

ZERO WASTE MONTHLY



BUSINESS NEWSLETTER



Brought to you by Zero Waste Strategies LLC

0waste.org



AUGUST: INNOVATE, REDUCE, REUSE, RECYCLE, THRIVE

Welcome to our August Zero Waste Monthly Newsletter!



Stacy Savage
Founder & CEO

As summer winds down, it's the perfect time to reassess your company's waste reduction strategies. This month, we'll explore innovative Olympic feats in sustainability, highlight de-packing at the world's largest retailer, announce zero waste events around the US, and test your recycling knowledge!

We'll also dive into the latest recycling technologies and circular economy practices that can boost your bottom line while shrinking your ecological footprint. Let's work together to make this month a turning point in your sustainability journey!

THE SCOOP!

Zero Waste for Business



▶▶▶ PARIS OLYMPICS AIMS TO SET RECORDS FOR EVENT SUSTAINABILITY

The Paris 2024 Olympics aims to halve its carbon footprint compared to previous games, projecting 1.75 million metric tons of CO2 emissions. Key sustainability measures include limiting new construction, using low-carbon electricity instead of diesel generators, prioritizing public transit, implementing circularity in catering and equipment, and sourcing local, plant-based food. The organizers set a carbon budget, focusing on reducing emissions rather than offsetting. They've purchased 1.4 million carbon credits to support projects in developing nations, without claiming neutrality. Efforts include cleaning up the Seine River and using existing venues to minimize environmental impact.

WHITE HOUSE RELEASES NEW STRATEGY FOR U.S. FEDERAL GOVERNMENT ACTION ON PLASTIC POLLUTION



In its new strategy, "Mobilizing Federal Action on Plastic Pollution: Progress, Principles, and Priorities," the U.S. Government has finally acknowledged key truths about the plastic pollution crisis. While the broader language of the plan marks considerable progress over the government's past approaches to plastic pollution, it also contains critical gaps that—if not urgently addressed—will delay real solutions to plastic pollution.

▶▶▶ WALMART PARTNERING WITH DENALI TO DEPACKAGE, RECYCLE ORGANICS AT 1,400-PLUS LOCATIONS

Denali is partnering with Walmart to recycle organics from over 1,400 Walmart and Sam's Club locations. This is expected to increase Walmart's recovered organics by 60% and reduce compactor trash by 12%. The partnership will initially serve stores in 16+ markets, including Houston, Dallas, Philadelphia, and Washington, D.C. Denali projects its network will produce 500 million pounds of compost, fertilizer, and animal feed annually. The company's depackaging technology can divert about 200,000 pounds of food waste per retail location. Denali's systems mechanically separate organic material from packaging, then screen out inorganics. Denali expects to have at least 40 depackaging facilities online by year-end, with rollout continuing through 2025.



MARS DOUBTS IT CAN ACHIEVE 2025 SUSTAINABLE PACKAGING TARGETS



Mars reports it's unlikely to meet its 2025 packaging circularity goals due to design and infrastructure delays. Currently, 61% of its consumer packaging is designed for recyclability, compostability, or reusability. The company is redesigning 12,000+ packaging units, focusing on sustainability. Plastics remain a concern, with Mars selling 210,000 metric tons annually. They emphasize the need for better recycling infrastructure, especially for flexible plastics. Mars has piloted initiatives like paper-based candy wrappers and compostable bags. 400+ senior leaders' pay is now tied to sustainable packaging targets.





Tex Savage
Chief Cuddle Officer



EXPAND YOUR ZERO WASTE KNOWLEDGE

1. Around 80% of retailers and grocers recycle cardboard in the US.
2. The value of the amount of food waste in the U.S. is estimated at more than \$161 billion every year.
3. Polystyrene foam, also known as Styrofoam, may never fully decompose.
4. More than 28 billion glass bottles and jars go to landfills every year. That's enough to fill two Empire State Buildings every three weeks.
5. American businesses use around 21 million tons of paper - with about 750,000 copies made every minute,
6. An aluminum can can be recycled and back on a grocery store shelf as a new can in as little as 60 days.
7. U.S. roadways accumulate over 51 billion pieces of litter per year.
8. On average, it costs \$30 per ton to recycle trash, \$50 to send it to the landfill and \$65 to \$75 to incinerate it.
9. 94% of the U.S. population has access to some type of recycling program.



MEDIA INTERVIEWS & SPOTLIGHTS



Our founder & CEO was recently invited to contribute to a CNBC article on the blooming compost industry and how it's about 20 years behind the recycling industry. Read the full article [here](#).





SPEAKER'S SPOTLIGHT



In July, our founder & CEO met with Kay Cote-Main of ActionCoach USA, for a podcast interview on how she founded Zero Waste Strategies, the 6 key pieces of state and local recycling legislation she's helped pass, her "fluid" business model, and why she, as a GenXer, is inspired by GenZ. Watch the 25-minute video now!

Zero Waste Strategies



ACTION COACH PODCAST INTERVIEW

with Stacy Savage
Founder & CEO





5-STAR SUSTAINABILITY

ORGANICS MANAGEMENT THAT LEADS TO HAPPIER GUESTS AND
A BETTER BOTTOM LINE







Join Zero Waste Strategies on **Tuesday, August 27th** for a guest training course hosted by GreenEducation.US. This insightful session will focus on combating food waste in the hospitality industry. Gain insights on cost-saving strategies for food waste prevention, IRS tax benefits of legal food donations, and effective composting techniques to turn waste into a valuable resource. By implementing these practices, businesses can significantly reduce their environmental footprint, improve their bottom line, and enhance their reputation as leaders in sustainability for community impact. [Register today!](#)



NATIONAL ZERO WASTE VIRTUAL CONFERENCE

October 2-3, 2024
www.zwconference.org
 #nzwconference2024

October 2-3, 2024

ZERO WASTE USA

SIGN UP



Virtual Event

SUSTAINABILITY PICNIC

AUGUST 28 @ 4:30 PM - 6:30 PM

 **AUBURN UNIVERSITY**



Sustainability Picnic

SIGN UP

11th Annual

zero LANDFILL

August 14th - IIDA Georgia (International Interior Design Association of Georgia) is hosting its 11th annual ZeroLandfill Atlanta

SIGN UP

ABOUT THE COMPANY

Founded in 2013 by Stacy Savage, [Zero Waste Strategies](#) 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 registered in Austin, TX. The company's client list includes Dell, AT&T, Apple, Kohler, Nestle Purina, Boston University, and the City of Austin. 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



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