

September 12, 2025

ACTION ITEMS

1. Sept 12 - Evaluation of this process (deferred to 12/13)
2. Schedule of Annual Report Presentations
 - Oct 10 - Philippines (to be confirmed; offered Sonia to propose a better day/time))
 - Nov 8 - ZW Europe (Jack McQuibben and Kaisa Karjalainen to be confirmed)
 - Dec 13 - Evaluation of this process and Schedule for 2026
3. Campaign to adopt or align local, state and federal policies with the Updated ZW Hierarchy.
Motion adopted by Board in August (deferred to November meeting)

UPDATES

4. Zero Waste Hierarchy of Highest and Best Use Distribution and Media Coverage (Gary and Jamie)
 - a. Waste Dive:
<https://www.wastedive.com/news/zwia-zero-waste-definition-hierarchy-chemical-processing-plastic/751978/>
 - b. Resource Recycling op-ed

CERTIFICATIONS

5. Zero Waste for Hazardous Waste.
 - a. National Pollution Prevention Roundtable (NPPR) 40th Anniversary Conference, virtual, December 10th, 11th, 17th, and 18th. (Gary)
 - b. NPPR Work Group on P2 and Zero Waste (Gary)

EDUCATION AND TRAINING

6. Global Zero Waste Forum (October 17-19, 2025) and and Turkiye ZW Foundation (Rick, Jamie, Gary)

Richard needs info on hotel and details regarding the [Global ZW Forum](#)

Gary - needs to followup to set up meeting with Rick and Global ZW Foundation. The Doodle i sent didn't work. Rick is willing to meet at any date and/or time ASAP. Just set it.

Gary and Jamie have not met with ZW Foundation since the last call

Gary - MOU - would like to use Enzo's comments as base for ZWIA response to the MOU.

MOU - who they send MOUs is a mystery (ZW Canada, Mother Earth, ZWIA)

ZWUSA hasn't received an MOU

Stanford U has been invited

ZW Costa Rica did not get an MOU

Richard - is there a contact person we can write to?

Gary - MOU contact is in charge on international relations and seems to be following up on requests we had. I'll email you the contacts after this meeting.

Rick - ZW Costa Rica should register

Gary -

<https://docs.google.com/document/d/17yrX5TxElf16-VaB25p2Gw1Vmun-dY3t/edit?usp=sharing&oid=115442031461728124660&rtpof=true&sd=true> is link to Draft ZWIA reply to MOU

We went through line by line to refine Draft ZWIA reply.

Jamie joined - I'm going. Pal is going. Got response to MOU from them. Will forward to ZWIA to share.

Was going to go early on 10/12, but not finalized travel plans.

Ruth joined - will register for the Global ZW Forum as a partner for ZWUSA.

Sandra Pinzon joined - registered as partner for Global ZW Forum in Turkiye. Signed MOU last week. Making a presentation at the Global ZW Forum and including ZWIA and 8.1 version of ZW Hierarchy.

7. U.S. [National Zero Waste Conference](#), October 22-23, 2025

8. [U.S. National Recycling Congress](#) - October 1-3, 2025

9. Basura Cero LatAm.

POLICY AND ADVOCACY

10. COP in Brazil as ZW event - November 2025 (GAIA and ZWIA roles?)

2025 Notes of ZWIA ZW Certifications Meetings

August 12, 2025

ACTION ITEMS

1. Presentation of Annual Report - Zero Waste New Zealand (15 minutes)

Dorte Wray - Zero Waste Aotearoa

Changed Name from ZW Network to ZW Aotearoa (Maori name). Brings in advocacy work and business development.

1. Company - Localize helps setup programs.

Evaluate people to become members.

New tag line - Building a Waste Free Future together.

Projects, advocacy, indigenous solutions.

7 Board members

4 employees

Team of 10 contractors

ZW Network 2024 - Collective Impact - go to full network members

72 network full members (1,088 employees,

Projects - Every Bite - 3 year project funded by government on reducing food waste. 1st time our government invested in behavior change. Since funded, government has changed. Now thinking about what audiences might pay to continue this program (e.g., local governments).

Championing indigenous solutions. Funded by government. Piloting different types of composting projects and support, training and mentoring.

Hineahouone - 1st woman

Not imposing Western models around composting. Embracing thinking of other ways

Capacity building - helping to prevent waste, repair, reuse, recycle and compost. Training, networking, mentoring.

Annual Hui (conference/meeting). Celebrating 25 years of building a waste free future.

8-10, Auckland.

About 100-150 people.

Campaigns - focusing more on us as advocates. The only full-time role is Sue Cook, working on advocacy. Talking with local governments and internationally.

1. Container Deposit Returns - 2.6 billion drink containers sold/year in NZ.

2. Regeneration not Incineration - no waste incinerators in NZ. Proposals all over the place. Currently a proposed pyrolysis, and a really big incinerator. Teamed up with environmental groups on that. Got \$50K in donations to support our efforts. No policy from the government. Playing whack a mole.

Certification process - hired consultant. Need to distinguish ZW facilities(recycling center) from transfer stations. Problem Statement, Context and drivers. Decided don't have scale to make it work. Might be different if could find some funders. Potential is about 20 sites across the country. Suggested doing other things (e.g., definitions, shared impact measures, peer to peer learning, storytelling, self-assessment tool, awards)

Gary - is there a reason you didn't consider certs for communities, businesses or institutions?

Dorte - too many other certs for businesses (local, not ZW focused; more broadly sustainability focus and social enterprises). Busy market and several of our members are members of those efforts. Wider communities? Based on our work with Auckland. They have a ZW goal. A few others have ZW goals. Auckland said they needed the facility certification. They want a network of these facilities. They would need explanation to their electors of what those facilities are. Talked with Jamie a lot about this.

Gary - would it be helpful to have ZWIA develop guidelines for certifying ZW facilities.

Dorte - appreciate you changing the meeting time for me. Our Thursday, your Wednesday work well. I work Monday, Tuesday and Thursday. This is a good time.

Do you record these meetings? I would listen to them if available.

Gary - Good idea. We should do that in the future.

Dorte

Jamie - are you still looking for certification for ZW Hubs?

Dorte - No. But if definitions were sorted by ZWIA, that would be helpful for the hubs.

2. Schedule of Annual Report presentations for 2025

- Sept 12 - Evaluation of this process
- Oct 10 - Philippines (to be confirmed; offer them to propose a better day/time)
- Nov 8 - ZW Europe (Jack McQuibben and Kaisa Karjalainen to be confirmed)
- Dec 13 - Schedule for 2026

UPDATES

3. Zero Waste Hierarchy of Highest and Best Use Distribution and Media Coverage (Gary and Jamie)

a. Waste Dive:

<https://www.wastedive.com/news/zwia-zero-waste-definition-hierarchy-chemical-processing-plastic/751978/>

b. Resource Recycling op-ed

c. Waste Advantage

Jamie - we've been boosting it on our website and social media. People were impressed by that article. Loved the call to action for Hierarchy to be adopted or aligned.

Gary - Adopt or align with the Updated ZW Hierarchy? Do as a campaign.

