

**12:15 pm Pacific Time  
October 3, 2024**

# **Keynote #2**

# **Gen ZW: It's Here – It's Now: Are You Ready?**

**Speakers:**

**Stephanie Barger**

**Hosted by:**



**Day 1 • Zero Waste Businesses & Institutions**



**12:15 pm Pacific Time  
October 2, 2024**



# **Stephanie Barger**

**Director, Market Transformation &  
Development**

**TRUE Zero Waste Certification**

**Keynote #2 – Gen ZW: It’s Here – It’s Now:  
Are You Ready?**



**National Zero Waste Conference 2024**

**Day 1 • Zero Waste Businesses & Institutions**

Hosted by:





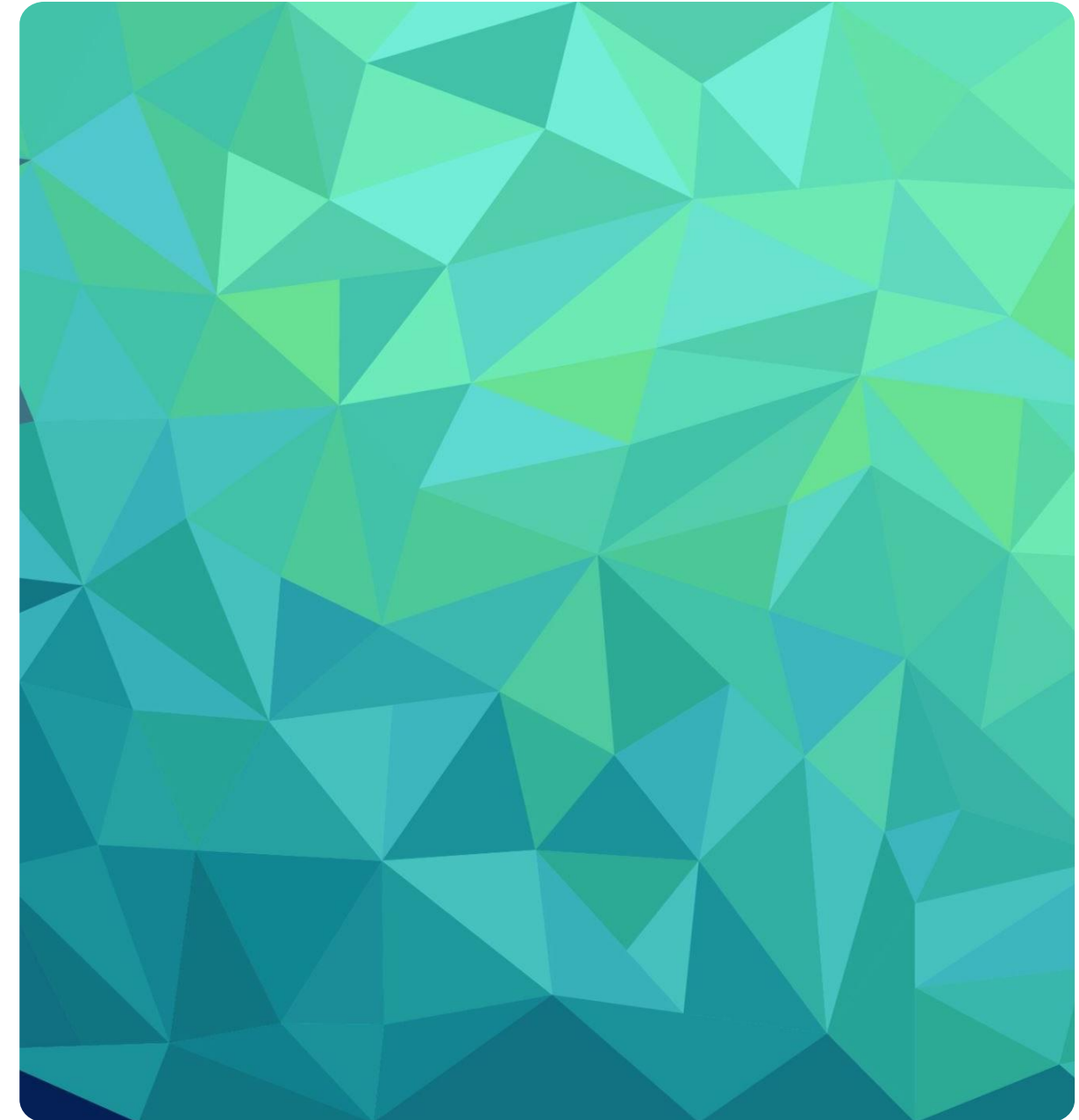
# Generation Zero Waste

*An Abundance of  
Opportunity!*



# Gen ZW?

- Technology?*
- Innovation?*
- Zero Waste Definition?*
- Economies of Scale?*
- Hard Work?*
- Infrastructure?*
- Training?*
- ROI?*



