



## Waste Management Phoenix Open Sustainability Forum

**THE PROBLEM** Waste Management is a company with a mission of maximizing resource value and minimizing environmental impact, so it is necessary for its corporate leadership to understand what motivates pro-sustainability behavior in order to effectively incorporate sustainability practices for their clients.

**THE CLIENT** Waste Management

**THE SERVICE** Co-create and co-host the 2013 Waste Management Sustainability Forum at the Phoenix Open golf tournament.

**THE SOLUTIONS** Trained and taught Waste Management leaders pathways to changing behavior and strategies that can be used towards incorporating sustainability. This training will allow organizational leaders to effectively foster sustainability-oriented conversations and engage with their peers.

**THE OUTLOOK** Feedback on the forum indicated that participants left feeling motivated, more educated on sustainability and equipped with a better understanding on initiatives for change.

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