

# ZERO WASTE MONTHLY



**BUSINESS NEWSLETTER**



Brought to you by Zero Waste Strategies LLC

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



## SUMMER OF SUSTAINABILITY!

Greetings, Zero Wasters! As summer kicks into high gear, now is the perfect opportunity for businesses to ramp up their Zero Waste efforts. This quarter, we're focusing on strategies to reduce waste, increase sustainability, and drive positive corporate culture change.

In this edition, we'll explore innovative green marketing strategies that can elevate your brand by showcasing your company's environmental values and operational practices. Discover how to tell compelling stories about your green journey, backed by transparent data and inspiring initiatives.



Stacy Savage  
Founder & CEO

Also, check out some upcoming Zero Waste events that you don't want to miss and test your knowledge with some fast facts on recycling over in "Tex's Corner". We hope your summer's filled with opportunities to make a difference through Zero Waste!

# THE SCOOP!

## Zero Waste for Business



### PROCESSOR TAKES EVERYTHING FROM E-SCRAP TO AEROSPACE

A Texas company, Amermin, initially focused on oil and gas drill bit reclamation, has diversified into recovering e-scrap, aerospace materials, construction debris, and batteries. Starting from a garage experiment separating alloys and metals using electric currents, the company now targets materials with tungsten, cobalt, nickel, copper, and graphite. Amermin has recycled 45 million pounds of material producing 15 million pounds of tungsten, with plans to recycle an additional 3 million pounds in 2024, maintaining a zero waste to landfill policy by finding homes for all materials.



By Jon Savage  
Executive Vice President

### UNIVERSITY OF NORTH TEXAS TACKLES TEXTILE WASTE



The recently launched the Zero Waste Textile initiative at UNT uses 8 pink recycling bins where UNT faculty, staff and students are encouraged to deposit unwanted textiles. The initiative operates with voluntary assistance from current and former students of the Sustainable Strategies in Merchandising and Brand Development classes and aims to keep unwanted textiles — including fabric, clothing, shoes and accessories — out of landfills by redirecting them for repurpose and reuse.



### SES ACQUIRES ARROWHEAD ENVIRONMENTAL SERVICES

Superior Environmental Solutions (SES) has acquired Arrowhead Environmental Services, expanding SES's reach into the Southern Mid-Atlantic region where Arrowhead operates in Central Virginia. Founded in 1999, SES has grown to become a premier provider of industrial and environmental services throughout the Midwest and Southeast U.S., with over 700 employees across 40 facilities serving over 1,000 customers. The acquisition broadens SES's geographic footprint and capabilities by integrating Arrowhead's customer base, management, and employees.



### CITY OF DALLAS GREEN BUSINESS CERTIFICATION



The City of Dallas Green Business Certification is a free service offered to businesses to assist them in “going green”. The Green Business Certification program recognizes businesses that prevents waste, incorporates recycling, and promotes reuse, reduce, and composting in their business operations. Any business who supports sustainability efforts can be recognized through the Green Business program.

# ZERO WASTE CASE STUDY

## *for Campuses in Higher Education*

### **Objectives**

In February of 2023 and 2024, Zero Waste Strategies (ZWS) conducted comparative site visits for a client in the higher education sector in the Boston area to oversee the TRUE Zero Waste facility certification process at its newest building.

This Zero Waste endeavor aligns with the building's Platinum LEED certification and demonstrates the University's dedication to the City of Boston's Climate Action Plan.

### **Solutions**

ZWS has been instrumental in this project, aiding the building's Sustainability Team in its goal of minimizing waste by at least 90%.

ZWS performed on-site assessments and waste audits, developed data analysis and reporting, conducted interviews with students & key personnel, drafted eco-friendly messaging, implemented training programs, and worked with the Sustainability Team to produce a fun and engaging Zero Waste Festival.

In December 2023, the building was awarded TRUE Pre-certification and is currently working to obtain full TRUE certification.



**ZERO WASTE STRATEGIES**

[0waste.org](http://0waste.org)



#### **Stacy Savage**

*Founder & CEO  
Zero Waste Strategies*

*"For over 11 years, our company has been providing Zero Waste services to business clients to help them reduce waste, increase revenue, empower employees, and drive a green marketing edge over the competition."*

# CAMPUS CASE STUDY



ZERO WASTE STRATEGIES

## At a Glance

### Challenges:

- Student education & engagement each semester
- Cross-contamination in composting bins
- Tracking reduction and reuse activities

### Benefits:

#### 1. Environmental Impact Reduction

Helps lower greenhouse gas emissions, reduce pollution, and conserve natural resources, aligning the university's commitment to the City's Climate Action Plan.

