

ZERO WASTE MONTHLY



BUSINESS NEWSLETTER



Brought to you by Zero Waste Strategies

0waste.org



WOMEN IN WASTE: A CELEBRATION OF TRAILBLAZERS



Stacy Savage
Founder & CEO

What started as a weeklong celebration in 1980—thanks to a movement led by educators and activists—grew into Women's History Month. In 1987, Congress recognized March as a time to honor women's achievements.

From breaking barriers in science, business, and politics to leading social change, women have shaped history in every field. This month is a reminder to celebrate their impact and keep pushing for progress.

In this edition, we'll focus on women who have made a huge impact in the waste industry! ♻️ #WomenInWaste



By Jon Savage
Executive Vice President

THE SCOOP!

Zero Waste Business News & Updates



BALCONES RECYCLING SUPERCHARGES PHOENIX'S CIRCULAR ECONOMY



Balcones Recycling, a Circular Services company, is expanding its commercial recycling services to businesses in Phoenix and surrounding areas. Already operating the city's residential recycling facilities, the company now offers businesses full-service recycling solutions for paper, cardboard, plastics, and metals, along with advisory services to enhance waste diversion efforts.

TERRACYCLE LAUNCHES CLINICCICLE



TerraCycle's ClinicCycle offers healthcare facilities an easy way to recycle hard-to-manage waste like PPE, plastic packaging, and cleaning supplies. With specialized Zero Waste Boxes™, clinics collect materials and return them to TerraCycle for processing into new products, reducing landfill waste and supporting a circular economy.



MINING GOLD FROM AMERICA'S CLOSETS



The U.S. is seeing a rapid rise in circular fashion, with secondhand apparel markets booming. Resale grew 400% between 2018 and 2023, driven by sustainability concerns, cost-conscious consumers, and evolving e-commerce tools. With secondhand sales projected to reach 10% of the apparel market by 2025, the resale economy is reshaping fashion's future.

HB 2048 TEXAS BOTTLE BILL INTRODUCED



HB 2048, sponsored by Rep. John Lujan, would establish a beverage container recycling refund to incentivize consumers to return empty beverage containers while holding producers accountable for their end-of-life management. This would be the 6th attempt at passing a bottle bill in the state where previous bills had been defeated by legislative pushback from the beverage and plastics industries.



NATIONAL RECYCLING COALITION WEBINAR SURVEY



The NRC is launching a Quarterly Webinar Series to bring you expert insights, innovative solutions, and emerging trends in the Zero Waste and recycling movements. As planning begins, they want to hear from you! Click the link above and let NRC know what topics or critical issues you would like to see in the series.

WOMEN IN WASTE

Leadership Profiles

»»» JOHANNA LESHABANE

The South African entrepreneur describes Bophelo Recycling, founded in 2017, as a 'waste buy-back centre' that collects recyclable PET plastic from informal settlements, households and schools in the Ermelo region. She now has 11 full-time staff and 20 part-time waste pickers. The company has collected over 45 tons of plastic scrap in the area.



»»» ELLEN MACARTHUR

Launched in 2010, the Ellen MacArthur Foundation accelerates the transition to a circular economy. She found that the linear system in which we live is fundamentally flawed. In order to transform our extractive, throwaway economic model, we'd have to follow the principles of a circular economy – an economy that will keep materials in use, eliminate waste, and regenerate natural systems.



»»» BRANDI HARLEAUX

Brandi Harleaux is a leading figure in the metal recycling industry, serving as the Chief Executive Officer for South Post Oak Recycling Center (SPORC), a nationally reaching Houston-based material recycling company established in 1994. Brandi oversees the business, specializing in the responsible and transparent recycling of metals servicing various industries and government sectors nationwide.



»»» CINDY MILLER

President and CEO of Stericycle, Cindy is a highly recognized and influential figure in the waste industry. She has been recognized as one of the most influential women executives in corporate America and a top 100 women executive role model. She became the first female CEO of a publicly traded waste management company, Stericycle, in May 2019.



»»» CHRISTIE KEITH

Christie joined the Global Alliance for Incinerator Alternatives (GAIA) in 2005. She has 25 years of experience with social movements and international non-profit organizations. She began her work in Guatemala for groups in the human rights movement. For the last 15 years, Christie has worked from the U.S. on international waste, public health, and environmental justice issues.





