

ZERO WASTE MONTHLY



BUSINESS NEWSLETTER



Brought to you by Zero Waste Strategies LLC

0waste.org



HAPPY NEW YEAR FOR OUR TEAM TO YOURS!

As we welcome the New Year with renewed energy and aspirations, our commitment to sustainability at Zero Waste Strategies is stronger than ever! January marks a fresh start for businesses looking to reduce their environmental footprint, and we are excited to guide you on this impactful journey.

In this edition, we celebrate innovative strides in waste management and showcase how businesses are turning ambitious resolutions into tangible results. Learn about inspiring case studies, recent policy shifts, and discover new ways to embrace zero waste principles in your operations.

Join us as we explore how small changes can make a big difference, setting the stage for a prosperous and eco-friendly year ahead. Together, let's make 2025 a milestone year for business sustainability.



Stacy Savage
Founder & CEO

Happy New Year from all of us here at Zero Waste Strategies! 🎉



By Jon Savage
Executive Vice President

THE SCOOP!

Zero Waste Business News & Updates



CALIFORNIA'S DEADLY FIRES AND AN INSURANCE INDUSTRY ILL-PREPARED FOR THE CLIMATE CRISIS

California's wildfires reveal the stark inequities of the climate crisis. As insurers retreat, vulnerable communities face greater risks without safety nets. Experts stress that systemic change—transitioning to clean energy and holding industries accountable—is essential for true climate justice and resilience.



5TH BOTTLE BILL INTRODUCED AT TEXAS STATE LEGISLATURE

Texas State Senator Nathan Johnson (D - Irving) introduced SB 728, which establishes a beverage container recycling program that requires producers to form and join the Texas Beverage Container Recycling Consortium. The Consortium is a nonprofit organization responsible for implementing deposit collection and refunds through redemption centers. The program mandates deposits on most beverage containers and aims to achieve a 75% recycling rate by 2035.



DOE REPORTS WIND TURBINES ARE 90% RECYCLABLE

The Department of Energy is working to make wind energy more sustainable by improving how turbine materials are reused and recycled. While 90% of turbine materials are already recyclable, new research funded by the Bipartisan Infrastructure Law focuses on boosting reuse, reducing resource waste, and creating a more circular economy for wind energy.



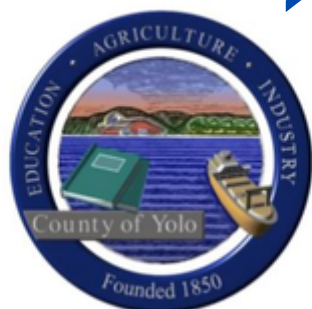
RETHINK DISPOSABLE SPOTLIGHTS CASE STUDIES ON REUSABLES

ReThink Disposable, a program of Clean Water Action and Clean Water Fund, aims to stop trash before it starts. The nonprofit works to inspire a cultural shift away from single use food packaging and the "throwaway" lifestyle. These case studies highlight real world scenarios of how businesses, events, and local governments are putting reuse to good use!



YOLO COUNTY RECYCLES OVER 100,000 MATTRESSES

Yolo County's Central Landfill, in partnership with the Mattress Recycling Council (MRC), has recycled over 103,000 mattresses and box springs since 2016 through the free "Bye Bye Mattress" program. This initiative helps reduce illegal dumping, conserve landfill space, and support a circular economy by transforming 75% of mattress materials into products like carpet padding, insulation, and metal goods.





JANUARY'S FEATURED STORY



The Story: Leaked documents from the plastics industry, obtained by FieldNotes and reviewed and first reported on by the New York Times, reveal a shocking campaign to sugarcoat single-use plastics and push back against public scrutiny—especially from younger, eco-conscious audiences.

