



European Pathway to **Zero Waste**  
Demonstrating the route to zero landfill

## Delivering Sustainability with Prestige at the BMW PGA Tour



**The European Tour's flagship event attracts the elite of the world's golfers with 90,000 people attending over five days in May; broadcast live on BBC and Sky Sports.**

Renowned to “*embody tradition, fame and honour in a way that few events can match*”, the production team have this year set their sights on conquering sustainable waste management as well.

***“Waste management is an area which is becoming ever more crucial at events and the RMP tool helped us to focus in on the waste we are creating and how we can reduce it”***

*Paul Dunstan, European Tour Event Manager*

# Measure, monitor, engage

**The BMW PGA Championships used WRAP's Resource Management Planning Tool (RMP) to ensure that *'sustainability efforts matched prestige'* for the European Tour's flagship event.**

The exclusive event, held at the Wentworth Golf Club in Surrey, was precluded by five weeks of on-site build. This was required to create the grandstands, viewing areas, hospitality areas, sponsors' areas and media centre required to stage a major tournament on an historic site. Following the five day tournament, it took two weeks to clear the site. During the eight weeks, 121 tonnes of waste were produced; around 65% of which was recycled. Two of the major waste streams included wood waste, from bespoke build of staircases and flooring, and floor coverings, such as carpet, vinyl and astroturf.

The European Tour team was already aligning to the waste hierarchy as many of the structural elements of the site were re-usable - the grandstand from the 18th hole was re-used during Olympic events. Hire and re-use models have significantly reduced the total amount of event waste in previous years; but the production team recognised there was more that could be done.

## **The European Tour team's primary objectives were to:**

- Gather information on where waste was coming from, and which suppliers were generating different waste streams which will be used to inform work with individual suppliers in future;
- Set a baseline to measure future improvements in terms of the amount of waste generated, especially from build and the percentage recycled; and
- Learn lessons to be taken to other events on the Tour, and begin to use the toolkit for other tournaments.

## **Using the RMP Tool**

The RMP tool (<http://rmp.wrap.org.uk>) is a free online tool for event organisers, venues and suppliers to help reduce waste created from an event at every stage of the supply chain. By understanding this information, and having it all in one place, event managers can: forecast waste types and volumes; measure reductions in waste to landfill; and implement actions to reduce overall waste and increase recycling and re-use.

## By using the RMP Tool the European Tour Team:

- Obtained a clear picture of what waste was being generated during the event, and where it was coming from;
- Informed planning for future waste reduction; and
- Engaged suppliers in conversations about waste reduction and sustainable waste management. This will continue into next year's planning for the Tour and for the Ryder Cup in 2014.

The team also learned more about what individual suppliers were doing to reduce, re-use and recycle waste and identified examples of good practice, such as:

- The signage company currently re-use around 85% of materials. It also plans to replace PVC banners with more sustainable/recyclable materials in future.
- Decking used for flooring is being stored for re-use at next year's event; stock flooring panels are used and re-used at many events.
- An on-site caterer took cooking oil back to its depot where it was collected for re-processing by a local company - 800 litres were recycled from this event.
- The carpet provided by one major supplier was collected in a separate skip and taken off site for recycling.

***Top Tip: Pre-event briefings were great for engaging suppliers early on in the process, before the event build up takes over***



## Waste Data

This year's main objective was to quantify the waste and create a baseline of waste data for benchmarking future events:

- 121 tonnes of waste was collected from the event.
- Wood from construction was the largest waste material:
  - 14 tonnes of waste wood was collected on site - 90% of this was recycled; and
  - 20 tonnes of wood was taken off site by suppliers – 45% was recycled or composted and 55% sent to landfill.
- Over 300 items were re-used by the signage company including grandstand banners and foamex and di-bond panels.
- Carpet, vinyl and astroturf made up 4 tonnes of waste - most of this was taken off site. More than half of this was too damaged or contaminated to be re-used or recycled, ending up in landfill.
- 71.8 tonnes of waste was collected through the dust cart and the general waste skip. This was then screened. 70% was recycled and 30% went to a nearby energy from waste facility.
- Food and packaging made up the majority of audience waste.

***“An important factor of our operation is to ensure both we and our contractors are responsible for any materials brought to the venue, from segregating waste materials on-site for recycling, to re-using elements of the construction at future events.”***

Paul Dunstan, European Tour Event Manager

## Key challenges

- The European Tour team was successful at engaging suppliers at an early stage, as part of its existing pre-event supplier briefing. As the event approached however, it became harder for suppliers to find time to populate the tool. Using the reminder functions in the toolkit made monitoring this simpler.
- A number of easily recyclable alternatives to set build materials were considered, however they were not priced competitively enough to be affordable. This is especially relevant to carpet and banner materials.
- Some suppliers are on multi-year contracts. This can mean that changes are harder to implement. Suppliers were asked to do what they could within the contracts, but future negotiations will include sustainable waste management.

## Next steps

Information gathered from this year's event has formed a baseline for improvements for next year's Championships and for the Ryder Cup in Scotland in 2014.

- Food waste and food packaging were highlighted as a key area by the waste management company, that could improve recycling rates and reduce contamination:
  - The European Tour team has plans to segregate food waste at back of house next year.
  - There is a huge opportunity for recycling plastic bottles in audience areas.
- A number of examples of good practice have been identified that suppliers currently undertake:
  - Through increased supplier engagement the European Tour team plans to share this good practice to encourage other suppliers to improve, enabling suppliers to learn from each other for future events.
- Building on the engagement work that has begun through the toolkit, the team aims to make sustainable waste management an easy and positive step for all suppliers and contractors.
  - In future, sustainable waste management will be incorporated into supplier contracts.

## Find out how the RMP tool could help your organisation improve waste management

A good waste management plan can save your organisation money and cut your carbon emissions and by using the RMP tool you can access the knowledge you need to make your plan.

**For further information visit:**

**[www.wrap.org.uk/content/sustainable-event-management](http://www.wrap.org.uk/content/sustainable-event-management)**

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