

12:45 pm Pacific Time
October 2, 2024
Track A

The logo for the National Zero Waste Conference is a blue circle containing the text "NATIONAL ZERO WASTE CONFERENCE" in white. A green recycling symbol is integrated into the letter "O" of "ZERO".

NATIONAL
ZERO
WASTE
CONFERENCE

Concurrent PM

Zero Waste

Professional Development

Speakers:

Chrise de Tournay
Susie Vincent
Jill Donello
Stacy Savage
Arminda Valles-Hall

Robin Ennis
Victoria Charles
Christopher Stanley
Ashpreet Kaur

Moderator: Jonathan Levy

Day 1 • Zero Waste Businesses & Institutions

Hosted by:



**12:45 pm Pacific Time
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Track A



Jonathan Levy

Founder and Principal Consultant

**Zero Waste Pro
(Moderator)**

Zero Waste Professional Development



National Zero Waste Conference 2024

Day 1 • Zero Waste Businesses & Institutions

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Track A



Christienne de Tournay Birkhahn

**Instructor and ZW Consultant
ZWUSA and Independent**

Zero Waste Professional Development



National Zero Waste Conference 2024

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Hosted by:



Zero Waste USA Education Program



National Zero Waste Conference 2024
Chrise de Tournay Birkhahn

Four Classes

- Zero Waste for Businesses and Institutions Class
- Introduction to Zero Waste Class
- Zero Waste Associates Course
- Advanced Zero Waste Planning Class

<https://zerowasteusa.org/education/>

Introduction to Zero Waste Class

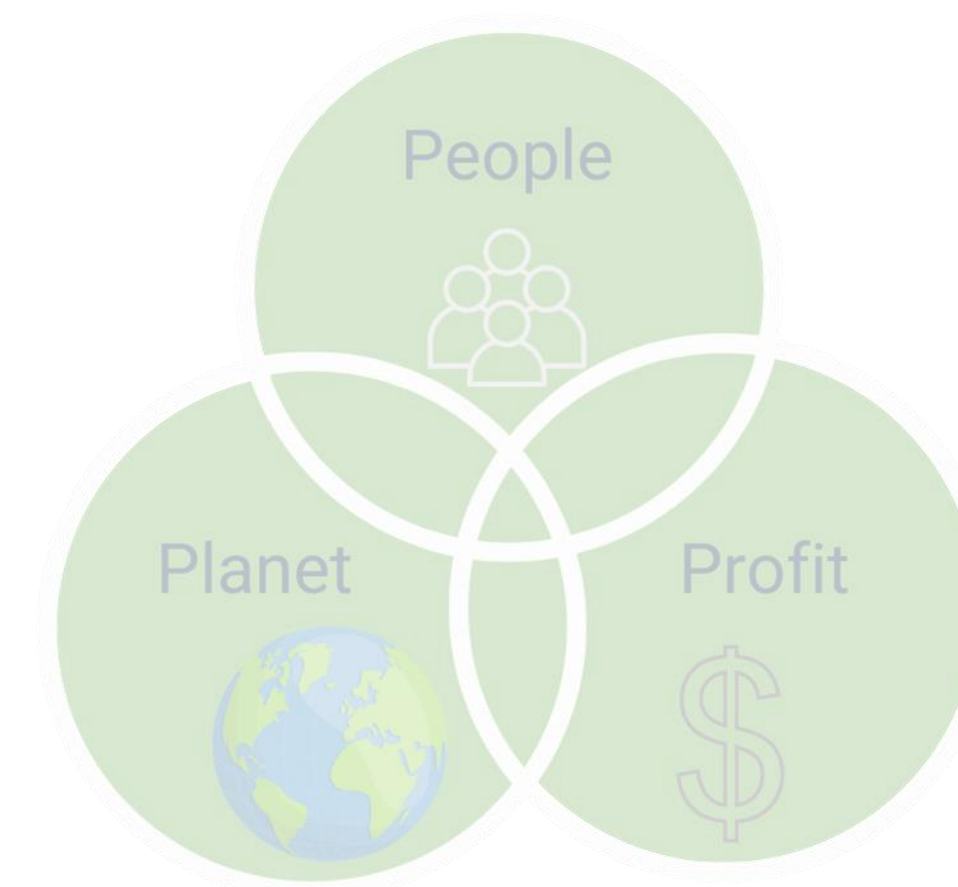
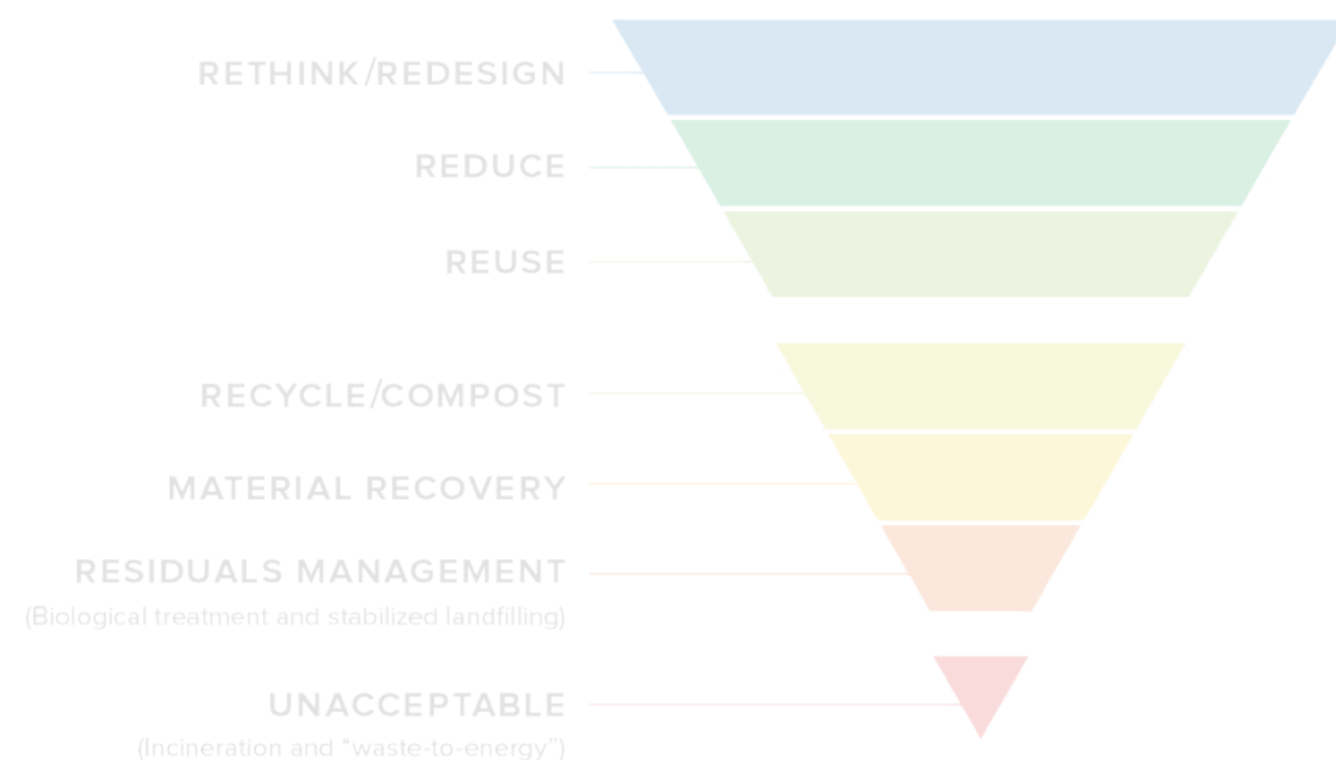
- Four-hour online or in-person class
- Zero Waste principles and introduction to planning techniques
- Quiz – Certificate of Completion
- Young professionals, municipal employees, and transitioning professionals.
- Prerequisite for Zero Waste Associates Course and Advanced Planning Class
- Cost \$100