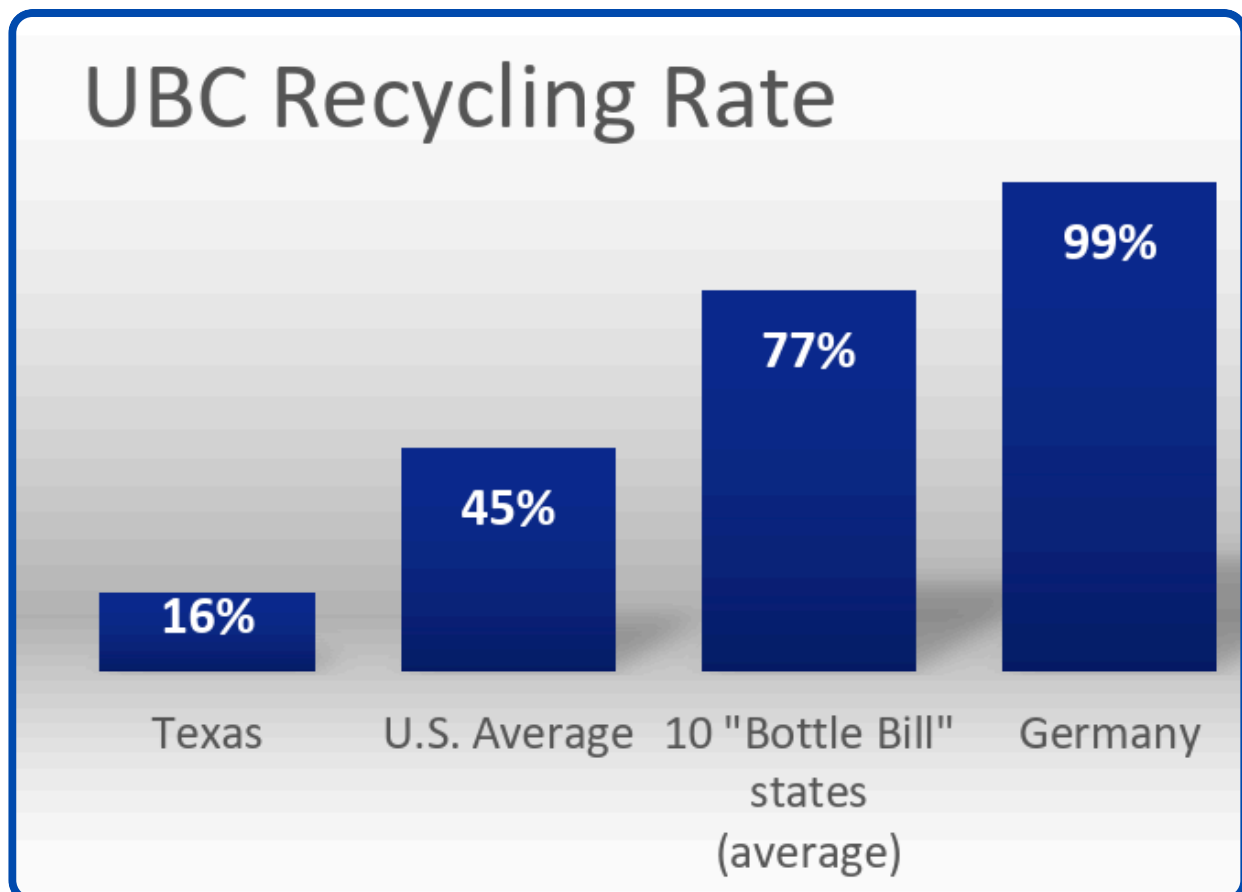
MARCH FEATURED STORY



[Texas Conservative Coalition Research Institute Champions Aluminum Can Recycling](#)

The Texas Conservative Coalition Research Institute (TCCRI) report highlights the economic, environmental, and national security benefits of used aluminum beverage can (UBC) recycling. Despite aluminum's high recyclability—where 93% of collected UBCs are transformed into new cans within 60 days—only 45% of UBCs are recycled nationwide, with Texas lagging at 16%. This results in significant financial losses, as an estimated \$715 million worth of aluminum is landfilled annually. Recycling aluminum saves 95% of the energy required for new production and could prevent 6 million metric tons of carbon dioxide emissions if a 100% recycling rate were achieved. The report also underscores aluminum's critical role in national security, as the U.S. heavily relies on imports from China and Russia.

