

U.S.

zerowaste

BUSINESS COUNCIL

Elemental Impact Partner Meeting

Thursday, November 21st, 2013

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

Stephanie Barger



Stephanie Barger is the Founder and Executive Director of U.S. Zero Waste Business Council. Miss Barger formed the U.S. Zero Waste Business Council (USZWBC) in January of 2012 to meet the growing need for educational resources, peer-to-peer networking and third-party certification for businesses across the nation.

She brings over 25 years of experience in environmental stewardship, employee training, management consulting and business relationship development. She received her Bachelor of Science in Business Administration from San Diego State University. In her spare time, she raises guide dogspuppies for the blind and advocates for humane treatment of all creatures great and small.

U.S. 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 (application pending)

U.S. Zero Waste Business Council Board

- Gary Liss, President; Gary Liss and Associates
- Richard Anthony, Vice President; Richard Anthony & Associates
- Mike Carey, Treasurer; Orange Coast College Recycling
- Sue Beets, SBM Site Services
- Stephen Groner, SGA, Inc.
- Bob Hollis, The Mobius Network
- Cheri Chastain, Sierra Nevada Brewing Co.
- Bill Taormina, Clean City, Inc.

Collaborating Organizations

- **Elemental Impact**
- **Industry Associations (i.e., facilities, manufacturing, hospitality)**
- **GRRN - Grassroots Recycling Network**
- **USGBC – US Green Building Council**
- **NRC – National Recycling Coalition**
- **RONA – Recycling Organizations of North America**
- **Reuse Alliance**
- **American BioGas**
- **USCC – US Composting Council**
- **CRRA – California Resource Recovery Association**
- **ZERI - Zero Emission Research Initiatives**
- **GreenBiz.com**
- **Sustainable Brands**

U.S. Zero Waste Business Council Services

- **Certify businesses as Zero Waste**
- **Annual National Conference –May 7 & 8, 2014**
- **Advocate for a Zero Waste Economy**
- **Education Resources and technical assistance (books, workshops, webinars)**
- **Specialty levels of certification (e.g., for retail, hospitality, and manufacturing)**
- **Certification for communities**
- **Chapters in U.S. & Internationally**

Businesses for Zero Waste Savings Millions!

- Apple Computer
- Del Mar Fairgrounds
- Fetzer Vineyards
- Hewlett-Packard
- Hilton Hotels
- Kean Coffee
- MillerCoors
- Office Max
- Ann Inc.
- Shaw Industries Inc.
- Raytheon Company
- Procter & Gamble
- Ricoh Electronics, Inc
- Sierra Nevada Brewing Co.
- Strauss Family Farms
- SuperValu - Albertsons
- Toyota Motor Company
- Vons-Safeway
- UPS
- Whole Foods Market
- Xerox Corp
- And more

Huge Market Potential

71%

of firms want to improve brand strength and goodwill through Environmental Sustainability

Source: 2008 study conducted for the U.S. Chamber of Commerce by Deloitte and The Cambridge Group

Why U.S. Zero Waste Business Council?

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

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
 - Provide resources and transform the economy
- Learn from the best
- Create valuable markets
- Toolkits

USZWBC Third-Party 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 valid and comprehensive third party certification
- Focuses on upstream policies and practices beyond diversion or recycling
- Emphasizes strong Total Participation: Training of all employees, ZW relationships with Vendors and customers

Points System Overview

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

Whole Foods Market – Bronze Certification

- 90% Diversion
- Beta Testing ZWIA Business Recognition and USZWBC Certification
- Training and Leadership
- The little things matter
- Zero Waste as a business solution



Sierra Nevada Brewing Co. – Certified Platinum 11/15/13

- First to be certified Platinum
- 99.8% Diversion
- Total participation
- Closed loop systems
- Striving for 100%



Certification Process

Step 1: Become a member and receive 25% of your certification fee

Step 2: Review Summary Certification checklist

Step 3: Complete and send quote application

Step 4: Set up site visit

Step 5: BE AN OFFICIAL USZWBC CERTIFIED ZERO WASTE Company

**3rd Annual U.S. Zero Waste National
Business Conference**

May 7 & 8, 2014, Atlanta, GA

Keynote Speaker

Laura Turner Seydel

Sponsorship and Registration

available today

Elemental Impact- A Great Partner



Elemental Impact- A Great Partner



Support the 3rd Annual National Zero Waste Business Conference

- Limited number of sponsorship opportunities are available
- Showcase your commitment to sustainability
- Market your business to attendees
- Speak directly with decision makers interested in the services and products your company can provide
- Booth in exhibit area
- Complimentary tickets
- Reserved seating
- Recognition on USZWBC website and printed conference materials

Sponsor levels and details available at www.uszwbc.org



Connect with us!



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BUSINESS COUNCIL

Stephanie Barger

Founder & Executive Director

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stephanie.barger@earthresource.org

www.uszwbc.org

949-872-1775 office, 714-381-6400 cell