Zero Waste for Businesses and Institutions Class

- Four-hour online or in-person class
- Zero Waste business and institution principles and introduction to planning techniques
- Case studies
- Quiz – Certificate of Completion
- Young professionals, municipal employees, and transitioning professionals.
- Cost \$125

THE ZERO WASTE HIERARCHY 8.0

For detailed version visit www.zwia.org/zwh



Zero Waste Associates Course

- 12 hours of instruction time, group planning project, exam – online class
- Zero Waste planning for communities, businesses, and institutions
- Certified as a **Zero Waste Associate**
- Intended for professionals who want to learn how to do Zero Waste planning.
- Prerequisite for the Advanced Planning Class
- Cost \$350



Advanced Zero Waste Planning Class

- 2 three-hour online classes
- Young professionals, municipal employees, and transitioning professionals.
- Must have taken the Zero Waste Associates Course or Introduction to Zero Waste Class.
- Intended for professionals who want to learn advanced planning techniques.
- Cost \$125



Zero Waste USA Education Program

- Online and In-Person Classes
- Learn Zero Waste principles and standards set by international Zero Waste experts
- Discounts are available
- zerowasteusa.org



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Track A



Susie Vincent
Director of Client Solutions
U.S. Green Building Council

Zero Waste Professional Development



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TRUE Advisor

National Zero Waste Conference 2024





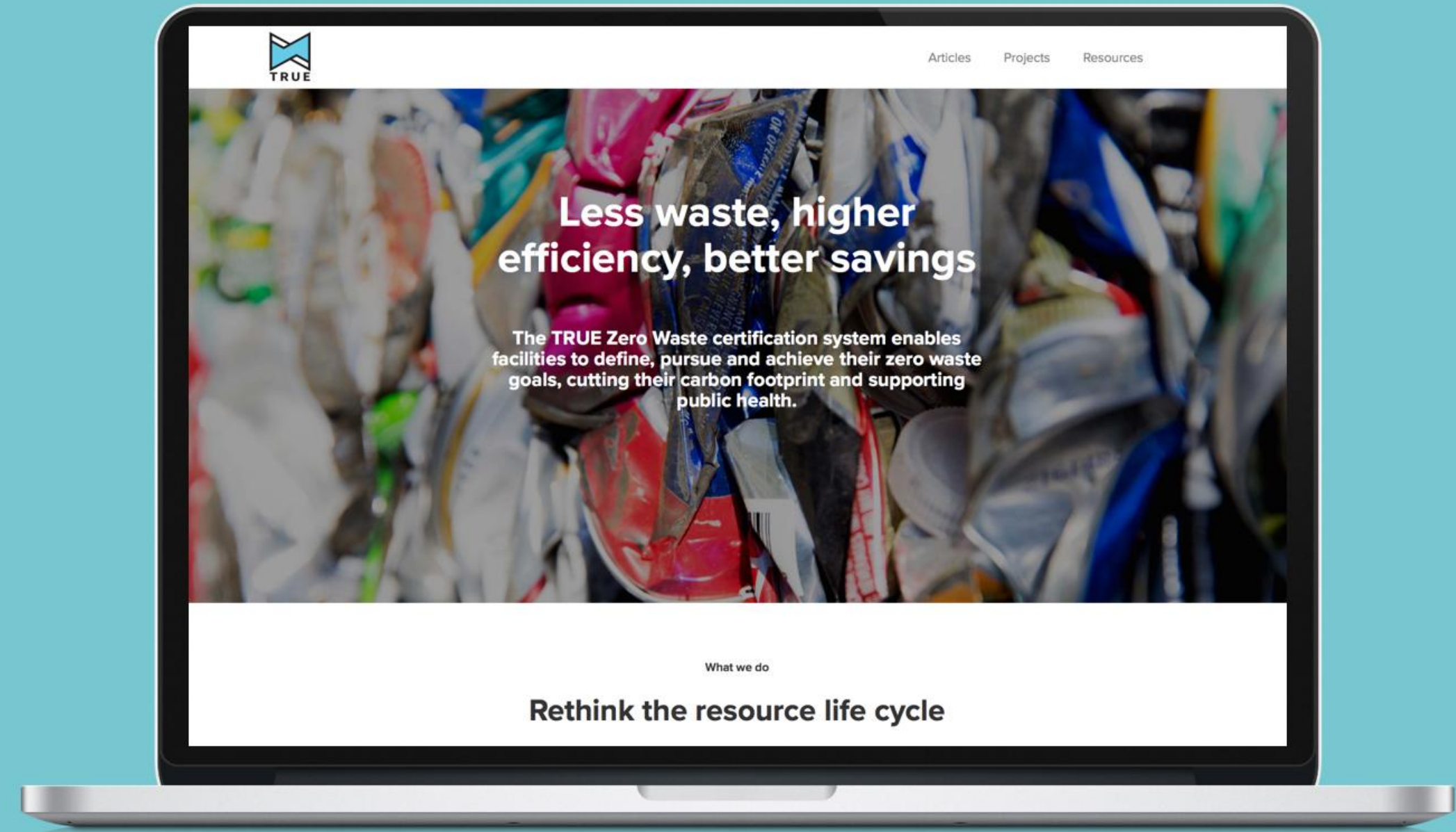
The **TRUE Advisor** is a professional certificate program offered by GBCI. TRUE Advisors support the implementation of TRUE programs, prepare businesses for TRUE Zero Waste certification, and assist organizations through the certification process.

