



**Up
Greening ^ Your Bottom Line!**

a conference for & by Vermont businesses

*Aiming for ZERO Waste –
Profiting from
WasteLESSness*

Presented by Donna Barlow Casey

Why Zero Waste?

- The term was coined to appeal to businesses whose zero accident goals, zero defects policies, and zero emissions practices are easily understood and commonly acceptable
- Engaging in zero waste is a journey towards wasteLESSness

What is Zero Waste?

- Zero Waste IS NOT 100% recycling
- It is a design principle for the 21st century that mirrors nature, where discarded, unwanted items produced by one part of our society become resources for another

In a Zero Waste System...



- In a zero waste system, no one would ever consider being so wasteful as to bury or burn resources; no one would pollute or contaminate them; no one would give them away to the lowest bidder.
- In a zero waste system, discarded resources are the foundation of a sound business economy.



Business Benefits of Zero Waste

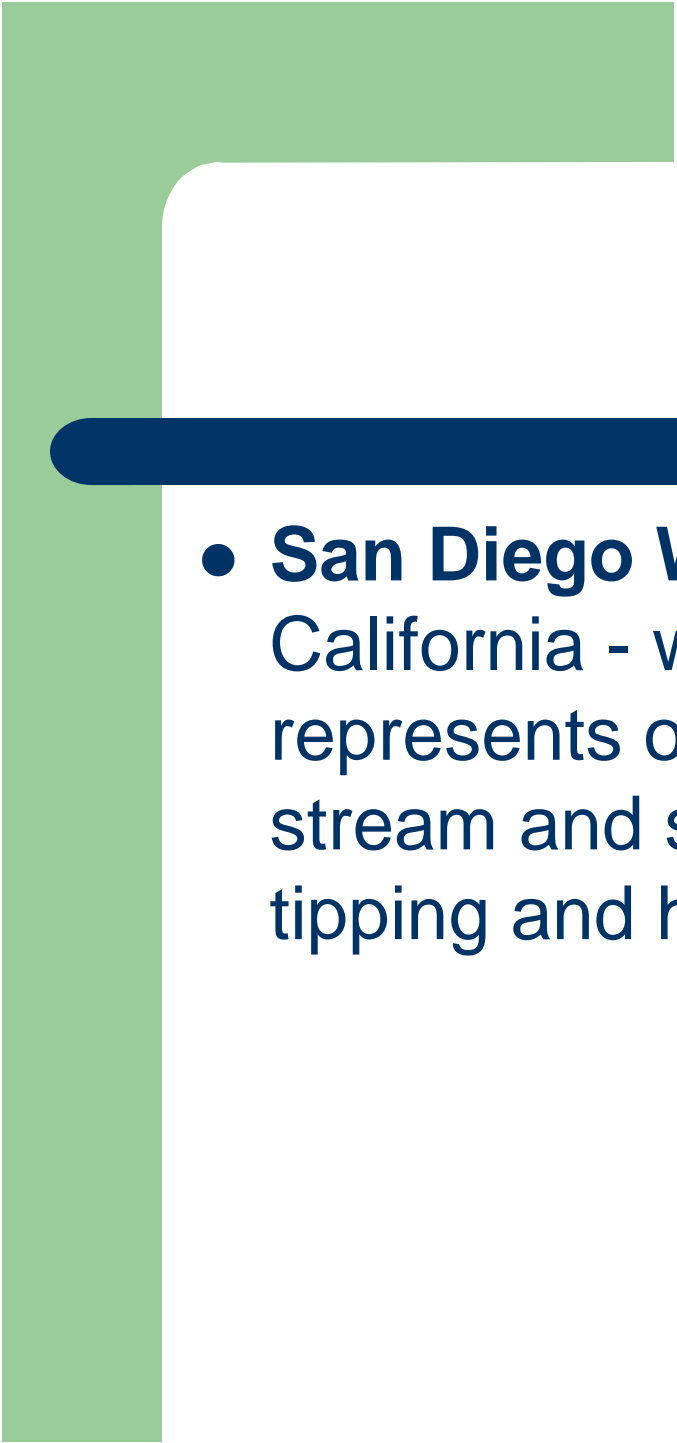

- For every one job created in a solid waste system, reducing, reusing and recycling create 3-10 jobs
- Businesses that reduce waste, reuse products, recycle and compost save money
- Zero Waste businesses realize a marketing advantage, increase their local reputation as “good neighbors,” experience increased employee morale

Naming Just a Few...

- **Amdahl Corporation**, Santa Clara, CA - Winner of 1998 National Recycling Coalition Outstanding Corporate Leadership Award, 90% Waste Diversion since 1990
- **Apple Computer**, Elk Grove, CA – According to the 2000 California Integrated Waste Management Board Awards news release, the Elk Grove computer manufacturing plant recycled 91%, or nearly 6,000 tons of waste, in fiscal year 1999

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- **Frankie's Bohemian Café**, San Francisco, CA – Frankie's, a local chain of three restaurants, participates in organics and recyclables collection programs, increased recycling and reduced disposal to landfill and is now diverting over 90% of its waste.
 - **Fetzer Vineyards** is America's sixth largest premium wine producer, located in Hopland, California. Fetzer has reduced its garbage by 93% in the last seven years. Its goal is to achieve Zero Waste by 2009.