Jamie - it would be nice to get in an article in Europe. Absolutely.

Gary - Motion for Board to consider - Do a campaign to adopt or align local, state and federal policies with the Updated ZW Hierarchy. Move: 2nd Jamie. Motion carries.

CERTIFICATIONS

4. Zero Waste for Hazardous Waste.

a. National Pollution Prevention Roundtable (NPPR) Webinar on Pollution Prevention (P2) and Zero Waste Certification (8-7-25)

b. NPPR Work Group on P2 and Zero Waste (Gary)

Send links to webinar.

Will share PPTs that I can with you.

Jamie - awesome!

Rick - Juan Velasco, ZW Argentina wants to become a National Affiliate. Flipped it to Gary. His business is working with hotels and restaurants to reduce waste.

EDUCATION AND TRAINING

5. Türkiye Zero Waste Foundation Conference, October 17-19, 2025 (Rick, Jamie, Gary)

Jamie - I first responded to initial person. Then followed up with everyone who I knew of. Haven't gotten a response yet.

Rick- They also sent invites to President of Stanford. He flipped it to Recycling Division. Julie hoping to get involved.

Leslie Lukacs said would pay to go to Istanbul.

Jamie - Our logo is on their website.

Rick - Followup on suggesting speakers.

Gary - reviewed their website, and they provided types of topics

Elena- why want to attend

Gary - Rick Register as "organization"

Ruth - Global ZW Forum.

Gary - Who wants to go?

Jamie, Elena, Rick

Ruth - I'll register as a participant. I have a memorial that weekend so can't travel there.

Elena - I just registered. \$500/night at the Hilton, \$1000 for 2 nights.

6. [U.S. National Zero Waste Conference](#), October 22-23, 2025

Ruth - getting a sponsor so ZWIA folks can register at no cost.

Rick and Gary is on the Agenda for 10/22-23 virtually. 10/23 - Intro to Saleem Ali, and Global ZW Forum.

On Day 1, introducing with Stephanie, Opening of Conference.

Rick - scheduled a boat trip.

7. [U.S. National Recycling Congress](#) - October 1-3, 2025

8. Basura Cero LatAm. No updates

POLICY AND ADVOCACY

9. COP in Brazil as ZW event - November 2025 (GAIA and ZWIA roles?)

NEXT CALL: September 12, 2025 at 8 am PDT-via ZOOM with all National Affiliates invited.

Gary Liss

916-335-1637 (cell)

garyliss4395@gmail.com

RESOURCES

[NOTES PAGE](#) for 2025 ZWIA Zero Waste Certifications Committee Call

July 11, 2025

ACTION ITEMS

1. Presentation of Annual Report - [Zero Waste Canada](#) (15 minutes)

Jamie - Shared slides. Highlighted different Certification Programs: one the road, and different levels of certification.

ZW educational programs - online certification program. Certified about 200-300. Very popular. Some communities pay bulk fee for anyone in their community. Now, Explore Edmonton (tourism section in Alberta, Conference Center - largest west of Toronto).

Businesses are working hard on ZW. On the Road to ZW certified. City proposing an incinerator that we're fighting.

Highlight ZW definition and hierarchy is part of our certification. Showed slide of display at Edmonton Convention Center that talks about our ZW policies. We consider our certification as a culture change.

Earnest ice Cream

Acadia University - starting this summer. Working on cafeteria to start. Almost a whole building, sharing with book store. Talking about getting certified.

Introducing New labelling to be something different than a ZW Facility:

- ZW Restaurants
- ZW Cafeteria
- ZW Schools
- ZW Hotel
- Coming soon: Manufacturing and Retail Stores.

Creating new criteria for manufacturing and retail stores, that include addressing the outputs. Do stuff they put out in the world will be considered.

New criteria working on.

- 100% reusable - for Gold, maybe minimum 3 key reusable items for food service (has been a barrier to move forward)
- Take out needs to be addressed (e.g., fiber based or 100% certified compostables)
- Manufacturing, Retail, Distro Centers.

ZW Canada role

- HSR manages everything.
- ZW Canada helps on marketing and signing of certificates.

What can ZWIA do to help?

- Better communications to showcase National Affiliates activities. ID someone in charge of that.
 - Website update
 - ZWIA LinkedIn
 - Facebook
 - News Releases
 - Brand refresh
 - Who does all this?
- How to raise funds for all this?
- Streamline criteria across national Affiliates for international clients (esp. For Canada and U.S.; U.S. based company having facilities in other countries)

Gary - Funding assumption in Certification program - 10% of National Affiliate fees. Provided in-kind to date. Should discuss.

Jamie - we've never documented in-kind travel to other conferences. No way that's been tracked .

2. Schedule of Annual Report presentations for 2025

- Aug 8 - New Zealand (Note: Dorte requested we change our meeting time for this meeting as follows from Jamie: "I heard back from Dorte and she mentioned that between 2pm and 10pm would be ideal for her. Preferable Sunday, Monday, or Wednesday (but days can be adjusted) They are 19 hours ahead of us. so their Wednesday would be our Tuesday etc.)"

They are 1 day ahead

2 pm PT = 11 pm European Time= Enzo preference

9 PM pt = 6 AM

Tuesday, August 12, 2025, 2 pm PDT

- Sept 12 - Philippines (to be confirmed)
- Oct 10 - ZW Europe (to be confirmed with Kaisa, or Jack McQuibben, ZW Cities)
- Nov 8 - Uruguay
- Dec 13 - Evaluation of this process Schedule for 2026

UPDATES

3. Zero Waste Hierarchy of Highest and Best Use Distribution and Media Coverage (Gary and Jamie)

a. Waste Dive:

<https://www.wastedive.com/news/zwia-zero-waste-definition-hierarchy-chemical-processing-plastic/751978/>

b. Resource Recycling op-ed (750-1000 words)

Jamie - we posted on LinkedIn and getting lot of traffic there. Expect we'll get more traction.

CERTIFICATIONS

4. Discussion of Hughes Energy Proposal (see email below and similar [email thread from May, 2025](#))

Defer to next month. I'll let Hughes know.

Enzo- don't see any need to discuss again. They point finger at maximum temperature. I'm supportive of higher temperature in our guidelines, since they are sometimes requested as pretreatment to ensure sanitisation e.g. of animal by-products to be then composted or digested in Europe.

The problem, though, is another one: Hughes are proposing this for mixed garbage. Clearly against our policy on A.D. and composting, which only considers composting as "diversion" if coming from

separate collection. Also, in case they intend this as a “pretreatment” before landfilling, autoclaving - differently from biological stabilisation - does not stabilize organics permanently.

Jamie - it doesn't count as diversion

Enzo - we're not forbidding it. But as proposed, it's just an extra cost before landfilling, without any benefit.

Medical waste - support as alternative to incineration them.

Great treatment for infectious waste, but not organics, and not for producing compost.

Ruth - agree.

5. Follow-up discussion of Issues raised by Global Zero Waste:

a. Traceability processes for issuing plastic credits, as is the case with the [Global Zero Waste Voluntary Circular Economy Program](#). Global Zero Waste offer a free course on structuring projects for the issuance of plastic credits. Include discussion of Mass Balance Accounting.