Learning Outcomes

- **Overview of Zero Waste and a Zero Waste Facility**
- **TRUE Certification and the Role of the TRUE Advisor**
- **Redesign, Reduce, Reuse**
- **Bin Right Sizing**
- **Compost (Re-earth) and Recycle**
- **Zero Waste Reporting and Diversion from Landfill, Incineration (WTE) and Environment**
- **Zero Waste Metrics**
- **Zero Waste Purchasing, Leadership, Training and Zero Waste Analysis**
- **Zero Waste Audits**
- **Upstream Management, Hazardous Waste Prevention, Closed Loop and Innovation**

Learn More

1. Explore our website
2. Check out our Professional Credential – TRUE Advisor
3. Contact us true@gbci.org



true.gbci.org

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Track A



Jill Donello

Manager, Educational Programs

GreenEducation.US

Zero Waste Professional Development



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Certificate in Sustainable Resource Management Program



Career Opportunities for GEUS Students

Recycling Coordinator

- Create and implement recycling programs within organizations
- Conduct waste audits to identify opportunities for improvement
- Develop educational materials and outreach campaigns to raise awareness about recycling
- Coordinate with vendors to ensure the proper disposal of recyclable materials
- Monitor compliance with local, state, and federal regulations

Sustainability Manager

- Develop and execute sustainability strategies to minimize environmental impact and enhance social responsibility
- Identify opportunities to reduce waste, conserve resources, and promote sustainable practices across all aspects of the organization's operations
- Establish sustainability goals and metrics and develop action plans to achieve those goals
- Collaborate with stakeholders to promote sustainability initiatives

Zero Waste Consultant

- Advise businesses, governments, and communities on how to reduce waste and increase recycling rates
- Provide expertise and guidance on diversion strategies, including composting, recycling, and source reduction
- Develop waste reduction plans, and provide training and education to stakeholders
- Help organizations establish policies and procedures to increase diversion

Entrepreneurs, product developers

- Identify opportunities to develop innovative and environmentally sustainable products or services
- Create and develop sustainable business ventures that utilize renewable resources and reduce waste or design
- Conduct research to identify sustainable materials and manufacturing methods
- Produce eco-friendly products that meet consumer demands for sustainable options

Courses Led by Industry Leaders

Just a few of our instructors



Ruth Abbe



Rick Anthony



Sue Beets-Atkinson



Matt Cotton



Jack DeBell



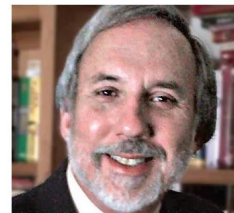
Amanda Waddle



Natalie Lessa



Judi Gregory



Gary Liss



Bob Hollis



Jonathan Levy



Michael Sinitus



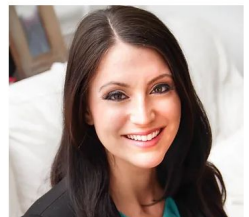
Leslie Lukacs



Doug Kobold



Mike Gable



Angela Vincent

Semester Long Program:

Fall and Spring

Start now and finish this spring!

- 16 courses plus a Certification Exam prep class. (30-45 hours)
- Hands-on assignments, reviewed by facilitators and instructors
- Certification exam - meets NRC National Standards Board requirements
- Access to full library of 20+ previously recorded webinars
- Live, virtual monthly meetings and webinars with experts "from the field"
- Curated list of supplemental resources
- Personalized consultations
- Connections to mentors and employers



\$999 plus
\$270 direct to San Jose State University for CEUs
upon completion

Sample CSRMP Topics Covered

- Introduction to Sustainable Resource Management
- History of Solid Waste
- SRM Infrastructure
- Zero Waste Business
- Zero Waste Communities
- Waste & Recyclable Auditing & Tracking
- C&D Recycling and Reuse

- Zero Waste Events
- Organics Management
- Greenhouse Gas Connection to Material Management
- Extended Producer Responsibility
- Education & Outreach
- California Laws, Programs, and Policies
- Zero Waste Economics

Online Self-Paced Learning

The screenshot shows a course catalog with a search bar and a grid of course cards. Each card includes a title, price, and a star rating. A sidebar on the right lists categories and bundles.

Course catalog

Search courses

Categories

- Certificate in Sustainable Resourc...
- Zero Waste Communities (1)
- Pre-recorded Webinars (10)

