



2015 Waste Management Phoenix Open Zero Waste Event Advances Sustainability Success

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World's largest golf tournament achieves zero waste validation for third consecutive year; continues to elevate sustainability efforts and results

HOUSTON--(BUSINESS WIRE)--Sep. 21, 2015-- Waste Management (NYSE: WM) announced that the 2015 [Waste Management Phoenix Open](#) (WMPO) diverted 100 percent of tournament waste away from landfills for the third consecutive year.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150921005225/en/>

According to the Company's [WMPO 2015 Sustainability Report](#), in addition to achieving a zero waste validation, Waste Management improved the tournament's overall sustainability results at the "Greenest Show on Grass" amid a record 564,368 attendees.

"We took our sustainability efforts at the Waste Management Phoenix Open to a whole new level this year, and it showed in the results," said Michele Grossman, managing principal for Waste Management Sustainability Services. "We continue to advance our efforts year after year to show the sporting world – and the rest of the world – that 'green' is possible."

Waste Management's sustainability results are validated by two outside parties – the Council for Responsible Sport and [UL Environment](#). For three years in a row, WMPO earned UL Environment's highest landfill diversion rate designation, Zero Waste to Landfill Operations, with 10% incineration with energy recovery in 2014 and 2015, and 12% in 2013.

"Waste Management continues to take a leadership role in modeling sustainable event management practices, which we hope will become the industry standard going forward," said Lisa Meier, vice president and general manager for UL Environment. "The 2015 Waste Management Phoenix Open's achievement in obtaining UL's landfill diversion claim validation for the best-attended golf event in the world demonstrates a level of commitment which will inspire ongoing positive change in this market space and beyond."

Additionally, the [Council for Responsible Sport](#) elevated the tournament's two-year certification from Gold to Evergreen status, making the Waste Management Phoenix Open the largest event and the first PGA TOUR tournament to achieve Evergreen certification. "The 2015 Waste Management Phoenix Open is indicative of the highest level of accomplishment in sports event production, and demonstrates true leadership on both corporate and civic levels," said Keith Peters, executive director of the Council for Responsible Sport.

Waste Management operated under a standard for sustainable events management, which defines the requirements to ensure an enduring and balanced approach to economic activity, environmental responsibility and social progress relating to events.

Other initiatives that contributed to the tournament's improved sustainability:

- The WMPO Water Campaign, a water conservation initiative in collaboration with [Change the Course](#), raised funds to restore 35 million gallons of water to the Colorado River Basin and Verde River.
- More than 30,000 pounds of unused, perishable food from the tournament was donated to charities including Waste Not Perishable Food Rescue & Delivery and Church on the Street.
- Along with Habitat for Humanity ReStore locations, Waste Management collected and donated 25,239 pounds of tournament materials and 682 pounds of vinyl fence signage, most of which Waste Management had reused outdoors since the 2010 event.

To view the 2015 WMPO case study video, please visit <https://youtu.be/Mx1ruCpYu7c>.

The Zero Waste Challenge

In the fourth year of the tournament's Zero Waste Challenge, Waste Management expanded vendor and fan education of proper waste sorting. Once again, there were no trash receptacles on the golf course, only recycling and compost bins for all public and back-of-house operations.

Waste Management repurposed and transformed large roll-off containers into eye-catching Zero Waste Stations where fans could engage with volunteers to help collect food and beverage materials.

Waste Management's Partnership with the Phoenix Open

Waste Management has been a partner of the Phoenix Open for 15 years, providing waste, recycling, and portable restroom services. As the title sponsor, Waste Management, in partnership with the PGA TOUR and The Thunderbirds, is dedicated to making the Waste Management Phoenix Open the greenest tournament on the PGA TOUR. The tournament has also become a major platform for Waste Management Think Green solutions, including the Four Rs – reduce, reuse, recycle and recover.

ABOUT WASTE MANAGEMENT

Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and disposal services. It is also a leading developer, operator and owner of landfill gas-to-energy facilities in the United States. The company's customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more information about Waste Management visit www.wm.com or www.thinkgreen.com.



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Source: Waste Management

Waste Management

Janette Micelli, 602-579-6152

jmicelli@wm.com

or

The Artigue Agency

Shannon Keller, 310-210-1866

shannon@limerickmarketing.com