unused food was donated to two local non-profits. In addition, more than 25,000 pounds of mesh fencing, carpet, turf and used vinyl banners were donated to local Habitat for Humanity ReStore locations.

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