

2025

Day 1

12:45 PM

Oct 22

Track C

Concurrent PM

How a Marketplace of Sustainable Business Solutions is Accelerating Waste Reduction

Moderator: Chrise deTournay Birkhahn

Yadira Diaz

Tony Selvaggio

Aneshai Smith

Disney Petit

Speakers:

NATIONAL
ZERO
WASTE
CONFERENCE





GRADIBLE™

Helping *Businesses and Facilities*
Save Money While Reducing
Environmental Impact

Why Sustainability Feels Hard



Fragmented Solutions

Sustainability is fragmented and hard to scale



Missed Opportunities

Businesses miss out on rebates, subsidies, and tax credits



Resource Constraints

Staff lack time, expertise, and alignment to implement solutions

The Untapped Potential

- Growing budgets and pressures for sustainability
- Facilities with high waste, water, and energy spend are primed for savings
- Hundreds of billions in available financial incentives remain underutilized
- **Doing good for planet and people drives profits**
- **\$\$\$\$**



What Makes Gradible Different

1

Comprehensive Marketplace

Marketplace of 250+ vetted products, services, and technologies

2

Financial Incentives Access

Guidance on rebates, subsidies, and tax credits that make our solutions more impactful

3

Fractional Chief Impact Officer

Subscription-based executive leadership that drives impact, without the cost of a full-time hire.



How We Work With

You

1. Assess needs and priorities

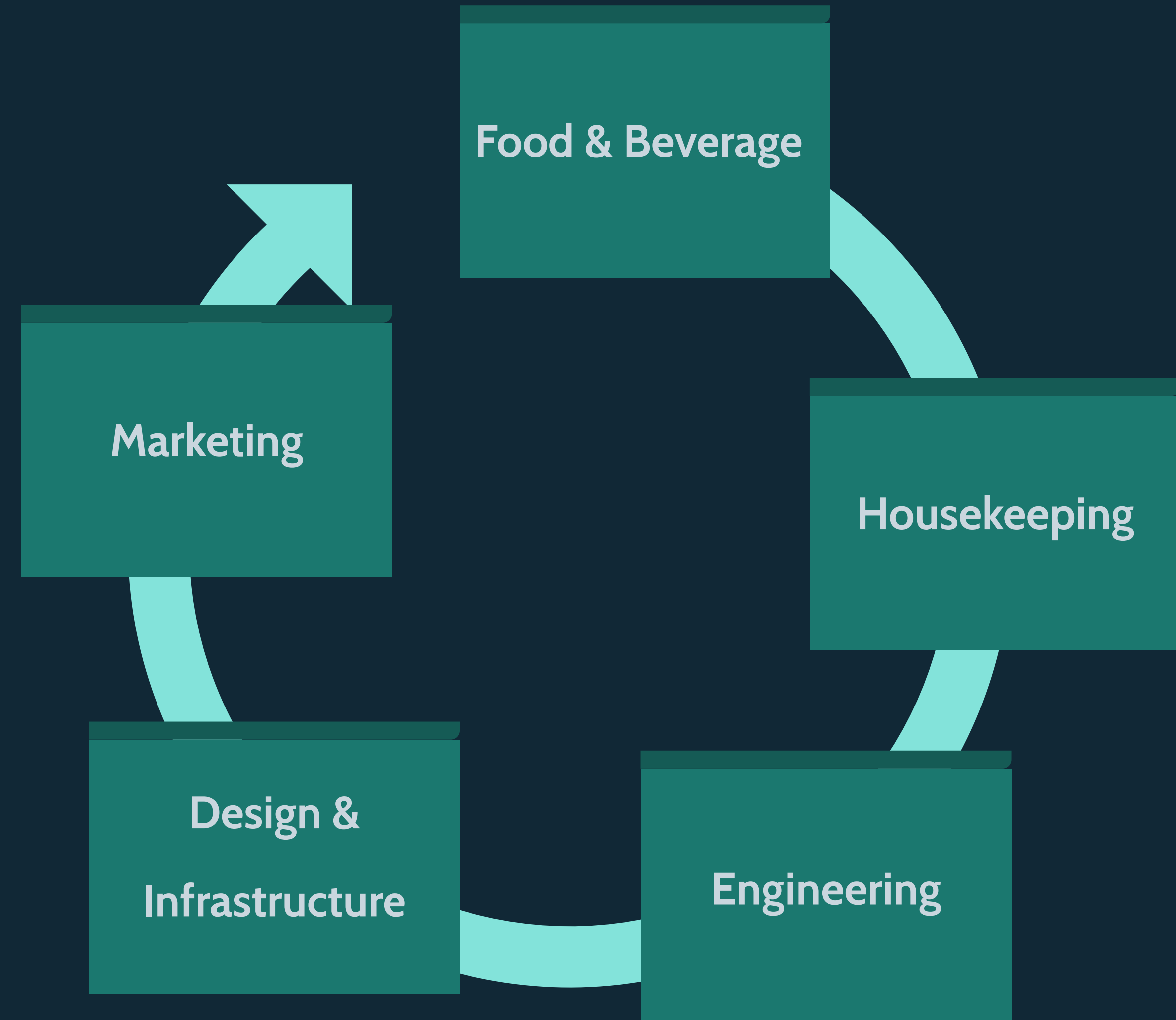
2. Match to proven, innovative solutions

3. Support implementation and track measurable results

Our Marketplace

250+

Products, Technologies &
Services



Proven Case Studies

Just 3 examples out of 250+ marketplace solutions:

\$20.5K

saved annually

Hyatt Regency Cape Town

**Solar Thermal
Technology**

\$90K

saved annually

Vanderbilt University Medical Center

**Water Conservation
Device**

\$19K

saved annually

Bath Community Hospital

**Energy Efficiency
Upgrade**

(Real-world results from different solutions in our marketplace, showing the diversity and impact available through Gradible)

The Impact We've Made



40+ businesses supported



\$150K in rebates unlocked



48,521 lbs of waste diverted



27 metric tons CO₂e avoided

Who We Serve

We work with businesses and facilities including:



Hotels and resorts



Hospitals and
healthcare centers



Universities and schools



Stadiums and
entertainment venues



Property managers and
developers



Airports, convention
centers, and F&B
operators

Gradible 2.0: Coming Soon

GRADIBLE™

John Doe
Office_building **Pro** 3

Chief Impact Officer
AI-powered guidance
Start Meeting

Marketplace

Search Solutions

Outreach Tracker

Upload Bills

Incentives

Messages 2

Search for solutions, providers, or keywords...

Featured First ▼ **Filters**

Popular searches:

solar EV charging water conservation LED lighting composting smart meters waste sorting energy optimization HVAC recycling

green roof vertical gardens cool roof sustainable concrete

All Categories Energy Efficiency Water Conservation Waste Reduction Design/Infrastructure

198 Solutions Found
40 featured • 132 with incentives

SustainaBuild Materials 78 ★ 5 (167)
Advanced design solution designed for commercial

GreenSpace Integration 172 ★ 5 (96)
Advanced design solution designed for commercial

SunHarvest Hybrid Solar ★ 4.9 (203)
Complete solar + battery storage system

Made in Bolt

Why Gradible

**One-stop
sustainability partner**
marketplace + consulting + leadership

**Proven
solutions**
with measurable cost savings and
impact

**Accessible and
designed**
to benefit people, planet, and the
bottom line

Let's Partner

Team of 8 sustainability consultants with cross-industry expertise

Let's explore how Gradible can help your business save money, streamline operations, and create measurable impact.