Gary - I'll invite them

Jamie - same issue as credits in general. If doesn't reduce pollution for companies and let's them buy credits, doesn't help the environment.

Rick - I agree.

Enzo - I shared a paper which was co-authored by some prominent ZW opinion leaders. I do not mean we should bash plastic credits. I'd simply drag my (i.e. ZWIA's) feet from any type of involvement. Plastic credits are currently used to blur the lines in global strategies to tackle the plastic crisis. Would be awkward for ZWIA. Very confrontational in the global NGO Network and in discussions around the GPT.

Gary - they didn't ask ZWIA to do something

Enzo - I may be wrong, but I think they were sort of proposing ZWIA to promote the program and/or trainings. Would prefer not to have ZWIA involved on that, as issue is confrontational. Becoming particularly hot with Global Plastic Treaty, and given the use by petrochem who try through it to revive and keep producing plastics.

6. Circular Economy Definitions (see Martin Calisto Friant analysis: Calisto Friant, M. & Jaeger-Erben, M. (2021). *From Circular Economy to Circular Society: Analysing Circularity Discourses and Policies and Their Sustainability Implications*, page 53. PhD dissertation, Utrecht University. DOI: 10.33540/1562[source link](#)

EDUCATION AND TRAINING

7. U.S. [National Zero Waste Conference](#), October 22-23, 2025

8. **U.S. National Recycling Congress - October 1-3, 2025**

9. **Basura Cero LatAm**

10. **Istanbul invites**

Rick - would like to clarify

Jamie - trying to schedule a call.

Will they cover costs? Airfare, hotel?

Rick - I'd like to tell them we have 68 affiliates. How many of them do they want there?

JAmie

Rick -

Ruth - against proposing delegation of 68. Some representative #.

Jamie - ask what they want first. Then decide on how to do it.

Rick and Jamie coordinate on that and talk about at the Board meeting next week.

POLICY AND ADVOCACY

10. **COP in Brazil as ZW event - November 2025 (GAIA and ZWIA roles?)**

Annemarie - 11/8 - Uruguay confirmed for them.

NEXT CALL: ~~TBD August 8, 2025 at 8 am PDT~~ via ZOOM with all National Affiliates invited.

June 13, 2025

1. Presentation of Annual Report - **Brazil** (15 minutes)

ILZB has been operating on its own since January. Mateus still in the market with Global Zero Waste methodology. We are building back the operation.

Since February, have built a new website. We have hired digital marketing agencies to promote ZW certification on social networks.

We also have lead generator agency that uses LinkedIn and other social media to sell the certification.

The certification program is working well, better than before.

Have 350 auditors all over Brazil and 500 consultants who implement ZW methodology.

We have the same standards as before. Landfill deviation in a circular economy. Don't recognize burning/incineration.

We're stronger than before, as we are enforcing those standards.

We're rebuilding the client base.

Didn't have list of former clients sent to us.

After some lawyer talk, we may have access to some past certifications.

We have tools to address the market. We have the ILZB brand, and ZW certification program recognition in the market. Expect good numbers this year.

Rodrigo is focused on COP30 in Brazil and spreading the word.

New Zealand - will followup to see what would be a better time.

2. Schedule of Annual Report presentations for 2025

- Jul 11 – ZW Canada
- Aug 8 - New Zealand
- Sept 12 - Philippines
- Oct 10 - ZW Europe
- Nov 8 -
- Dec 13 -

UPDATES

3. **Zero Waste Hierarchy of Highest and Best Use** (Ruth: posted on website; Jamie drafted news release)

3. Zero Waste Hierarhcy

Gary -

Ruth - received the News Release with a date on Monday. Not sure what you want me to do with this.

Gary - I asked Rick to release this. Rick asked you to help with that.

Rick - we have 68 Affiliates. Ask Amanda to send to them.

Ruth - Amanda can send that out when reminder goes out for the Global Call. I'll ask her to do that. I'm not sure it's of interest to US trade journals.

Gary - I'll post to U.S. Trade journals and ZWIA listserv.

Ruth - each of the ZWIA ZW Certifications Committee should send to their national media contacts.

Gary - I'll send to Certification Committee with a request that everyone send to their contacts.

Rick - Also, please send to Saleem Ali at the UN.

Jamie - I'd like us to bring to the Board a call for a Director of Communications and Marketing. Someone to control all these channels. Having Random people to send out doesn't make sense. We should get a Director from the Board to volunteer to help on that.

Gary - I'll include that as a recommendation from this Committee to the Board unless anyone objects.

not sure it's of interest to US trade journals.

CERTIFICATIONS

4. Circular Economy Definition

Gary - Does anyone have updates on ISO 59000 or other certification for circular economy?

Sandra - ISO59000 has official Spanish versions. For Latin America and other spanish-speaking countries, we have incorporated those Spanish translations into the technical verifications of our inputs. I have an infographic from a friend from Mexico.

For the development of this standard, I believe it has already fulfilled its purpose and will now enter into updating processes.

Gary - can you share that infographic.

Sandra - will do, either on this call or afterwards.

https://www.linkedin.com/pulse/normas-internacionales-iso-59000-de-econom%C3%ADa-circular-jorge-ftqnc?utm_source=share&utm_medium=member_ios&utm_campaign=share_via

EDUCATION AND TRAINING

5. U.S. [National Zero Waste Conference](#), October 22-23, 2025

6. [U.S. National Recycling Congress](#) - October 1-3, 2025

7. Istanbul Turkiye ZW Conference

Basura Cero LatAm

Annemarie - no updates.

POLICY AND ADVOCACY

8. COP in Brazil as ZW event - November 2025 (GAIA and ZWIA roles?)

Andre - city where taking place is not well organized for this large number of people. ILZB is talking with Italian and French embassies to produce a local ILZB HQ there. No success so far. We wanted to build an indigenous tribe design where to meet and have discussions about ZW in Brazil. Hard to find places to stay while there.

ILZB will participate in the event by attending the Summit as a participant.

Don't know how ZWIA can help us.

Have a strong connection in the community there.

Gary - do you know if they are operating as a Zero Waste event?

Andre - so worried about their primary purposes. Will check

Rick - they'll have to plan for cleanup. They'll have to deal with that. Just find out who's in charge, to add another bin for recycling.

They can have receptacles available to do the right thing.

Andre - there's no glass recycling in that state. Too expensive to recycle there. They don't have a good infrastructure.

Rick - glass is ground up in Hawai'i.

Enzo - The fact that there's no

Switch to reusables.

Try to connect with GAIA and ZW Europe. Each of past COPs has had ZW efforts.

Gary - we reach out to GAIA contacts to find out who's lead for GAIA on COP30, and try to encourage Rodrigo and them to work together.

Andre - will share with Rodrigo. Still don't understand why this location was chosen for COP30. Maybe President of Brazil wanted to show how rural cities has no infrastructure to handle climate change. It's one of the poorest state capitals in Brazil.