A lion is lying on a rock in a natural setting. The image is overlaid with a semi-transparent grey filter. A green dashed arc is on the left side, and a solid green circle is in the top right corner. The text "Who are you doing zero waste for?" is centered in a dark blue font.

Who are you doing  
zero waste for?





# How I got here

- A 5 year old's revelation
- Country living
- Clean Freak
- You name it – I did it
- Lots of incredible mentors
- It takes a community
- Eternal Optimist
- If you stay at it long enough you will be successful !









# It's impossible!

- No one cares
- Wars and Climate Disasters
- Its too hard
- Wish Recycling
- Legislation doesn't work
- What is it (material scramble)
- Oil and waste companies too powerful
- Recycling doesn't work





Can we design a  
business zero  
waste certification  
system for the  
entire world?

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# TRUE Drivers

- TRUE is NOT waste management
- TRUE is material management, resource management, commodity management
- TRUE is zero waste, circularity, closed loop
- TRUE is supply chain, purchasing
- TRUE is total participation (employees) and leadership
- TRUE is saving/making money and efficiency





# TRUE Facilities:

450+ facilities in 43+ countries - Cutting Costs & Improving Their Bottom Lines



\*Project is a facility inside a larger campus



2



**K**  
**TRUE**

*For Construction*

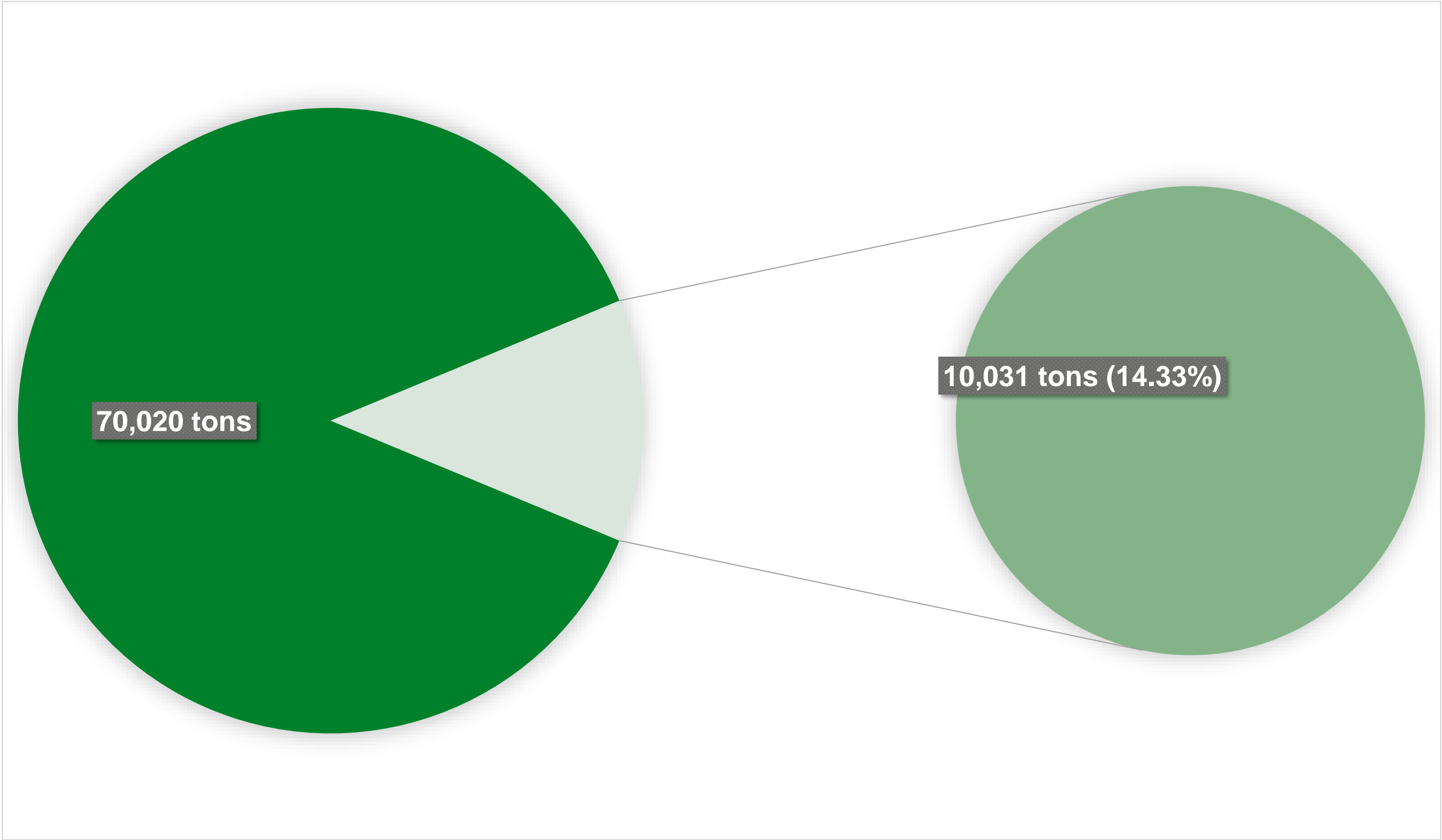




# Lendlease (US) Construction Waste In 2018



**Gypsum Wallboard Accounted for 14.33%**





# COLUMBIA MANHATTANVILLE

First Pilot of Closed Loop Wallboard Recycling

Manhattanville Panorama



Buildings Included-Research Center + Arts Center









# JOINT BASE LEWIS MCCORD CANDLEWOOD SUITES HOTEL PROJECT



The key to this successful program was the **setup of the system and proper training** of the construction workers by Lendlease. **The containers had proper signage and positioning which made it easy** for my crew to segregate the different recycle products into the correct areas.

Ultimately, **there was very little effort and cost to my company to participate** in Lendlease's Zero Waste program.

*Bill Blaylock*







# Genesis Marina Construction Project

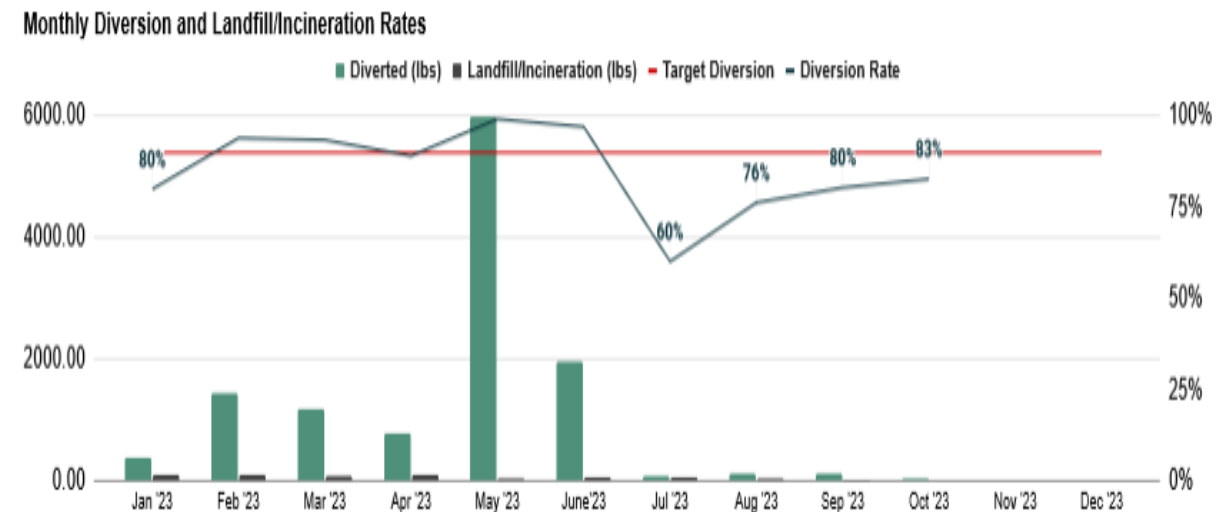
- **Location:** Brisbane, California
- **Certification Level:** Certification – 1<sup>st</sup> in the world
- **Facility Size:** 570,000 SF
- **Type of Construction:** Commercial Office and Laboratory



