



Zero Waste Alliance



- Standards
- Training
- Solutions

Following Nature's no waste, non-toxic model to a sustainable future

Zero Waste Alliance Newsletter - December 2010

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Our Mission

Our Mission is to help organizations implement sustainable solutions and standards to realize a more sustainable future.

We collaborate with universities, government, businesses and other organizations working to develop, promote and apply zero waste and sustainability strategies for the benefit of current and future generations.

Our Objective is to provide improved profitability, competitiveness and environmental performance through the development and implementation of practices that lead to the reduction and elimination of waste and toxics.

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Thanks to our Partners, Allies, Clients and Contributors

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Columbia Corridor Association
Columbia Slough Watershed Council
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Welcome from the ZWA Team

On behalf of all our ZWA staff and associates, I welcome you to the third edition of the Zero Waste Alliance News, a periodic online newsletter for our clients, businesses, agencies, academic institutions, and other partners, allies and contributors working to achieve sustainability through zero waste approaches.

In 2010 the idea of zero waste continued to enter the mainstream, and Zero Waste Alliance garnered increased attention. While some other countries are embracing zero waste strategies, here in the United States the push toward zero waste is coming from the private and nonprofit sectors, more [here](#). At year end, we bring you some highlights of our efforts designed to inform and inspire to achieve a more sustainable future.

Recapping 2010 – ZWA Milestones and Mentions

AWARDS

- ZWA founder Larry Chalfan, ZWA Associate Wayne Rifer and Vicky Salazar from EPA Region 10 won the IEEE Medal for Environmental and Safety Technologies in recognition of their work to set standards for electronic products through development of EPEAT (Electronic Product Environmental Assessment Tool). More about the award [here](#) and [here](#). More about EPEAT [here](#).
- Zero Waste Alliance was selected to receive the Portland Business Journal's Sustainability Vision Award, the first such award to a nonprofit organization and made in recognition of ZWA's leadership in the field of sustainability. The award was presented May 27, 2010. More about the award [here](#).

PROJECTS

- ZWA Project Team Leader Pamela Brody-Heine and Team Members Neha Patel and Eric Brody, working collaboratively with the Outdoor Industry Association, successfully developed and launched the EcoIndex, an opensource tool that helps companies assess the true cost of their products from sourcing, to assembly, to use, then end of life. Try out the EcoIndex [here](#). Articles on EcoIndex [here](#). Background about EcoIndex project [here](#).
- ZWA Senior Associate Dorothy Atwood is spearheading two significant Energy Management System (EnMS) projects, one working with a cohort of manufactures to develop and test the new ISO 50001 EnMS standard and another working with cohorts of Publically Owned Treatment Works (waste water) in Oregon and Washington. More on EnMS project [here](#).
- ZWA Associate Carson Maxted continued successful operation of Oregon's State Collection Program for electronic waste, and the program expanded by bringing Kim Holmes on board to assess data collected during the first year of the program. More on E-Waste project [here](#).
- ZWA's Dorothy Atwood working collaboratively with Debra Taevs of the Pollution Prevention Resource Center and Corky Collier of the Columbia

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Product Stewardship
Institute
Pollution Prevention
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Corridor Association, conducted three facilitated workshops to encourage exchange of industrial wastes or byproducts, resulting in several successful matches and resulting reduction in toxics and greenhouse gas emissions. Read about ResourceFull Use as a group that turns trash into treasure [here](#). More on ResourceFull Use [here](#).

- ZWA Technical Services Manager P.K. Melethil concluded the Healthy People, Healthy Places project with the Josiah Hill Clinic, resulting in review and recommendations regarding less toxic alternatives for cleaning products.
- The ZWA Green Gain Team, including Rosemary DiCandilo, PK Melethil, and Dresden Skees Gregory, developed and completed projects with the Portland Development Commission to help businesses in urban renewal areas to become more sustainable. See Green Gain [Program](#).
- ZWA Project Manager Rosemary DiCandilo, along with educational assistant Doug Lichter, offered an unprecedented number of Sustainable Building Advisor classes in conjunction with Mt. Hood Community College. More about SBA [here](#).
- ZWA Sustainable Schools Manager Lori Stole participated in the Oregon Environmental Literacy Taskforce and preparation of the Oregon Environmental Literacy Plan, available [here](#). More on SOSI [here](#).

