



GRANFONDO WHISTLER Commitment to Zero Waste

AWARE has worked with GranFondo Whistler since 2017. In this time GranFondo has worked to maximise diversion of waste away from the landfill, reduce overall waste generation, and increase environmental stewardship of those who work for, and who participate in events hosted by GranFondo.

AWARE commends the efforts of GranFondo and recognises their continued partnership and commitments to Zero Waste. In addition to reducing the events environmental footprint, through hiring AWARE, GranFondo is directly supporting AWARE's mission:

- Safeguarding habitats, biodiversity, and wilderness values.
- Building a sustainable, resilient community: empower and educate to reduce impacts on the environment and climate.

ACHIEVED ZERO WASTE STATUS IN CELEBRATION PLAZA

Achieving over 90% diversion rates in 2019 and 2023. 2017, 2018, 2022 all achieved 88% diversion rates.

IMPROVED COURSE WASTE DIVERSION BY OVER 15%

Through improved pre-event education and hosted stations. 2023 course waste diversion = 67%

AVERAGE WASTE FOOTPRINT 0.26KG/PERSON

Over the last 5 years, based on participant numbers (does not include spectators).



Zero Waste: a journey, not just a milestone...

Becoming a 'Zero Waste' Event

To be considered 'Zero Waste', an event must divert 90% of its generated waste away from the landfill **and** commit to the goal of continuously reducing the amount of materials discarded.

What is Zero Waste?

"The conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health." (Zero Waste International Alliance).

The Journey so far...



FROM SEA TO SKY



Association of Whistler Area Residents for the Environment