



Waste Management Phoenix Open: Drive to Zero Waste

The Waste Management Phoenix Open (WMPO) takes place every year in Scottsdale, Arizona, and remains the best-attended golf tournament in the world. In 2012, the WMPO welcomed over 500,000 fans to the “Greatest Show on Grass.”

ZERO WASTE CHALLENGE ISSUED

In 2012, Waste Management (WM) issued a “Zero Waste Challenge” to make the golf tournament the “Greenest Show on Grass.” WM set goals to minimize the event’s energy and water consumption, along with minimizing waste generation. Specifically, WM set goals to divert more than 90% of the materials away from landfill.

For the first time in PGA TOUR® history, no trashcans were present on the course. Waste Management Sustainability Services consultants worked with vendors, fans, and volunteers to properly dispose materials in either recycling or compost bins. A dedicated operations team behind the scenes sorted materials for proper diversion.

ZERO WASTE CHALLENGE ACHIEVED

WM’s drive to zero was a resounding success: More than **97%** of waste generated at the tournament was diverted from landfills.

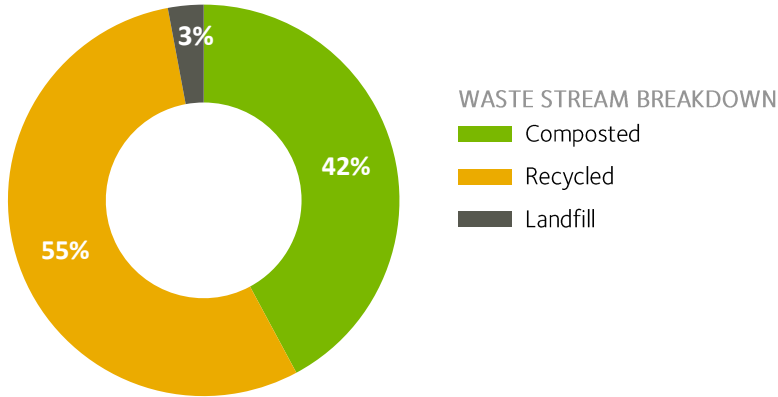
The WMPO presented an enormous opportunity to put sustainability principles to work. WM exceeded the diversion goal for 2012 and was able to use the event as an educational platform for millions of WMPO fans to think about ways to repurpose materials and avoid waste.

REPORTING AND VERIFICATION




WM wrote the [2012 WMPO Sustainability Report](#) using Global Reporting Initiative Event Organizer Sector Supplement framework. In 2013, WM is pursuing Gold Certification from The Council for Responsible Sport. Achieving this certification shows WM’s continuing drive to improve the tournament’s environmental, economic, and social impacts.

INCREASED WASTE DIVERSION






- All vendors pledged to bring materials on site that were locally recyclable, reusable, or compostable
- Most promotional materials were from sustainable sources.



REDUCED WATER USAGE

 <p>Hand sanitizer provided instead of water at hand-washing stations</p>	 <p>Port-O-Lets provided on-site, using less water than conventional toilets</p>	 <p>Water from cooking & cleaning reused in portable toilets</p>
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REDUCED GREENHOUSE GAS EMISSIONS

 <p>Generators, refrigerated trucks and light towers used diesel and bio-diesel</p>	 <p>100% of electricity provided by renewable energy</p>	 <p>Solar power used to power WM's hospitality tent</p> <p>Solar light towers piloted</p>	 <p>Compressed Natural Gas (CNG) trucks used to haul waste</p>	 <p>60 solar-powered compactors used along course, holding five times the amount of materials as a traditional non-compacting bin</p>
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TO LEARN HOW OUR TEAM OF CONSULTANTS CAN HELP YOUR BUSINESS ACHIEVE LEED CERTIFICATION, VISIT: WWW.WMSUSTAINABILITYSERVICES.COM. YOU CAN CONTACT US AT: 855.347.7535 OR VIA EMAIL AT: SUSTAINABILITYSERVICES@WM.COM