Yadira Diaz

Founder & Chief Impact Officer



National Zero Waste Conference







The questions **no one is asking**

How many computers do you think are thrown away every single day in the U.S.?

What percentage of e-waste actually gets recycled?

Did you know that millions of working devices end up stored, forgotten... or simply thrown out?




The questions **no one is asking**


How many computers do you think are thrown away every single day in the U.S.?

What percentage of e-waste actually gets recycled?

Did you know that millions of working devices end up stored, forgotten... or simply thrown out?

 Over 112,000 computers are discarded daily in the U.S.

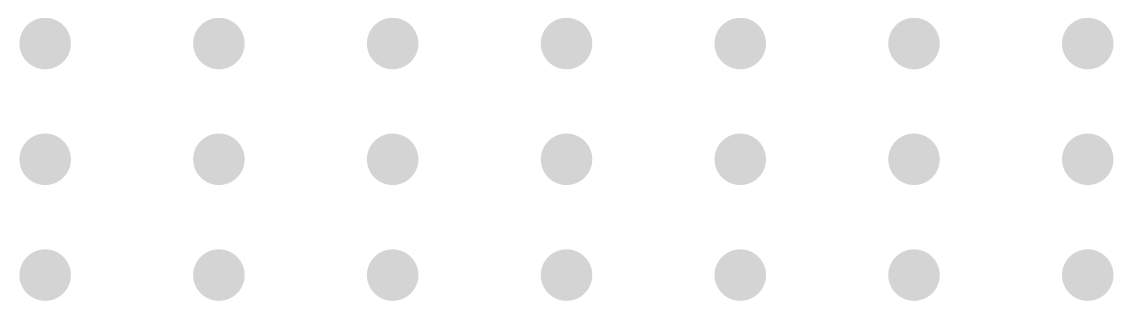
 Only 15% to 30% of electronic waste is properly recycled in the U.S.

 More than 116 million households in the U.S. have unused electronics tucked away in closets, drawers, and storage rooms.

Protek Recycling. (n.d.). What E-Waste Becomes: Electronics Recycling. <https://protekrecycling.com/electronics-recycling/what-ewaste-becomes/>

Global E-waste Statistics Partnership. (2024). United States of America - E-Waste Statistics (2022). Global E-Waste Monitor. <https://globalewaste.org/statistics/country/united-states-of-america/2022/>
Earth911. (2023). 20 E-Waste Facts You Need to Know. <https://earth911.com/eco-tech/20-e-waste-facts/>

SellCell. (2023, abril 19). The Great American Hoarder Report: 116 Million Households Storing Old Tech. <https://www.sellcell.com/blog/electronics-hoarding-survey/>



A story that changes everything

 Fe y Alegría, San José, Maracay, Venezuela – 2016

This is not just about electronics—it's about access.




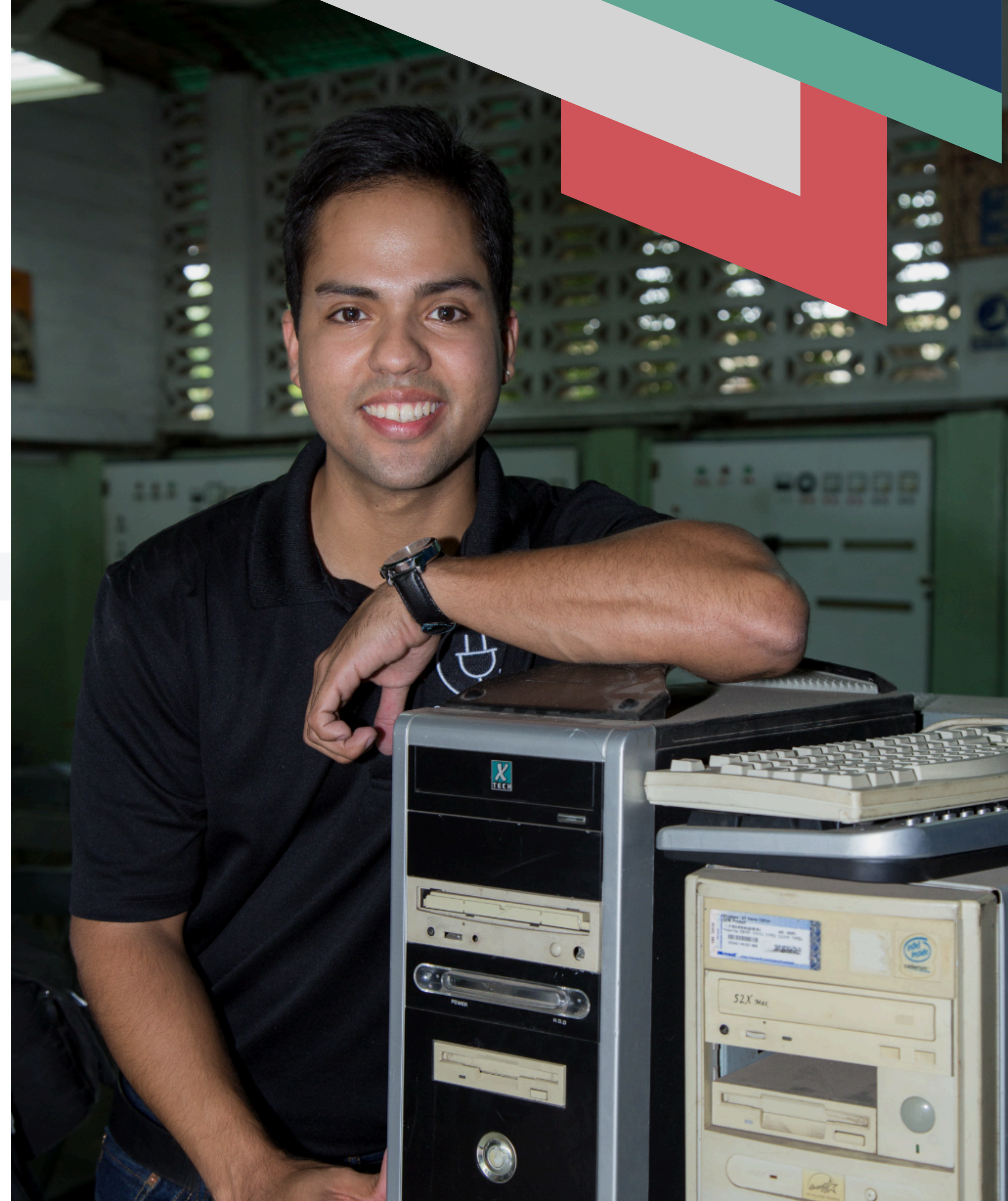
Nearly half of the world lives on less than \$10 a day.



One-third of the global population still lacks internet access.



 In the U.S., more than 10% of people have no access to computers or connectivity at home.



“What if the solution was already in our hands?”