# Genesis Marina

- New construction located in the City of Brisbane
- 560,000 SF; building on a landfill
- Commercial office and laboratories

TOTAL WASTE GENERATED	81,851,423
TOTAL WASTE DIVERTED	80,531,090
DIVERSION RATE	98.40%













Sep 23, 2021 at 12:00  
Revised



27, 2021 a  
Pa



# Disaster Recovery and Rebuild



- Infrastructure for extreme waste events
- Re-permitting – ability to reuse disaster material
- Elimination of toxins
- Resilience for natural and economic disasters





# Can We Design?

- Infrastructure for challenging times
- For climate disasters
- Circular buildings and cities



Decisions  
Decisions  
Decisions





# San Diego Zoo









# Southwest Airlines® Repurpose with Purpose Program

Repurpose with Purpose is Southwest Airlines' award-winning global environmental sustainability initiative that upcycles aircraft seat leather, helping keep waste out of landfills. After traveling millions of miles in the sky to connect Southwest Customers to what is important in their lives, this aircraft seat leather is then transformed into new products by community partners. Since 2014, Southwest has donated more than \$2 million in grants and 1.4 million pounds of leather to provide employment, skills training, and other social benefits for communities. Shop and learn more at [swa.io/repurpose](http://swa.io/repurpose).

Repurpose with Purpose es la iniciativa galardonada global de sostenibilidad medioambiental de Southwest Airlines, la cual reutiliza el cuero de los asientos de los aviones, ayudando a mantener los desechos fuera de los vertederos. Después de viajar millones de millas para conectar a los clientes de Southwest con lo que les importa en sus vidas, el cuero de los asientos de los aviones es transformado en nuevos productos por socios comunitarios. Desde el 2014, Southwest ha donado más de 2 millones de dólares en subvenciones y 1,4 millones de libras de cuero para proporcionar oportunidades de empleo, formación profesional y otros beneficios sociales a comunidades. Compra y obtén más información en [swa.io/repurpose](http://swa.io/repurpose).

## The Tropical Agricultural Research and Higher Education Center (CATIE)

CATIE is a regional center in Turrialba, Costa Rica dedicated to research and graduate education in agriculture, and the management, conservation, and sustainable use of natural resources. Through CATIE's training program, women and men from rural communities learn to create and market products made from Southwest aircraft seat leather to help them generate financial support for their families and communities.

CATIE es un centro regional en Turrialba, Costa Rica dedicado a la investigación y la educación de posgrado enfocada en la agricultura, y también al manejo, conservación y uso sostenible de los recursos naturales. A través del programa de formación del CATIE, mujeres y hombres de comunidades rurales aprenden a crear y comercializar productos elaborados con el cuero de los asientos de los aviones Southwest para ayudar a generar apoyo financiero para sus familias y comunidades.

## Wearsos

Wearsos is a social enterprise dedicated to promoting a circular economy and empowering women artisans in Turrialba, Costa Rica through meaningful employment and educational opportunities. Wearsos artisans transform Southwest aircraft seat leather into high-end bags and accessories including hand-painted items highlighting the beauty of Costa Rica.

Wearsos es una empresa social dedicada a promover una economía circular y empoderamiento de género en Turrialba, Costa Rica, para así generar empleo y crear espacios que promuevan la educación. Los artesanos de Wearsos transforman el cuero de los asientos de aviones de Southwest Airlines en bolsos y accesorios, incluyendo artículos pintados a mano que resaltan la belleza de Costa Rica.

## Mollejones

Community members in Mollejones, located in rural Turrialba, play a vital role in the Repurpose with Purpose Program by cleaning, deconstructing, and preparing the Southwest aircraft seat leather for use by Wearsos and CATIE.

Participants are paid through CATIE and the Mollejones Community Development Association, creating an additional source of income in a community where there are limited employment opportunities.

Los miembros de la comunidad de Mollejones, la cual se ubica en la zona rural de Turrialba, desempeñan un papel vital en el programa Repurpose with Purpose, limpiando, desarmando y preparando el cuero de los asientos de los aviones Southwest para el uso de Wearsos y CATIE.

A los participantes se les paga a través del CATIE y la Asociación del Desarrollo Comunitario de Mollejones, creando una fuente adicional de ingresos en una comunidad en la cual las oportunidades de empleo son limitadas.