Bundles

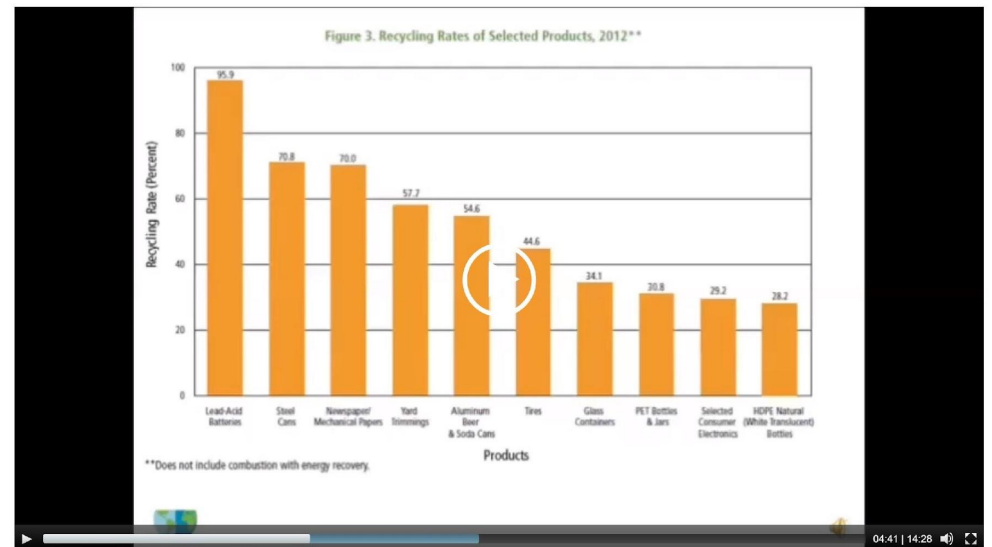
- Certificate in Sustainab... (\$1,500.00)
- Zero Waste Communities C... (\$200.00)

Course Title	Price	Rating
Certificate in Sus...	\$1,500.00	☆☆☆☆☆
Zero Waste Communi...	\$200.00	☆☆☆☆☆
Global Recycl...	\$10.00	☆☆☆☆☆
Introduction to SRM	\$59.00	☆☆☆☆☆
History of Solid Wa...	\$59.00	☆☆☆☆☆
CA Policy, Programs...	\$59.00	☆☆☆☆☆
(Unlabeled Course)	\$59.00	☆☆☆☆☆
(Unlabeled Course)	\$59.00	☆☆☆☆☆
(Unlabeled Course)	\$59.00	☆☆☆☆☆

roduction to SRM

Disposal Data & Waste Stream Composition

Files More



04:41 | 14:28

Other Fall Online Educational Events



October 22nd 11-1:00 Pacific \$50
(\$25 with discount)
No charge for CSRMP students
Mike Ewall, Energy Justice Network



November 20, 11 am - 12:30 pm Pacific, \$45
NRC Board Member, Marialyce Pedersen



October 29, 11 am to 1:00 pm Pacific \$0
Neil Seldman, Dan Knapp, Mary Lou Van Deventer





Contact Us

Jill@GreenEducation.US

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Track A



Stacy Savage

Founder & CEO

Zero Waste Strategies, LLC

Zero Waste Professional Development



National Zero Waste Conference 2024

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**“CASH FOR TRASH”
ZERO WASTE BUSINESS
ACADEMY**



0WASTE.ORG

ZERO WASTE BENEFITS

01

SAVE ON COSTS

Save money by reducing waste, improving purchasing practices, and optimizing hauling contracts through a "right-sized" approach for actual business needs.

02

EMPLOYEE EMPOWERMENT

Boost employee morale through engaging Zero Waste training sessions covering a variety of sustainability topics, including entertaining "recycling games".

03

CUSTOMER LOYALTY

Build brand awareness and affinity with millions of prospective eco-conscious customers who align their shopping decisions with their green values.

04

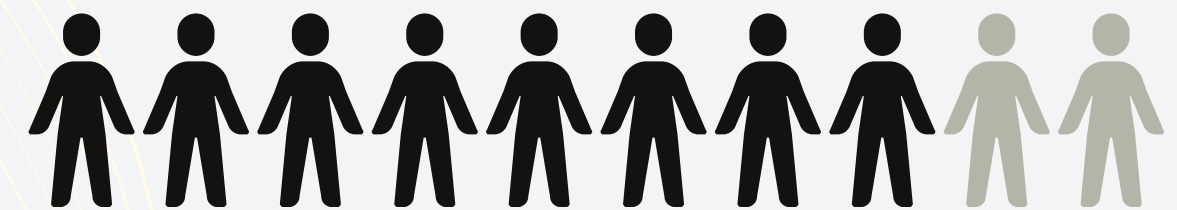
GREEN MARKETING

Edge out industry competition through action-based green storytelling to market your company's efforts to shareholders, investors, and clients.

Despite the impacts of rising inflation rates, of the consumers surveyed, 84% say they've purchased a sustainable product in the past six months, up from 67% who reported in 2021.

(Source)