1 in 5 households don't have a computer

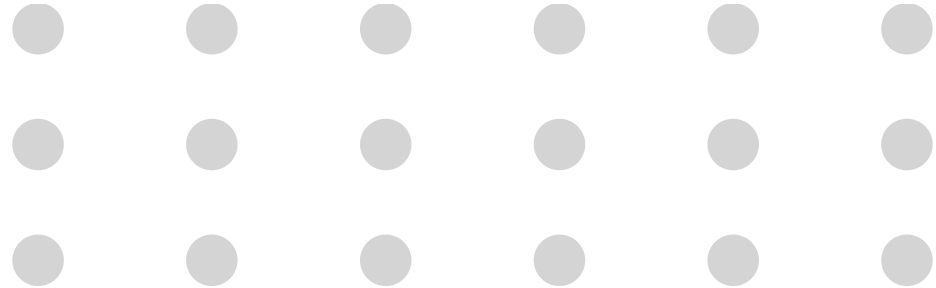


What if we could solve the digital divide by:

1. Educating the community about responsible technology use,

2. Recycling electronics and diverting them from the waste stream, and

3. Ensuring everyone in our communities has access to **technology, connectivity, and education?**



A Unique Model That Transforms Communities

STEP

1



eSmart Recycling

Refurbish and donate laptops.

STEP

3



Partner provides funding and/or educational curriculum.

STEP

2



Digital Education Foundation

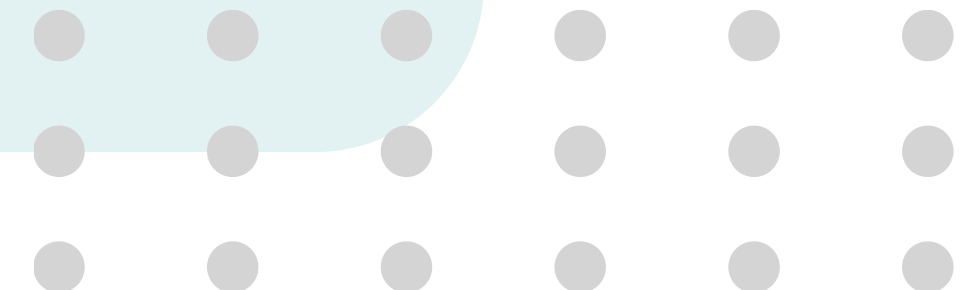
- ✓ Installs Community Tech Hubs.
- ✓ DEF leads awareness campaigns.
- ✓ Provides educational games for school that teach the importance of responsible technology recycling.

Result

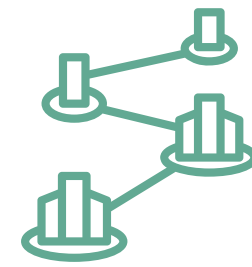


A digital connected and empowered community

We bring responsible recycling and digital education together, powered by companies like yours.



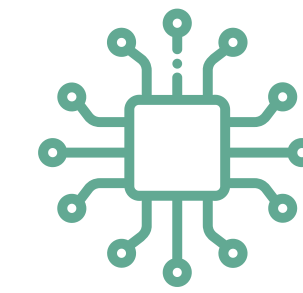
What Makes This Model **Different?**



Turnkey, scalable model



National network of Tech Hubs



Fully branded partner experience



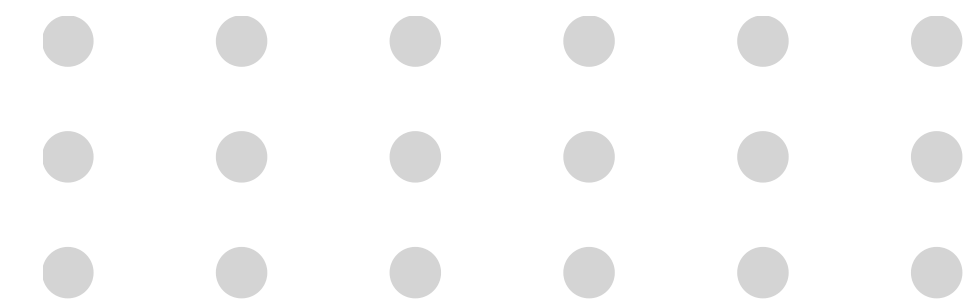
Real - time impact data and reports



Includes curriculum and training



Opportunities for employee engagement





Join the E-revolution!

Thank you for being part of our eRecycling Drive

Download your personalized certificate to see how recycling your devices helped protect your data, **reduce e-waste**, and empower communities with greater access to technology.



SCAN THE QR to get your personalized certificate of recycling



Secure data destruction (R2v3 + HIPAA compliant)



Environmental + social impact tracking



Computers for kids and families in need

www.esmartrecycling.com/events

Powered by eSmart Recycling



Bulls, it's time to Join the E-Revolution with your recycled Tech

Give your old tech a second life and help bridge the digital divide! Every recycled device creates an opportunity for students and families in St. Pete.



When and where:

- Help Desk - Bayboro Hall (BAY) 226
- Monday - Friday | 8 AM - 5 PM

Can't drop it off? Request a pickup at stp-help@usf.edu



Transform outdated electronics into refurbished computers for students and families through Digital Inclusion St. Pete and the Digital Education Foundation.



E-Recycling Month is here!

YOUR PICKUP WINDOW IS OPEN.

All verified Tampa Bay Tech member companies are now eligible for a fully managed, zero-cost tech collection.



This is the final step, Let's make it official.

Company name

Primary contact full name

Email address

Phone Number

Pickup location (city & county)

* All logistics and certificates are managed by eSmart Recycling. Submitters from this form are securely directed to Tampa Bay Tech and will not be shared or used by The Digital Education Foundation. You will be contacted within 2 business days to confirm your pickup window.

Submit Pickup Request →

What's Included (FREE):

- ✓ Pickup of up to 100 eligible devices
- ✓ 1 free TV recycled per location
- ✓ Premium reporting bundle at no cost, including:
 - Certificate of Data Destruction
 - Environmental & Carbon Footprint Certificates
 - Simple Audit Report & Social Impact Certificate
 - E-Revolutionary Certificate (downloadable)

No spreadsheets. No stress. Just secure service and measurable results.

Two Ways to Drive Impact



Option 1

Recycle with Purpose

Donate your used tech through eSmart Recycling.



Option 2

Sponsor a Tech Hub

Bring digital access to life through DEF.

One shared mission. Two paths to impact. Which one will you take?

Let's build digital opportunity - together



info@esmartrecycling.com
www.esmartrecycling.com



info@digitaledgefoundation.org
www.digitaledgefoundation.org

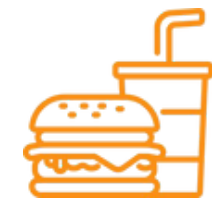




GO See The City:

Surplus Food Managment Platform

The Problem



Within the United States, a substantial **84% of uneaten food is discarded at restaurants.**



with a mere **1.4% being allocated for donation.**



The USDA & EPA's aim to cut food waste by 50% by 2030 led to nationwide ordinances, but a seamless platform for businesses to comply with regulations while redirecting surplus food to consumers and nonprofits is lacking.