Rick - where are they going to stay?

Andre - some countries are sending large ships for people to stay. There's no accommodations. City is trying to rebuild to receive COP30 recipients. Will not be strong security.

Rick - how far is it from Manaus? Where I went for World Cup. There were hotels there.

Enzo - 1000 km. away.

Andre - can't stay at Manaus. 2 hour flight.

9. Issues raised by Global Zero Waste for ZWIA ZW Certifications Committee to address:

- a. Traceability processes for issuing plastic credits, as is the case with the [Global Zero Waste Voluntary Circular Economy Program](#). Global Zero Waste offer a free course on structuring projects for the issuance of plastic credits. Include discussion of Mass Balance Accounting.

Sandra - I'm talking about our Voluntary Circular Economy Program and plastic credits. Engineer Lilliana is one of the professionals involved. Alberto Diaz is Director managing that system. Liliana is giving the presentation on circular economy. Mass Balance will be addressed. CERCARONO Certified Carbon Standard developed by Global Zero Waste. There's a whole ecosystem involved.

Who decides Carbon standards? Open market and subject to market forces of quality and services.

There are different programs:

- Voluntary Programme on Circular Economy
- Projects on Circular Economy Materials.
- Circular Plastic Credits.

Other programs offer credits from plastic incineration to plastic recycling, without guaranteeing the material cycle.

Major negotiation on plastics will continue in August in Switzerland. They have met all over the world.

VPCE - Plastic recycling is very low worldwide. Our docs are free with the aim of spreading knowledge. These documents were widely distributed to get input before finalizing.

Same logic as carbon markets, working towards Sustainable Development Goals.
Methodology - formula

Liliana Fonseca - Projects are to generate a net benefit to the envt.

Recovery of material. Recirculation (closing plastic cycle). Legal issues - regs exist and countries have goals. What material is it? Eligible for issuance of credits to avoid double accounting issues. Similar problems as carbon markets.

Analysis of emissions as well. Must ensure traceability throughout.

Baseline analysis. Inputs? Outputs. What happens in between. Mechanical recycling and chemical recycling. Needs to be clarified. Burning plastic is not eligible for plastic.

Pyrolysis is plastic incineration.

Work also with 3rd party orgs on this program.e.g., Ecolnace, Carbon Check, Nova, Enviances.

Includ reduction recirculation (reuse, repair, renew, remanufacture.

Circular economy credit. Need ot be effectively transformed.

Blockchain platform. Upload all project info.

Certification process.

Sandra - if you want to be trained in the methodology, we offer meetings in different places.

Global negotiation coming together over ocean pollution.

There are many types of plastics.

Gary - any list of other groups that do count as incineration.

Sandra - many come from coal industry and enter the wold of circular economy.

Gary - please share some links.,

Enzo - particularly difficult to understand with captions.

With Mass Balances - praise Basura Cero Global - they are genuinely addressing it.

We have serious problems with Mass Balance approach.

Gary mentioned concern of standards using

Any use of plastics as fuel,

ZW Hierarchy - use of plastics

There are many types of mass balances.

Chemical recycling industry is blurring lines of what mass balances.

Only acceptable

Batch level is only one OK for mass balances.

Too few details to say if acceptable or not.

For the moment, we codify pyrolysis is not acceptable. Might be some solvent based purification that might be acceptable.

Gary - would be good to better understand how equations work in this Global ZW program.

Lilliana - how much enters plant and how much leaves. Leak analysis. Additional procedures for balancing, exempting or checking scales. Verify that the material has been transformed. We can share the methodology. It's downloadable for free.

Enzo - Assessing in savings in GHGs. Need to confirm baseline conditions. We have issued reports on mass balance, including under RPA (rethink plastics alliance), which is pulling together main envt NGOs in Europe. That booklet includes the conditions under which the mass balance approach can be considered. As long as any credit system fully aligns. Can send that to you.

Sandra - we see great benefit of plastic credits. There are no perfect models. Carbon markets are also highly questioned.

Gary

Enzo - fully support efforts by Global ZW. We have defined boundaries of what's acceptable. Chemical recycling is in a very grey area.

I will share booklet from RPA. Please check if you need to fine tune anything, or if there are any major problems with the methodology

EPR programs

Sandra - They have come to discuss the issue of waste in depth, creating a program led by Helen MacArthur.

Within the framework of this project, we began a technical exploration and development of this voluntary program in 2021.

Universal market. There were already other players.

They were and are working on plastic credits as a complementary element.

From Sandra:

https://www.linkedin.com/pulse/normas-internacionales-iso-59000-de-econom%C3%ADa-circular-jorge-ftqnc?utm_source=share&utm_medium=member_ios&utm_campaign=share_via

From Enzo, RPA guide on Mass Balances:

<https://app.box.com/s/71306yutiepf6msxqlbnl6u331p8vjyd>

10. Next call: July 11, 2025 at 8 am PDT via ZOOM with all National Affiliates invited.

[NOTES PAGE](#) for 2025 ZWIA Zero Waste Certifications Committee Call

Resources

[NOTES PAGE](#) for 2025 ZWIA Zero Waste Certifications Committee Call

Resources for UN engagement:

- [Link to article about the first lady of Turk in ey leading effort to develop Zero Waste Standards.](#)
- [International Definition of Zero Waste](#)
- [US EPA webpage on the Definition of Zero Waste \(they distinguish between how some communities DESCRIBE Zero Waste and the International Definition of Zero Waste\)](#)
- [US EPA Wasted Food Scale \(they describe both "Landfill" and "Incinerate" equally as approaches to avoid, and the reasons why at the bottom of the page\)](#)
- [US EPA Waste Management Hierarchy \(note at bottom of the graphic highlights this is now under review by EPA\)](#)
 - [International Day of Zero Waste - the United Nations](#)
 - [UN Advisory Board on Zero Waste](#)

ZWIA Zero Waste Business Certification/Recognition Referrals

To streamline the process of ZWIA responding to requests for being certified as Zero Waste, Rick Anthony will forward those inquiries to a new [listserv](#) for ZWIA approved National Affiliates. National Affiliates who want to pursue this lead will share that info via the listserv. If more than one National Affiliate wishes to pursue this lead, the first one indicating interest will notify the person inquiring of the timeline for when ZWIA will determine who will be proposing to provide that service, and the ZWIA Zero Waste

Certifications Committee will decide who should pursue it at the next regularly scheduled ZWIA Zero Waste Certifications Committee meeting. Any appeals may be made to the ZWIA Board. For questions or suggestions about this process, email garyliss@mindspring.com.

From Zoom Chat:

Chris Sparnicht (he/him) Zero Waste USA 8:09 AM

TRADUCCIÓN

Ahora tenemos traducción completa de transcripciones en vivo de cualquier idioma a cualquier idioma a través de la herramienta de subtítulos de Zoom.