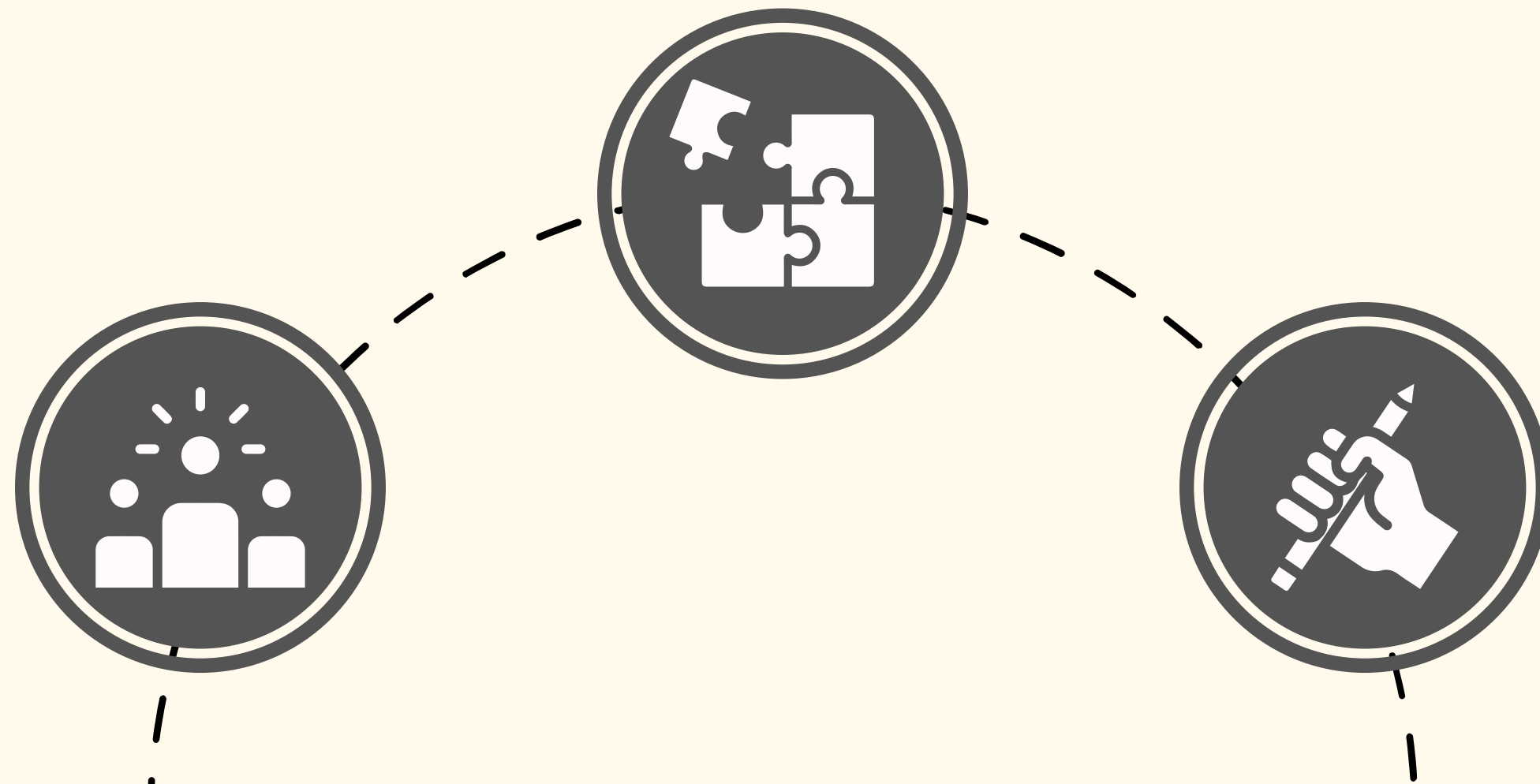
84%



SERVICE PACKAGE

Cash for Trash Zero Waste Program Tier I

Our 8-week online training program is for owners and managers of small businesses who want to launch new waste reduction programs. Enrollees are guided through the basics of waste reduction through fun, engaging training and green marketing strategies. These courses are paired with weekly group coaching calls, private consultations, and management certification.

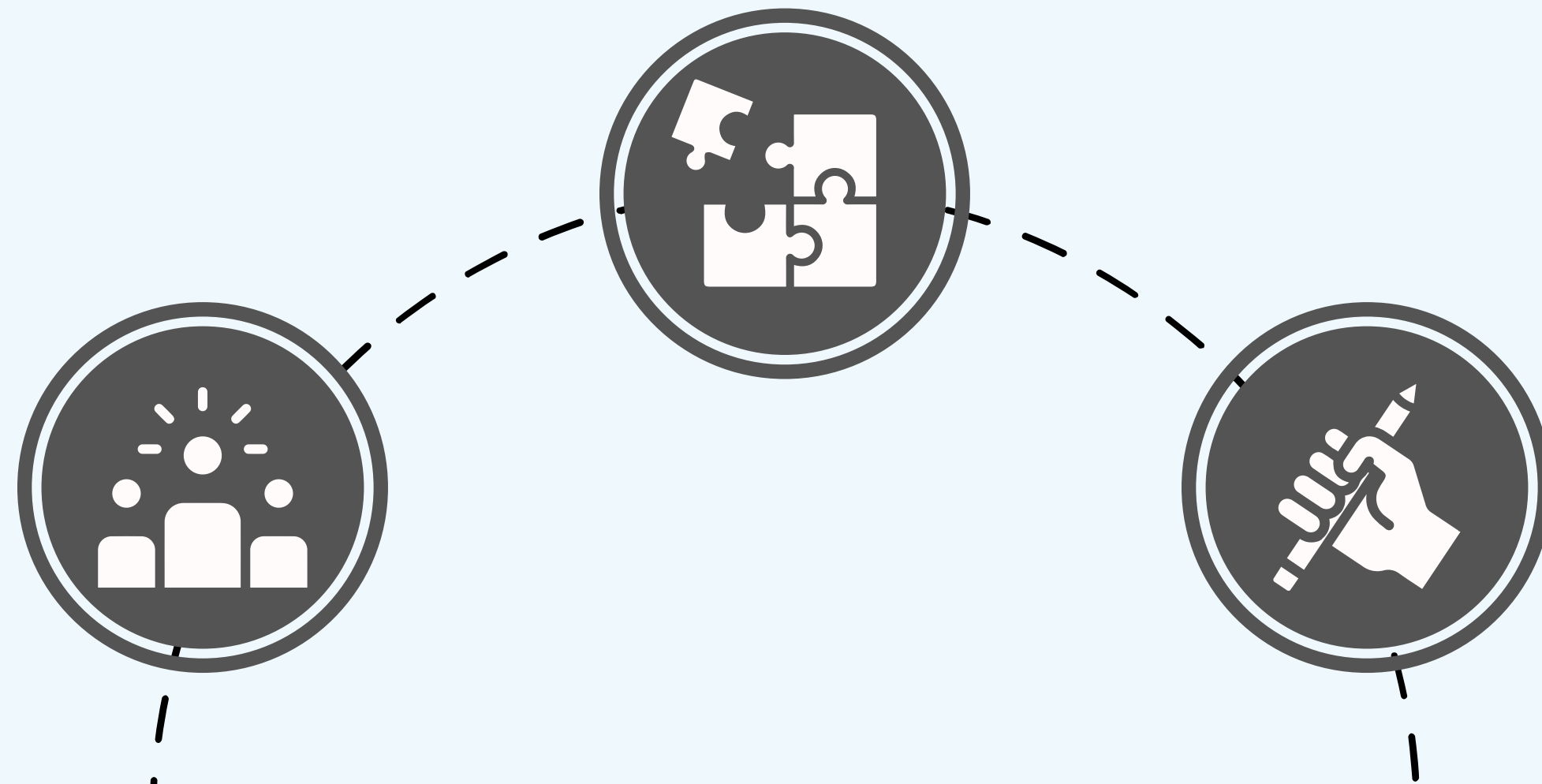


SERVICE PACKAGE

Cash for Trash Zero Waste Program

Tier II

Our 12-week online training program is for medium-sized businesses with established waste reduction programs. These courses guide enrollees through advanced Zero Waste training for system optimizations through hauler contract review & renegotiations, “right-sizing” of equipment & services, and targeted green storytelling, paired with an on-call support team, private consultations, and management certification.