GO See The City:

We enable restaurants, stadiums, festivals, hotels, and all eateries to seamlessly comply with their food waste ordinances, maximize their social impact, and increase their daily revenue by redirecting surplus food to consumers and nonprofits. We then aggregate all the data and provide it to municipalities in real-time so they can monitor their city's food waste reduction efforts, assist in nonprofits receiving increased food donations, gauge community engagement, and much more.

Turn-key solution



**Streamlined
Compliance**

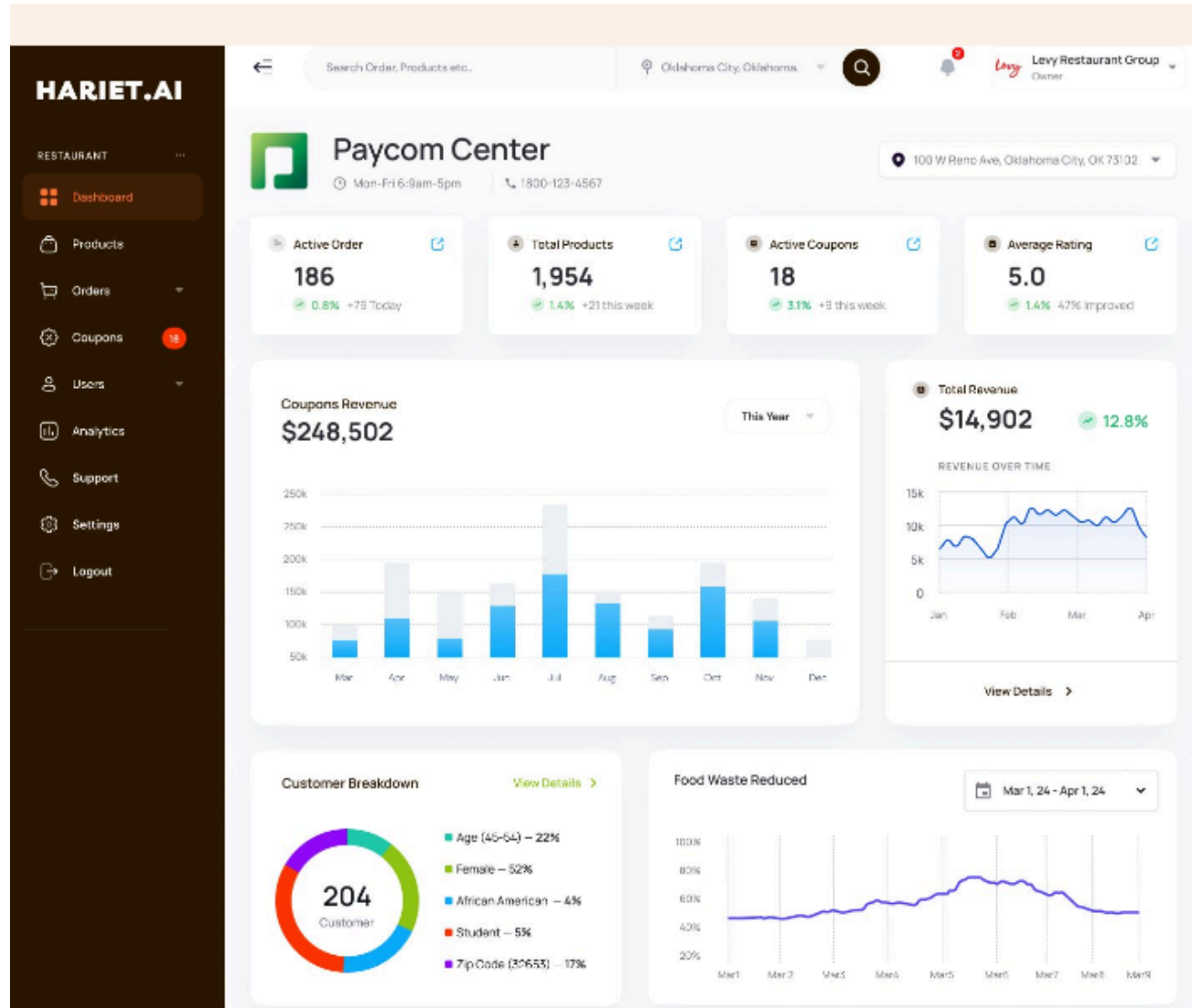


Track & Monitor



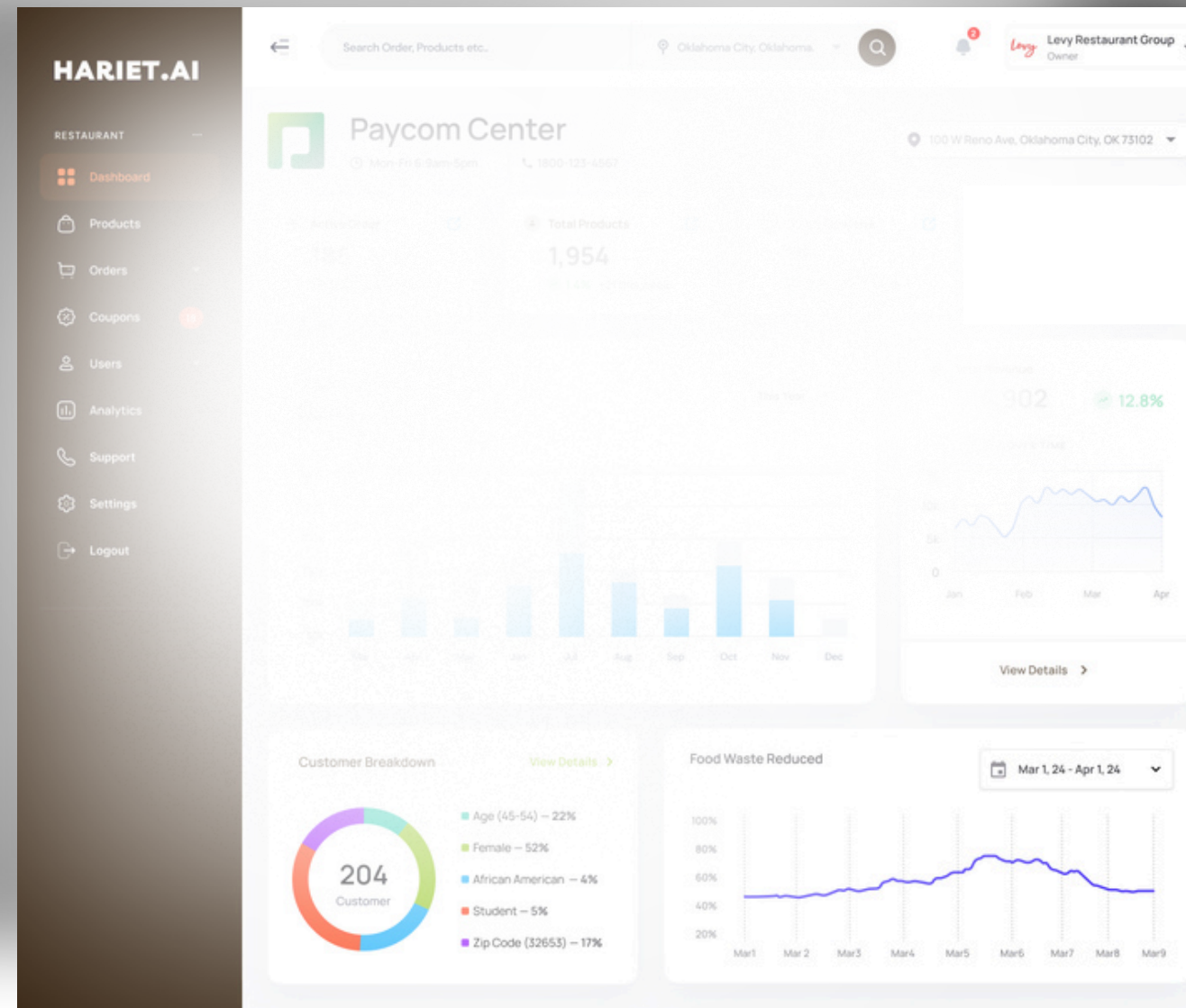
Actionable Analytics

We turn their surplus food management process from Excel sheets & emails to Quickbooks.

