

2025

Day 2

Concurrent PM

1:45 PM

Oct 23

Track A

How Zero Waste Pop Ups Can Support Zero Waste Events

Moderator: Sherry Gong

Speakers: Samantha Romanick
Kimberly Rios



NATIONAL
ZERO WASTE
CONFERENCE



The National Zero Waste Station Pop-Up Program

Presented by
Sherry Gong
NZWC 2025





WHAT IS A ZERO WASTE STATION POP-UP?





WHAT IS A ZERO WASTE
STATION POP-UP?



HOW DID THE
NATIONAL PROGRAM
WORK?





WHAT IS A ZERO WASTE
STATION POP-UP?



HOW DID THE
NATIONAL PROGRAM
WORK?



WHAT'S NEXT?





About Race to Zero Waste

ZERO WASTE WEEK & FORUM

Creating a future focused on Rethink, Redesign, Re-use, Re-earth, and the Reduction of resource extraction

Race to Zero Waste

WORDS FUCKING MATTER

ZERO WASTE WEEK & FORUM

Sustainability in Action



The Race to Zero Waste calls for **urgent** action to reduce waste in all sectors!

In support of our mission, Race to Zero Waste focuses on community-centered education and works to build local, national, and global campaigns through a network of coalition leaders.



Our Projects

Our Projects



Our Projects



Our Projects





Zero Waste Station Pop-Ups



Sustainability in Action

“The Fourth Bin” for Reuse



Race to Zero Waste

Sustainability in Action

“The Fourth Bin” for Reuse

- Donations



“The Fourth Bin” for Reuse

- Donations
 - Included:
 - Working chargers
 - Backpacks
 - Coats
 - Canned goods



“The Fourth Bin” for Reuse

- Donations
 - Included:
 - Working chargers
 - Backpacks
 - Coats
 - Canned goods
- Reusable to-go drop-off point
 - E.g. Dispatch Goods



EXPANDING NATIONALLY





EXPANDING NATIONALLY

- Priority to small budgets in EJ communities



EXPANDING NATIONALLY

- Priority to small budgets in EJ communities
- R20W provides training and some supplies



EXPANDING NATIONALLY

- Priority to small budgets in EJ communities
- R20W provides training and some supplies
- Participants attend meetings & provide a short report



MARKETING STRATEGY



MARKETING STRATEGY

- Directly invited existing contacts



MARKETING STRATEGY

- Directly invited existing contacts
- Posted on relevant groups



MARKETING STRATEGY

- Directly invited existing contacts
- Posted on relevant groups
- Social media



Final Participants



Program Supplies & Training



Program Supplies & Training

- R20W-branded tablecloth



Program Supplies & Training

- R20W-branded tablecloth
- 3 to 4 bus tubs



Program Supplies & Training

- R20W-branded tablecloth
- 3 to 4 bus tubs
- Designed signs



Program Supplies & Training

- R20W-branded tablecloth
- 3 to 4 bus tubs
- Designed signs
- Dual-branded standing banner with rolling bag



Program Supplies & Training

- R20W-branded tablecloth
- 3 to 4 bus tubs
- Designed signs
- Dual-branded standing banner with rolling bag
- Handbook



Program Supplies & Training

- R20W-branded tablecloth
- 3 to 4 bus tubs
- Designed signs
- Dual-branded standing banner with rolling bag
- Handbook
- Data collection template



Program Supplies & Training

- R20W-branded tablecloth
- 3 to 4 bus tubs
- Designed signs
- Dual-branded standing banner with rolling bag
- Handbook
- Data collection template
- Additional assistance





DATA COLLECTED



DATA COLLECTED

$$\begin{aligned} \text{Diversion Rate} &= \\ &= \frac{\text{Total Recycled} + \text{Total Composted}}{\text{Total Recycled} + \text{Total Composted} + \text{Total Landfilled}} \end{aligned}$$



Data Template

Data Template

Commingled (Paper and Bottle & Can)					
Container Type	Quantity	No. of pickup days/wk	% Full	Weight (lbs)	Notes:
6 cubic yard dumpster		1		0	
4 cubic yard dumpster		1		0	
3 cubic yard dumpster		1		0	
2 cubic yard dumpster		1		0	
1 cubic yard dumpster		1		0	
96-gallon Toter		1		0	
64-gallon Toter	1	1	75	85.44	
32-gallon Toter		1		0	
			Total	85.44	

Data Template

Commingled (Paper and Bottle & Can)					
Container Type	Quantity	No. of pickup days/wk	% Full	Weight (lbs)	Notes:
6 cubic yard dumpster		1		0	
4 cubic yard dumpster		1		0	
3 cubic yard dumpster		1		0	
2 cubic yard dumpster		1		0	
1 cubic yard dumpster		1		0	
96-gallon Toter		1		0	
64-gallon Toter	1	1	75	85.44	
32-gallon Toter		1		0	
			Total	85.44	

Food Scraps Compostables					
6 cubic yard dumpster		1		0	
4 cubic yard dumpster		1		0	
3 cubic yard dumpster		1		0	
2 cubic yard dumpster		1		0	
1 cubic yard dumpster		1		0	
96-gallon Toter		1		0	
64-gallon Toter		1		0	
32-gallon Toter	1	1	50	80	
			Total	80	

Data Template

Trash					
Container Type	Quantity	No. of pickup days/wk	% Full	Weight (lbs)	Notes:
30 cubic yard debris box		1		0	
25 cubic yard debris box		1		0	
20 cubic yard debris box		1		0	
15 cubic yard debris box		1		0	
6 cubic yard dumpster		1		0	
4 cubic yard dumpster		1		0	
3 cubic yard dumpster		1		0	
2 cubic yard dumpster		1		0	
1 cubic yard dumpster		1		0	
First Location 64-gallon Toter	1	1	30	21.6	
Second Location 64-gallon Toter		1		0	
Third Location 64-gallon Toter		1		0	
			Total	21.6	

Data Template

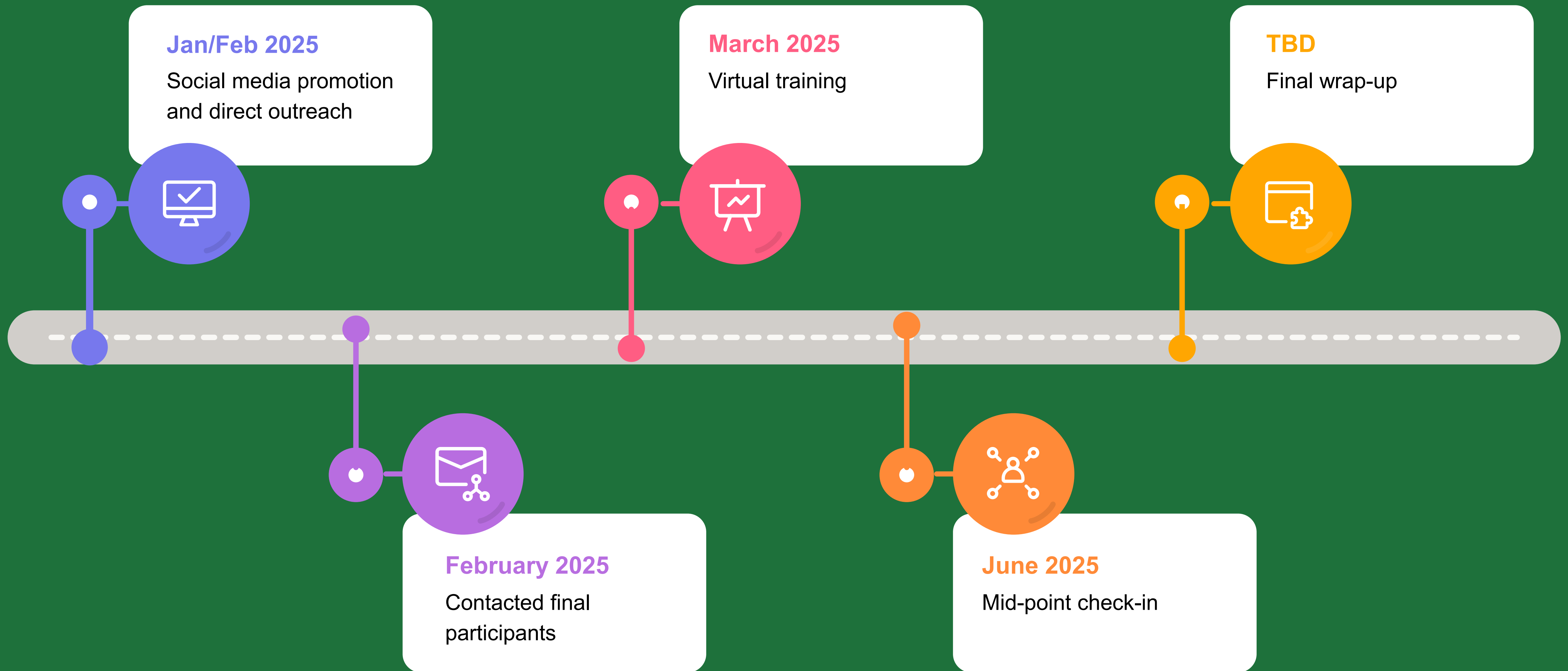
Trash	Quantity	No. of pickup days/wk	% Full	Weight (lbs)	Notes:
30 cubic yard debris box		1		0	
25 cubic yard debris box		1		0	
20 cubic yard debris box		1		0	
15 cubic yard debris box		1		0	
6 cubic yard dumpster		1		0	
4 cubic yard dumpster		1		0	
3 cubic yard dumpster		1		0	
2 cubic yard dumpster		1		0	
1 cubic yard dumpster		1		0	
First Location 64-gallon Toter	1	1	30	21.6	
Second Location 64-gallon Toter		1		0	
Third Location 64-gallon Toter					