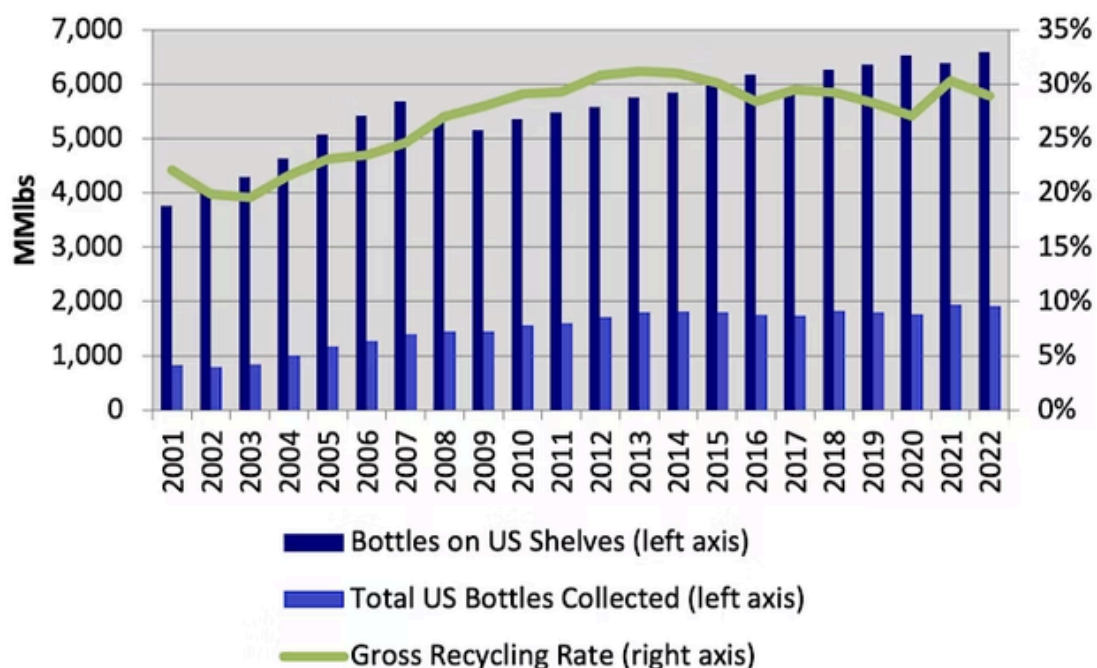
The National Association for PET Container Resources (NAPCOR) has been quietly using **influencers and misleading messaging to paint PET plastics as a "zero-waste system."** But here's the reality: less than 30% of PET bottles in the U.S. actually get recycled, and the rest? They're polluting our landfills, waterways, and even our bodies as microplastics. All of this comes as world leaders meet in South Korea to tackle the global plastic crisis with a treaty the industry is actively fighting.

Why Companies Should Stay the Course:

Business shouldn't let the plastics industry's spin distract them. Reducing plastic isn't just the right thing to do—it's smart business. Consumers (especially younger ones) see through greenwashing, and they're choosing brands that prioritize genuine sustainability.

By continuing plastics reduction efforts, businesses drive innovation, stand out from competitors clinging to outdated practices, and build trust with their audience. Staying committed means showing leadership, not falling for industry tricks designed to preserve the status quo.

FIGURE 1: PET Bottle Collection Rates, 2001 – 2022





Tex Savage
Chief Cuddle Officer



U.S. roadways accumulate over 51 billion pieces of litter per year.

There are an estimated 6,729 pieces of litter per roadway mile.

On average, there are 152 pieces of litter for every U.S. resident.

The most commonly littered items are cigarette butts, food wrappers, plastic bottles, disposable cups, grocery bags, straws and aluminum beverage cans.

Litter cleanups cost the U.S. an estimated \$11.5 billion annually.

Paying the costs, businesses pay \$9.1 billion, NGOs pay \$769 million, educational institutions pay \$240 million and the rest is paid using your state and local tax dollars.

The presence of litter in your neighborhood or community lowers property values by 7%.

Packaging litter makes up 46% of litter measuring 4 inches or greater.

2.6 billion pieces of food packaging litter (snack bags, candy wrappers, etc.) were identified in a 2020 survey of U.S. roadways and waterways.

394.7 million fast-food cups and 423 million other fast-food packaging items were identified in the same survey.

Plastic waste comprises 38.6% of all litter.

One million marine animals are killed by plastic marine litter every year.



OUR CEO'S CHAT WITH FOODTANK

Our CEO recently spoke with [Foodtank](#), the world's fastest growing global non-profit community working towards positive transformation in how food is produced and consumed.

She spoke about how businesses can reduce food waste by understanding donation laws, addressing liability concerns, and facilitating partnerships to redirect surplus food to those in need.

By combining waste audits, staff training, and donation guidance, ZWS empowers clients to minimize waste, claim tax benefits, and support food-insecure communities.



Diverting surplus food from landfills by giving it to hungry community members is the highest and best use of food waste, and the biggest incentive to do so is the opportunity to do the right thing. "People know what it feels like to be hungry," she says, "but most people don't know what it feels like to be starving."

