

CASE STUDY

The 'Green Magic' of the Games

A zero waste event in the making



SITUATION: 8,500 tons of solid waste

- London 2012 Olympic Games
- 11 million people in attendance
- London Organizing Committee of the Olympic and Paralympic Games (LOCOG), commit to making 2012 the very first 'zero-waste' Olympic and Paralympic Games, with sustainability at the heart of their vision.

SOLUTION: Compostable foodservice ware / Comprehensive waste stream management

- 120 million pieces of packaging
- All responsibly made
- All responsibly disposed of
- Closed loop system, diverting all from landfill



- 14.3 million Ingeo lined paper cups
- 7.5 million heat resistance Ingeo lids



STRATEGIC OBJECTIVES:

- Support LOCOG in their vision to host the world's first truly sustainable Olympic and Paralympic Games, leaving a legacy far beyond the departure of the Olympic Flame.
- Reuse, recycle or compost over 90% of Games waste.

CASE STUDY

continued

“ Everyone at London Bio Packaging is massively proud to have played our part in delivering what is being called ‘the most sustainable Olympics of the modern era.’ We are now excited to help other events and organizations go ‘zero waste’! ”

– Marcus Hill, Managing Director,
London Bio Packaging



Olympic waste collection bins

KEY STAKEHOLDERS

worked with suppliers to bring in the best products to meet LOCOG's requirements

- CountryStyle Group
- LOCOG
- NatureWorks LLC
- Sita UK

INGEO ROLE IN MEETING STRATEGIC OBJECTIVE

Provided Ingeo solutions meeting LOCOG's specifications for compostable hot cups and heat resistant hot cups.

- Ingeo-based food serviceware and packaging products
- 100% annually renewable product
- USDA BioPreferred and Biodegradable Products Institute (BPI) certified compostable

WHAT'S NEXT?

- Continue the sustainability legacy of the Olympic Games by working with key partners noting recognizable waste stream logos (labeling and identification) to insure overall success.
- Build new and strengthen existing partnerships with those involved in the Games Collaborate on sustainable events to promote the work at the Games and legacy post Games.



Check out London Bio's cool Olympic film: Click above or go to www.londonbiopackaging.com/about-us/case-studies/olympics/



OUTCOME:

| | |
|--|--------|
| Re-use (tonnes) : | 1,716 |
| Recycling (tonnes) : | 2,908 |
| Composting (tonnes) : | 1,706 |
| Energy Recovery (tonnes) : | 3,795 |
| Other (tonnes) : | 48 |
| Total (tonnes) : | 10,173 |
| % of total waste re-used, recycled and composted : | 62% |
| % of total waste diverted from landfill : | 100% |

Source: London 2012 Post-Games Sustainability Report

LEARN MORE



@natureworks

@LondonBio

Follow us on Twitter!

www.natureworkslc.com

www.londonbiopackaging.com