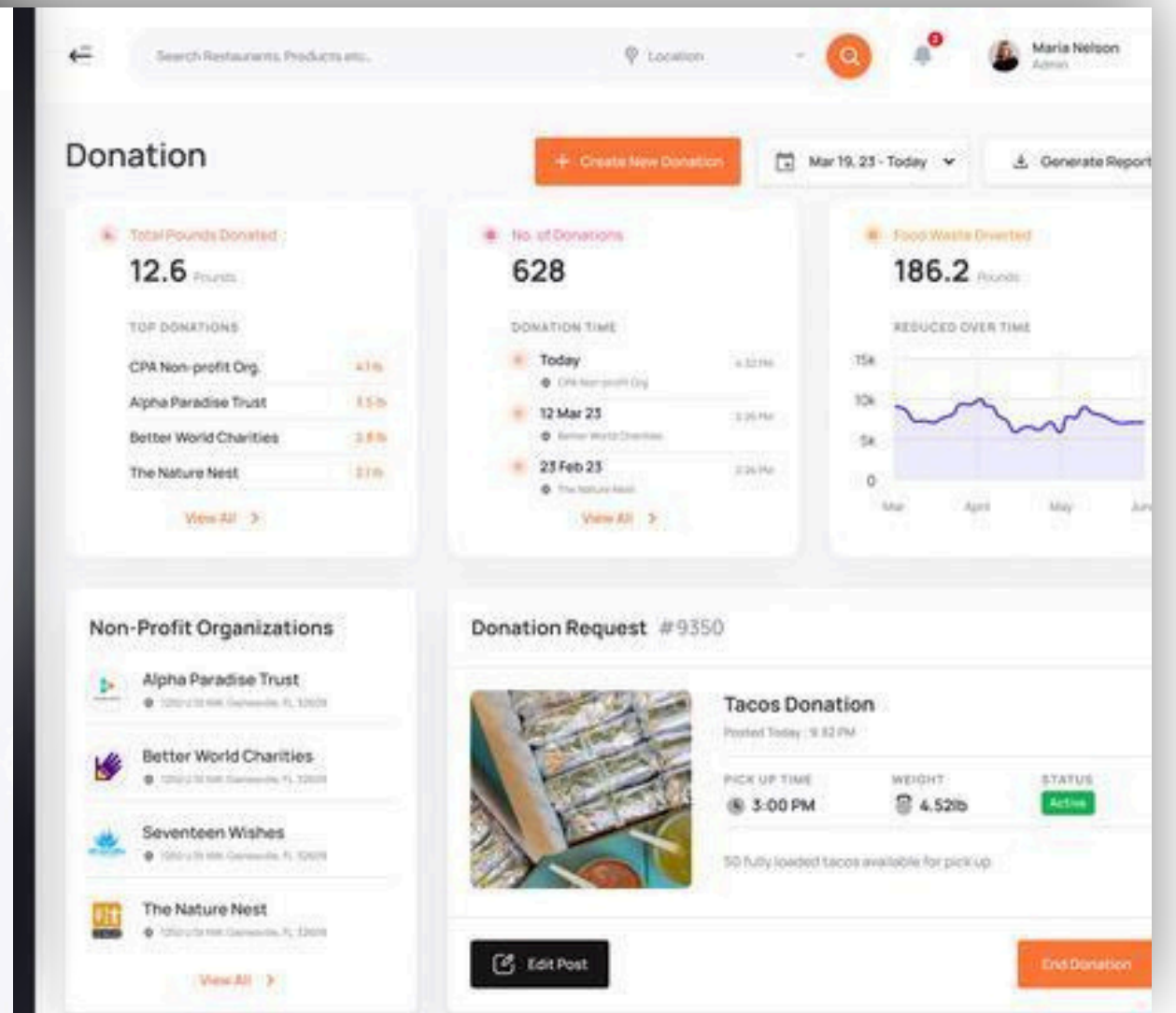


Hariet.AI

is the enterprise platform for GO See The City. It aims to emulate the impactful legacy of Harriet Tubman by leading unused food and farming crops to those in need. Similar to how Harriet Tubman guided Americans to freedom, Hariet.AI connects farms, stadiums, festivals, and more with surplus food to nonprofits and customers at a discount, ensuring that no food goes to waste and addressing food insecurity and food costs in communities. Through Hariet.AI, food suppliers can easily redirect their unused produce to those who need it most, creating a direct and efficient pathway for food redistribution.