To improve UBC recycling, the report recommends three key strategies: enhancing consumer education to encourage recycling behavior, expanding and improving recycling infrastructure (especially curbside collection and material recovery facilities), and securing stable funding to support these initiatives. It discourages tax increases and buyback programs, but suggests public-private partnerships and a State Recycling Fund (SRF) financed through corporate franchise tax credits. The report also notes that while bottle deposit laws significantly boost recycling rates, they are unlikely to gain political support in Texas. Instead, it advocates for targeted policy changes that make recycling more accessible and financially sustainable.





Tex Savage
Chief Cuddle Officer



Here are 5 Top Zero Waste Trends for Businesses in 2025:

1. **Circular Economy Integration:** More businesses will shift to circular models, focusing on reducing waste by designing products that can be reused, refurbished, or recycled.
2. **Eco-friendly Packaging Solutions:** Companies will increasingly adopt compostable, recyclable, or reusable packaging, aiming to reduce single-use plastics and improve their environmental footprint.
3. **Green Certifications and Reporting:** More businesses will seek third-party green certifications (e.g., TRUE Zero Waste, B Corp) and actively report their waste reduction progress to align with corporate social responsibility goals.
4. **Zero Waste Supply Chains:** Supply chains will be designed to minimize waste at every stage, from sourcing to production to delivery, with an emphasis on sustainable materials and processes.
5. **Food Waste Reduction:** Businesses, especially in food service and retail, will implement more aggressive food waste reduction strategies, such as donating surplus food, composting, and repurposing food scraps.



OUR CEO'S INTERVIEW WITH FOUNDERS FUTURE PODCAST

Our CEO recently interviewed with the [Founders Future Podcast](#) about her journey from growing up under the hazy skies and rotten egg smells of the Texas oil and gas industry, to becoming an eco-activist turned Zero Waste consultant.

She discusses the services her company offers, including waste audits, building assessments, and true zero waste facility certification, emphasizing the financial and environmental benefits of waste reduction.





SPEAKER'S SPOTLIGHT



NZWC CALL FOR SPEAKERS



The National Zero Waste Conference has issued a Call for Speakers! This two-day Zoom event will feature national experts discussing hot topics and emerging trends. Past conferences attracted over 450 registrants! You are invited to submit a speaker proposal. The deadline is May 1, 2025. Visit zwconference.org for additional details.



SWANA SPRING TRAINING SESSION



On April 28, 2025, SWANA will host [a specialized training session on PFAS treatment](#) for landfill managers and industry professionals. As landfills take on a growing role in managing PFAS waste—including concentrates from water, wastewater, and industrial cleanups—understanding effective treatment strategies is more critical than ever.

This training will:

- Equip landfill managers with the knowledge and tools to evaluate management options and treatment technologies for on-site PFAS removal.
- Gain insights into the benefits, costs, and commercialization status of available treatment systems.
- Empower you to make informed decisions about leachate treatment.



2025 NOTABLE WASTE & RECYCLING CONFERENCES



C & D World	March 11-14	Dallas, Texas
Plastics Recycling Conference	March 24-26	National Harbor, Maryland
TxSWANA	April 21-23	Austin, Texas
EarthX	April 21-24	Dallas, Texas
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

Our 8-week online “Cash for Trash” training course equips business owners and managers 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 training certification. This program is designed to empower business leaders to drive sustainability and tap into the growing market of eco-conscious consumers.

