



Council for Responsible Sport Certification

The sports world can generate vast amounts of publicity... and waste. These two factors create an opportunity for events that have challenged traditional thinking and embraced sustainable practices. Now, there's a third-party program in place to validate the commitment to an environmentally and socially responsible sporting event. The Council for Responsible Sport (Council) developed a certification program to help organizations organize, improve and communicate their progress in holding a "green" event. By changing the triple bottom line to a triple top line, environmental, social and economic effects and benefits can be realized. Achieving this credit-based certification demonstrates that key standards have been met in areas such as waste management, community impact, climate change and procurement.

Our team of consultants can provide a gap analysis to identify areas of weakness for your event, streamline the certification process, eliminate uncertainties and quickly put your event on a path toward Council certification status. In fact, we did just that for an event of our own – the 2013 Waste Management Phoenix Open, which became the biggest and most complex sporting event to achieve Gold Level Council certification. In addition, over the past years our team has worked with the Chevron Houston Marathon in achieving the Council certification. Our efforts paid off – in 2012 the Houston Marathon became the first to receive a dual Council certification: Silver for the Chevron Houston Marathon and Basic certification for the U.S. Olympic Trials. The following year, the Marathon went on to receive Gold Level Council certification.

The benefits of attaining certification are many: It can help future events attract top talent, encourages the support of local communities and it creates a positive impact lasting long after the event is over. Our team's recent experience can provide valuable benefits as your event strives for certification. In the end, familiarity can lessen confusion while reducing the potential for added labor costs and budget overruns.

Helping You Reach Council for Responsible Sport Certification

Here's how our certification expertise can work for you:

- **Comprehensive Certification Management** – Whether you're considering Council certification or have already initiated the process, our consultants can facilitate the coordination required to achieve the highest level possible. We'll provide the practical know-how you need to navigate through the entire process, which can save you both time and money.
- **Program Management and Implementation** – Achieving the maximum number of Council credits is easier with the support of Waste Management Sustainability Services. Our consultants can help identify the gaps and create and implement the programs you need to maximize your Council credits and achieve certification as quickly as possible. We can help your event earn additional certification points by creating innovative programs and features that will assist in achieving certification and setting your event apart from others.
- **Certification Credit Reporting** – Does your event need to achieve a certification credit that requires third-party assistance to complete, report or monitor? Our professionals can help your organizers develop the needed internal programs, policies and data collection processes required to comply with Council credit guidelines.
- **Certification Assessment** – Do you want to assess your event's potential for achieving certification? Our consultants will provide a gap analysis and, if needed, provide you with positive, value-driven recommendations to target certification success.

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 WM, 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.

TO LEARN HOW OUR TEAM OF
CONSULTANTS CAN HELP YOUR
BUSINESS, PLEASE VISIT [WWW.
WMSUSTAINABILITYSERVICES.COM](http://WWW.WMSUSTAINABILITYSERVICES.COM).
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