Diversion Rate Calculation*

Total Trash Generated:	21.6
Total Recycled:	85.44
Total Composted:	80
Total Trash, Recycled, Composted:	187.04
Diversion Rate:	88.45%

*Does not account for wood or reuse

Program Timeline





Interested in Getting a
Zero Waste Station Pop-
Up?



Sustainability in Action

Questions

Sherry Gong

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<https://racetozerowaste.org/>

<https://www.linkedin.com/in/sherryagong/>





KTMB

KEEP TRUCKEE MEADOWS BEAUTIFUL

Presented By: Kimberly Rios, KTMB Sustainability
Manager



About



Waste Reduction

Education

Active Community Involvement

...since 1989!



May 2025
Great Community Cleanup
September 2025
Truckee River Cleanup



Volunteer Appreciation Picnic



May 2025
320 people

Chose to Reuse

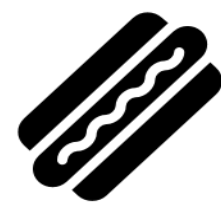
- 320 reusable cups
- 50 silverware
- 2 beer kegs



Other Zero Waste Strategies



Food menu selection



Condiments



Canned Beverages



Water jug

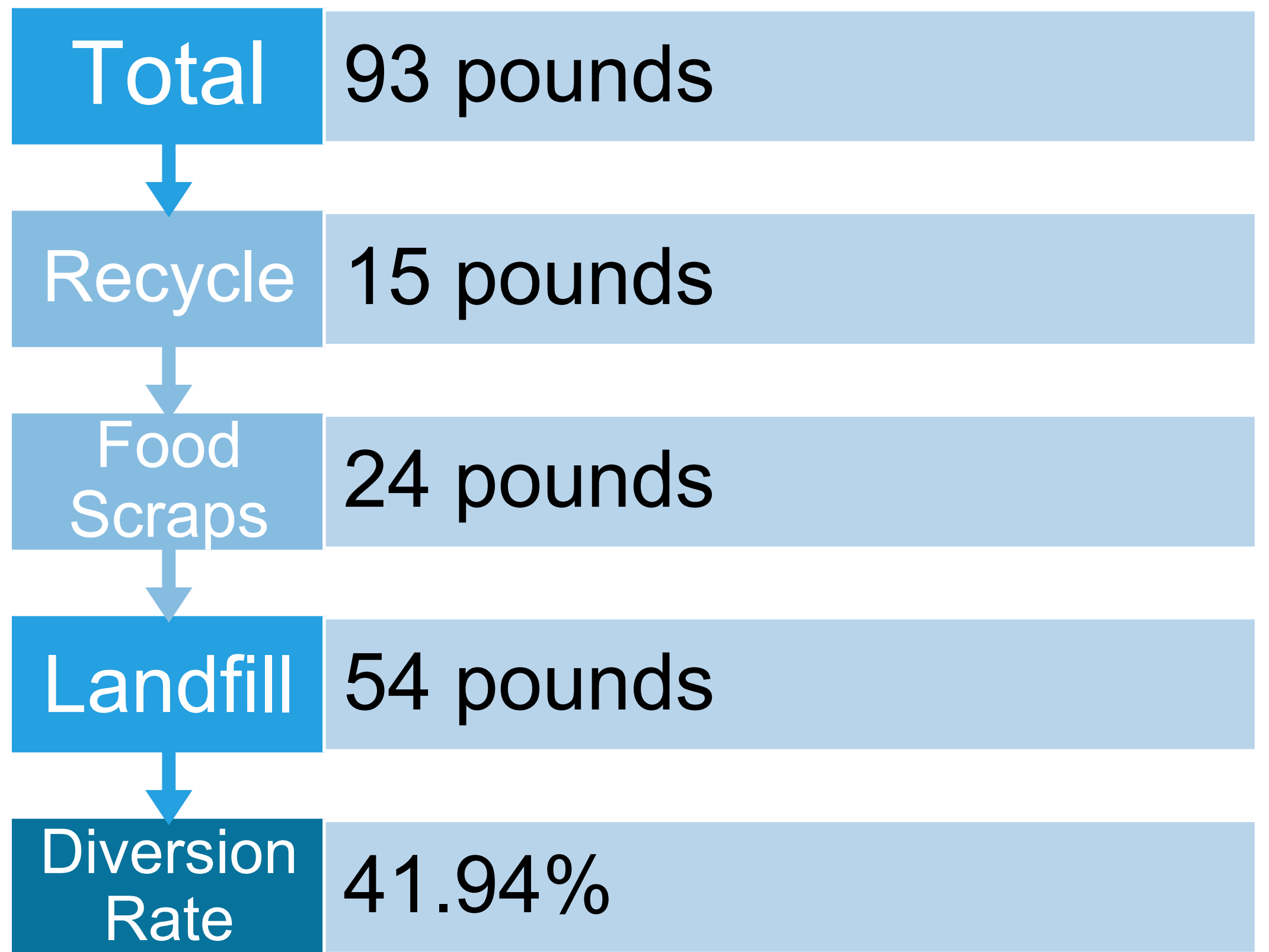


Food Donation





May 2025 Waste Analysis





September
2025
244 people

Chose to Reuse

- 31 silverware taken
- 21 individuals brought their own serve ware
- 3 propane tanks

Other Zero Waste Strategies



Plastic cups



Education





September 2025 Waste Analysis

Total	71 pounds
↓	
Recycle	16 pounds
↓	
Food Scraps	40 pounds
↓	
Landfill	15 pounds
↓	
Diversion Rate	78.87%



