



Stephanie Barger
Founder & Executive Director
U.S. Zero Waste Business Council
www.uszwbc.org

Why US Zero Waste Business Council?

To create a solid foundation that advances the integrity and credibility of Zero Waste

US Zero Waste Business Council Mission

To educate, inform and document the performance of Zero Waste Businesses using scientific methods to help businesses and communities become more healthy and sustainable

A California Public Benefit Corporation and an IRS 501 (c) 3 nonprofit

Zero Waste =

Reduce

Reuse

Recycle

Focusing first on reducing and reusing,
then recycling, composting and redesigning the rest

The Zero Waste Economy

Designing a Full-Cycle System—Upstream AND Downstream



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www.ecocycle.org/zerowaste/zwsystem

US Zero Waste Business Council Services

Certify Facilities as Zero Waste

Certify individuals as Zero Waste Business Associates

Annual National Conference

Advocate for a Zero Waste Economy

**Network, Education Resources and technical assistance
(books, workshops, webinars, online resource library)**

**Future - Specialty levels of certification (e.g., for retail,
hospitality, and manufacturing)**

Future - Chapters in U.S. & Internationally

USZWBC Board of Directors

- Sue Beets, President and SBM Site Services
- Gary Liss, Vice-President and Gary Liss & Associates
- Mike Carey, Treasurer, Orange Coast College Recycling
- Bob Hollis, Secretary and Mobius Network
- Scott Lutocka, Piazza Produce Inc.
- Ana Wyssman, Energy & Sustainable Services
- Richard Anthony, Richard Anthony Associates and Zero Waste International Alliance Chair
- Cheri Chastain, Sierra Nevada Brewing Co.
- Stephen Groner, SGA, Inc.

USZWBC Founding Gold Members



Collecting surplus textiles for reuse and recycling.
www.usagain.com



Disney
Corporate Citizenship



USZWBC Business Advisors

- Chris Bradlee; Biopolymers - Market Development Manager, BASF
- Rick Crandall; Environmental Manager, Albertsons, LLC
- MaryEllen Etienne; Co-Founder, REUSE.International
- Nick Grimes; Corporate P.E. Project Manager, UPS
- Kelly Harris; Sustainable Development Coordinator, MillerCoors
- Wing Lam; Co-Founder/Partner, Wahoo's Fish Taco
- Mandi McKay; Assistant Sustainability Coordinator, Sierra Nevada Brewing Company
- Ryan McMullan; Environmental, HazMat, & Safety Programs Administrator, Toyota Motor Sales
- Marialyce Pedersen; Senior Waste Minimization Representative, The Walt Disney Company
- Curt Smith; Manager Refuse & Recycling, Vons/Safeway Company
- Tom Wright; Sustainability Consultant, Sustainable Bizness Practices
- Bill Taormina, Clean City Inc
- Doreen Chesebro; Director, Mission Services, St Joseph Heritage Health Care

USZWBC Collaborating Organizations

- GrassRoots Recycling Network
- US Green Building Council
- National Recycling Coalition
- Recycling Organizations of North America
- Reuse Alliance
- American BioGas
- US Composting Council
- CA Resource Recovery Association
- Zero Emission Research & Initiatives
- GreenBiz.com
- Sustainable Brands
- Elemental Impact
- Zero Waste International Alliance

Why Zero Waste Facility Certification?

To maintain value of “Zero Waste”

This is ultimate in Green credential – need to maintain support of environmental leaders

Business wants creditable third party verification

Need to comply with Federal Trade Commission Green Marketing Guidelines

Zero Waste advocates are starting to counter false claims in media

USZWBC Certification:

Supports ZWIA definition of no waste to landfill, incineration and the environment

Drives the development of new markets and new ideas towards a Zero Waste Economy

Meets Zero Waste businesses request for comprehensive third party certification

USZWBC Scorecard Categories & Points

Facility Totals (Pre Certification Estimates)			Points
Bronze: 31-37 points Silver:38-45 points Gold: 46-63 points Platinum 64-80 points			80
Overview of Categories & Points			
Redesign	4	Leadership	6
Reduce	7	Training	7
Reuse	7	ZW Analysis	5
Compost (Re-earth)	7	Upstream Management	4
Recycle	3	Hazardous Waste Prevention	5
ZW Reporting	4	Closed Loop System	4
Diversion (Min 90%)	5	Innovation	3
ZW Purchasing	9	Total Points	80

USZWBC Certified Companies

- American Licorice Company
- ANN INC.
- Bronco Wines
- Circle D Corral, Disneyland Resort
- Earth Friendly Products (5 facilities)
- Fetzer Vineyards
- Follett Higher Education Group
- New Belgium Brewing
- Northrop Grumman Aerospace Systems
- Nutiva
- Piazza Produce, Inc
- Raytheon Company (2 facilities)
- Sierra Nevada Brewing Co.
- Smuckers
- Walt Disney World: Agricultural Sciences
- Whole Foods Market (18 stores)
- And many more!



