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 foodserviceware / Comprehensive waste stream management
- 120 million pieces of packaging
- All responsibly made
- All responsibly disposed of
- Closed loop system, diverting all from landfill

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.

We supplied 120 million pieces of eco-friendly packaging...
and helped divert an estimated 8,000 tons of waste to landfill...
which was then transported to a composting site...
and composted in 9 weeks...
ready to fertilize local crops that can then be converted into new packaging.

14.3 million Ingeo lined paper cups
7.5 million heat resistance Ingeo lids
CASE STUDY  

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

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.

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

OUTCOME:

<table>
<thead>
<tr>
<th>Re-use (tonnes)</th>
<th>1,716</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycling (tonnes)</td>
<td>2,908</td>
</tr>
<tr>
<td>Composting (tonnes)</td>
<td>1,706</td>
</tr>
<tr>
<td>Energy Recovery (tonnes)</td>
<td>3,795</td>
</tr>
<tr>
<td>Other (tonnes)</td>
<td>48</td>
</tr>
<tr>
<td>Total (tonnes)</td>
<td>10,173</td>
</tr>
</tbody>
</table>

% of total waste re-used, recycled and composted: 62%

% of total waste diverted from landfill: 100%

Source: London 2012 Post-Games Sustainability Report

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