Waste Anatomy



Future Event Considerations



NON
RECYCLABLE
PACKAGING



COMMUNICATION



REUSE



KEEP TRUCKEE MEADOWS BEAUTIFUL



Follow me on
LinkedIn



Visit our website
KTMB.ORG

Email: Kimberly@ktmb.org

Sodus Point

The Plastics Problem & Zero Waste Solutions

Sodus Bay,
NY

Samantha Romanick, PhD

Microplastics Researcher &
Zero Waste Consultant

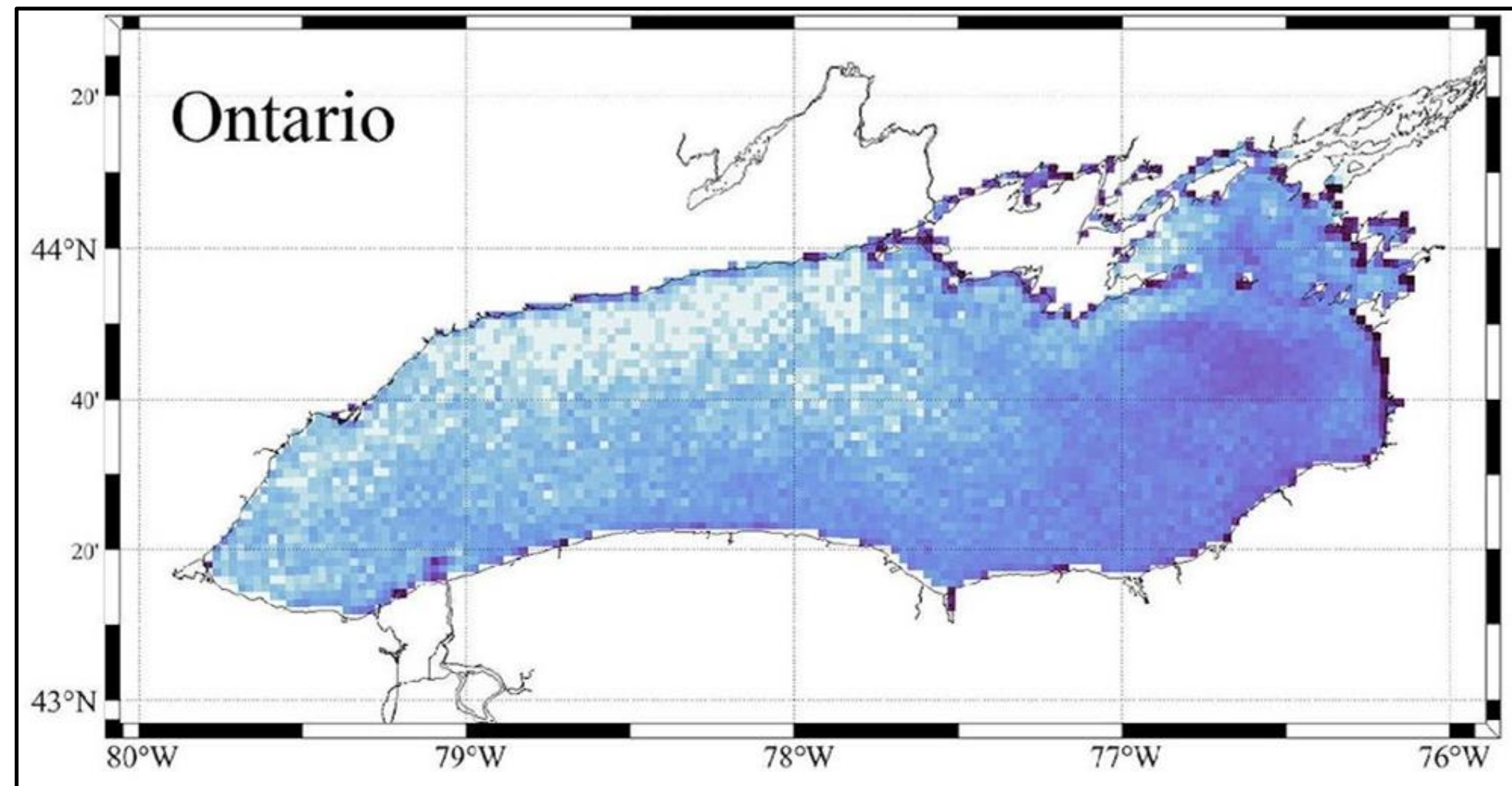
Save Our Sodus

Sodus Bay Watch Program

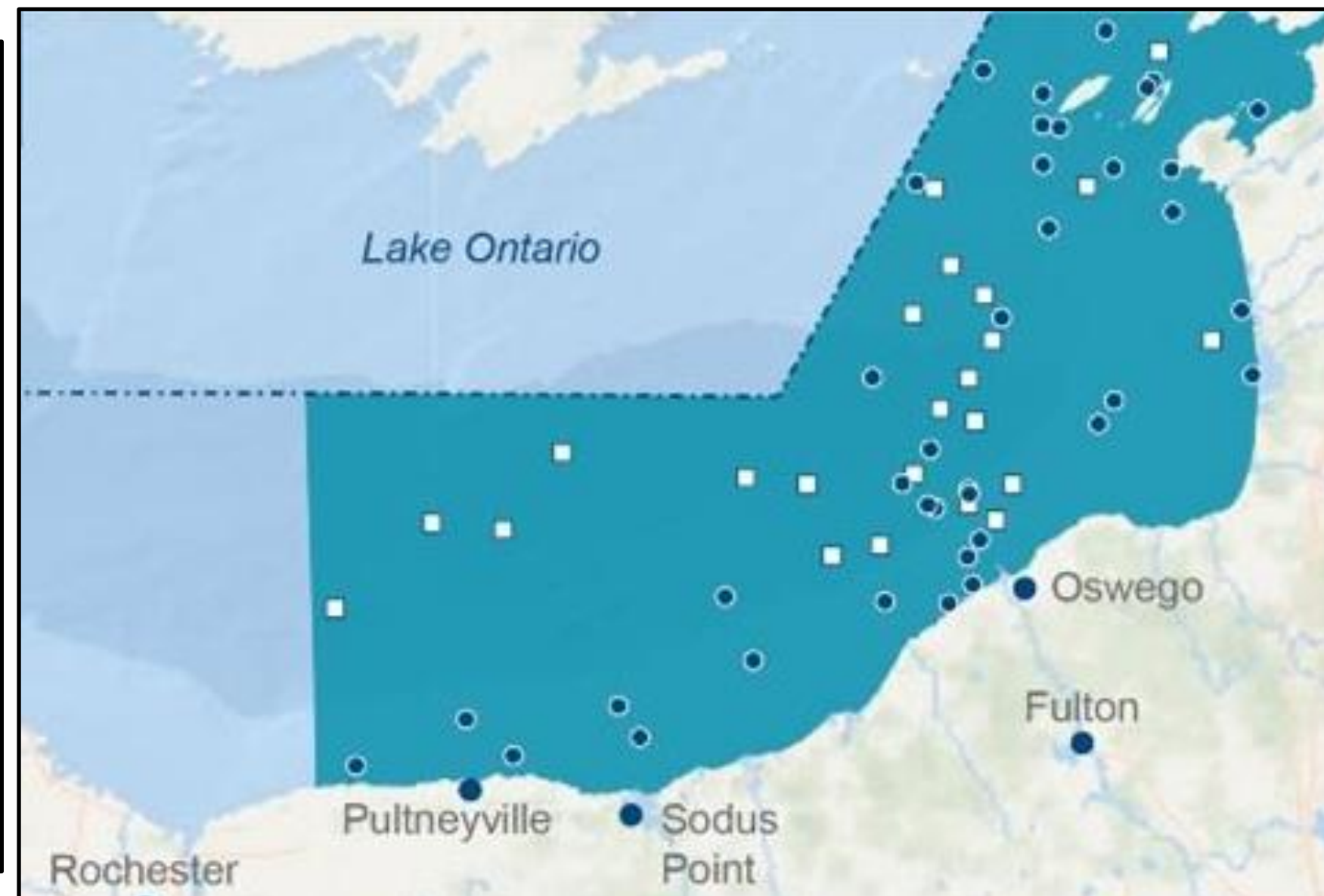
- Educational summer program for youth
 - Students assessed plastic pollution at Sodus Point
 - Journal of Emerging Investigators
- Great Lakes International Joint Commission



