



Waste Wise e-News

A Tool for Environmental Sustainability Resources and Networking

ZERO WASTE & THE 3 Rs

Zero waste “means designing and managing products and processes to reduce the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them.” ([Zero Waste International](#)) The key to Zero Waste is going a step beyond the U.S. Environmental Protection Agency’s (EPA) solid waste management hierarchy, which stresses prevention first, then reuse and recycling. Waste-to-energy is not recycling, nor is it an effective means to achieving Zero Waste since Zero Waste presents a cyclical view of “waste.” Therefore, what has historically been considered “waste” can then be incorporated back into the process. Upstream management addresses materials and processes at the front end to eliminate the generation of waste downstream.

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Zero Waste is Smart Business

The Triple Bottom Line is the crucial balance between Planet, People and Profit that all businesses need to survive in today’s world. Zero waste is most directly linked to environmental benefit, but if practiced effectively can interconnect social responsibility and the bottom line for business operations. In a society where waste has been considered an inevitable part of product consumption, our paradigm needs to shift to see waste as unnecessary – and preventable – by addressing it prior to the manufacturing process. If done correctly, the consequences of zero waste will be businesses that are self sustaining with reduced costs to the business and the consumer.

RESOURCES

Eco-Cycle

www.ecocycle.org

Zero Waste International Alliance

www.zwia.org

IN THE NEWS

U.S. EPA’s Greenversation, October 9, 2009

“Toyota Drives Toward Zero Waste”

<http://blog.epa.gov>

The New York Times, October 20, 2009

“Nudging Recycling From Less Waste to None”

www.nytimes.com

EVENTS

The Minnesota Road Show: Rochester Fleet Efficiency Workshop

The Rochester workshop is the last of four in a series hosted as a partnership between Minnesota Waste Wise and Minnesota Environmental Initiative.

THURSDAY, NOVEMBER 5, 2009

7:45 a.m. - 1:30 p.m.

DOUBLETREE ROCHESTER/DOWNTOWN

ROCHESTER

To register for the workshop, visit www.mn-ei.org.

Do It Green! Minnesota: Green Gifts Fair

SATURDAY, NOVEMBER 21, 2009

10:00 a.m. – 5:00 p.m.

MIDTOWN GLOBAL MARKET

MINNEAPOLIS

For more information, visit www.doitgreen.org.

RETHINK RECYCLING LAUNCHES NEW "RESOURCEFUL WASTE MANAGEMENT GUIDE"

Rethink Recycling has just released a metrowide "Resourceful Waste Management Guide" on its Web site, www.rethinkrecycling.com/business. Retooled with new search and list functions, the online guide will allow your business to identify disposal options for all of your waste needs in a matter of minutes. The guide also features case studies, an A to Z Material Management Directory, an 11-step guide to get businesses started, a list of materials banned from the garbage, and much more.

NEW MEMBER UPDATE

Lou-Rich Inc., Albert Lea

MEMBERSHIP SERVICES

Not a member but would like to join? Are you a current member wanting to take full advantage of your member benefits? Contact Kate Worley at (651) 292-4662 or kworley@mnchamber.com.

Disclosure: Waste Wise e-News is a tool to inform our members of current events or waste issues. The content of Waste Wise e-News is for educational purposes only and does not constitute legal advice. Minnesota Waste Wise does not endorse any of the following waste services, organizations or events. Any such portrayal is unintentional by Minnesota Waste Wise.