

ZWIA Fighting for the Brand of

Zero Waste

Presentation to



1st National Zero Waste Business Conference

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Definition of Zero Waste*

- Zero Waste is a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where **all discarded materials are designed to become resources for others** to use.
- Zero Waste means designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and **not burn or bury them**.
- Implementing Zero Waste will **eliminate all discharges to land, water or air** that are a threat to planetary, human, animal or plant health.

Zero Waste Business Principles

- 1. Commitment to the triple bottom line**
- 2. Use Precautionary Principle**
- 3. Zero Waste to landfill or incineration**
- 4. Responsibility: Takeback Products and Packaging**
- 5. Buy reused, recycled & composted**
- 6. Prevent pollution and reduce waste**
- 7. Highest and best use**
- 8. Use economic incentives for customers, workers and suppliers**
- 9. Products or services sold are not wasteful or toxic**
- 10. Use non-toxic production, reuse and recycling processes**

Source: ZW International Alliance, www.zwia.org

ZWIA ZW Business Recognition

- To recognize businesses that have a Zero Waste goal and have **reduced their waste** to landfill, incineration or the environment **by 90% or more** for a facility, a geographic area, or corporate-wide

ZWIA ZW Business Recognition

➤ Four Levels

1. Achieved **90% Diversion** from landfills and incinerators
2. **No Burn & Diverted 90%** from landfills
3. **No Burn & Diverted 90%** from landfills; and all remaining discarded materials (**residues** after reuse, recycling, composting or recovery) **pre-processed before double-lined landfill that meets EU standards or equivalent**
4. **No Burn and No Bury of 100%** of all discarded materials

ZWIA ZW Business Recognition

- **Until all materials are diverted, use of upgraded landfills that meet European Union Landfill Directive or equivalent is preferable to any form of incineration**
- **National Affiliates**
 - **NGOs with national focus that have officially adopted ZWIA ZW Definition and Principles**
 - **Organizations authorized to recognize businesses in their country that meet ZWIA Definition of Zero Waste and ZWIA Zero Waste Business Principles**

ZWIA ZW Business Recognition

➤ National Affiliates

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- **Recognition Programs will sunset once 3rd Party Certification Program established and affiliated with ZWIA**

ZWIA ZW Business Recognition

- **GRRN is U.S. National Affiliate**
- **Info and application at:
www.grrn.org/business-recognition-program**
- **Questions?
zwrecognition@grrn.org**

ZW Business Certification Next Steps

- **Recognize and Certify Zero Waste Businesses**
- **Train & Certify Staff & Consultants**
- **Ask Businesses to use Certified Consultants to develop ZW Plans**
- **Ask Socially Responsible Investors to evaluate ZW performance of companies in their portfolios**
- **Ask Groups working on Sustainability to use ZW Business Principles**

ZWIA Certification Next Steps

- **ZW Communities**
- **ZW Facilities**
- **ZW Events**
- **ZW Service Providers**
- **ZW Certification Training Programs**
- **ZW Professionals**



INTERNATIONAL ALLIANCE

working towards a world without waste

GLOBAL PRINCIPLES FOR ZERO WASTE COMMUNITIES

www.zwia.org

ZWIA Principles and Practical Steps Towards Zero Waste

- 1. Adopt ZWIA Zero Waste definition**
- 2. Establish goals and timeline**
- 3. Engage the whole community**
- 4. Manage Resources not Waste**
- 5. Program Funding**
- 6. Education & Outreach**
- 7. Zero Waste Assessments**

ZWIA Principles (cont.)

8. Residual Separation & Research Facilities

9. End Subsidies for Wasting

10. Zero Waste Businesses

GRRN KEYS TO ZERO WASTE

11. New Rules and Incentives

12. Extended Producer Responsibility

13. Zero Waste Procurement

14. Zero Waste Infrastructure



National Standards for Training Programs and Professionals in Sustainable Resource Management

Reduce, Reuse, Recycle to Zero Waste



National Standards Certification Board

- **Athena Lee Bradley, Northeast Recycling Council**
- **MaryEllen Etienne, Reuse Alliance**
- **John Frederick, Intermunicipal Relations Comm., PA**
- **Judi Gregory, CA Resource Recovery Assn.**
- **Bert Jacobsen, Kankakee Comm. College & IRA**
- **Marie Kruzan, Assn. of NJ Recyclers**
- **Gary Liss, GrassRoots Recycling Network**
- **Cary Oshins, US Composting Council**
- **Joanne Shafer, Centre County Recycling & Refuse Authority, PA & Professional Recyclers of PA**



National Standards Certification Board

- **Plan Adopted for Certifying Sustainable Resource Management Training Programs and Professionals**

http://www.recyclingorganizations.org/index.php?option=com_content&view=article&id=102:plan-adopted-for-certifying-sustainable-resource-management-training-programs-and-professionals&catid=35:rona-u



**If you're not for Zero Waste,
how much waste are you for?**