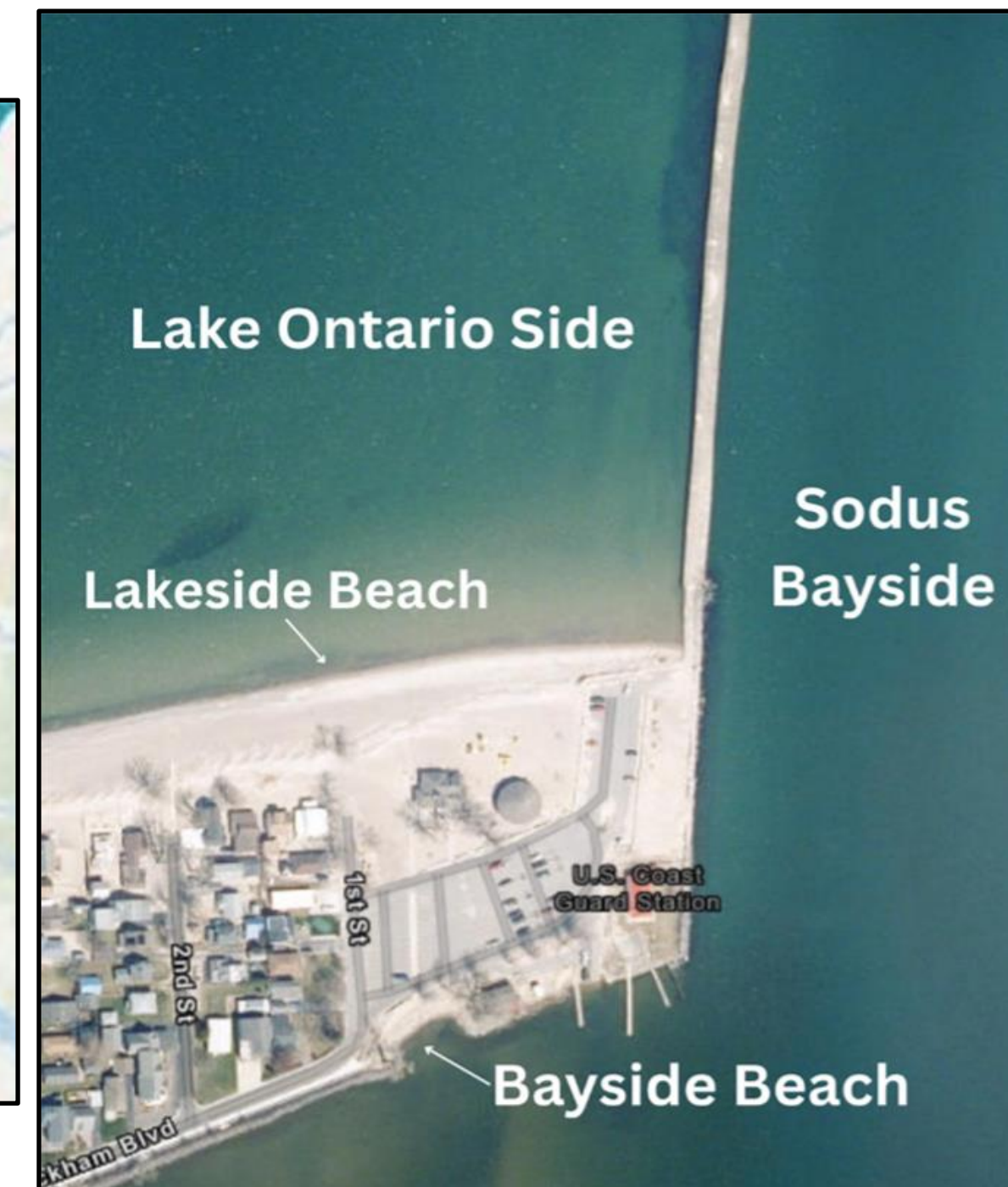
Lake Ontario



Lake Ontario Marine Sanctuary



Sodus Point



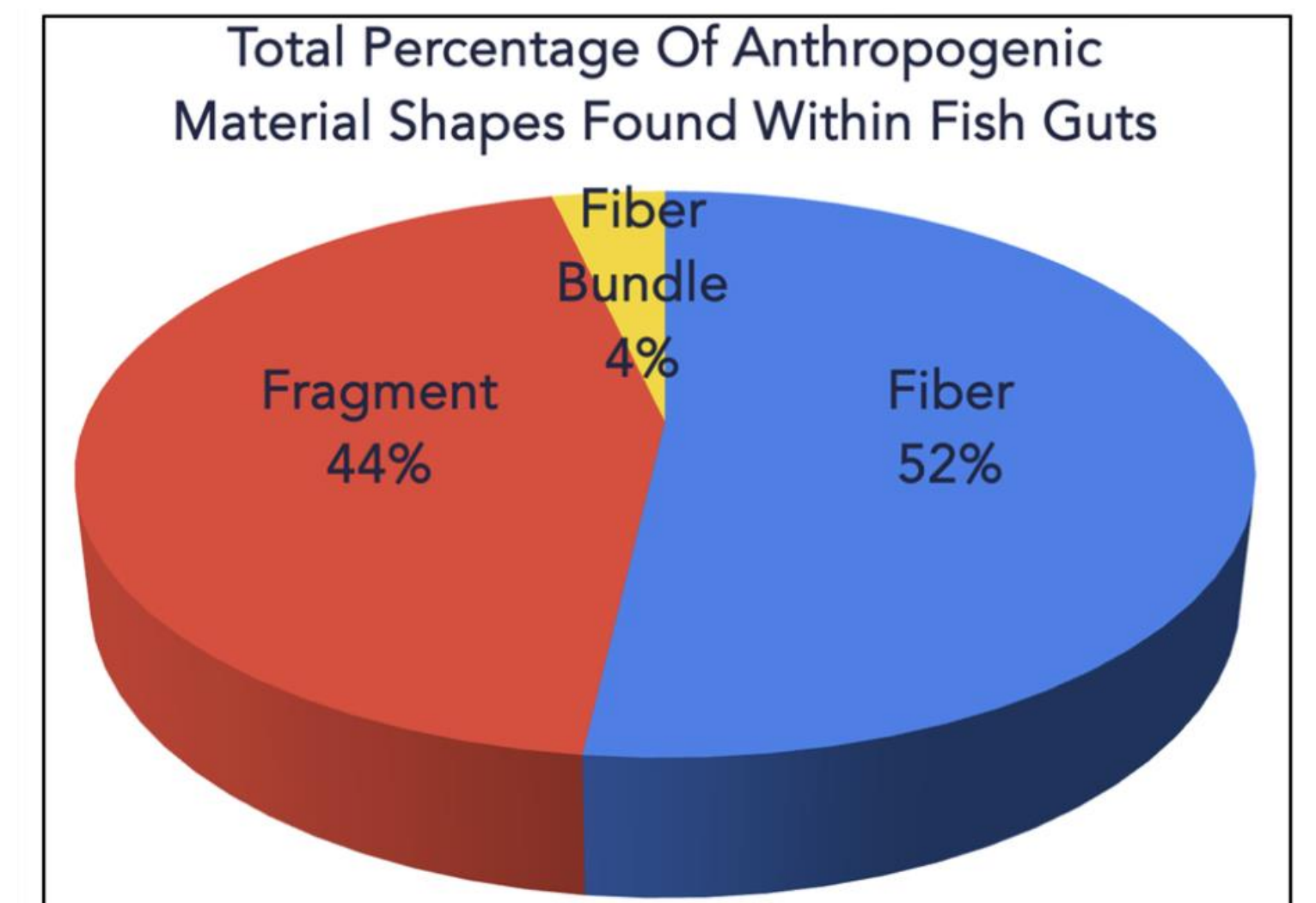