SPIN OFFS

- The Green Electronics Council (GEC) announced a major expansion of the EPEAT greener electronics global registry, more on the expansion [here](#), and also released a cutting edge research paper on Electronics and Sustainability, paper available [here](#).
- The International Society of Sustainability Professionals issued a groundbreaking study of competencies necessary for sustainability professionals, more information available [here](#).

SERVICE

- Pamela Brody Heine and Wayne Rifer served on the Department of Environmental Quality [Product Stewardship Stakeholder Advisory Group](#).
- Pamela Brody Heine and ZWA Executive Director Cheyenne Chapman served on the Oregon [Global Warming Commission Materials Management Committee](#).
- Cheyenne Chapman is serving on the Association of Clean Water Agencies Eco-Certification Technical Advisory Group.
- Carson Maxted is serving on the National Center for Electronic Recycling multi-state workgroup, [Electronic Recycling Coordination Clearinghouse](#).

PRESENTATIONS

- Cheyenne Chapman joined a panel discussion on "Chemicals, the Environment, and You" presented by the Office of Environmental Public Health, Oregon Public Health Division part of the Public Health Week 2010 Speakers' Series.
- Larry Chalfan presented on "Integrating ISO 14001 and Sustainability" as one module in a series on Environmental Management Systems and The Natural Step offered by the Sustainability Learning Centre.
- During Fall 2010, three ZWA Associates presented as lead instructors in the University of Oregon's Sustainability Workshops and Certificate Leadership Program. Darcy Hitchcock presented "Launching a Sustainability Program in Your Organization: Getting Off on the Right Foot"; Marsha Willard presented "Writing Your Sustainability Plan: Process and Framework"; and Dorothy Atwood presented "Collaborative Approaches to Achieving Zero Waste."
- Pamela Brody Heine presented on the EcoIndex on October 18th at an event sponsored by the Portland Development Commission.
- Cheyenne Chapman presented an overview of zero waste for sustainability to the Portland State University Trans-Pacific Leadership Class, a community based learning course that brings students from Waseda University in Japan to PSU.

- Dorothy Atwood and colleague Debra Taevs from the Pollution Prevention Resource Center presented jointly at the Northwest Environmental Conference on “Greening the Supply Chain” in December 2010.

ZWA FEATURED

- ZWA is included in the Oregon Sustainable Industries Sourcebook, available [here](#).
- ZWA is included in the Resource Directory of the Sustainable World Sourcebook, compiled by the Sustainable World Coalition as a guidebook for concerned citizens, available [here](#).
- ZWA is a featured link on the home page of the 7th International Conference on Zero Waste held in October in Brazil, webpage link [here](#).

PUBLICATIONS

- Lori Stole authored an article on “Defining Green and Sustainable Schools” for the online journal Green Building Pro, available [here](#).
- Cheyenne Chapman authored an article on “Signaling Sustainability through Eco-Certifications” for the Sustainable Futures Section of the Oregon State Bar quarterly newsletter, available [here](#).
- Larry Chalfan’s original zero waste concept graphic and accompanying text, as featured on the ZWA web page, is included with permission in the new text book Understanding Green Building Materials: For Students and Young Professionals by Traci Rose Rider, available [here](#).

Looking Forward to 2011 – ZWA Next Dimension Strategy

ZWA’s mission is to support organizations and society in the creation of a more sustainable future. In our first eleven years we have accomplished this mission through development and implementation of programs and projects that achieve measurable, real world results.

ZWA is now preparing to take this work to the next dimension, building on our past success and strategically engaging in environmental sustainability efforts in new ways. We look forward to building our Zero Waste For Sustainability community of practice in the coming year, taking our work into the broader community, and helping to develop definitions, standards and certifications for zero waste approaches.

We look forward to launching exciting new endeavors, including a new project focused on environmental health and nail salons, (funded by Kaiser Permanente Community Fund at Northwest Health Foundation), [here](#), and collaborating with other organizations to offer next step trainings, including a workshop on the newly developed “Quick Screen [Green Screen](#)” to help businesses choose safer alternatives.

Become a Friend of Zero Waste Alliance

And, as the year comes to a close, we ask that you consider becoming a Friend of Zero Waste Alliance by sending your contribution today. ZWA is a program of the International Sustainable Development Foundation, a 501(c)(3) nonprofit organization, and your donation is tax deductible as provided by law.