<https://zwia.org/2024/09/closed-caption-translation/>

Sandra Pinzón 8:31 AM

https://www.linkedin.com/pulse/normas-internacionales-iso-59000-de-econom%C3%ADa-circular-jorge-ftqnc?utm_source=share&utm_medium=member_ios&utm_campaign=share_via

Sandra Pinzón 8:33 AM

Excelente profesionales que trabajan a profundidad estos temas, espero sea útil

Liliana Fonseca 8:58 AM

<https://www.youtube.com/watch?v=Kvqk5ExqVfM>

Jamie - ZWC 9:12 AM

I have to go. I agree with Enzo, as long as they are using pyrolysis as a process for achieving circular economy or gaining carbon credits, the programs are flawed and the risk of counting plastic to fuel is high.

André Mantovani 9:13 AM

I also have to go. Thank you all and see you next time

Enzo Favoino 9:25 AM

<https://app.box.com/s/71306yutiepf6msxglbnl6u331p8vjyd>

May 9, 2025

ACTION ITEMS

1. Presentation of Annual Report - Uruguay (Postponed to November?)

2. Schedule of Annual Report presentations for 2025 (confirm changes on call)

- **Jun 13 - Brazil**
- **Jul 11 - ZW Canada**
- **Aug 8 - New Zealand**
- **Sept 12 - Philippines**
- **Oct 10 - ZW Europe**
- **Nov 8 - ZW Uruguay**
- **Dec 13 -**

UPDATES

3. UN Zero Waste Definition and International Day of ZW 2025

Resources for UN engagement:

- [Link to article about the first lady of Turkey leading effort to develop Zero Waste Standards.](#)
- [International Definition of Zero Waste](#)
- [US EPA webpage on the Definition of Zero Waste](#) (they distinguish between how some communities DESCRIBE Zero Waste and the International Definition of Zero Waste)
- [US EPA Wasted Food Scale](#) (they describe both "Landfill" and "Incinerate" equally as approaches to avoid, and the reasons why at the bottom of the page)
- [US EPA Waste Management Hierarchy](#) (note at bottom of the graphic highlights this is now under review by EPA)
- [International Day of Zero Waste - the United Nations](#)
- [UN Advisory Board on Zero Waste](#)

Next Steps

[a. ZWIA participation in UNEP ZW Webinars 4/24/25 on Textiles; June on Food Waste \(sent Speaker recs\)](#)

Gary - 160 registered; 60 attended. I'll send out link to the Textile Webinar recording to the Board.

Next on Food Waste. Need to get date and time. I suggested recs. for speakers. I'll send that list to the Board.

Jamie - Daniela Ochoa would be good on Food Waste. Good speaker. Better Table is another

Mahesh - Food Waste or Organics?

Gary - Food Waste is what UN said.

Rick - Food waste is one of the largest components of waste stream. We're working with lots of communities reaching out to generators to implement State law. **Feeding San Diego is huge. Ellie _____.** Get last name from Laura Anthony.

b. Encouraged ZWIA network to attend ZW Webinar once details are provided by UNEP

c. Followup to call with Professor Saleem Ali and schedule next call with him.

Gary - will Doodle again to try to set up.

d. Coordinate with GAIA on UN activities. GAIA sent letter to UNEP asking them NOT to include incineration as part of International Zero Waste Day.

Gary - no response from UN yet on GAIA letter. Our strategy is to work collaboratively with the UN, to understand who is doing the work, who is directing it, and figure out ultimately how to get someone from GAIA and/or ZWIA on the ZW Advisory Board.

Look at the Advisory Board names to see if there are any connections between ZWIA Board members and the Advisory Board, and to introduce yourselves and offer to work together with them.

Rick - **include Saleem in NRC National Recycling Congress. I'd like him for ZW San Diego, or National ZW Conference.**

Make friends with them. There was a question at the webinar about what education programs there are

Gary - sent UN staff links to ZW Academy, ZW Europe, TRUE Advisor, ZW Canada program. I'll forward that list to the Board. I got followup from CityNet in Seoul, Korea, where the Moderator for the UN webinar is based.

CERTIFICATIONS

4. Zero Waste Hierarchy (Jamie and Ruth; posting on website; follow-up promotions?)

Gary - Jamie drafted a News Release. I reviewed and commented on it.

Jamie - sent final one to Gary for approval. Should add a couple of quotes from us. Helps people to better understand policies behind Zero Waste. Quote from Enzo, Gary, Jamie, and Rick.

Not posted on the website yet.

Chris - Ruth just needs to give to me, or post herself.

Gary - I'll followup with Jamie and Ruth on these

a. U.S. [Save Our Seas 2.0](#) Circular Economy Definition:

"The term "circular economy" means an economy that uses a systems-focused approach and involves industrial processes and economic activities that—

(A) are restorative or regenerative by design;

(B) enable resources used in such processes and activities to maintain their highest values for as long as possible;and

(C) aim for the elimination of waste through the superior design of materials, products, and systems (including business models)."

What does the Committee think about this Save our Seas 2.0 circular economy definition? Does it allow for incineration to be considered part of "circular economy"

Gary - Enzo commented that it doesn't specifically address the issue of leakage to incineration. So it's not as good as we would like.

ISO 59000 definition is a really technical version of the Circular Economy. But no one is certifying to that definition.

ZWIA now has our own definition of a Circular Economy in version 8.1 of the Hierarchy.

Would be good for ZWIA Board members to cite that ZWIA definition.

EDUCATION AND TRAINING

5. U.S. [National Zero Waste Conference](#), October 22-23, 2025 (Call for papers sent in 5/1) All Virtual.

Gary - 74 speakers submitted.

6. [U.S. National Recycling Congress](#) - October 1-3, 2025 (Call for speakers due on

5/15)

Rick - suggesting Saleem Ali from UN ZW Advisory Board

Gary - any other suggestions? Send them to me or I'll forward a link to the Call for Speakers.

Rick - invite new EPA head what's happening there.

ReMA rep last year was a good speaker and validated everything we said. Maybe for ZW USA or NRC.

National Markets panel - work with REMA - Steel, paper, Glass.

Everyone's wondering what will happen now.

7. Basura Cero LatAm

7a - Waste Expo

Rick - Thursday, did training there on Intro to ZW. Had 25 attendees from all over the U.S. Public Works Dept. from DC was there. Wanted picture to take home with him. Good group. Had some people from Vancouver working on EPR. Heard the whole lecture. Did ZW Plan projects on Ewaste, stadiums and school districts.

Stu is not going to do it again next year. May do in Washington DC next year.

POLICY AND ADVOCACY

8. COP in Brazil as ZW event - November 2025 (GAIA and ZWIA roles?)

9. Issues raised by Global Zero Waste for ZWIA ZW Certifications Committee to address:

a. Traceability processes for issuing plastic credits, as is the case with the Global Zero Waste Voluntary Circular Economy Program. We offer a free course on structuring projects for the issuance of plastic credits. Include discussion of Mass Balance Accounting.

Gary - I'll forward to the Board the links to the Plastic Credits program., Then we can have a discussion about it at the next meeting.

In the realm of plastics, will post webinar link for the Mass Balance Accounting.

I'll send links and invite ZW Global to attend next month's meeting to discuss this issue.

Other Issues?

Model country ZW Legislation

Mahesh - Our government wants to act on ZW. Wants a good definition.