STACY SAVAGE
ZERO WASTE
STRATEGIES

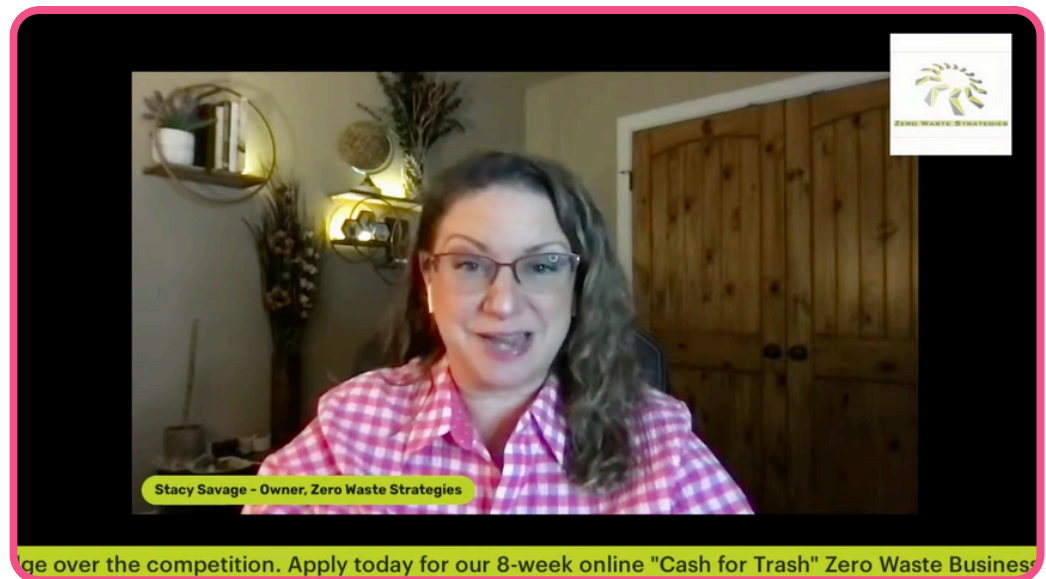
foodtank
THE THINK TANK FOR FOOD



SPEAKER'S SPOTLIGHT

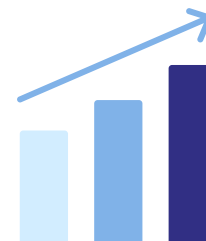


PRODUCT TAKE-BACK FOR A ZERO WASTE ECONOMY



Our founder & CEO provides loads of free webinars on the Zero Waste Strategies [YouTube](#) channel. This webinar focuses on Extended Producer Responsibility (EPR) and how companies can design their products with downstream recycling in mind and without toxins.

INDUSTRY TRENDS



TOP 5 TRENDS IN 2025 TRANSFORMING THE WASTE INDUSTRY

- 1. Electronics Recycling** - By 2030, global e-waste is projected to reach 54-74 million metric tons annually driven by increased consumption and shorter device lifecycles. Advance recycling technologies, such as AI sorting and urban mining are gaining traction to tackle this issue head on.
- 2. Circular Economy**- This business efficiency concept is picking up speed due to consumer demand and regulatory policies being enacted. Waste and recycling processors are also getting in the game by collaborating with clientele to deliver valuable waste data highlighting material flows and opportunities to reduce waste and streamline operations.
- 3. Policy Regulations** - With tightening regulatory frameworks across the globe, the landscape for waste diversion is rapidly advancing with a balance for profitability. Extended Producer Responsibility (EPR), landfill bans, material bans, and recycled content mandates are just some of the regulations businesses will need to navigate.
- 4. Smart Tech Solutions** - Revolutionary technological advancements, such as AI and robotics sorting, blockchain tracking and sensors are paving the way for at materials processing facilities. These efficiencies are helping reduce the cross-contamination issues at processing plants, which increases the quality of recyclable materials.
- 5. Localization** - By 2050, a significant portion of the global population is expected to live in urban areas. When it comes to localized services, there are many benefits and challenges to providing key services with high standards of customer service in mind. Data-driven planning for smart cities and public education can develop more efficient communities.

2025 NOTABLE WASTE & RECYCLING CONFERENCES

EREF Summit on Landfill Emissions	March 4-5	Raleigh, North Carolina
C & D World	March 11-14	Dallas, Texas
Plastics Recycling Conference	March 24-26	National Harbor, Maryland
Biogas Americas	April 27-30	Denver, Colorado
WasteExpo	May 6-8	Las Vegas, Nevada
ReMA2025 Convention & Exposition	May 12-15	San Diego, California
ReFED Food Waste Solutions Summit	June 23-25	Seattle, Washington
Resource Recycling Conference	Aug. 4-6	Denver, Colorado
Paper & Plastics Recycling Conference	Oct. 15-16	Chicago, Illinois
National Zero Waste Conference	Oct. 22-23	Virtual/Online
E-Scrap Conference	Oct. 27-29	Grapevine, Texas
Corporate Growth Conference	Nov. 12-13	Chicago, Illinois
RCon	Nov. 12-15	Columbus, Ohio

