

ZERO WASTE MONTHLY



BUSINESS NEWSLETTER



Brought to you by Zero Waste Strategies

0waste.org



Stacy Savage

Founder & CEO

@TexasTrashTalker

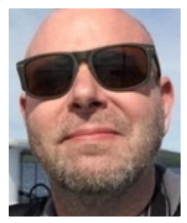
Welcome to the June 2026 Zero Waste Monthly Business Newsletter where we share practical ideas, meaningful updates, and inspiring stories that demonstrate how waste reduction can create real business value and environmental impact.

This issue highlights developments in the circular economy, seasonal tips from our Chief Cuddle Officer for lowering waste, and a special Pride Month feature honoring LGBTQIA environmental leaders whose work continues to shape a more just and resilient future!

You'll also find community spotlights, educational resources, and upcoming events and conferences to keep the momentum going as we move into those hot summer months.

Enjoy!





Jon Savage
Executive
Vice President

THE SCOOP!

Zero Waste Business News & Updates



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WORLD CUP FANS ARE MORE LIKELY TO CHOOSE SUSTAINABLE PRODUCTS AND BRANDS

New GlobeScan research shows World Cup fans are significantly more likely than the general public to choose sustainable products, reusable packaging, and responsible brands. Experts say brands have a rare opportunity to make greener choices feel mainstream during the tournament.



SORTED: WHY RECYCLING ISN'T A 'SCAM'

Despite public skepticism, recycling is far from a scam. Research shows 8 in 10 Americans believe it has a positive impact. While inconsistent standards and weak end markets remain real challenges, demand for recyclables in the U.S. is near record highs. The sector supports 681,000 jobs and \$37.8 billion in wages.



MAINE BECOMES FIRST STATE TO ENACT EPR FOR VAPES

Maine became the first U.S. state to establish an extended producer responsibility program for vapes and e-cigarettes, after Gov. Janet Mills signed the bill in April. Manufacturers must join a producer responsibility organization by 2027, funding safe collection and disposal sites.



DEVULCANIZATION TURNS RUBBER WASTE INTO VALUABLE RESOURCE

New devulcanization technologies are transforming rubber recycling by precisely breaking sulfur bonds to restore rubber's elasticity rather than grinding it into low-grade filler. The approach could enable true circular rubber recycling, though scaling remains a challenge.



NEW GLOBAL SYMBOL LAUNCHED TO IDENTIFY REUSABLE PACKAGING AND SYSTEMS

A global coalition has launched a new universal reuse symbol to identify reusable packaging and reuse systems worldwide. The symbol aims to drive a cultural shift toward reuse which can cut single-use plastic manufacturing by up to 90%.

>>> JUNE'S FEATURED STORY <<<



This [Pride Month](#), we honor the LGBTQIA+ individuals who have stood on the front lines of environmental protection and created lasting change for our planet. Their work reminds us that climate justice and LGBTQ+ justice are deeply interconnected and that diverse voices strengthen our zero waste movement.

Considered the Mother of Modern Environmentalism, Rachel Carson was a queer marine biologist and authored the groundbreaking 1962 book *Silent Spring*, which exposed the devastating ecological effects of DDT pesticides. Her courageous work led to the ban on DDT, stricter pesticide regulations, and the creation of the U.S. Environmental Protection Agency (EPA). Carson's legacy launched the global environmental movement and proved that one voice can transform policy.

Rose Marcario led Patagonia as CEO for 12 years and redefined the company's mission: "We're in business to save our home planet." She oversaw protection of millions of acres of land and led Patagonia's historic \$10 million donation in 2016 to environmental nonprofits on Black Friday. Marcario shows how corporate leadership can drive systemic sustainability change.

Wyn Wiley, known professionally as Pattie Gonia, is the "world's first backpacking queen" and a drag queen environmental activist. Pattie founded Outdoorist Oath (2022), building outdoor community for BIPOC, queer, and underrepresented groups. They've raised over \$500,000 for environmental and LGBTQ+ nonprofits, proving that joy and inclusion are essential to conservation.

Indigenous, trans environmental champion and Co-founder of Queer Nature, Pinar Sinopoulos-Lloyd provides nature education and ancestral skills to LGBTQIA+ communities. In 2020, they received the Audubon National Society's National Environmental Champion award and serve as Trans Ambassador of Native Women's Wilderness, advocating for biodiversity and climate justice.

These pioneers demonstrate that environmental protection requires diverse perspectives, courage to challenge systems, and inclusive community building. We applaud the LGBTQIA+ community and its leadership in environmental advocacy and protection!



Tex Savage
Chief Cuddle Officer

☀ Startling Summer Waste Facts

- **Plastic water bottles:** Globally, about 1.2 million plastic water bottles are used every minute. Switching to a reusable bottle diverts an average of 156 plastic bottles from landfills each year.
- **Plastic decomposition:** A single plastic bottle takes 450 years to decompose. Plastic bags can take up to 1,000 years, and Styrofoam never decomposes at all.
- **Organic waste:** Food and organics account for a significant component of solid waste. When mixed with traditional waste at landfills, they create methane, a greenhouse gas that is 110 times more potent than carbon dioxide over a 20-year period.
- **Litter impact:** Discarded food packaging and wrappers make up 7 out of every 10 items of litter, and single-use plastic straws equate to about 2 garbage trucks of plastic entering the ocean every minute.