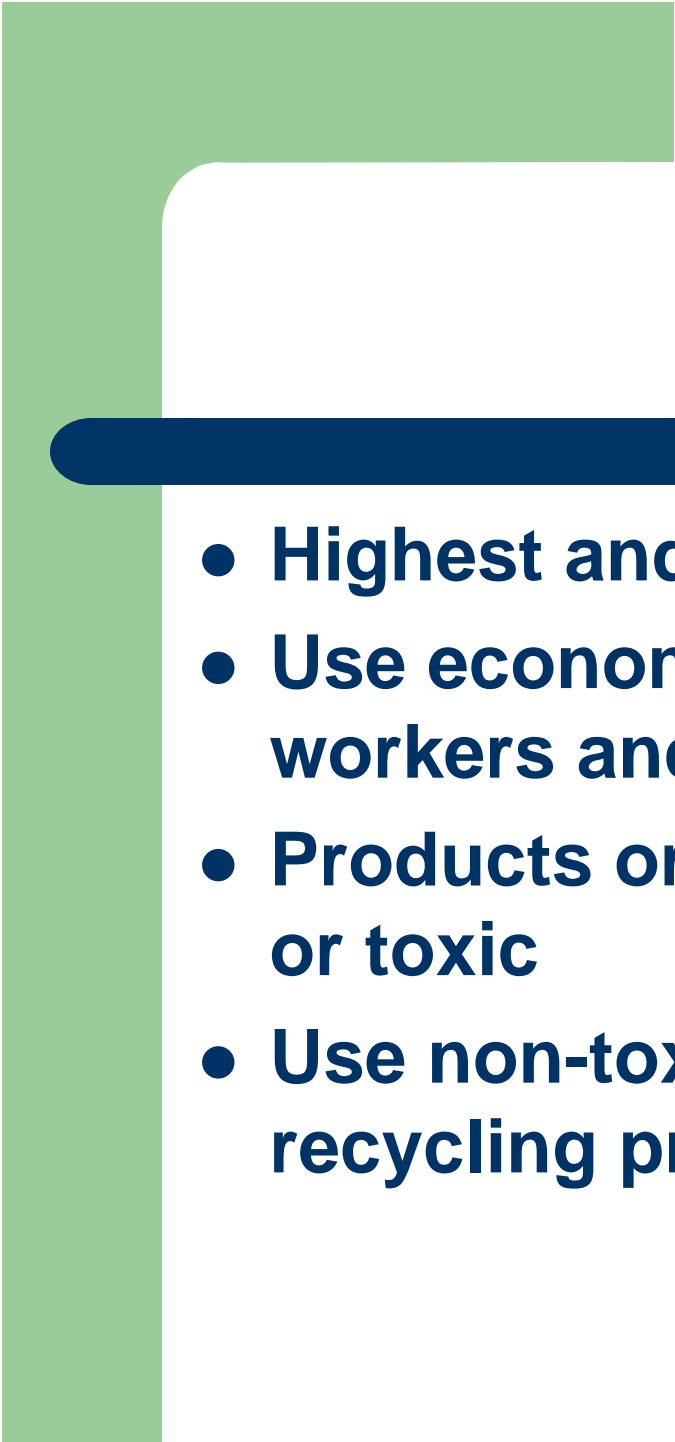

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- **Larry's Markets**, Bellevue, Washington – Larry's Markets five stores recovered 90% of its food discards, sending 750 tons of food, floral and waxed cardboard to compost and 120 tons of meat products to rendering. Its efforts realized a net savings of approximately \$41,000 a year.

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- **San Diego Wild Animal Park, San Diego, California** - waste disposed at landfills represents only 4% of the Park's waste stream and saves over \$1 million annually in tipping and hauling fees.

- **Namibian Breweries** – The sorghum brewery in Southern Africa opened in January 1997 with the message “good beer, no chemicals, no pollution, more sales and more jobs.” The brewery is a fully integrated biosystem with 40 different biochemical processes to reuse everything (heat, water, wastes, and CO₂). The brewery produces 7 times more food, fuel and fertilizer, 4 times as many jobs and 12 more products, compared to conventional beer producers. Spent grain is used to grow mushrooms. Chickens eat earthworms set loose in grain. Digester for mushroom, chicken feed and chicken wastes generates methane gas for steam for fermentation. Alkaline water (normally needs chemicals to treat) goes into fish ponds (8 different types of fish sold) and spiruline algae (70% protein helps on child malnutrition).

What A Zero Waste Business Does

- **Commitment to the triple bottom line**
- **Use Precautionary Principle**
- **Zero Waste to landfill or incineration**
- **Responsibility: Takeback products & packaging**
- **Buy reused, recycled & composted**
- **Prevent pollution and reduce waste**

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- **Highest and best use**
 - **Use economic incentives for customers, workers and suppliers**
 - **Products or services sold are not wasteful or toxic**
 - **Use non-toxic production, reuse and recycling processes**

Where Do I Start?

- Make a commitment to Zero Waste
- Develop a plan for getting to Zero
- Ask for help if you need it
- Begin the journey with one, small step
- Keep on moving forward
- Document and assess progress
- Celebrate and reward successes
- Watch your bottom line improve!

Zero Waste- Because None is Better!

Central Vermont Solid Waste Management District provides leadership, education, and services for residents and businesses in reducing and managing their solid waste in order to protect public health and the environment to the greatest extent feasible.

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