

CASA MARINA RESORT AND WASTE MANAGEMENT COLLABORATE ON THE FIRST ZERO WASTE SE FLORIDA REGIONAL CLIMATE SUMMIT



Casa Marina Resort, Five-star Waldorf-Astoria Property, Key West, Florida

BACKGROUND

Casa Marina Resort, a five-star Waldorf-Astoria property in Key West, Florida and Waste Management (WM) collaborated on a successful zero waste event at the 7th Annual SE Florida Regional Climate Leadership Summit in December 2015. The Climate Leadership Summit is a major regional event focused on facilitating climate-related collaboration and

knowledge sharing. The annual summit is coordinated by the Southeast Florida

Regional Climate Change Compact, a partnership between Miami-Dade, Broward, Monroe and Palm Beach counties, their municipalities and other partners. The summit attracts innovative thinkers and leaders from business, government, academia and the non-profit community to exchange ideas and dialogue at panel discussions and networking breaks.

The 2015 SE Florida Regional Summit was hosted by Monroe County with the cities of Islamorada, Marathon and Key West serving as co-hosts. The zero waste event was the first of its kind for the regional Summit, the first of its kind in Monroe County and the first of its kind, globally, for the Waldorf-Astoria Hotels and Resorts.



As a longtime service provider in Monroe County and Key West and for the Casa Marina Resort, WM approached the Casa Marina with the unique idea to help make the Summit a more sustainable event. The idea seemed to be a natural fit given the environmentally-sensitive and natural setting of the historic resort, the environmentally-minded audience attending the Summit and WM's environmental resources, knowledge and long-term relationships in the region. Casa Marina did not hesitate in their support of the idea.

PROJECT IMPLEMENTATION

In general, determining the viability of a zero waste conference should take multiple factors into consideration. To keep this award submission brief, three critical factors are discussed.

In the Spirit of the P3 Concept: Three Phases of our Zero Waste Event = Plan, Provide, Produce

In the first phase, planning, critical milestones were met. These milestones included stakeholder buy-in (mandatory or the project could not move forward), a shared vision among stakeholders, vendors and customers and, details involving logistics, materials management, budgeting, waste analysis, zero waste team formation, leadership and recognition. At this phase Casa Marina Directors and WM Directors were the major decision-makers as to whether or not the project could move forward, along with gaining approval from the Summit organizing committee.



Shown after a long day of diverting waste (L to R): Shiraz Kashar, WM Community Outreach Manager, Warren Zinn, Casa Marina Food & Beverage Director, Stephanie Kissinger, WM Governmental Affairs Manager, Kathy Mantz, Governmental Affairs Manager and Alex Beaumont, Casa Marina Head Chef.

The second phase – provide – included purchasing decisions, team training, signage, Summit attendee outreach, material flow tracking, staging areas, types of receptacles, scheduling. Having a great attitude and a good pair of walking shoes (WM team members spent an average of 14 hours per day working at the event) was mandatory.

It was also critical that the zero waste team did not disrupt the operations of the hotel or the Summit in any way. Both the hotel and the Summit organizers were focused on providing the ultimate in customer service therefore our diversion efforts could not impact the daily operations of the resort or the Summit. WM promoted ourselves as “recycling ninjas” – moving quietly and quickly in and around the venue - ensuring our customers (the hotel and the County as the hosts of the event) that we would not be disruptive in any way.



Zero waste team members working with the kitchen staff during meal preparations.

It should be noted that the zero waste focus was on conference-generated materials only and did not include the diversion of materials from hotel guest rooms. The property was far too large and our team far too small to manage diversion across the entire property.

We worked with the hotel to segregate materials generated as a result of the conference from materials generated by other hotel guests. This was especially important in the kitchen area when the kitchen staff was preparing meals. Food scraps, packaging and other materials were kept in separate areas of the kitchen for the zero waste team to divert and measure. This type of change in

operational procedure at a Five-star property of this size helps to illustrate the level of commitment by the Casa Marina.

The third phase – produce – meant that the event was underway and everyone was focused on the goal. Materials were successfully diverted from meeting rooms, break areas, the kitchen, dining areas, beach luau area, exhibit hall and registration area. Diverted materials were containerized, weighed and recorded, and eventually moved to an outside staging area where they were ultimately delivered to their final destination. The data generated from the event was compiled and reported.



WM District Manager Greg Sullivan is joined by City of Key West Recycling Coordinator Dee Dee Green to help divert materials from the Summit's 250-person beach luau.

RESULTS

The results of the zero waste efforts were astounding. ***WM, hotel personnel and the Summit worked together to divert 90.3% of all waste generated by more than 400 attendees at the summit.*** The remaining 9.7% of waste was processed at a waste-to-energy facility and produced renewable energy in the form of electricity (see charts on the following page).

Additionally, the Summit's major dinner event, an outdoor luau on the beach attended by over 250 guests resulted in 100% diversion of all materials via recycling, composting and reuse.

The project was deemed a major success by all parties.

Recently, an article discussing the success of the zero waste event was accepted into a peer-reviewed, academic journal (Citation: Mantz, K. & Mantz, T. (2016). "Achieving Zero Waste: A study of 100% diversion of convention-generated waste",

Journal of International Business and Economics, 16(1)). The academic paper was presented at the International Academy of Business & Economics conference held in Orlando, FL in March 2016.



Working the 'back of the house' WM District Manager Greg Sullivan helped divert luau food waste to compost containers. By the end of the luau we had successfully diverted 100% of all luau materials.

ADDITIONAL INFORMATION

<i>Synopsis of Total Materials Generated</i>			
Item	Pounds	Percentage of Total Waste Stream	Average Pounds Generated per Attendee
Total weight of all materials	1,897	100%	4.22
Garbage	184	9.7%	0.41
Recycle/Reuse	431	22.7%	0.96
Compost	1,282	67.6%	2.85

<i>Final Destination of Materials</i>		
Item	Technology	Miles to Destination
Garbage	Waste-to-Energy	185
Recyclables	Materials Recover Facility	178
Compost	Organics Facility	283
Total Miles:		646

Diversion Areas (not including the kitchen) on the Casa Marina Property



PHOTOS:

Top Left: *Meeting Rooms and Exhibitor Area*

Top Right: *Dining / Break Areas*

Center: *View from the Registration Area*

Bottom: *Beach Luau Area*



Thank you for your consideration.