🍉 Tips for a Low-Waste Season

- **Travel & Picnics:** Pack a zero-waste kit complete with a reusable water bottle, washable utensils, cloth napkins, and refillable containers.
- **Parties & Cookouts:** Swap out disposable plastic cutlery for real forks and knives, and place recycling bins directly next to trash cans to encourage proper sorting.
- **Water Fights:** Instead of running the tap for backyard water balloon fights or using wasteful plastic water balloons, take the fun to a natural body of water or use reusable buckets.
- **Sunscreen:** Normal sunscreens can be toxic to the ocean and coral reefs; opt for eco-friendly, zero-waste sunscreens.
- **Bug Repellent:** Most aerosol bug sprays are considered Household Hazardous Waste and can be dangerous if tossed in the regular trash. Consider making your own repellent.

♻ Composting and Recycling

- **Composting basics:** Composting keeps organic waste out of landfills, eliminating methane emissions and creating a carbon sink that pulls carbon out of the atmosphere.
- **Aluminum vs. Glass:** Recyclable materials like aluminum cans require 30–90% less energy to make new products than virgin materials. Furthermore, 75% of all aluminum ever produced in the U.S. is still in use today.
- **What cannot be recycled:** Styrofoam and plastic cling wrap are extremely hard to recycle and should either be avoided or placed directly into the trash.





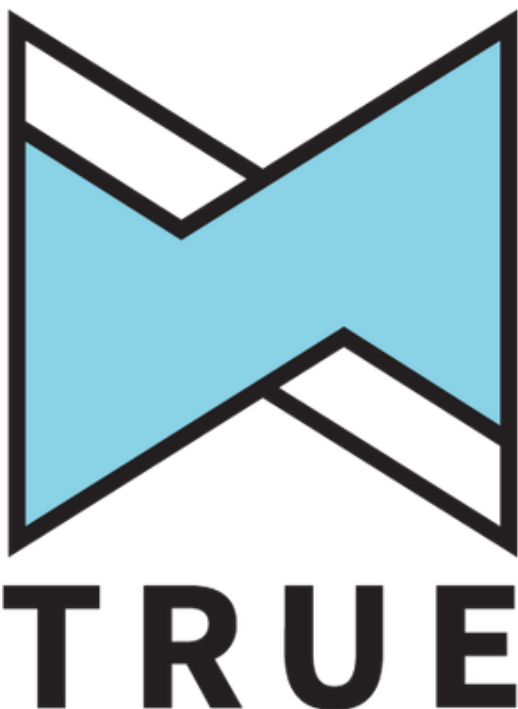
>>> SPEAKER SPOTLIGHT <<<



BOLD JOURNEY INTERVIEW

Our founder & CEO, Stacy Savage, was recently interviewed in [Bold Journey](#) magazine. This publication uses a storytelling format, where guests are asked to share the story of their lives and how they got to where they are today. This is in pursuit of helping readers learn valuable lessons from others and to help keep them inspired on their life's path.

>>> TRUE ZERO WASTE <<< CERTIFICATION*



The Total Resource Use and Efficiency (TRUE) Zero Waste program is the gold standard in facility sustainability certification. Through its rigorous standards, It sets businesses and properties apart from industry competition.

TRUE requires a minimum of 90% waste reduction and implementation of waste data collection and analytics, waste tracking and reporting, as well as employee training.

Here is the organization's latest [blog.post](#) helping business understand the key benefits of becoming TRUE certified.

*Zero Waste Strategies is approved to administer the TRUE protocols for businesses. Contact us to schedule a free 30-minute strategy session.



UPCOMING INDUSTRY EVENTS



<u>Annual Garbageman's Invitational</u>	June 16-18	Temecula, CA
<u>E-Waste World Expo</u>	June 17-18	Frankfurt, Germany
<u>4th World Recycling Convention</u>	June 22-23	Basel, Switzerland
<u>Indiana Compost Operations Training</u>	August 10-14	Noblesville, IN
<u>Waste & Recycling Expo</u>	August 12-13	Fort Lauderdale, FL
<u>CRRA Annual Conference</u>	August 30-September 2	San Diego, CA
<u>Arkansas Recycling Coalition Conference</u>	August 31-September 2	Hot Springs, AR
<u>Nebraska Recycling Council Conference</u>	September 16	Lincoln, NE
<u>Alliance of Hazardous Materials Professionals</u>	September 29-October 1	New Orleans, LC
<u>RCon</u>	September 29-October 2	St. Louis, MO
<u>NYSAR 37th Annual Conference</u>	November 18-20	Cooperstown, NY



"CONSULTING FOR WOMEN IN WASTE" **ONLINE COURSE**



Consulting for Women in Waste: Build Wealth, Gain Freedom, and Grow Your Brand

is our self-paced online training course designed specifically for women sustainability professionals & green graduates who are ready to transform their passion for the environment into a thriving consulting business. Download our free [Resource Guide](#) and get on our email list to learn how more about the program. If you're ready to dive in with us, just [click here](#) to enroll today!

ZERO WASTE BUSINESS ACADEMY

Our 8-week online ["Cash for Trash" Zero Waste Business Academy](#) 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, employee education, and green marketing strategies, 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.

Enroll at [this link](#). Our next cohort starts soon...see y'all there!





[Zero Waste and Your 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 OUR COMPANY

Zero Waste Strategies (ZWS) 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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