PIAZZA
— SINCE 1978 —
PRODUCE
& SPECIALTY FOODS

Disneyland
RESORT

 **Follett**

 **AMERICAN LICORICE COMPANY**



Raytheon
Customer Success Is Our Mission



WHOLE
FOODS
MARKET

FETZER
PIONEERS IN SUSTAINABILITY

NORTHROP GRUMMAN

ANN INC.

Establish Best Practices and Case Studies

Establish consistent standards

Establish Certification Program as the benchmark

Additional education and business opportunities

Follow model and partner with US Green Building Council

- Zero Waste Certified Businesses and Individuals
- Provide resources and transform the economy

Learn from the best

Create valuable markets

Toolkits

USZWBC 4th Annual National Zero Waste Conference
Los Angeles, CA May 2015
“Stars of Zero Waste”



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USZWBC EI - LA Conference

Source Separation Maximizes Material Value

Material source-separation at the generation site is essential to Recycling Integrity – *maintaining maximum material value with minimal energy expended* - and creating recycling profit centers.



USZWBC EI – LA Conference

Zero Waste at Multi-Tenant Properties

Moving toward zero waste can be tricky if you are a tenant in a multi-tenant property. There are often contracts and relationships that are out of your control. This session will explore tips and tricks to build a successful zero waste program in these complicated work spaces.



USZWBC EI – LA Conference

New Friends, Partnerships and Reunions

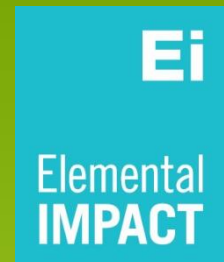


USZWBC EI Blogs

- [Key steps to zero waste success](#) – 10/28/15, 100 views
- [Zero Waste: breaking down myths & establishing standards](#) – 10/4/14, 951 views
- [Zero Waste Makes Good Business Sense](#) – 05/27/15, 1065 views
- [Business NOT as usual: fine-tuning the zero waste industry](#) – 05/18/15, 1254 views
- [Stellar conference program highlights the “Stars of Zero Waste”](#) – 04/06/15, 1403 views
- [Third Party Certification Edges Industry Towards a Zero Waste Economy](#) – 12/07/14, 453 views
- [2015 Zero Waste Conference: A Star-Studded Event!](#) – 12/05/14, 1200 views

USZWBC EI Blogs

- [Atlanta Shines as Zero Waste Conference Host City](#) – 06/03/14, 701 views
- [USZWBC Conference Theme: Zero Waste Evolution](#) – 05/18/14, 1282 views
- [Zero Waste Conference: National in Focus, Local in Flavor](#) – 03/15/14, 744 views
- [Atlanta: Host for 2014 U.S. Zero Waste Business Council Conference](#) – 08/24/13, 1198 views
- [Zero Waste is a Team Sport, a powerful USZWBC conference panel](#) – 05-26-13, 1051 views
- [Zero Waste Success Requires WE Consciousness](#), 05-17-15, 738 views
- [Know Your Trash, up close & personal](#) - 05/12/13, 1596
- [Food Waste Focus @ Zero Waste Conference](#) – 04/23/15, 668 views
- [U.S. Zero Waste Business Council hosts first-rate conference](#) – 06/28/15, 957 views



USZWBC EI Blogs

Overall Blog stats:

- 335 articles
- 227,689 total views
- 680 average views per article
- Only new article (100 views) & Food Focus @ ZW Conference less than average.
- 7 articles over 1000 views



Invest in USZWBC and the Zero Waste Economy Today! www.uszwbc.org

Recognition and logo on the USZWBC [website](http://www.uszwbc.org) and publications

Peer-to-Peer networking with Fortune 500 Sustainability and Zero Waste Managers

Discounts on annual conference, workshops, and other events. Unlimited access to webinar presentations and online resource library.

Discounts on Zero Waste Business Certification



Connect with us!



@ZeroWasteBiz



Tuning in to Zero Waste
5th Annual National Zero Waste Business Conference
Wednesday, June 1st - Saturday, June 4th, 2016
Sheraton Austin Hotel at the Capitol, Austin, TX



By attending this conference, participants will:

- Learn about the latest best practices for businesses pursuing Zero Waste
- Network with the nation's leading businesses that have already achieved Zero Waste
- Meet vendors who can provide the latest equipment and services to get to Zero Waste
- Find out how to get a [facility certified as Zero Waste](#)
- Find out how to get certified as a [Zero Waste Business Associate](#)

Become a sponsor today
www.uszwbc.org



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