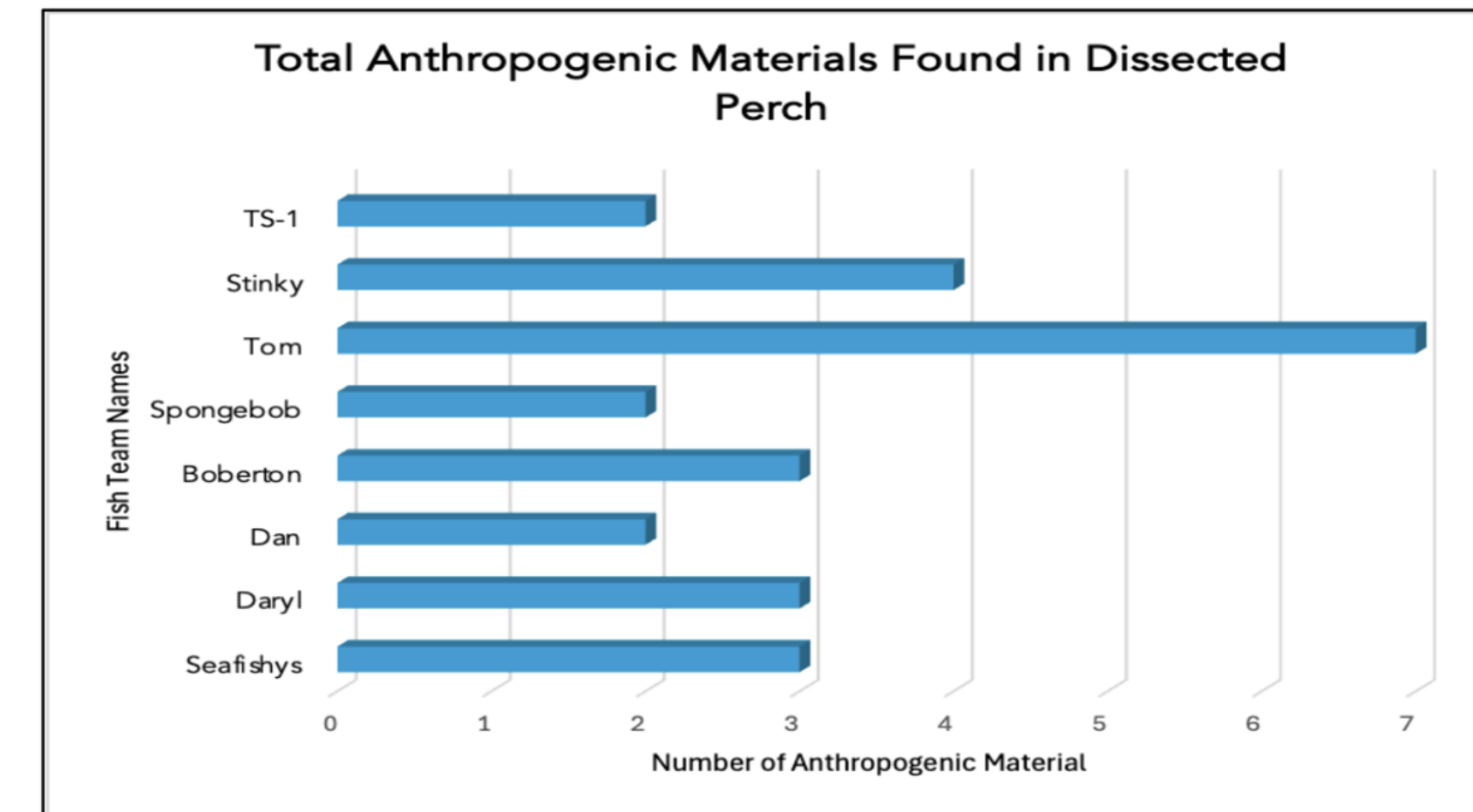
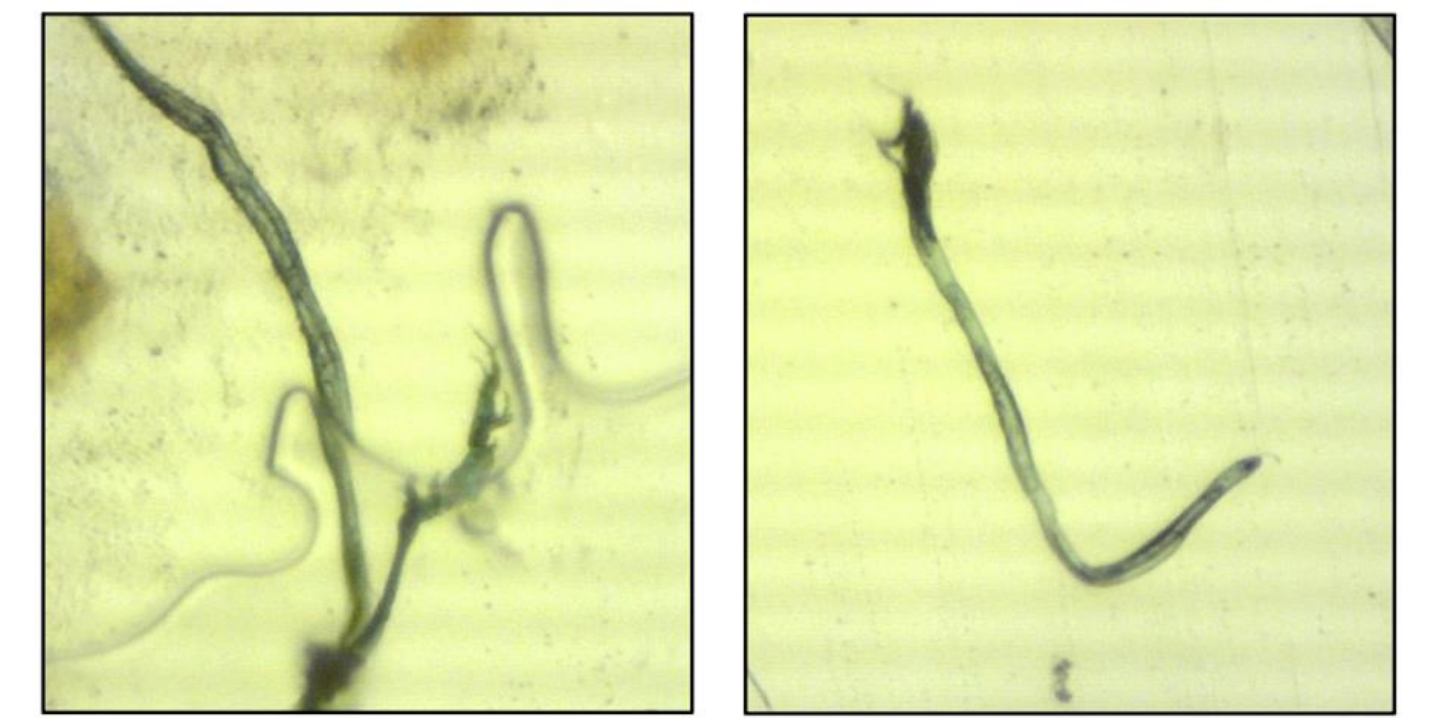
Data Collected

Microplastic Research (problem):

