



Recognition Program

New GRRN Program Recognizes Businesses for Zero Waste Accomplishments

Related Links: [Requirements](#), [Application Process](#), [Fees](#) and [ZWIA Guidelines](#)

Sacramento, May 24, 2012 ? Until now, there was no formal way for businesses to be recognized for achieving Zero Waste according to consistent standards. To address this growing need, the GrassRoots Recycling Network has established a new Zero Waste Business Recognition Program.

?[Zero Waste](#) has become a buzzword in the media and the community. [Schools](#), grocery stores, and well-known corporations such as [Toyota Motor Sales](#), [SuperValu/Albertsons](#), [Ricoh Electronics, Inc.](#), and [Sierra Nevada Brewery](#) are embracing Zero Waste goals and already are reaching 90% or higher diversion,? said Linda Christopher, Executive Director of the GrassRoots Recycling Network ([GRRN](#)).

GRRN is the sole organization in the United States authorized by the Zero Waste International Alliance ([ZWIA](#)), to recognize businesses that have adopted a Zero Waste goal and have reduced their waste to landfill, incineration or the environment by 90 percent or more. GRRN?s recognition process requires participating organizations to submit formally published corporate sustainability or environmental reports on their websites, documents filed with regulatory agencies, or published articles in trade magazines or general media.

?Together, GRRN and ZWIA are using the Zero Waste Business Recognition Program as a launching pad for building the Zero Waste brand. The newly formed U.S. Zero Waste Business Council ([USZWBC](#)) is collaborating closely with GRRN to develop a third-party certification program modeled after the LEED Program of the U.S. Green Building Council? said Gary Liss, President of the USZWBC.

USZWBC?s certification system will make its debut at the 1st National Zero Waste Business Conference on June 26-27, 2012 in Costa Mesa, CA. The two-day event, ?Creating Value Through Zero Waste,? will highlight success stories, needs, opportunities, and the GRRN Business Recognition Program. The conference will also provide educational resources and tools attendees can use to start or expand their Zero Waste efforts.

Conference speakers include industry leaders such as:

Marc Gunther, Fortune Magazine, GreenBiz.com and author: "Zero Waste - Exciting, radical...and real!"

Eiko Risch, Ricoh Electronics, Inc.: ?How Ricoh Got to Zero Waste?

Ryan McMullan, Toyota Motor Sales: ?Establishing Metrics for a Zero Waste Business?

For information on the 1st National Zero Waste Business Conference, visit www.uszwbc.org

To request an application for GRRN?s Zero Waste Recognition Program, contact zwrecognition@grn.org

ABOUT GRRN

GrassRoots Recycling Network is a national network of waste reduction activists and recycling professionals. Setting

ambitious standards for Zero Waste goals and policies, GRRN provides opportunities for ongoing meaningful participation in campaigns and builds coalitions to achieve Zero Waste policies, businesses and communities. The GRRN website and active email listserv connect activists with hundreds of knowledgeable experts in both downstream recovery and upstream clean production issues. GRRN's next [Zero Waste Action Conference](#) *?Building Zero Waste Communities: Tools to Take Home?* will be held in Rockford, IL on June 3, 2012 (see www.grrn.org).

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