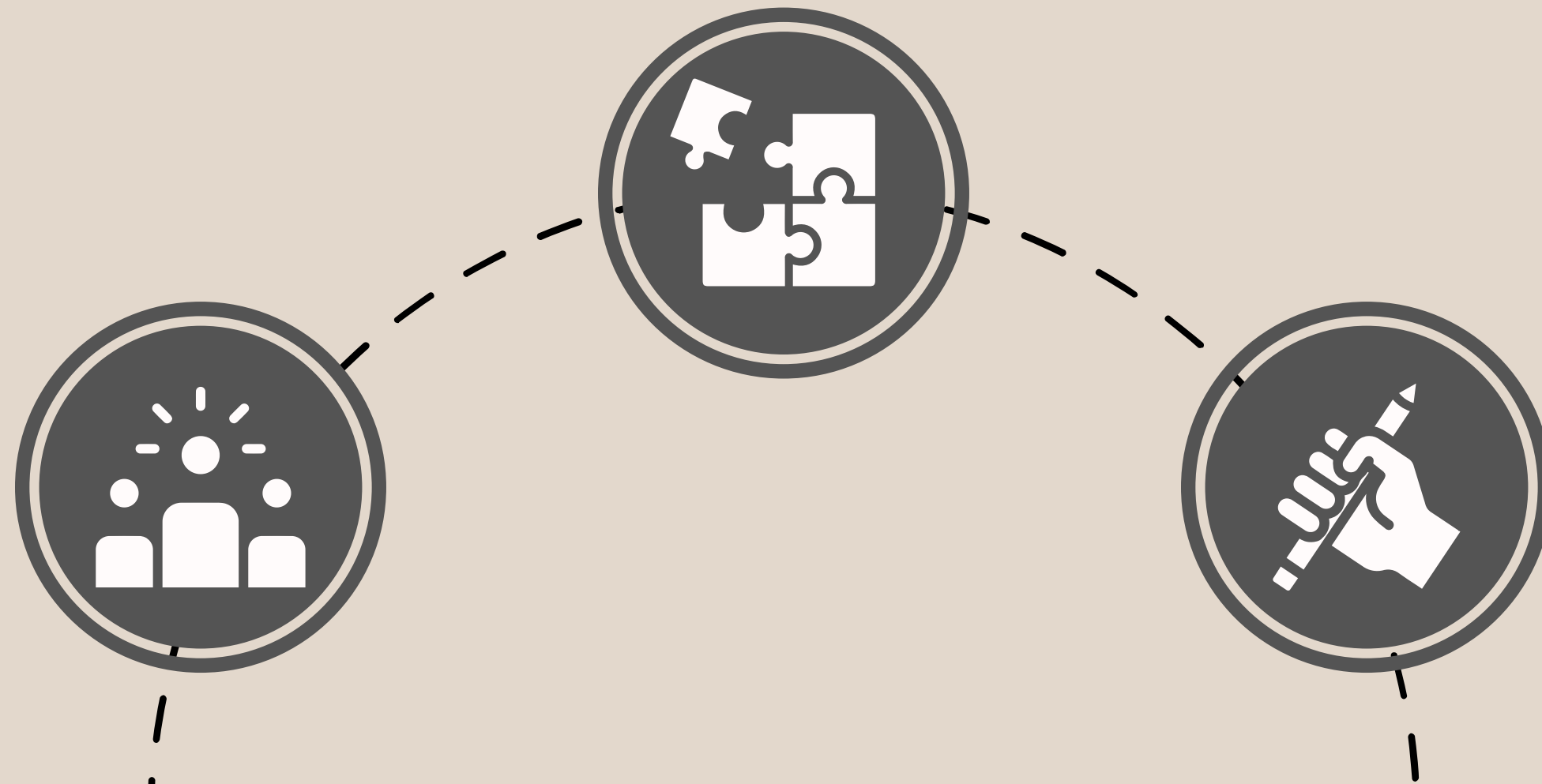


SERVICE PACKAGE

Green Team Development

Tier III

Four hour-long training sessions plus Q+A to build corporate Green Teams. These sessions empower managers and enthusiastic employees who are eager to help their company achieve its sustainability goals, influence work peers, and build upon corporate culture. The training slides and script are custom-built to reflect the client's business aesthetic and internal lingo and will become the property of the client.



CLIENT TESTIMONIALS

Tony Biddle, Kohler Co.

★★★★★

Stacy's extensive knowledge and connection to recycling & reuse networks offered the best available support for marketing and advocating the beneficial reuse of our materials.



Edmee' Knight, Unico Properties

★★★★★

"Knowing Zero Waste Strategies is working with our property managers directly is a huge relief!"



OUR TEAM



Stacy Savage
Founder & CEO



Jon Savage
Vice President

To ensure the highest quality of customer service, Zero Waste Strategies collaborates with a diverse network of pre-vetted industry consultants from across the US who may subcontract with our company to fit your specific business needs.