CATIE



CATIE



CATIE



Wearsos



Wearsos



Wearsos



Mollejones



Mollejones



Mollejones




# Can We?

- Focus on Progress vs Perfection
- Standardize system with end user in mind
- Think out of the box

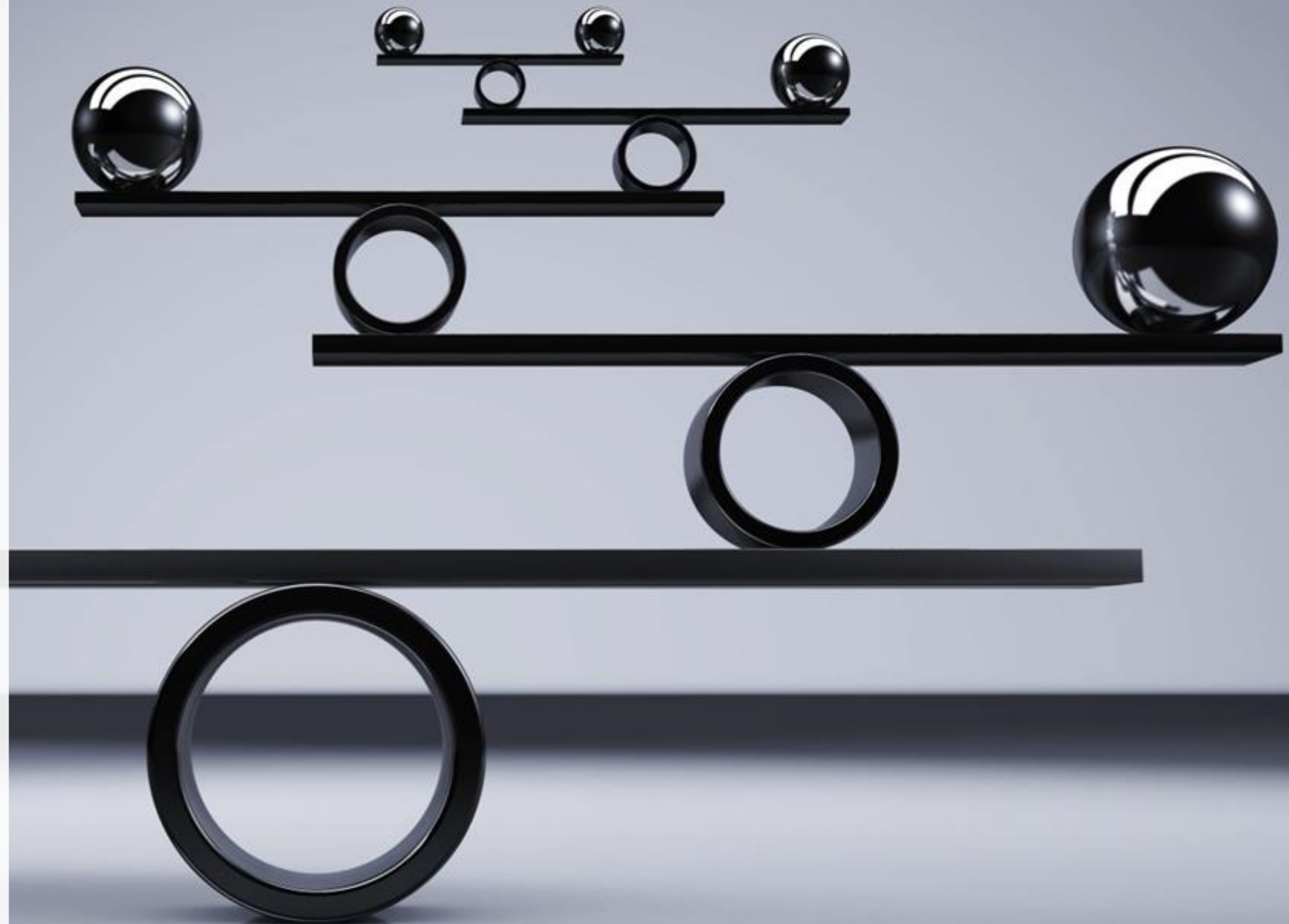






# Economies of scale

SB1383 and  
Plastic Bag  
bans

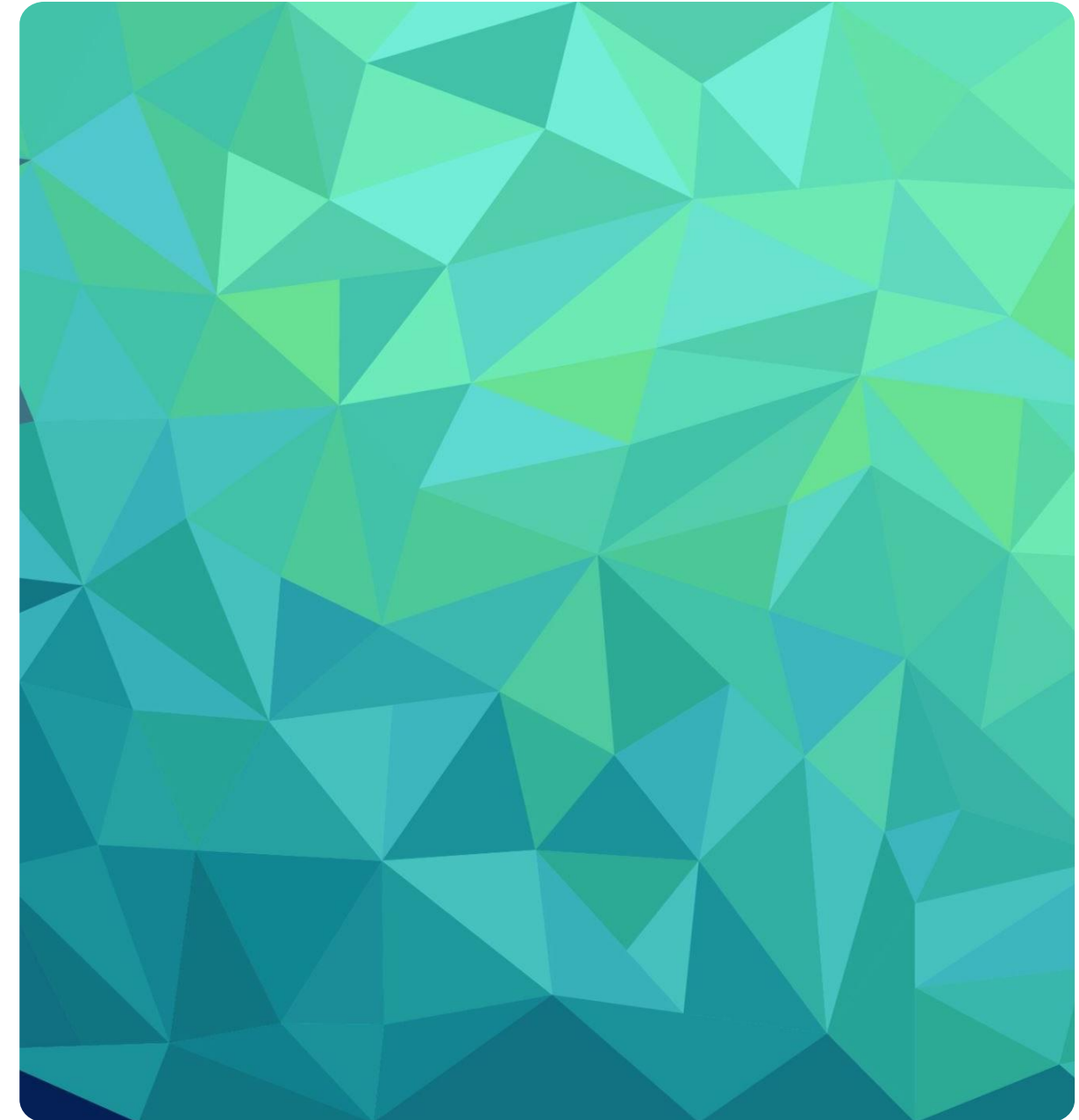






# Gen ZW IS NOW!

- ✓ *Technology*
- ✓ *Innovation*
- ✓ *Zero Waste Knowledge*
- ✓ *Economies of Scale*
- ✓ *Hard Work*
- ✓ *Infrastructure*
- ✓ *Training*
- ✓ *ROI*







Can we  
vote like  
we mean  
it?







# Generation Zero Waste

*An Abundance of Opportunity!*

Join in – [www.true.gbci.org](http://www.true.gbci.org)  
[sbarger@usgbc.org](mailto:sbarger@usgbc.org)