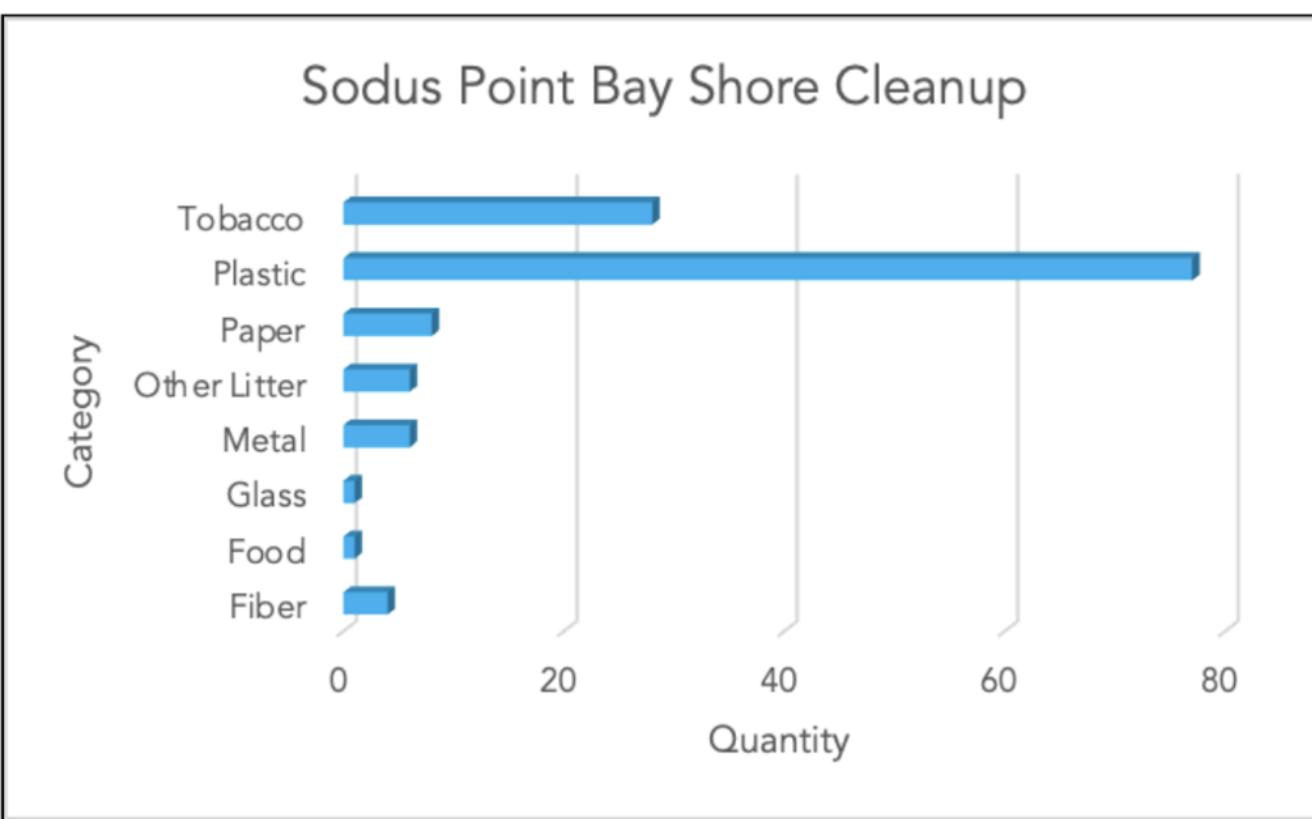
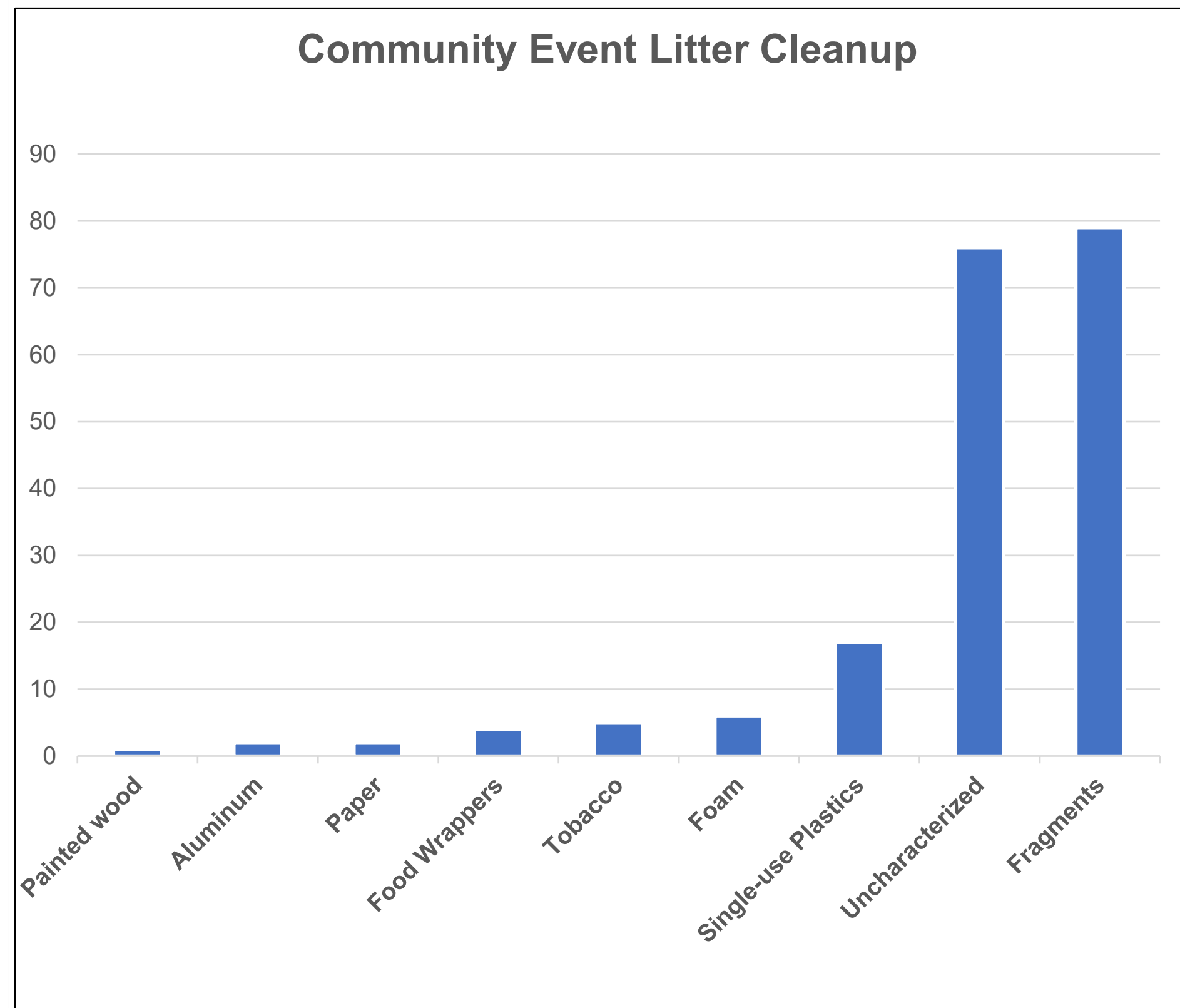
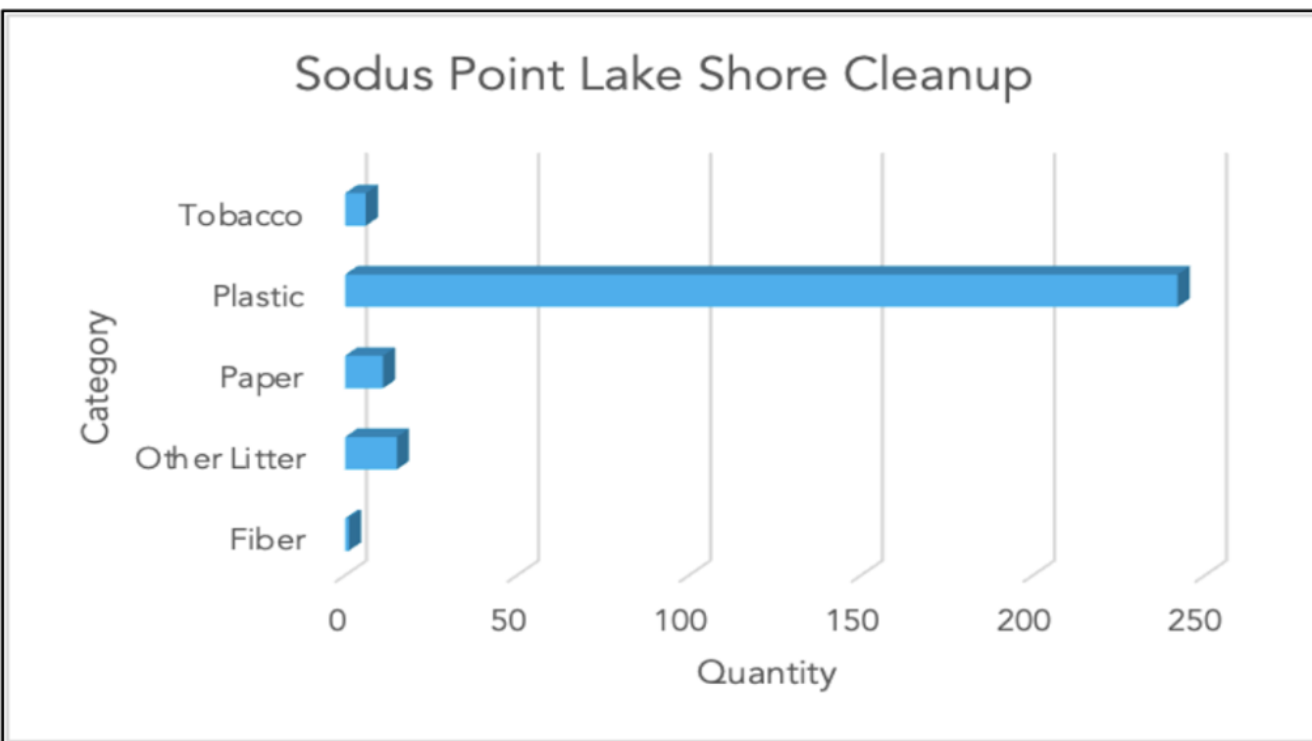
- Students collected water, sand, and fish samples.
 - Students found plastic in every sample collected!
- Students also performed a litter cleanup of beaches.
 - Microplastics focused Community Event
 - **Shoreline Stewards Program**

