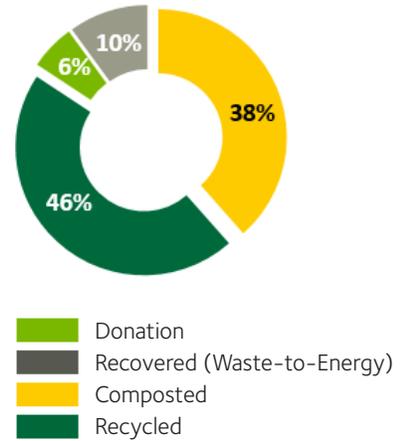




WASTE STREAM BREAKOUT



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

Waste Management (WM) has partnered with the Phoenix Open and tournament host, The Thunderbirds for 16 years, including the past seven as the tournament’s title sponsor. The 81st annual Waste Management Phoenix Open (WMPO) took place February 1 through February 7, 2016 in Scottsdale, Arizona. The 2016 tournament was attended by professional athletes, celebrities, and the general public, setting a record attendance of 618,365 fans.

### Zero Waste Achieved

Through strategic planning, implementation and execution of this Zero Waste Event, the WMPO diverted all tournament materials from the landfill through reuse, recycling, composting, donation or material recovery via waste-to-energy.

WM works with vendors to ensure all materials brought on site are recyclable, compostable or reusable. They sign a Zero Waste Challenge Participation Agreement that includes requirements for acceptable materials. The WM team educates vendors about proper diversion on course, and sorts materials collected from the event setup in October through the removal of the final tournament materials in May.

WM continued the use of three ‘Zero Waste Stations’ made from repurposed 40-cubic yard roll-off dumpsters that WM transformed into eye-catching kiosks where attendees can play an interactive game to learn about recycling and composting at the WMPO. Recycling Ambassadors staged at the stations also provide helpful recycling tips for visitors to take back to their homes, businesses and communities. Dedicated fans of sustainability could also take the ‘Recycle Often. Recycle Right.’ Pledge.

### Third Party Certifications

In addition to achieving its zero waste goals, the 2016 tournament maintained the previous year’s UL validation, achieving Zero Waste to Landfill Operations with 10% incineration with energy recovery. Additionally, the WMPO elevated its two-year Council for Responsible Sport certification from Gold to Evergreen status in 2015, making it the largest event and the first PGA TOUR tournament to achieve Evergreen certification.

## WM Executive Sustainability Forum

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### 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

Since 2011, 100% of the tournament's electricity is provided by renewable energy sources. A solar array provided power to the Waste Management hospitality tent and solar light towers were used around the course. Furthermore, WM worked with Wildlife Works to offset all greenhouse gas emissions from WMPO operations as well as player travel, a total of 300 metric tons of carbon dioxide equivalent (MtCO<sub>2</sub>e).



#### Water

Given the arid, desert climate where the Waste Management Phoenix Open takes place, water restoration has become an important focus of the tournament. In 2016, the WMPO Water Campaign restored a total of 63 million gallons to the Colorado River Basin and Verde River in Arizona. Change the Course aligns online pledges and monetary donations to enable partners to implement water restoration projects. With one of the programs, Coca-Cola, The Thunderbirds and WM joined together to fund the restoration of 30 million gallons of water to the Verde River. Additionally, as part of a second program known as Green Out Day, The Thunderbirds selected the Change the Course campaign as a recipient of funds resulting in another 33 million gallons restored. The Thunderbirds drew further awareness, education and engagement both online and on-course.

On the course, greywater from cooking and cleaning were reused in the portable toilets, resulting in roughly 5,500 gallons of fresh water conserved.



#### Reduce and Reuse

The 2016 tournament reused 41,312 square feet of signage from previous tournaments and will store over 87% for reuse at the 2017 tournament. In addition, 140,000 used golf balls and 750,000 recycled-content golf tees were reused to create the WM logo water features on the lakes of hole 15 and 18, and will be reused in 2017.

Approximately 18,300 pounds of unused food was donated to two local non-profits, while over 20 tons of mesh fencing, carpet, and turf was donated to Hoofbeats with Heart, Keep Phoenix Beautiful and Peoria High School.

## About Sustainability Services

Waste Management Sustainability Services is a nationwide network of environmental professionals offering sustainability advisory services, environmental and project management experience to help companies advance along the path toward sustainability. By leveraging the network of assets and expertise of Waste Management, the leading provider of comprehensive waste and environmental services in North America, our team can design and implement value-driven solutions unrivaled in the industry.

Since WM became title sponsor of the Phoenix Open:

- Our waste management practices have avoided 2,048 MtCO<sub>2</sub>e
- Our renewable energy practices have avoided 686 MtCO<sub>2</sub>e
- Our Water Campaign restored over 98 million gallons of water

**TO LEARN HOW OUR TEAM OF CONSULTANTS CAN HELP YOUR BUSINESS, 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)**