Model act for any country on ZW?

Rick - Scotland adopted a ZW Plan

Gary - The policies that should be included are from the ZWIA website under the Policy tab. Includes the definition of Zero Waste, ZW Hierarchy, ZW Declaration.

ZW Europe - have developed a lot of policy documents. So I would contact Enzo Favoino. He may have some suggestions as well.

Rick - Ruth loves Nepal. She writes ZW Plans and monitors what's happening globally. Contact her for suggestions.

Mahesh - I wrote her.

Length of Certifications Committee Agenda -

Gary - Enzo suggested these agendas are too long. I didn't include as many attachments this time. Will consider how to shorten agendas as well in the future.

Jamie - Agree - cut meetings to ½ hour, unless need detailed discussion on any item.

Rick - keep it simple.

Gary - OK. Adjourned meeting at 8:53 am PDT to save 7 minutes for attendees.

NO UPDATES EXPECTED

Certifications

10. New Zealand Zero Waste Communities Recognition (Jamie)

11. New ZWIA certification/recognition programs for service providers (Gary)

12. ZWIA Zero Waste Business Certification/Recognition Referrals To streamline the process of ZWIA responding to requests for being certified as Zero Waste, Rick Anthony will forward those inquiries to a new [listserv](#) for ZWIA approved National Affiliates. National Affiliates who want to pursue this lead will share that info via the listserv. If more than one National Affiliate wishes to pursue this lead, the first one indicating interest will notify the person inquiring of the timeline for when ZWIA will determine who will be proposing to provide that service, and the ZWIA Zero Waste Certifications Committee will decide who should pursue it at the next regularly scheduled ZWIA Zero Waste Certifications Committee meeting. Any appeals may be made to the ZWIA Board. For questions or suggestions about this process, email garyliss@mindspring.com.

14. Next call: April 11, 2025 at 8 am PDT via ZOOM with all National Affiliates invited.

[NOTES PAGE](#) for 2025 ZWIA Zero Waste Certifications Committee Call

April 11, 2025

Attending: Rick Anthony, Gary Liss, Ruth Abbe, Elena, Sandra

1. Global Zero Waste and Brazil updates. See emails below.

Gary - I reviewed the email I sent to Mateus with Rodrigo and Andre before sending it. Andre said it was OK.

Remaining issues between ILZB and Mateus will be up to them to work out.

Sandra - Glad to continue to participate. We've been working on this for 15 years. We're beginning our operation in Spain. We have graduated first 3 auditors from OC in Spain, as we always like to work together with others. In Brazil, we have contracts with 3 organizations. In Spain we have already contracted with another auditor. (Elena helped with translation, and we

used “Captions” in Zoom to help with translations). Also working on China. We also have an international agenda. Participated with Barcelona ZW group recently. ZW Europe has welcomed us.

Gary - have you been in touch with Esra Tat and Kaisa from ZW Europe?

Sandra - yes. They focus on certifying municipalities. We are complementary to those.

Rick - I reached out to Esra Tat to make a connection. Important for Sandra to talk with Esra.

Sandra - I've been in touch with Joan Marc Simon, CEO of ZW Europe.

Ruth- thanks for your leadership and advancing ZW over the decades. We're really impressed with what you've done and appreciate your support of ZWIA.

Sandra - we've learned a lot from the Alliance. Went to San Francisco in February 2024 and learned a lot.

2. Presentation of Annual Report - Zero Waste Canada (postponed to April)

Gary - Jamie will not join us today so Canada has been moved to November

3. Schedule of Annual Report presentations for 2025 (to confirm changes on call)

- May 9 - Uruguay
- Jun 13 - Brazil
- Jul 11 - Colombia
- Aug 8 - New Zealand
- Sept 12 - Philippines
- Oct 10 - ZW Europe
- Nov 8 - **ZW Canada**
- Dec 13 -

UPDATES

4. UN Zero Waste Definition and International Day of ZW 2025

Gary - ZWIA and GAIA in-person participation meeting at the UN on March 27th. Saleem Ali is the only person from the US on the ZWIA Advisory Board. Met with Saleem in Feb. Turkey organized the in-person meeting in NY. Contacted ZW Foundation in Turkey - have an impressive website. Exciting to see efforts in Turkey with the connections that the First Lady has with the Foundation. Neil lives in NY and was able to rep ZWIA at the in-person event. Xxx from GAIA was also present (Macarena Mavroski from South America has moved to DC and Claire Arkin is now based in NY). All attended the UN General Assembly. 70 countries highlighted what they were doing on zero waste. Neil put together notes that will be sent out shortly. The event was similar to the 2023 meeting. Saleem Ali alerted that UN was working on a webinar re: textile

recycling that was to take place in January. Saleem put us in contact with Flavia Biri in Nairobi, Kenya. Flavia and Gary have discussed input on the webinar. Gary provided a draft agenda and proposed speakers. Flavia included all speaker recommendations and contact info was also provided. Flavia cc: Gary on all email and how Fix-it-Clinics are working on textiles. Dr. Anne Scheinberg in the Netherlands has achieved the Chair role of waste reduction recycling committee of ISWA. Speakers accepted so it's great to be working with UN. Suggested that the webinar take place on June 5th instead of April 17th. Moved to **April 24th**. All coming to fruition and Flavia will provide link and promotional material by Monday. Saleem Ali is a featured speaker for the **UN International webinar on textiles**. Gary will send a draft agenda today for all to see. GAIA speaker that was recommended did not get included into the agenda. Macarena from GAIA recommended 7am Pacific Time (8AM Costa Rica and Colombia). Another follow-up meeting scheduled for March. Doodle sent out and nobody responded so a date has not been scheduled yet. ZWIA successfully connected with UN Advisory Board staff.

GAIA has been working with UN particularly on not wanting to include incineration as part of the International Day of Zero Waste. Heard that Advisory Board was not going to adopt an international def of zero waste. ZWIA will ask UN to recognize international def of zero waste, especially to not include incineration. Saleem indicated that Advisory Board will only have a tenure of 3 years and ZWIA/GAIA may get involved on the Board. Q's: How frequently does the Board meet? Who drives the agenda? Saleem has been key in allowing ZWIA to get involved with the UN Advisory Board.

Flavia will provide link and promotional piece on Monday. Richard has been invited as well as Laura Anthony. Richar will talk about networks and resources (definition)

Gary suggested slots with UN Habitat

ZW Europe will talk about textile policies

Richard will talk about ZWIA

Ruth - can Gary meet with Richard and Laura to discuss agenda. Laura is an expert in Fix-It-Clinics and can talk about how she's teaching people on how to repair clothes and keep them out of landfills.

Gary will touch base with Richard, Laura, Anne and Ezra.