To Donate, Click [HERE!](#)

Your donation helps make it possible to work on the cutting edge of the field of sustainability, to bring a voice for zero waste into classrooms and public forums of all sorts, and to accomplish award winning, measurable results in the real world. ZWA has employed since its founding a social entrepreneurial business model, allowing your contribution to be leveraged many times over. We greatly appreciate the opportunity to work with so many partners, allies, clients and contributors over the year, and thank you for your support!

Cheyenne Chapman, JD, LLM
Executive Director
Zero Waste Alliance
121 SW Salmon Street, Suite 210
Portland, OR 97204
Phone: 503-279-9383
Fax: 503-279-9381
cchapman@zerowaste.org
www.zerowaste.org

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Selected ZWA Projects - Outcome and Impact

EPEAT Standards Development - A Zero Waste Standards Project

<http://www.epeat.net>

From 2003 to 2006, with EPA funding, ZWA created and managed an IEEE/ANSI process to develop a national standard for electronic products starting with computers. EPEAT is an online registry enabling buyers to select electronic products that reduce life cycle environmental impacts. In 2007 this project spun off to the Green Electronics Council which now administers EPEAT. In 2008 ZWA Associates began facilitation of standards for additional product categories, TVs and imaging devices. This work will continue in 2011, and ZWA may also begin facilitating revision of the computer standard.

- Outcome: In 2009 use of EPEAT registered projects reduced energy use equal to 900,000 US households; eliminated 1,700 tons of toxic materials; and reduced greenhouse gas emissions equal to 1.3 million US cars.
- Impact: Create market drivers through disclosure of product characteristics; scaled from US to 40 countries; expanded to more products.

OIA Outdoor Industry Association EcoIndex – a ZWA Standards Project

<http://www.zerowaste.org/eco-index/>

From 2007 through the present ZWA Associates led and managed a multi-stakeholder process to create a new industry tool. The EcoIndex is a ground-breaking environmental assessment tool designed to advance sustainability practices within the outdoor industry association (apparel, footwear and equipment). The EcoIndex is open source and accessible to all online, and is now in the beta test phase. In 2011 ZWA Associates may again assist OIA following completion of the beta testing phase, and plan to assist cohort groups in the outdoor industry or other industries in using this tool.

- Outcome: The EcoIndex provides guidelines, indicators and metrics to assess all aspects of a product's lifecycle, and lenses to determine reduction of toxics, energy use, water use.
- Impact: Create drivers for sustainability throughout system, including supply chain; manufacturers prefer suppliers that disclose characteristics; scales from North America to European Union; potential for global application; methodology applicable to other industrial sectors.

Energy Management Systems (EnMS)

Since its founding in 1999 one of ZWA's core competencies has been environmental management systems, including certification to ISO 14000 (the international standard for environmental management systems). ZWA is one of only eleven PEER centers in the nation designated by the EPA to provide environmental management systems training to governments. ZWA Associates are also key participants in development of ISO 50001 (a new international standard for Energy Management Systems). ZWA Associates regularly work with a variety of public and private sector clients on EnMS projects. In 2010 ZWA Associates developed and initiated a groundbreaking training for POTWs (Publicly Owned Treatment Works) throughout the Pacific Northwest. In 2011 ZWA will be facilitating a training series for a cohort of operators of publicly owned treatment works throughout EPA Region 10 (Oregon, Washington, Idaho and Alaska). Cohort participants will design, pilot and evaluate Energy Management Systems in POTWs of varying sizes, operating systems, and treatment needs.

- Outcome: POTWs exist in every community, operate 24/7, use large amounts of energy, process large amounts of water, and handle significant quantities and a wide variety of toxic substances.
- Impact: Implementation of a new ISO EnMS that is now in draft form, function of management system standards to institutionalize sustainable practices, including measurement and accountability for results.

Oregon E-Waste – a ZWA Product Stewardship Project

State of Oregon Electronic Waste Recycling Collector Program

<http://www.electronicsrecycling.org/>

In 2008 ZWA partnered with the National Center for Electronics Recycling (NCER) to win a contract from the Oregon Department of Environmental Quality (DEQ) to run the newly created State Collection Program for electronic waste. This program was mandated by a law passed in 2007 that created an extended producer responsibility (EPR) project funded by electronics manufacturers selling units in Oregon. ZWA Associates and NCER staff set up collection sites in each county and all cities of more than 10,000 throughout the state. In 2011 ZWA will continue to oversee site operations as well as assess collection system data. ZWA Associates are among the first in the

nation to actually implement and evaluate a complex e-waste program, and are providing valuable advice to others related to take back and stewardship programs.

