

Waste Management Sustainable Sports Programs

Sustainable Sports as a Game Changer for Business



Sustainable Sport is a Game Changer

Phase 1: Before the event | **Evaluation & Policies**

From simple audits to complex analyses, policy development and recommendations, we have the bases covered for you.

Phase 2: During the event | **Implementation**

What differentiates us from the competition is we go beyond recommendations to action - developing programs, implementing initiatives, tracking progress, and continuous improvement.

Phase 3: After the event | **Sustainability Reporting & Communication**

Keep score by measuring social, environmental and economic impacts, and tell a compelling story to reach new audiences.

ALL IN | **Comprehensive Environmental Programs**

From start to finish - assess, execute, manage, track, and tell stories about fan engagement, water, energy, waste, greenhouse gases and your community legacy.



How It Works

Today's sporting events need comprehensive strategies to optimize positive impacts, avoid unnecessary costs and keep the fans rooting for your team.

Waste Management (WM) Sustainability Services consultants lend years of institutional knowledge to help event organizers streamline operations and eliminate uncertainties. We leverage our diverse experience to improve an event's social and environmental impacts while prioritizing budgetary concerns. You will reach new audiences, expand community engagement, and create positive impacts that last long after the event has ended.

Engagement Types: One-Time Events | Game Days | Annual Events | Year-Round Stadium Events | Customized Program

Call Your Own Play!

Customize your program by selecting a phase or elements of a phase, or maximize results by going all in.



Evaluations & Policies

✓	Analysis
	Cost and environmental benefits of current and alternative waste management choices
	Energy and water analysis to determine current usage, with conservation recommendations
	Third-party certification gap analysis
	Procurement evaluation with recommendations for improvement
	Research opportunities for community engagement
	Studies that measure economic impacts
	Supply Chain evaluation with recommendations for improvement
✓	Assessment
	Venue walkthrough and stakeholder interviews to assess operations and material utilization
	Waste audit to determine current diversion rate, with recommendations for improvement
✓	Policy Development
	Acceptable Materials Requirements
	Access and Equity Plan
	Align Sustainable Development Goals with new or existing policies
	ISO20121 Sustainable Events Management Analysis and recommendations for continuous improvement
	Sustainable Construction & Demolition Policy
	Sustainable Procurement Policy
	Sustainable Supply Chain Policy



Implementation

✓	Community
	Conduct an economic impact study
	Coordination with locally owned businesses, organizations, and volunteers
	Legacy project(s)
	Outreach to underrepresented community groups
	Programs to engage differently-abled or disabled individuals
✓	Energy
	Alternative fuel initiatives, relevant carbon offsets
✓	Engagement
	Develop goals and mission statement directly tied to sustainability and triple bottom line
	Sponsor engagement in innovative sustainability programs
✓	Procurement
	Increase sustainability of goods sold
✓	Training
	Athlete presentations
	Operational videos, presentations, handheld guides and comprehensive playbooks
	Volunteer manuals
✓	Waste
	Conveyance, container placement and signage development
	Diversion, monitoring and tracking
	Diverting and tracking challenging material types through donation and reuse programs
✓	Water
	Off-site restoration campaigns
	Sorting team development and management
	Tracking and conservation measures



Sustainability Reporting & Communication

✓	Certification
	Council for Responsible Sport
	Golf Environment Organization (GEO)
	ISO20121 Sustainable Events Management
	UL Zero Waste to Landfill Validation
✓	Data Management
	Data tracking using ENSPIRE® dashboard visualizations
	Greenhouse gas emissions inventory
✓	Engagement
	Creative fan engagement through on-site and online platforms
	Identify community case studies and promotional opportunities
	Messaging to promote vision that diverting material from landfill is achievable
	Leverage existing campaigns to include sustainability components, goals, mission statement
	Leverage waste diversion as a platform to educate stakeholders
✓	Reporting
	Global Reporting Initiative framework
	Sustainability Report