#### 2. Cost Savings

Resource management practices, such as recycling, composting, and reusing materials can reduce disposal costs and increase operational efficiencies.

#### 3. Leadership & Engagement

These efforts attract environmentally conscious students, faculty, and staff and fosters a culture of campus sustainability on campus.

### Insights:

- The waste audits conducted in 2023 and 2024 revealed significant insights into waste management and diversion:
  - 2023 Audit: Out of 817 lbs of materials analyzed, 49% were properly sorted, with a potential diversion rate of 73% if all materials had been handled correctly.
  - 2024 Audit: Of the 558 lbs of materials analyzed, 52% were properly sorted, with a potential diversion rate of 68% if all materials had been handled correctly.

### Next Steps:

- Launch a semesterly educational campaign focused on Zero Waste and environmental justice
- Plan and promote another Zero Waste festival to reinforce reduction & diversion efforts.
- Enhance the "Choose to Reuse" program with testimonials and social media challenges
- File for TRUE Certification

# TEX'S CORNER



Tex Savage  
Chief Cuddle Officer

## EXPAND YOUR ZERO WASTE KNOWLEDGE

1. After disposal, plastic products take up to 500 years to break down - if at all.
2. By the year 2050 our oceans will have more plastic than fish.
3. Humans consume anywhere from 39,000 to 52,000 micro plastic particles a year.
4. Only 9% of all the plastic waste on earth has been recycled.
5. Over half the world's plastic thrown out is from packaging - over 146 million metric tons each year.
6. Plastic can only be recycled a limited number of times. In the end it all becomes waste.
7. Globally we have generated 8.3 billion tonnes of plastics since the 1950s.
8. Plastics account for 85 per cent of marine litter.
9. A plastic grocery bag has been found in the Mariana Trench – the deepest point in the ocean.
10. The estimated 11 million metric tons of plastic currently entering the ocean annually will triple in the next twenty years.

## WEBINAR PRESENTATION [Click here](#)

On May 22nd, our founder & CEO offered a free live stream business webcast to help viewers explore green marketing strategies to collect data, leverage transparency, tell compelling stories, engage team buy-in, communicate with stakeholders, and use green initiatives to recruit and retain top-tier talent.

Click the link above to watch this 45-minute to understand better efficiency and innovation to build profitability through sustainable programs.

Zero Waste Strategies

# GREEN MARKETING

with Stacy Savage  
Founder & CEO

**LIVE**

**STREAMING**



# NATIONAL ZERO WASTE VIRTUAL CONFERENCE

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



**SIGN UP**



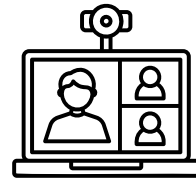
Virtual Event



**SIERRA CLUB**  
LONE STAR CHAPTER

**Houston Group**  
Single-Stream Composting  
and Zero Waste Solutions

**SIGN UP**



Virtual Event



**Zero Waste Education Summit for  
Houston ISD Leaders & Educators**

Houston  
TX

**SIGN UP**

## “TRASH MAGIC” PODCAST

Our CEO was invited on the Trash Magic Podcast in April to discuss how business owners and managers can save money, empower their employees, and drive a green marketing edge through Zero Waste practices!



## ➤➤ SPEAKER'S SPOTLIGHT ‹‹‹

Our founder & CEO is honored to be invited as a guest speaker at the following virtual Zero Waste events. Please register today and join to learn how waste reduction can boost your bottom line, empower your employees, and drive a green marketing edge!



# Let's Talk Trash

June 5, 2024  
2 PM EST • Zoom

with Climate First Bank and Zero Waste Strategies



**Dema Headley**  
SVP | Director of Digital  
Climate First Bank





**Stacy Savage**  
CEO & Founder |  
Zero Waste Strategies



Did you know? [Climate First Bank](#) is one of the only US financial institutions that offers full-service personal and commercial banking services with a focus on environmental sustainability. CFB provides residents and businesses with convenient, specialized green loan options for everything ranging from rooftop solar to renewable energy to building retrofits, EV charging, or even purchasing certified carbon offsets.

**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



## ZERO WASTE STRATEGIES

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



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