- Outcome: In 2009 the program collected and recycled 10.4 million pounds of electronics, and sent 10,000 units for reuse.
- Impact: Responsibility for product at end of first life extended from consumers and public to producers and manufacturers to create shared responsibility; demonstrates successful pilot project implementation and development of related best practices accountability for results; application of standards to significant sector activities.

ResourceFull Use – a ZWA Waste Elimination and Reduction Project

Columbia Corridor Association, Pollution Prevention Resource Center, and ZWA
<http://www.zerowaste.org/ResourceFull/index.htm>

ResourceFull Use is an industrial waste exchange with facilitated communication in addition to web-based information about available products and needs. The Zero Waste Alliance and the Columbia Corridor Association (CCA) have been collaborating since 2006 in a unique pilot resource exchange project between CCA members and other businesses in the Columbia Corridor. The project addresses materials, logistics, space, energy and best practices. It is different from other material exchanges in several ways. First it looks at the entire flow of resources through each participating business, instead of a single material that is wanted or available. Second, instead of being a passive listing, it is proactively managed to maximize the benefits to the participants. This is possible because of the relatively tight geographic area of the Columbia Corridor. Project sponsors include: The Boeing Company, Metro Solid Waste and Transportation, Oregon Department of Environmental Quality (DEQ), Portland Development Commission, City of Portland's BlueWorks Program, Port of Portland, Portland General Electric, the Pollution Prevention Resource Center, and the Zero Waste Alliance.

- Outcome: Environmental outcomes can be calculated for each exchange, trade or other arrangement. For example, reuse rather than disposal of several barrels of traffic paint prevented 3 tons of green house gas emissions.
- Impact: Industrial waste exchanges challenge the assumption that waste is inevitable, and invite innovators to think in new ways to find reuse options before recycling; the concept of exchanges is scalable, and can apply to all sectors including businesses, neighborhoods and communities

SBA (Sustainable Building Advisors) – a ZWA Training and Education Project

<http://www.zerowaste.org/sbap/>

A preeminent and nationally certified training program covering sustainable best practices for new commercial and residential construction; ZWA holds the rights to present in Oregon. The SBA is a nine month education and training program featuring expert presenters on every aspect of sustainability in building, and engaging students in a real world practicum. ZWA Associates and selected assistants have successfully presented the course for the past several years in a continuing partnership with Mt. Hood Community College.

- Outcome: Each class cohort is approximately 25-30, and many of these students are now working professionally with opportunities to seek out and implement sustainable building solutions.
- Impact: Educating for building sustainability is fundamental to helping property owners, contractors, suppliers and consumers achieve positive environmental outcomes in building; concept is expandable to building deconstruction; in the materials economy building materials represent a large percentage by volume, greenhouse gas emissions, and toxicity.

SOSI (Sustainable Oregon Schools Initiative) – a ZWA Training and Education Project

<http://sustainableschools.org/>

The Sustainable Oregon Schools Initiative (SOSI) facilitates integration of sustainable concepts into all education and operations. SOSI is the only entity in Oregon and the nation working to address all elements of K-12 sustainability. SOSI's vision and mission is: to prepare our children to create and succeed in a sustainable future, by facilitating integration of economically, socially and environmentally sustainable concepts and practices into all educational and operational activities of our K-12 school system. This is accomplished with the following goals: engage, educate, inspire and assist the people affiliated with the school system; engage with schools, districts, and organizations that support them; and develop, pilot and promote resources, tools and services. ZWA has incubated SOSI for several years, and planning is underway to scale the project to multi-state or national levels. 2010 accomplishments include conducting workshops on sustainability education, sustainability in the classroom and green jobs. Workshops were held involving every Educational Service District in the state. SOSI staff also was instrumental in preparation of Oregon's recently released

plan for environmental literacy in the K-12 system.

- Outcome: SOSI tracks organizational outcomes such as number of schools and districts involved in education for sustainability efforts, and has developed detailed metrics to help schools and districts calculate their footprints and assess options for efficiencies. SOSI also developed a sustainability management system based on the elements of ISO 14001 EnMS standard for schools to use.
- Impact: Education for sustainability introduces innovation throughout the educational system and surrounding community.

The Zero Waste Alliance is a Program of the International Sustainable Development Foundation, a 501 (c)(3) Organization.