SOS Community Event (solution):

- Zero Waste Station: Landfill, Recycling, Compost, Redeemables, and food donations
- Beach Litter Cleanup



SOS Community Event



looking at litter differently

<https://www.rubbish.love>

web-based platform

iOS compatible



Plastic



Metal



Glass



Paper



Unidentifiable Plastics



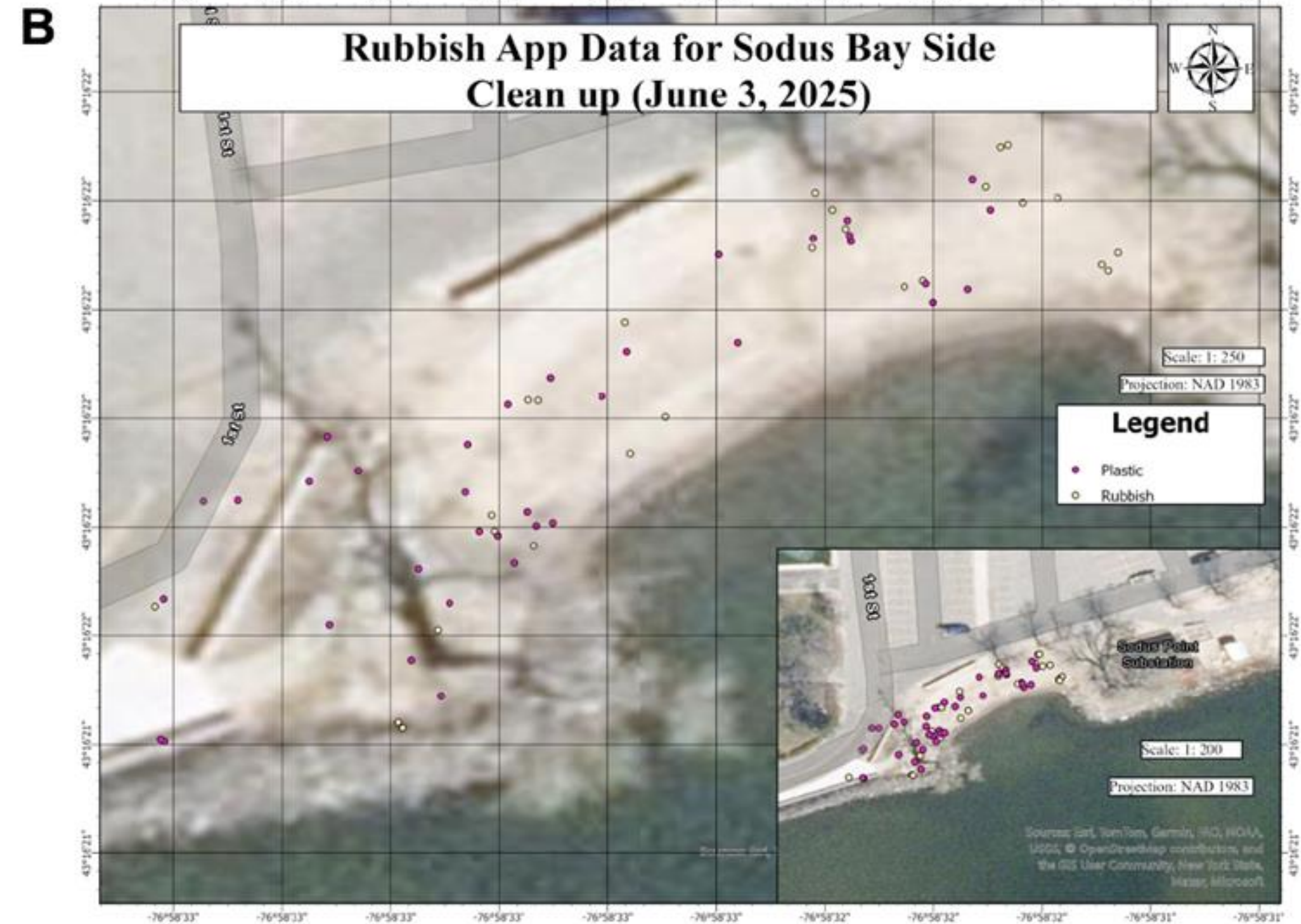
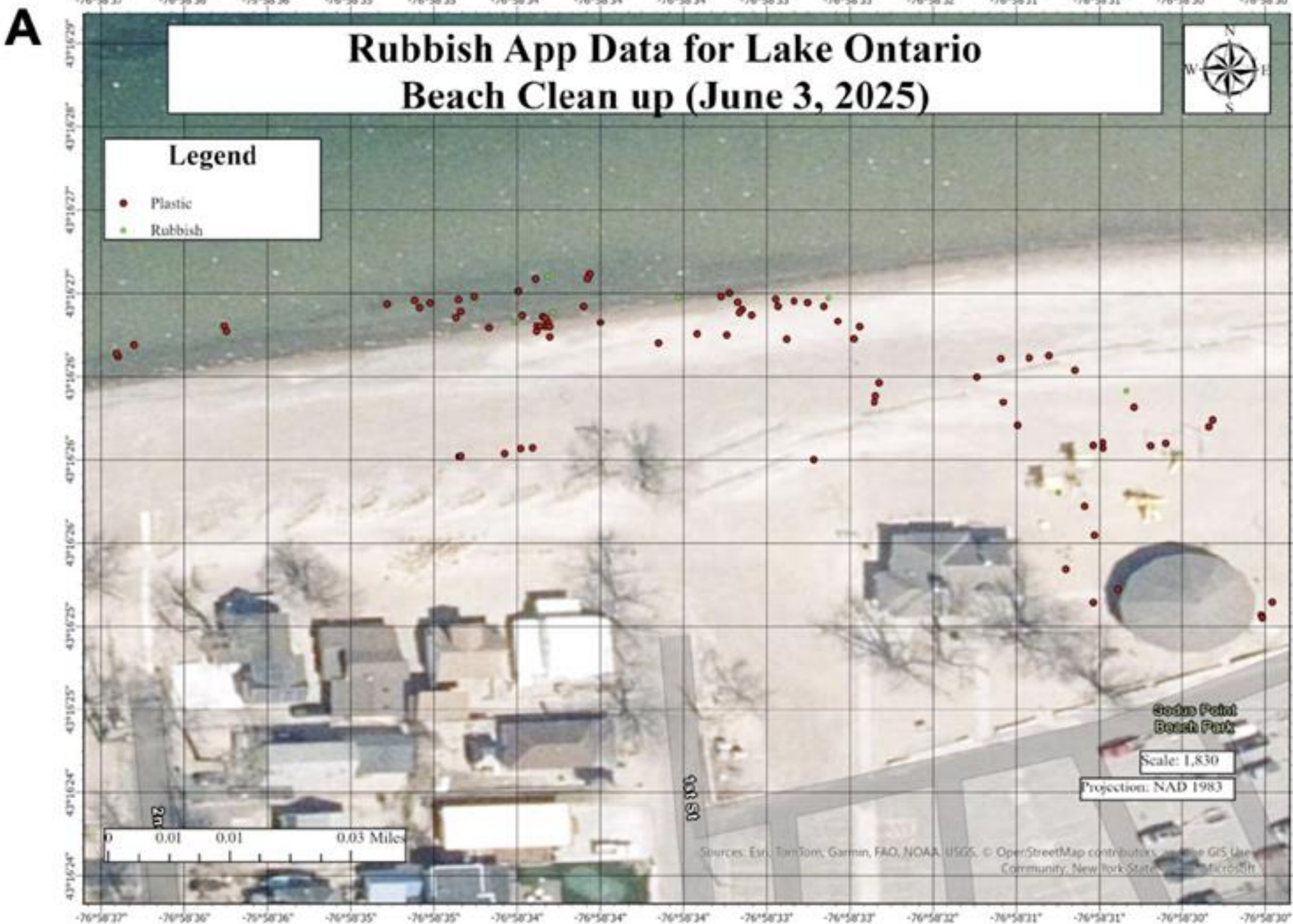
Tobacco