Resources for UN engagement:

- [Link](#) to article about the first lady of Turkey leading effort to develop Zero Waste Standards.
- [International Definition of Zero Waste](#)

- [US EPA webpage on the Definition of Zero Waste](#) (they distinguish between how some communities DESCRIBE Zero Waste and the International Definition of Zero Waste)
- [US EPA Wasted Food Scale](#) (they describe both "Landfill" and "Incinerate" equally as approaches to avoid, and the reasons why at the bottom of the page)
- [US EPA Waste Management Hierarchy](#) (note at bottom of the graphic highlights this is now under review by EPA)
- [International Day of Zero Waste - the United Nations](#)
- [UN Advisory Board on Zero Waste](#)

Next Steps

- a. Confirmed ZWIA participation in UNEP ZW Webinar for 4/24/25
- b. Encourage ZWIA network to attend ZW Webinar once details are provided by UNEP
- c. Followup to call with Professor Saleem Ali and schedule next call with him.
- d. Coordinated with GAIA on UN activities. GAIA sent letter to UNEP asking them NOT to include incineration as part of International Zero Waste Day.
- E. We arranged for ZWIA and GAIA participation in an in person meeting at the UN General Assembly on 3/27.

CERTIFICATIONS

5. [Zero Waste Hierarchy \(Jamie and Ruth; posting on website; follow-up promotions?\)](#)

- New ZW Hierarchy 8.1 and circular economy def will soon be on the ZWIA website.
- Jamie will soon announce that there are updates to the hierarchy.

[a. U.S. Save Our Seas 2.0 Circular Economy Definition:](#)

"The term "circular economy" means an economy that uses a systems-focused approach and involves industrial processes and economic activities that—

(A) are restorative or regenerative by design;

(B) enable resources used in such processes and activities to maintain their highest values for as long as possible;and

(C) aim for the elimination of waste through the superior design of materials, products, and systems (including business models)."

What does the Committee think about this Save our Seas 2.0 circular economy definition?
Does it allow for incineration to be considered part of "circular economy" (Gary - I don't think so...)

- Gary didn't have particular problems with def
- Enzo commented that it's important to minimize leakages to landfill
- Where is the circular economy defined? Id opportunity for a certification program to help hold the line on a good def of circular economy
- There is no one person that has said that this is the sole def. No one def of circular economy nor one butterfly chart that is used. Real need for someone to come up with ONE def on circular economy to bring everyone together as well as zero wasters.

RUTH - equates middle section of the ZWIA hierarchy as circular economy

Gary - Ellen McArthur as addressed upstream issues. Not everyone is on the same page. Even US National Legislation like Save Our Seas 2.0 have different definitions.

Sandra: participated on 323 ISO on the new circular economy guide. They came up with a Spanish version. These guides aren't certifiable. Spain, Colombia and Costa Rica have a circular economy strategy.

Has ISO adoptado a standard? ISO-59,000 Guides are not certifiable

Gary - would like to schedule ISO standard on agenda next time to figure out if whats been done with ISO standard is compatible with zero waste.

Sandra would be happy to include ISO standard on agenda.

Link to ISO 59,000 on Circular Economy as discussed by Sandra:
<https://www.iso.org/sectors/environment/circular-economy>

EDUCATION AND TRAINING

6. Race to Zero Waste Global Zero Waste Forum, March 30 - April 3 Florida (debrief)
7. ZWIA International Dialog, 2026 in Puerto Plata, Dominican Republic (tbd)
8. U.S. National Zero Waste Conference, October 22-23, 2025 (Call for papers due 5/1)
10. U.S. National Recycling Congress - October 1-3, 2025 (Call for papers out on 4/15)
11. Basura Cero LatAm

There were several events/activiteis planned for International ZW Day.

Sandra - We had technical tours for World ZW Day. Chocola was certified.

Elena - In Costa Rica - invited Food Loss Network to talk at an event. We're working to certify a company and schools. Busy as well.

POLICY AND ADVOCACY

12. COP in Brazil as ZW event - November 2025 (GAIA and ZWIA roles?)

- Rodrigo is organizing the World Dialogue and would like the COP to be zero waste
- What role will ZWIA be playing in Brazil?

13. Issues raised by Global Zero Waste for ZWIA ZW Certifications Committee to address:

a. Traceability processes for issuing plastic credits, as is the case with the Global Zero Waste Voluntary Circular Economy Program. We offer a free course on structuring projects for the issuance of plastic credits.

b. The regulation of digital product passports.

c. The implementation of taxes on different material types, such as plastic.

d. The increase in recovery rates in Extended Producer Responsibility (EPR) plans

e. Creating a permanent commission to address negotiations on solutions to plastic pollution.

f. Participation in the 2025 Conversations on Plastic Pollution (likely to be in Switzerland in 2025).

Gary - Break Free from Plastic Movement has been concerned with mass balance calculations for industry to confuse the issues.

Sandra - has been studying plastic pollution credits for years. Would like to share her methodology with Enzo at ZW Europe. Has included no waste to energy, no incineration. Enzo has not read Sandra's methodology. 4 documents: program, contribution to SDGs

Gary - would like to read Sandra's plastic credits documents in English. Would like everyone on the committee to be aware of mass balance calculations. Can we discuss one by one in the upcoming months?

Sandra - would like to update the committee on her meeting re: plastic credits in Denver

Link to webinar:

Join us on **Friday, April 11th at 3pm EST / 12pm PST for an in-depth discussion on Mass Balance credit schemes** and how the plastics industry is working to legitimize deceptive accounting practices to further greenwash and incentivize chemical recycling and increased plastic production.

We'll hear presentations from movement experts **Renee Sharp** (Director of Plastics & Petrochemicals at NRDC), and **Lucy Mullany** (Director of Policy & Advocacy at Eureka Recycling) before jumping into a Q&A.

The session will be recorded and **registration is required**

NO UPDATES EXPECTED

Certifications

13. New Zealand Zero Waste Communities Recognition (Jamie)
14. New ZWIA certification/recognition programs for service providers (Gary)
15. ZWIA Zero Waste Business Certification/Recognition Referrals To streamline the process of ZWIA responding to requests for being certified as Zero Waste, Rick Anthony will forward those inquiries to a new listserv for ZWIA approved National Affiliates. National Affiliates who want to pursue this lead will share that info via the listserv. If more than one National Affiliate wishes to pursue this lead, the first one indicating interest will notify the person inquiring of the timeline for when ZWIA will determine who will be proposing to provide that service, and the ZWIA Zero Waste Certifications Committee will decide who should pursue it at the next regularly scheduled ZWIA Zero Waste Certifications Committee meeting. Any appeals may be made to the ZWIA Board. For questions or suggestions about this process, email garyliss@mindspring.com.
16. Next call: May 9, 2025 at 8 am PDT via ZOOM with all National Affiliates invited.

[NOTES PAGE](#) for 2025 ZWIA Zero Waste Certifications Committee Call

Additional Background on Global Zero Waste and Brazil

March 18, 2025

Gary Liss <garyliss4395@gmail.com>

Tue, Mar 18, 9:32 AM

to Sandra, Ruth, Richard, Diego, Sandra, Alberto, Annemarie, Gary, me, Elena

Sandra,

Thank you for your engagement with the Zero Waste International Alliance (ZWIA), first as an organizational Affiliate in 2022 and later as a National Affiliate in 2024. We appreciate your contributions and dedication to advancing Zero Waste initiatives.