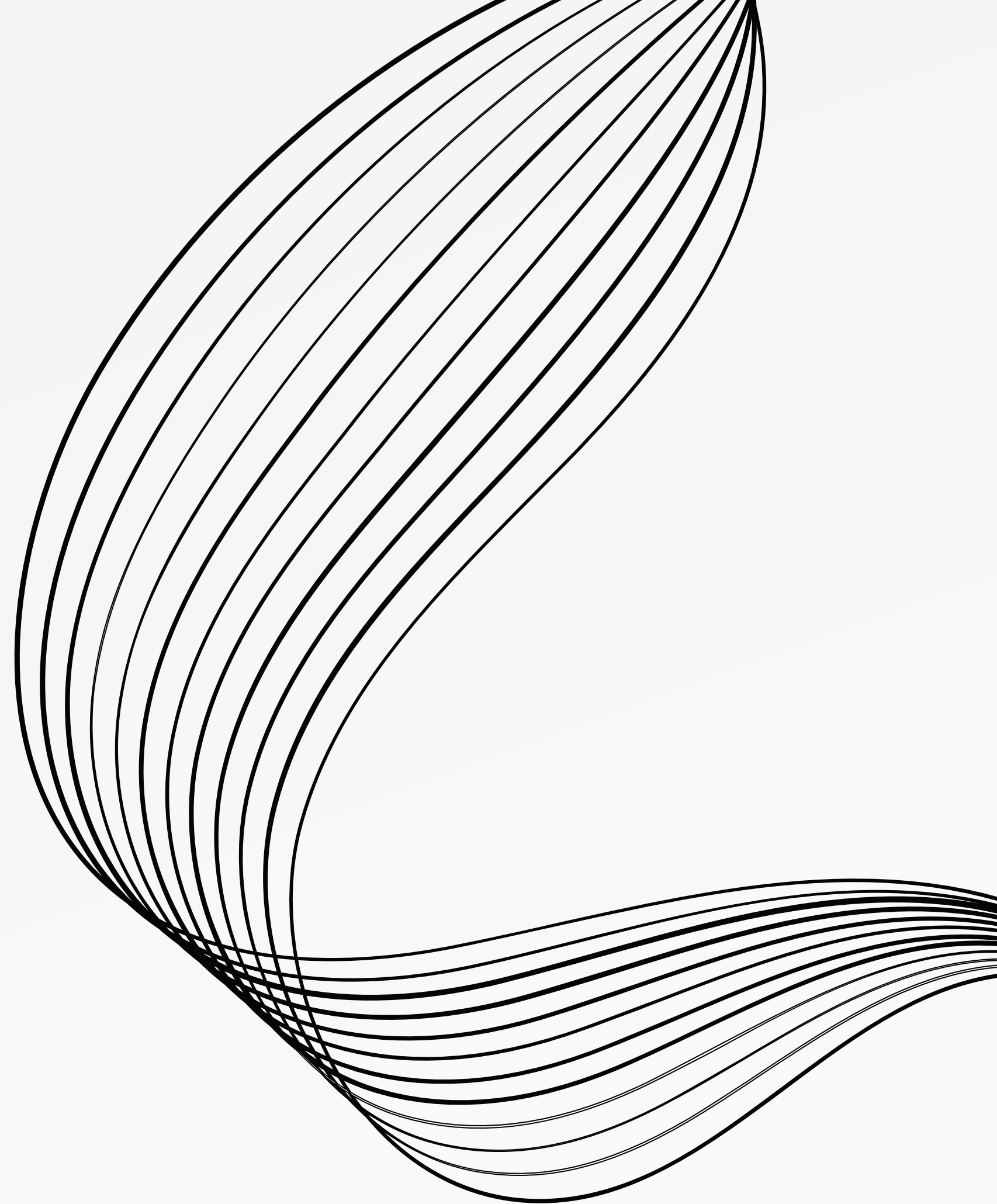
CONTACT US



ZERO WASTE STRATEGIES

Office: 512-693-7677

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



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Track A



**Arminda Valles-Hall and
Robin Ennis**

Solid Waste Association of North America

Zero Waste Professional Development



National Zero Waste Conference 2024

Day 1 • Zero Waste Businesses & Institutions

Hosted by:





Zero Waste Principles & Practices Course and Certification

Solid Waste Association of North America (SWANA)

October 2, 2024



Arminda Valles-Hall

Senior Director, Learning & Development
Solid Waste Association of North America
P. (240) 494-2251
avalles-hall@swana.org
swana.org

The . s



Robin Ennis

Instructor, Zero Waste Principles & Practices Course
(Ret.) Chief of Solid Waste and Recycling Collection
Montgomery County, Maryland

Course Content

Lesson 1: Introduction to Zero Waste

Introduces concept, outlines aspects of ZW management and planning, and how it can be applied to your community or organization

Lesson 2. What's in the waste stream and who's generating it?

Addresses need to understand your waste stream and from where it's generated as a critical step to ZW planning and management

Lesson 3: Upstream, Midstream, Downstream

Addresses the importance of pre-consumer decisions, consumer behaviors, and policies on the waste stream

Lesson 4: Collections Infrastructure

Addresses the collection of recovered materials generated from residential and commercial properties.

Lesson 5: Processing Technology Options

Addresses the processing of recovered materials as an essential step between collection and marketing

Course Content

Lesson 6: Managing the Organics Stream

Discusses the role organic waste plays in a ZW management plan and how to manage these wastes

Lesson 7: Challenging Venues and Materials

Addresses challenging and hard-to-manage materials and wastes generated at special events and venues

Lesson 8: Bringing About Change

Addresses how to communicate your ZW goals in a way that is accepted by your community

Lesson 9: Financing and Funding the Zero Waste Program

Addresses how to identify sources of funding for Zero Waste Programs.

Lesson 10: Contracting and Partnerships

Builds on strategies to develop a ZW system provided in previous lessons and provides information on how to incorporate the strategies into contracts and partnerships



Getting and Staying Certified

Education and Experience Requirements

Application Process and Costs

Certification Exam

Certification Term

Recertification Process and Costs



Thank you!

Arminda Valles-Hall

Senior Director, Learning & Development
Solid Waste Association of North America
P. (240) 494-2251
avalles-hall@swana.org
swana.org

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Victoria Charles and Christopher J Stanley

Santa Monica College | UCLA

Zero Waste Professional Development



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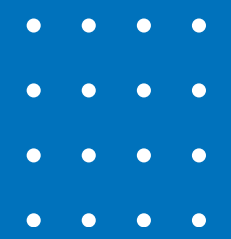
October 2024

SUSTAINABILITY EDUCATION @

SANTA
MONICA
COLLEGE



SPEAKING TODAY



Victoria Charles
Professor - Earth Science



Christopher Stanley
Graduate - RRM &
Environmental Studies





ABOUT SMC



- Santa Monica College – a two-year accredited community college
- 25,000 students – 100+ fields of study
- Recognized sustainability leader in sustainability for community colleges
- Offered the first collegiate certificates in the country for Recycling and Resource Management (RRM)
- SMC is the #1 transfer school in California

