

SUSTAINABILITY SERVICES - CHEVRON HOUSTON MARATHON CASE STUDY



The Chevron Houston Marathon brings 25,000 runners from near and far to the streets of downtown Houston, Texas every January, and in 2012, Houston hosted both the Chevron Houston Marathon and the U.S. Olympic Trials Marathon. Waste Management (WM) was proud to work with the Houston Marathon Committee to increase the sustainability initiatives of the event, and to pursue certification from the Council for Responsible Sport (ReSport).

Guided by the ReSport framework, the team tracked metrics such as water usage, energy usage, and travel to the event and more than doubled diversion of waste from the landfill from 38% to 83%.

WM worked with the Houston Marathon Committee to reduce its environmental footprint in the following ways:

- Introduced a food waste composting program and diverted over five tons of food waste, napkins, paper plates and cups from all race-related events, including the Runner EXPO and aid stations along the race course
- Recycled over twelve tons of aluminum, glass, plastic, paper, and cardboard
- Donated unserved food to local charities
- Donated 3,140 pounds of discarded clothing from starting lines to the Star of Hope shelter
- Used non-toxic and biodegradable cleaning products in all portable toilets
- Calculated the carbon footprint from travel of all 25,000 athletes to the event

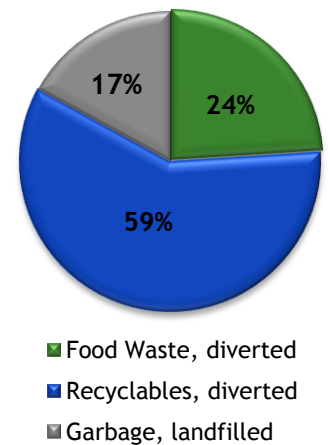
21.55 Tons
Total Waste Generated

12.81 Tons
Amount of Materials Recycled

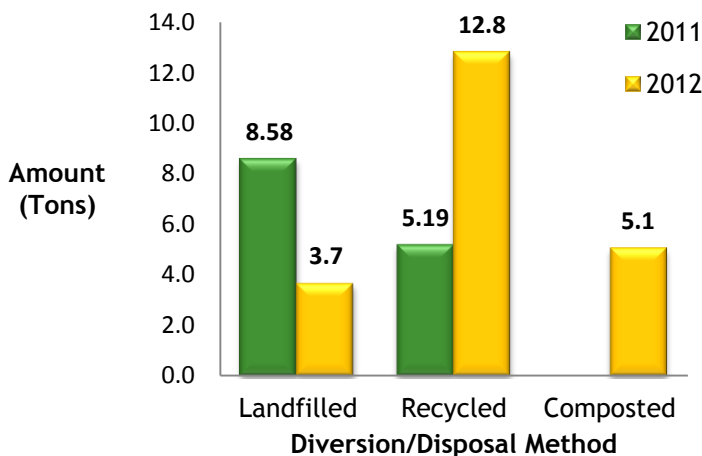
5.07 Tons
Amount of Materials Composted

83 %
Total Diversion Rate

Percent of Waste Materials 2012



Waste Diversion Improvements



For more information on this and other ways Waste Management can help your company find cost savings through environmental efforts, please contact us at 877-441-3046

Or
www.wmsustainabilityservices.com

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