“CASH FOR TRASH” ZERO WASTE BUSINESS ACADEMY

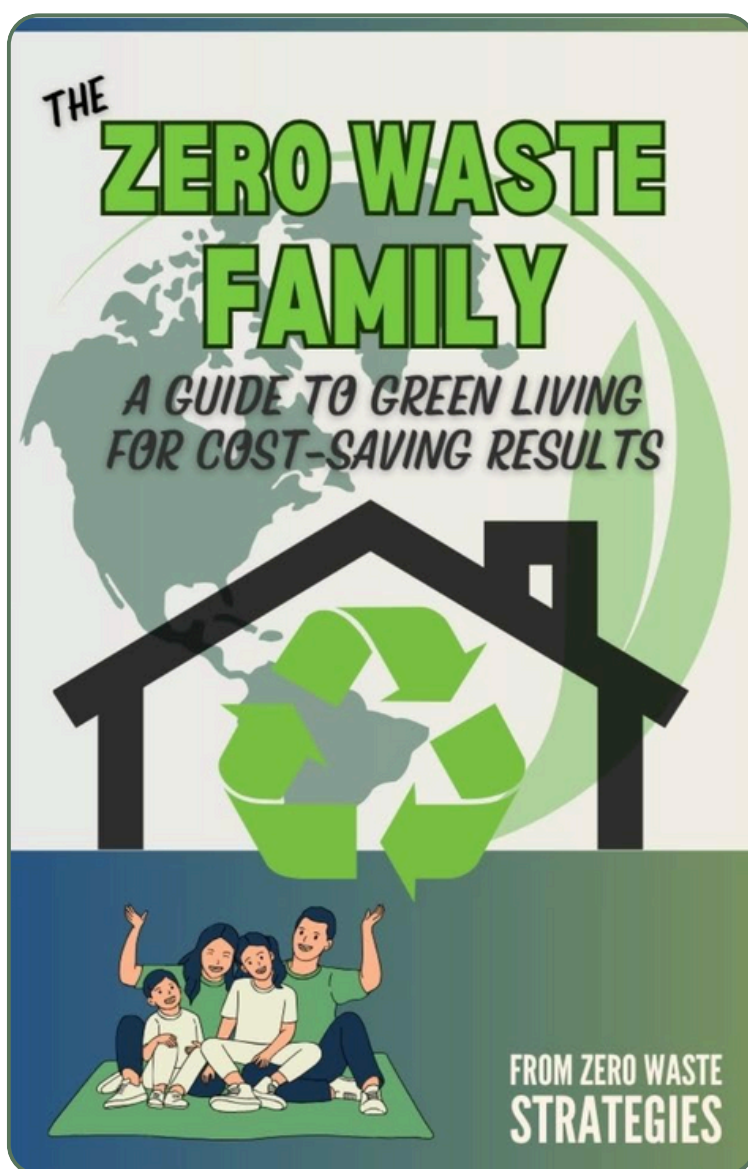
Our 8-week online “Cash for Trash” Zero Waste Business Academy equips professionals with the tools to reduce waste, save money, and boost brand reputation.

Through comprehensive training modules on waste reduction, food waste management, and employee education, business owners and managers will learn the key foundational concepts to running an optimized operation.

With bonuses, such as educational resources, private group access, expert consultations, and a Zero Waste Business certification, this program is designed to empower business leaders to drive sustainability and tap into the growing market of eco-conscious consumers.



REGISTER
NOW



NEW ZERO WASTE BOOK FOR BUSY FAMILIES!

The Zero Waste Family: A Guide to Green Living for Cost-Saving Results is your family's new handbook to lead a zero waste lifestyle!

Learn waste reduction strategies for each room of your home, events and holidays, and family vacations, plus your kid will love the games & coloring pages included to make “talking trash” fun!



ABOUT THE COMPANY

Zero Waste Strategies was founded in 2013 by [Stacy Savage](#), AKA “The Texas Trash Talker”. ZWS is a sustainability consulting firm specializing in Zero Waste business protocols to support the newly emerging Circular Economy. ZWS works with leaders in the business, government, institutional, and nonprofit sectors who are serious about using waste reduction to drive increased revenue, deeper customer loyalty, employee empowerment, and a green marketing edge.

ZWS is an S-Corp based in Austin, TX. The company’s client list includes Dell, AT&T, Apple, Kohler, Nestle Purina, Wayfair, Misfits Market, Boston University, and the City of Austin, among many others. The company is a member in good standing with the US Green Building Council (USGBC), State of Texas Alliance for Recycling (STAR), the Austin Green Business Leaders Program, and the Green Business Bureau.

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CONTACT US



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