Restaurants/Stadiums/
Festivals

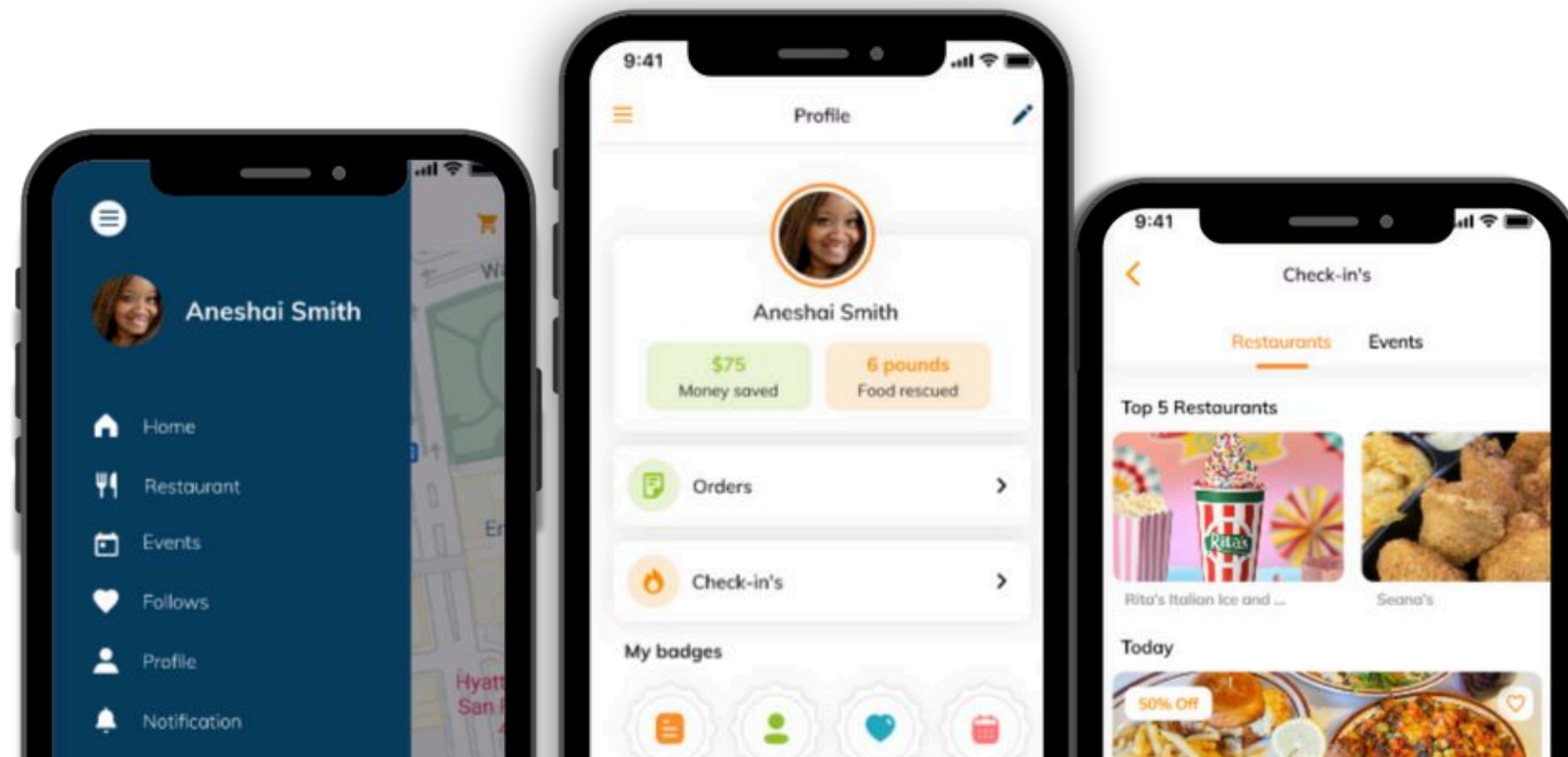


Nonprofits

Real-time access

APP for Consumers

At GO See The City, we enable eateries to either sell their food at a discount through our app or donate it via our HarietAI platform. This strategy ensures that every partnered location achieves zero food waste.



Case Study



CLICK THE SLIDE TO SEE WHAT WE DO!

Case Study

Donations turn into Impact

Overview

The collaboration between Levy Restaurant Group and GO See The City has generated significant positive impacts in the Oklahoma City area. Below, we detail the environmental and community benefits of this partnership.

Results

(includes Oklahoma University)



Pounds of Food

A remarkable 6,200 pounds of food, encompassing prepared meals and ingredients, were donated to support the Oklahoma City community.



Meals Served

More than 5,100 meals were served to those in need in the Oklahoma City area.



Charites supported

The 6,200 pounds of food were donated to charitable organizations focused on alleviating food insecurity. These organizations serve a diverse population in need, including autistic children, families facing financial hardship, and families residing at the Ronald McDonald House.



Water Saved

By donating the surplus food instead of disposing of it, approximately 786,000 gallons of water was saved, which is equivalent to over 38,000 showers.



Money saved

(Excludes Oklahoma University)

\$10,252.16



Carbon Footprint

By donating the food instead of disposing of it, approximately 6.42 tons of carbon dioxide equivalent (CO₂eq) emissions are avoided, which is equivalent to removing about 5,784 pounds of coal from being burned.

Case Study

Donations turn into Impact



1 Reply

Wanted you to know that the steaks we got from [redacted] a couple of weeks ago were used tonight for a block party! We also use the chicken and green beans we picked up Friday. We fed almost 300 people!! We had some amazing conversations and met a lot of our neighbors That we hadn't before. We are so thankful for this resource. We really appreciate you!

Traction



techstars_



endeavor MIAMI



THE BLACK WALL STREET TIMES

"Access is the New Civil Right"

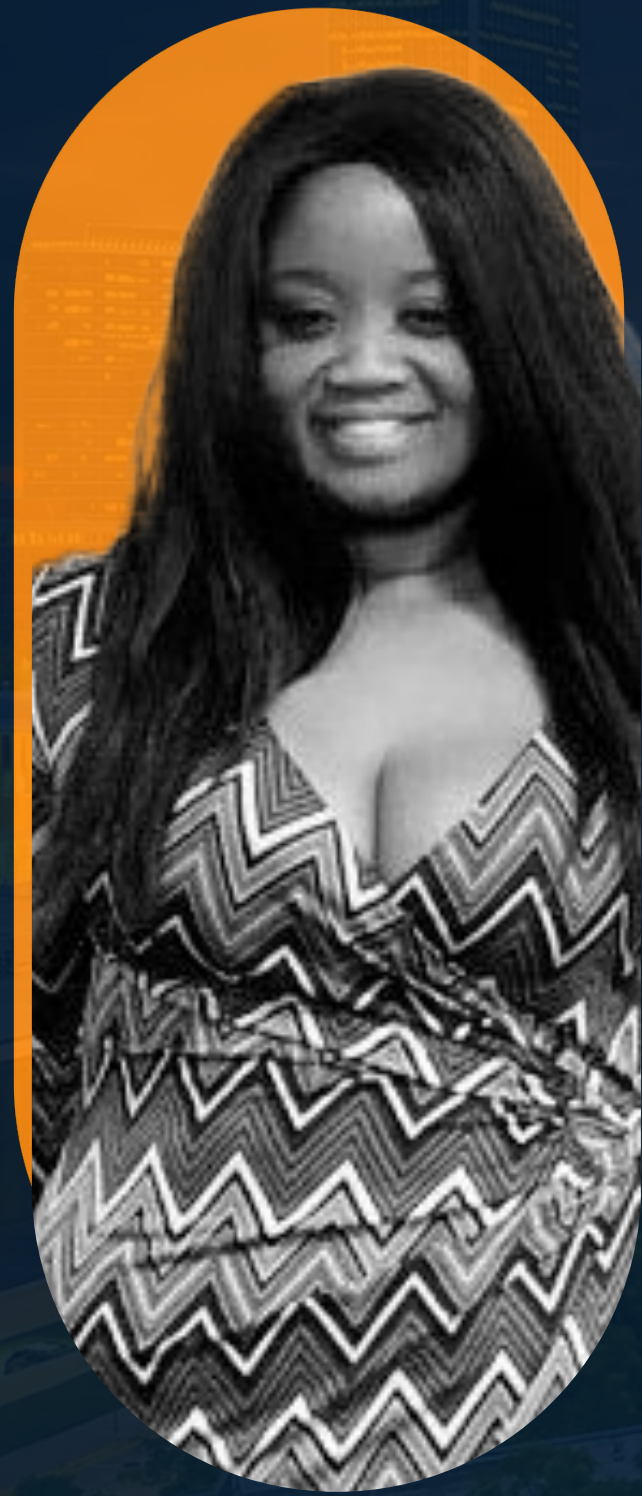
“ Go See The City, Redirecting Food Waste to Those Facing Hunger ”

Inc.