Food



- Litter map & litter hotspots
- Shoreline Stewards



Drink Tahoe Tap Success Story

OUR TAP WATER IS EXTRAORDINARY

The Tahoe Water Suppliers Association (TWSA), which includes California and Nevada public water agencies, provides outstanding, pure drinking water that is exceptional from the source. Its members possess six of the total 60 “filtration avoidance” permits awarded among the 160,000 public water systems across the U.S.

The City supports TWSA’s Drink Tahoe Tap campaign, which encourages consumption of our extraordinarily tasty tap water instead of water from single-use bottles.

WE ARE ALL STEWARDS OF THE LAKE

Discarded plastics are particularly damaging to our water quality because they are rarely recycled and they break down into smaller pieces and persist in our environment.

To encourage the reuse of personal water bottles over the single-use of plastic bottles, the City is installing more public water refill stations.



Drink
Tahoe
Tap®

SALE OF SINGLE-USE PLASTIC WATER BOTTLES IS BANNED

On April 24, 2024, the ordinance will prohibit retail sale or distribution of any single-use plastic bottled water under one gallon. Bottled water is considered any product that contains water as the sole ingredient. While non-plastic alternatives do not violate the ordinance, the City encourages refilling with Tahoe Tap instead of promoting single-use alternatives.



League to Save Lake Tahoe

Annual July 5th Lake Tahoe beach cleanups

Lake Tahoe saw a 33% reduction in plastic water bottle litter after ordinance implementation.

Bottled water can contain more MPs and NPs than tap water!

(Qian, Naixin, et al 2024)

Local & Community Events

	SOS Community Event
Attendance	55
Litter (lbs)	20.86
Recycled Litter (lbs)	0.45
Landfill (lbs)	0.49
Composting (lbs)	0.49
Recycling (lbs)	1.76
Diversion Rate	89.9%
NY 5¢ Redeemables (#)	51
Funds Raised	\$3.06

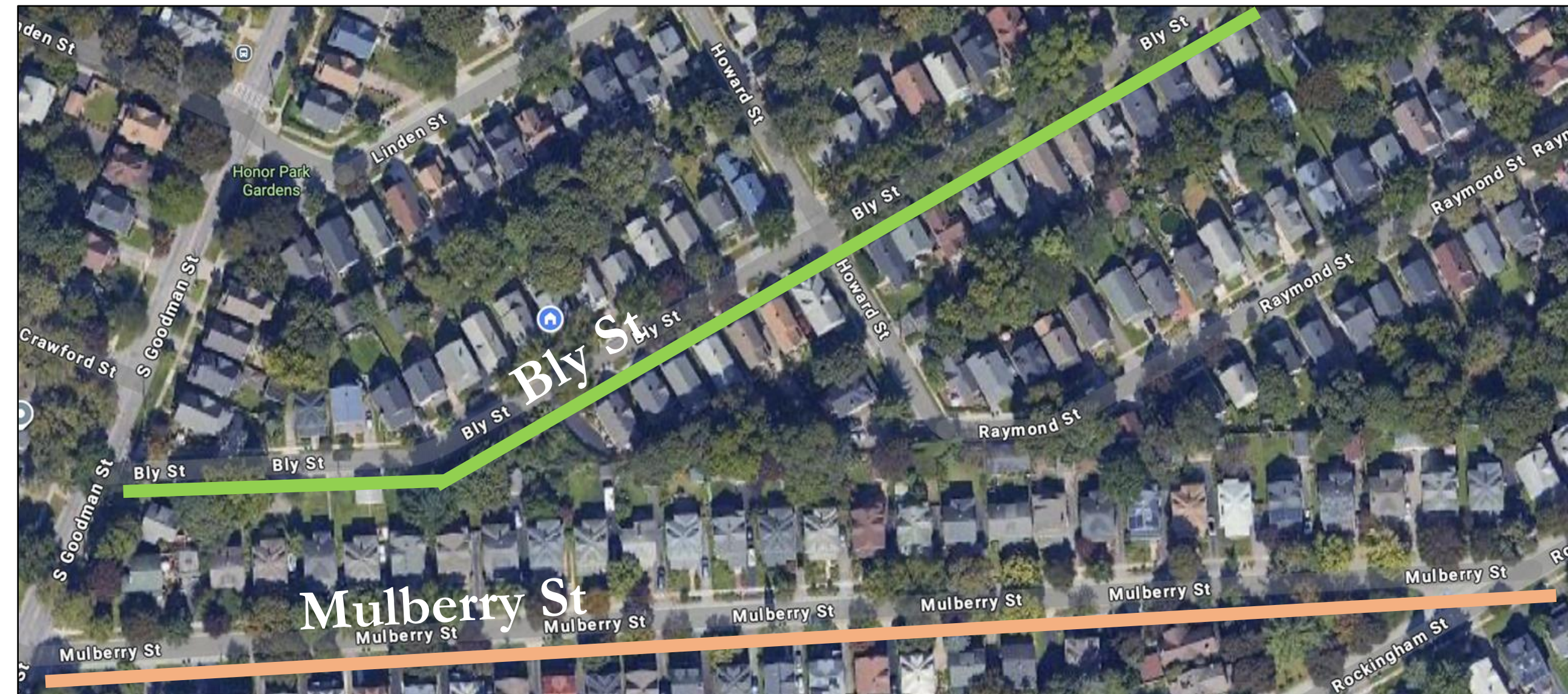
- Handheld food items wrapped in Al foil
 - Burgers & hot dogs/sausages
 - Recycled tin foil
- Canned beverages
 - Water, seltzer, & soda
 - Cans redeemed as fundraiser
- Food donated locally



Food Donation Data		
Total Food Items	Total sold	Total donated
122	53	69

Block Parties

	Block Parties
Attendance	~150
Litter (lbs)	X
Recycled Litter (lbs)	X
Landfill (lbs)	11.06
Composting (lbs)	10.67
Recycling (lbs)	17.35
Diversion Rate	71.7%
NY 5¢ Redeemables (#)	155
Funds Raised	\$8.34



Bly St Block Party



Porch Fest, Mulberry St



Festivals

	Playa Del Fuego
Attendance	1233
Litter (lbs)	X
Recycled Litter (lbs)	X
Landfill (lbs)	X
Composting (lbs)	480
Recycling (lbs)	20
Diversion Rate	X
NY 5¢ Redeemables (#)	3545
Funds Raised	\$221.30
Carbon Emissions & Offsets	✓

- Waste station setups can differ
- Pack it in, pack it out events
 - Recycling services only, did not collect landfill
 - Education on “valuable recyclables”



Festival Carbon Emissions

Total emissions from attendee travel	71506.08 kg CO ₂ e	
Total emission offsets from recycling & composting	7545 kg CO ₂ e	10.5 %
Water savings from upstream food production	58655 gallons	3712 showers
Water savings from downstream compost use	576 gallons	36.5 showers

- Zip codes from waivers of attendees to estimate carbon emissions from transportation.
- **Composting & recycling offsets almost 11% of all carbon emissions from attendee travel!**
- Emissions data can help with setting & tracking sustainability goals for organizations/events.

Samantha Romanick, PhD

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