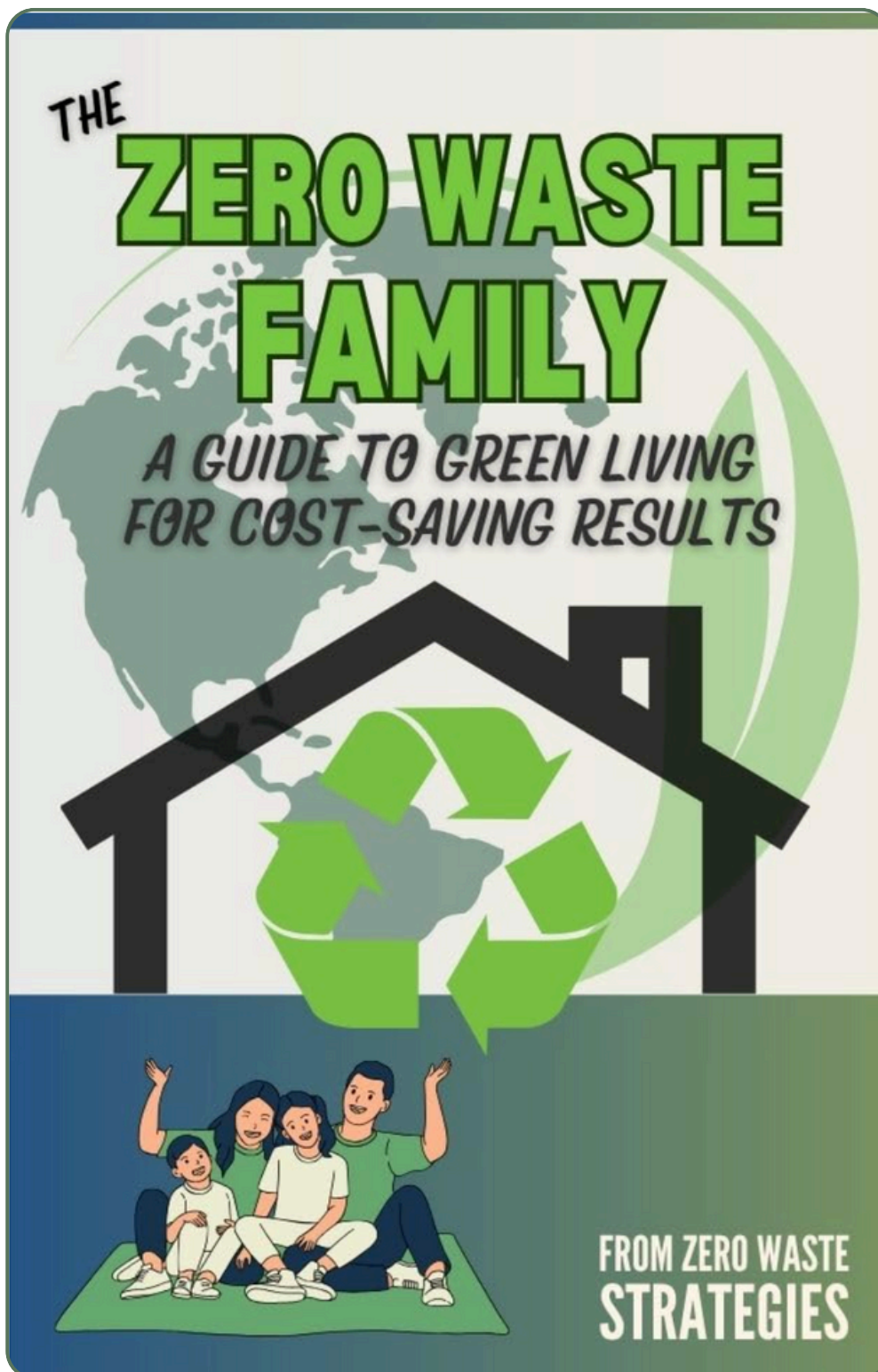
THE SUSTAINABILITY STARTUP: LAUNCH YOUR CONSULTING BUSINESS



Our 12-week online training course, "Sustainability Startup", is designed specifically for sustainability graduates and corporate professionals ready who want to transform their passion for the environment into a thriving consulting business. Download this free [Resource Guide](#) and get on our email list and be the very first to know when this course is LIVE!

BUY
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.

BUSINESS SERVICES

TRUE Certification

Waste Audits

Green Marketing

Manager Training

Employee Training

Public Speaking

CONTACT US



ZERO WASTE STRATEGIES

Office: 512-693-7677

Online: [Owaste.org](https://owaste.org)



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