“ She Built a Clever Way to Tackle Food Waste and Named It After An American Hero ”

FOX 25 WE'VE GOT YOUR BACK

“ Levy Restaurant and 'GO See The City' donate Thunder & OU games leftover food ”



FOUNDER & CEO

Aneshai Smith

GO SEE THE CITY



Thank You

- 📍 Tampa, FL
- 📞 352-900-1505
- ✉ Hello@GoSeeTheCity.com



LiquiDonate

Disney Petit

Zero Waste Conference, October 2025



Disney Petit

Who are we?





Founder, CEO







Aisya Aziz
CTO

And other team members from



More about me: Lifelong activist and environmentalist, turned entrepreneur



FIRST BULK MEAL DROP COMPLETE!

Posted 03/23/20 by Michael



all, many more pics coming soon as we come online with dedicated social media accounts - here is the receiving team with about half of **first bulk meal drop today (50 meals!)**, through which we fed **entire nursing units treating Covid-19 patients at UCLA Santa Monica Medical Center! Sweetgreens** was amazing in kickstarting meal donations and having the bulk order prepared for pickup for me, our **Postmates** driver was brilliant, and **UCLA Health** admin is fantastic in fast-tracking an approval process that normally takes CH longer! Many more exciting updates coming soon!! -your Feed the Angry Nurses project volunteers.

Our Mission

To Lead Retail's Transition to Circular Returns



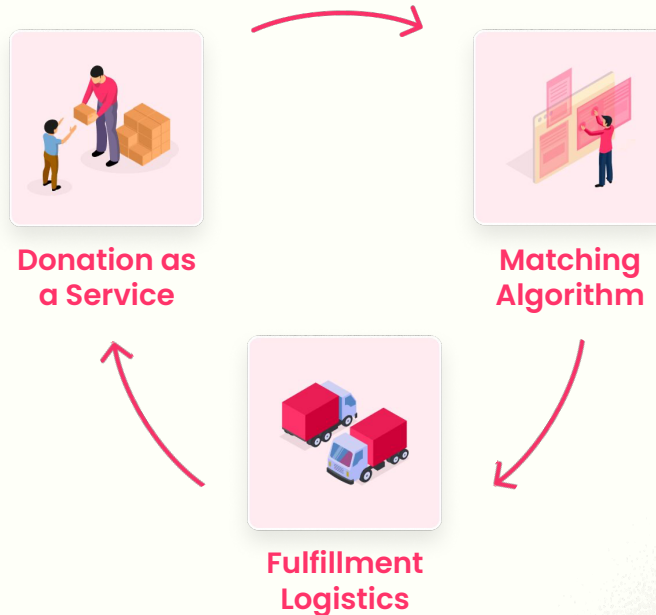
LiquiDonate





What is it?

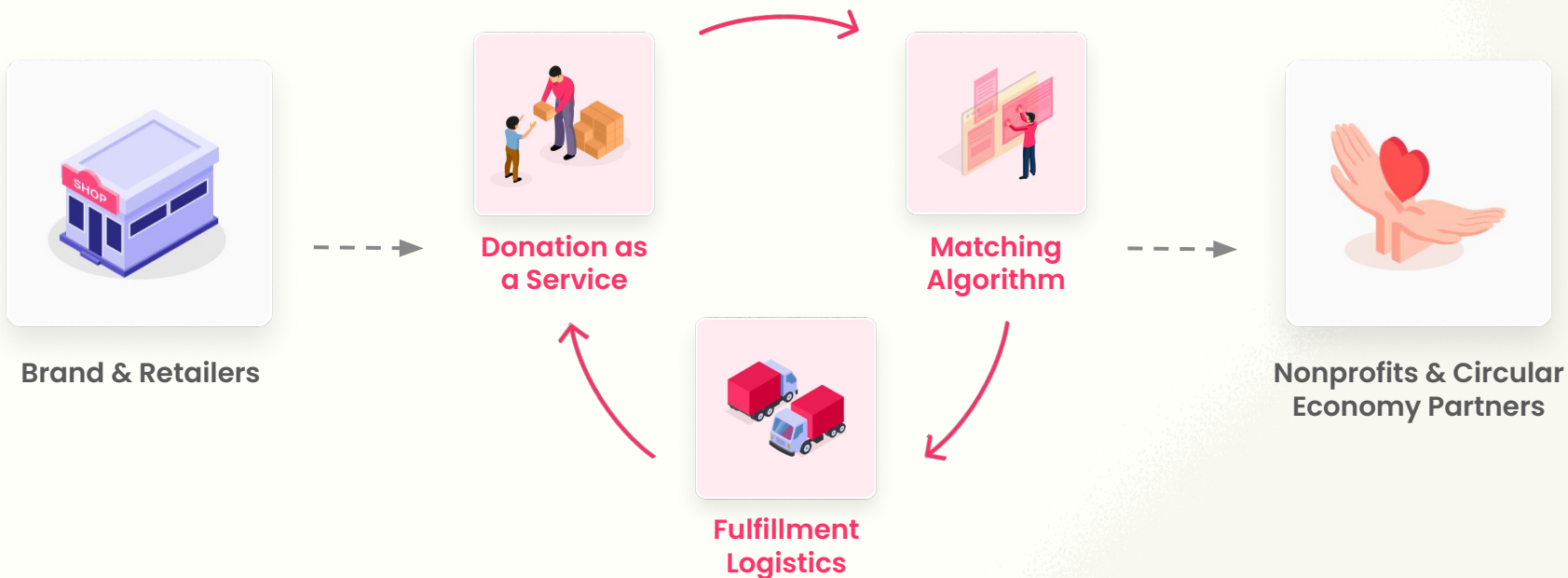
A software platform that reduces logistics cost by matching unsellable inventory or returns with local nonprofits and schools.





What is it?

A software platform that reduces logistics cost by matching unsellable inventory or returns with local nonprofits and schools.



Companies we work with

KATE
HEWKO


HONEYLOVE

Room&Board

 OKE

BAGGU



WOXER

Walli

TAE

TUFT &
NEEDLE

DEVON
+LANG

SITANO
LIVE LEISURELY

Liquid
Death
MOUNTAIN WATER

BUILT DIFFERENT


HUCKBERRY



WE'RE NOT REALLY
STRANGERS

Honua
HAWAIIAN SKINCARE

KATTHE LABEL

I R O
PARIS



Curology

J J W I N K S




BOMBAS

and many more!

Impact: Donations by **The Numbers**

12M+

Items Donated



4K+

Nonprofits Network



\$130M+

Estimated Value of
Donated Items





Why was it built?

Retailers and brands **have no way** of finding scalable, economically viable alternatives to landfilling usable inventory.