SUSTAINABILITY EDUCATION @ SMC

- **Zero Waste Education:** Recycling & Resource Management (RRM) certificate programs and AS degree
- **FREE online noncredit certificates** in sustainability:
 - Organics Aid
 - Sustainability Assistant
 - Sustainability Services Technician
- **Sustainability in Business Certificate**



SANTA
MONICA
COLLEGE

OUR ADVANTAGE

Dedicated Faculty

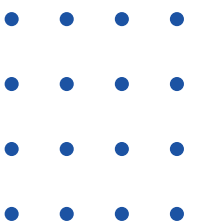
- Sustainability professionals
- Committed to student success

Real-world Experience

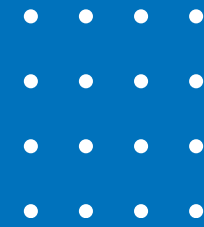
- Field trips
- USGBC TRUE Advisor
- Hands-on Opportunities
 - Organics Garden
 - ZW Event Management
- Career counseling

Flexible & Cost Efficient

- Online courses
- Complete certificates in one semester
- Affordable



STUDENT EXPERIENCE



Choosing the right sustainability program

My Background

- **Career Transition – Sustainability**
- **Goal:** Work to end the climate crisis
- **Long-term interest:** environmental preservation
- **Former careers:** Manufacturing/Real Estate
- **Degrees:** Berkeley (B.A.) and NYU (Masters)

Why I Chose SMC

- **Flexible, affordable** program choices at Santa Monica College
- **Courses:** Sustainability in Business, Zero Waste, Earth Sciences, economics and history.



STUDENT EXPERIENCE

SMC Learning Environment

- **Educational** – converted elite college snob
 - Project based learning (ZW event)
 - A.A. Environmental Studies, 2 accreditations
- **Inspiring** – writing a book on the climate crisis
 - Educate and encourage others to take action today
- **Network building** – access to players in the industry

***Community Colleges can
help solve the climate crisis***

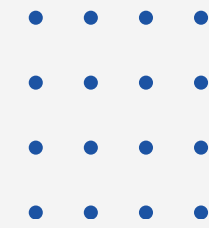


Questions?

Contact Us:

Charles_Victoria@smc.edu

smc.edu/Sustainability



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Ashpreet Kaur
Waste Sampling Specialist
Stony Brook University

Zero Waste Professional Development



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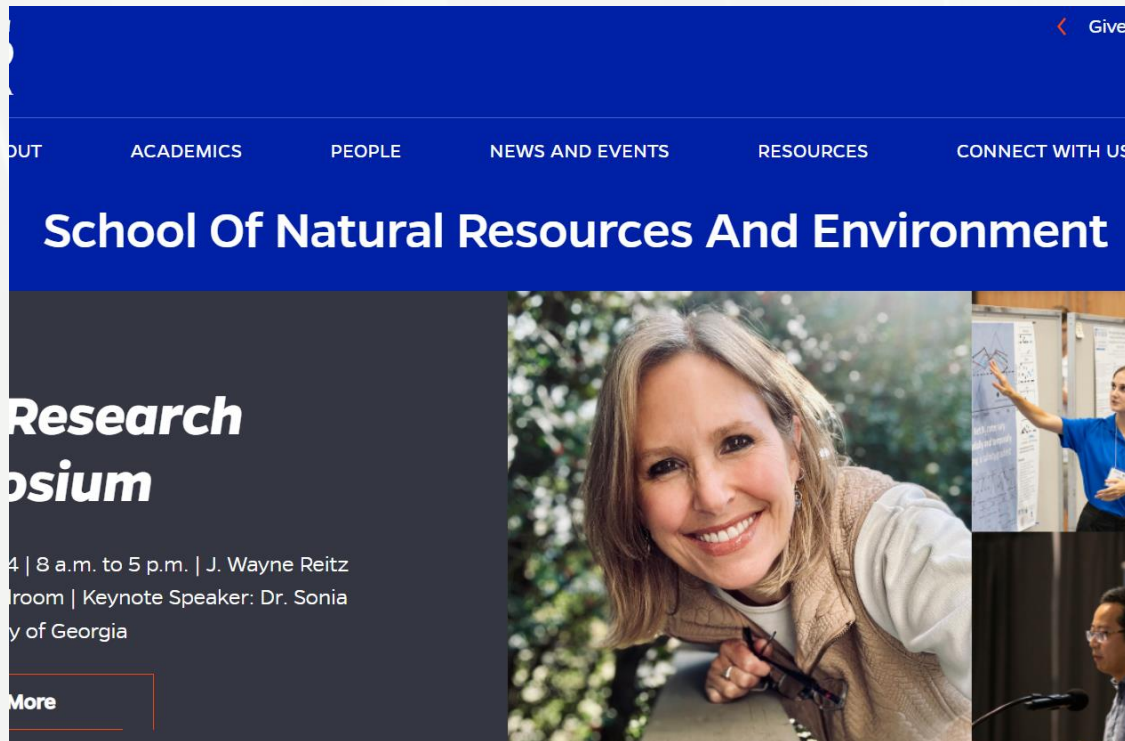


Higher Education in Zero Waste

Dr. Ashpreet Kaur

Ph.D. Interdisciplinary
Ecology
Topic- Zero Waste
University of Florida





School of Natural Resource and Environment

College of Agriculture and Life sciences

Degrees offered

Bachelors of Science – Environmental Science

Master of Science- Interdisciplinary Ecology

Doctor of Philosophy- Interdisciplinary Ecology

90 credits for Ph.D. (4-5 years, fully/partially funded)

30 credits for Masters (scholarships available)

Requirements/Specialization

CORE COURSES AND ELECTIVES

Ecology course

Natural Science course

Social Science course

Sustainability science course

Data science course

SPECIALIZATION

STEM- Mathematics, statistics, geography, microbiology, zoology, environmental engineering, English, food sciences, botany, agriculture, wildlife and conservation,

ARTS- Political sciences, sociology, anthropology, religion, urban and regional planning

My research

Understanding the barriers and opportunities affecting the success of Zero Waste Programs in HEIs.

Zero Waste Associates course by Zero Waste USA.



Thank you

Ashpreet Kaur, Ph.D.
ashpreetkaur767@gmail.com
Zero waste consultant