



ACCOMPLISHMENTS

- Achieved 100% landfill diversion via waste-to-energy, composting and recycling.
- Identified additional sustainability opportunities for future events.

Cradle to Cradle Innovation Celebration

Cradle to Cradle (C2C) Products and Innovation Institute is a non-profit organization that administers the Cradle to Cradle Certified™ Product Standard. For the second consecutive year, employees and advocates of C2C hosted the Innovation Celebration and Product Symposium in New York City to help raise awareness and share the positive impacts certified products have on the environment. The events of the symposium fostered an environment to learn from and directly engage with industry leaders, concluding with a huge gala.

Customer Challenge

As a sustainability minded organization, C2C representatives wanted to improve their environmental footprint through an increase in material diversion for this year’s event and sought after the expertise and guidance of Waste Management Sustainability Services to work with them on achieving this goal.

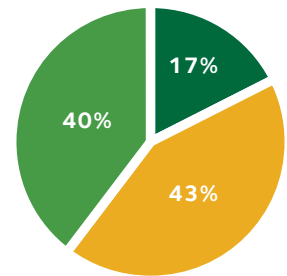
WM Sustainability Plan

As a sponsor for the 2014 event, Waste Management Sustainability Services consultants worked to deliver comprehensive strategies designed to optimize material diversion and product procurement, increase community engagement and minimize the event’s environmental impact. As a result, Waste Management Sustainability Services developed the Cradle to Cradle Innovation Celebration Zero Waste Challenge & Guidelines, which outlined acceptable material policies for all stakeholders, created effective material handling procedures, put in place controls for food and waste vendor relations, produced communication tools and provided written recommendations for future events.

In addition, Waste Management Sustainability Services consultants coordinated hauling efforts with local service providers to ensure timely pickups. Consultants also provided necessary training and information sessions on the zero waste challenge and proper handling methods for all event and kitchen staff members. Following the event, Waste Management Sustainability Services presented C2C and venue representatives with a complete report for the 2014 C2C Innovation Celebration and Product Symposium which included waste diversion results, highlighted program successes and identified opportunities for future improvements.

The Green Outcome

As a result of Waste Management Sustainability Services’ assistance, the 2014 C2C Innovation Celebration achieved 100% landfill diversion through the successful implementation of composting, recycling and waste-to-energy practices. The material diversion data collected during the 2014 event will serve as a benchmark for years to follow. Waste Management Sustainability Services looks forward to continued collaboration with the Cradle to Cradle Products and Innovation Institute as they pursue further sustainability goals.



Overall Material Composition by weight (%)
■ Waste-to-Energy
■ Recycling
■ Compost

TO LEARN HOW OUR TEAM OF CONSULTANTS CAN HELP YOUR EVENT, PLEASE VISIT WWW. WMSUSTAINABILITYSERVICES.COM.
TO CONTACT US:
CALL 855.347.7535 OR EMAIL SUSTAINABILITYSERVICES@WM.COM