Easy-to-use

Online Platform

LiquiDonate

Donate from the Warehouse By the Box, Pallet or Truckload

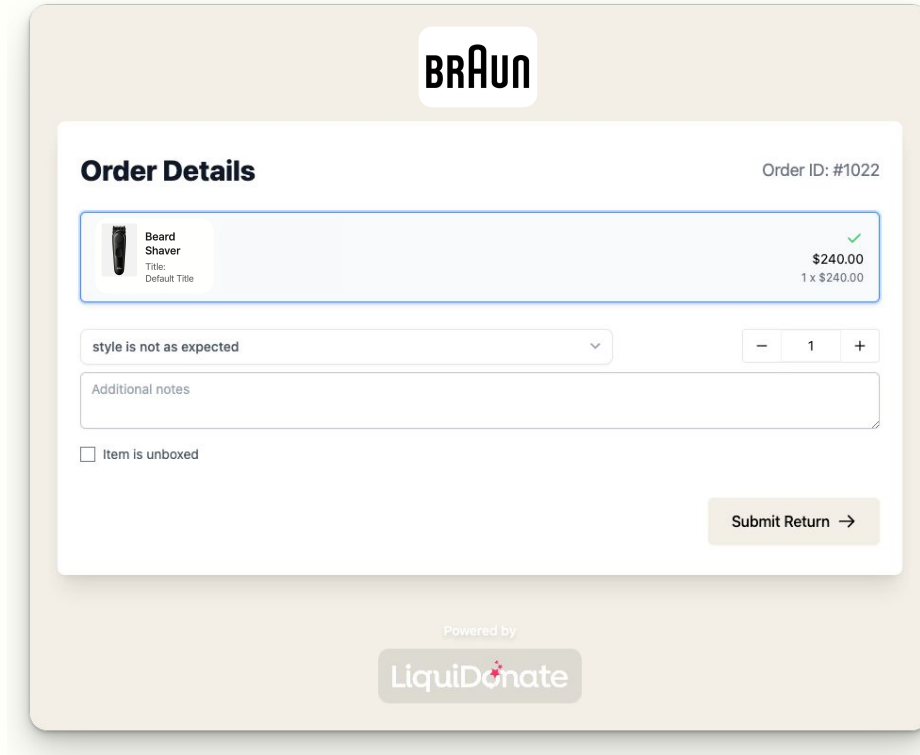
The screenshot displays the LiquiDonate dashboard. At the top left, it says "Good morning, John" and "Welcome back to LiquiDonate". The main menu on the left includes: Dashboard (selected), Donations, Fulfillments, Matches, Messaging, Donation Receipts, Integrations, Account, and Logout. The dashboard content is divided into several sections:

- Dashboard:** A welcome message: "Welcome back! Here's an overview of your recent activity."
- Summary Cards:** Four cards showing key metrics:
 - Total Donations: **\$12,345** (+12% vs last month)
 - Orders Processing: **23** (-5% vs last month)
 - Fulfillments: **89** (+2% vs last month)
 - Active Users: **452** (+15% vs last month)
- Recent Activity:** A list of four events:
 - New donation request:** Walmart has submitted a new donation request for electronics. Status: pending (10 minutes ago).
 - Order fulfilled:** Order #45123 has been successfully fulfilled. Status: completed (1 hour ago).
 - New message:** You received a message from Foodbank Organization. Status: info (3 hours ago).
 - Donation matched:** A new donation has been matched with 3 recipients. Status: success (Yesterday).
- Alerts:** Three alert boxes:
 - Donation requests need review:** There are 5 donation requests awaiting your approval.
 - System maintenance:** Scheduled maintenance in 3 days. No downtime expected.
 - Magic Match opportunity:** New potential match found between your items and nonprofit needs.

At the bottom of the dashboard, there are links to "View all activity" and "View all alerts".

No Downloads. No Integrations. Start Using it Today.

Donate Unsellable Returns by Skipping the Warehouse



The image shows a digital return form for a BRAUN product. At the top center is the BRAUN logo. Below it, the form is titled "Order Details" on the left and "Order ID: #1022" on the right. A product card for a "Beard Shaver" is displayed, showing a small image of the shaver, the title "Beard Shaver", and a subtitle "Title: Default Title". To the right of the product card, the price "\$240.00" is shown with a green checkmark, and below it, "1 x \$240.00". Below the product card is a dropdown menu with the text "style is not as expected" and a downward arrow. To the right of the dropdown are minus, quantity "1", and plus buttons. Below the dropdown is a text input field labeled "Additional notes". At the bottom left of the form is a checkbox labeled "Item is unboxed". At the bottom right is a button labeled "Submit Return →". At the very bottom of the form, it says "Powered by" followed by the LiquiDonate logo.

Seamless Branded Customer Experience

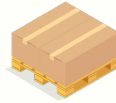
How we

Lower Your Costs

LiquiDonate

Donate Bulk Warehouse Excess

Save ~50% per item, quickly clear up valuable space, get tax benefits, and help local community orgs.



Based on
80 units/pallet

LANDFILL

\$2.57 Average storage & dumping cost **per item**



Storage*
\$1.59/item



Landfill
\$0.99/item

*Assume 6 months of storage

LIQUIDONATE

\$1.38 Average donation cost **per item**



LiquiDonate Service

\$1.38 per item



Donating Unprofitable Returns

Cost-cutting innovation that benefits both people and the planet.



LIQUIDONATE

+\$0.06

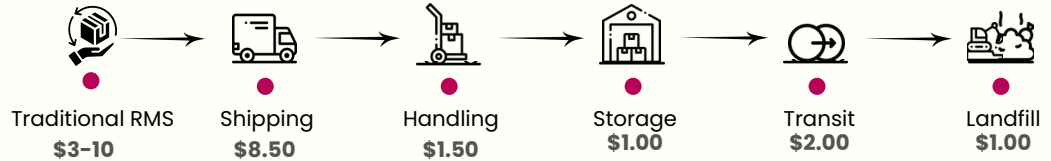
Average **Earnings**
per Return



TRADITIONAL RMS / LANDFILL

\$15.00

Average **Cost***
per Return



*Total cost based on item priced at \$22

Customer Case Study

BUILT DIFFERENT

What They Sell :

The Best Fitting T-Shirts

For Big & Tall Men



“ We are so appreciative of the donations. Our clients are loving having such quality new items in their size in our free clothing closet. ”

Environmental Impact

1,300 miles

Transit avoided per order

~420 returns

monthly

10,260 pounds

diverted from landfills since June 2024

Customer Case Study



What They Manufacture :

CPG Snacks



“
We gave out pallets to schools, churches, a homeless shelter, and a few other places. They were all very appreciative of the donations. We were extremely blessed, excited, and happy.

”

Social Impact

70 nonprofits

Receiving donations in Arizona, California, New Mexico, Nevada, and Utah

32,000+ boxes

Boxes of snacks diverted from landfills since May 2023

51%

Community recipients federally identified as overburdened by pollution and underserved in economic investment

Retailers are Happy About Donating

NPS Score

80%

B2B SaaS average is 38%

“

LiquiDonate is crucial to Room & Board's aggressive goal of diverting 90% of operational waste from landfills by 2030.

Room&Board

”

“

Nonprofit pickup coordination was made so easy through the web app and the pickup itself was great!



”

“

I swear I spent 4 months trying to find donation pathways, and with LiquiDonate it was matched and out of the warehouse in 2 weeks!

baloo

”

LiquiDonate

Reduce Waste and Lower Operational Costs with **One Single Service**

FAST COMPANY

WORLD CHANGING
IDEAS 2024

100
the LEADING

INNOVATIVE TECH
STARTUPS 2023 & 2024

FAST COMPANY
impact
council

PLEDGE
1%
pledgepercent.org

liquidonate.com