We regret the challenges that arose over the past year regarding Instituto Lixo Zero in Brazil and its contractor, Mateus Pecanha. We understand how these issues have impacted you and Global Zero Waste. We are grateful for your efforts in working with ZWIA to address these matters, including contacting Mateus Pecanha to remove the ZWIA logo from his new Zeros website, which you confirmed was done.

We also respect your decision to withdraw as a National Affiliate due to the sensitivities of the past two months, though we are sorry to see you go. Please know that we accept and understand your decision.

I also want to apologize for the shouting during the last board meeting. It was unacceptable, and we all regret it.

Looking ahead, we would like to continue coordinating and collaborating with Global Zero Waste to support our shared objectives. We still consider Global Zero Waste an organizational Affiliate of ZWIA and believe this affiliation will allow us to work together meaningfully in the future. Please let us know if you would like to continue in this capacity.

Would you be available for a Zoom meeting with Annemarie Sauter (who will assist with translations) and me to discuss how we can continue engaging? We want to connect.

Once again, thank you for your leadership in the Zero Waste movement. We value your contributions and wish you the very best in your ongoing efforts.

Best regards,

Gary

Gary Liss, Chair

Zero Waste Certifications Committee

Zero Waste International Alliance

916-335-1637 (cell)

garyliss4395@gmail.com

cc: Richard Anthony, Chair, ZWIA

Ruth Abbe, Chair of ZWIA Affiliations Committee

Translation of email of 3/20/25 from Sandra Pinzon (translated by Elena and Annemarie):

Elena Mateo

Thu, Mar 20, 3:55 PM

to me, Ruth, Richard, Gary, Annemarie

Dear Gary,

I appreciate your message and the opportunity to continue collaborating with the Zero Waste International Alliance. I also want to acknowledge your apology and express that I see this situation as a learning opportunity to improve both the space and communication within the alliance.

We remain convinced that we can make a significant contribution to the Alliance, and we would like to propose addressing other strategic topics within the evolution of global standards and methodologies—not only in the certification of areas but also in traceability processes for the

issuance of plastic credits, as is the case with our Voluntary Circular Economy Program. The world is advancing in the regulation of digital product passports, the implementation of taxes on different material types such as plastic, and the increase of recovery rates in Extended Producer Responsibility (EPR) plans, which can have a positive impact on global recycling goals.

In this regard, we believe that, in addition to the December 2022 Zero Waste declaration, there are opportunities to lead initiatives that foster innovation and knowledge management. Therefore, we would like to propose the creation of a permanent commission to address negotiations on solutions to plastic pollution. We believe this space will allow for ongoing and strategic dialogue to drive effective solutions within the framework of the circular economy and emerging global regulations.

Additionally, we would like to share that we will be participating in the 2025 Conversations on Plastic Pollution and will likely be in Switzerland this year during the negotiations. We also offer a free course on structuring projects for the issuance of plastic credits, which has already attracted 800 participants from 38 countries.

As an organization, we are committed to all our students, which is why we keep the opportunity open for anyone to promote our methodologies and management tools. Likewise, we continuously work with external validators across all our certification programs to ensure transparency and avoid conflicts of interest with any third party. In line with our commitment to the Zero Waste model, we have developed an annex document within our management system on non-incineration, ensuring alignment with our shared principles and promoting truly sustainable alternatives.

We are convinced that the world is undergoing a rapid transformation around Zero Waste and our joint efforts can be a valuable contribution in these global discussions.

Additionally, we have designed a special agenda to commemorate International Zero Waste Day, and it would be an honor to have your participation as invited guests in our program.

I look forward to coordinating the Zoom meeting with Annemarie Sauter to discuss these initiatives in detail and explore new avenues for collaboration.

Best regards,

Sandra

On Mar 20, 2025, at 2:54 PM, Sandra Pinzón <sandra.pinzon@globalzerowaste.org> wrote:

Estimado Gary,

Agradezco su mensaje y la oportunidad de seguir colaborando con la Alianza Internacional de Cero Residuos. También quiero expresar que recibo sus disculpas y considero que esta situación representa una oportunidad de aprendizaje para mejorar el espacio y la comunicación dentro de la alianza.

Seguimos convencidos de que podemos aportar significativamente a la Alianza y nos gustaría proponerles abordar otros temas estratégicos en el marco de la evolución de los estándares y metodologías a nivel mundial, no solo en certificación de áreas sino en procesos de trazabilidad para la emisión de créditos de plástico, como es el caso de nuestro Programa Voluntario de Economía Circular. El mundo avanza en la reglamentación del pasaporte digital de productos, la implementación de impuestos para diferentes tipos de materiales como el plástico y el aumento de las tasas de aprovechamiento en planes de Responsabilidad Extendida del Productor (EPR), lo que puede generar impactos positivos en las metas de reciclaje a nivel mundial.

En este sentido, consideramos que además de la declaración de diciembre de 2022 sobre residuos cero, existen oportunidades para liderar iniciativas que impulsen la innovación y la gestión del conocimiento. Por ello, nos gustaría proponer la creación de una comisión permanente para abordar las negociaciones sobre soluciones a la contaminación plástica. Creemos que este espacio permitirá un diálogo constante y estratégico para impulsar soluciones efectivas en el marco de la economía circular y las regulaciones globales emergentes.

Además, queremos compartir que participaremos en las Conversaciones 2025 sobre contaminación plástica y que posiblemente estaremos en Suiza este año durante las negociaciones. También contamos con un curso gratuito para la estructuración de proyectos para la emisión de créditos de plástico que ya ha captado el interés de 800 inscritos de 38 países.

Como organización, nos debemos a todos nuestros estudiantes, razón por la cual mantenemos abierta la oportunidad para que cualquier persona pueda promover nuestras metodologías y herramientas de gestión. Asimismo, trabajamos constantemente con validadores externos en todos nuestros programas de certificación para garantizar transparencia y evitar conflictos de interés con cualquier tercero. En línea con nuestro compromiso con el modelo Zero Waste, hemos generado un documento anexo a nuestro sistema de gestión sobre no incineración, asegurando coherencia con nuestros principios conjuntos y promoviendo alternativas verdaderamente sostenibles.

Estamos convencidos de que el mundo está experimentando una transformación acelerada en torno al concepto de Zero Waste, y nuestro trabajo conjunto puede ser una contribución valiosa en estos escenarios globales.

Asimismo, hemos diseñado una agenda especial para conmemorar el Día Mundial Zero Waste, y sería un honor contar con su participación como invitados en nuestra agenda.

Quedo atenta a coordinar la reunión de Zoom junto a Annemarie Sauter para conversar en detalle sobre estas iniciativas y explorar nuevas formas de colaboración.

Reciba un cordial saludo,

Sandra

Gary Liss <garyliss4395@gmail.com>

Fri, Mar 28, 3:26 PM (13 days ago)

to Elena, Ruth, Richard, Gary, Annemarie

Thank you for your positive response! I'm sorry for not getting back to you sooner. I had some deadlines I had to focus on this past week, including helping to arrange ZWIA and GAIA representatives to attend the International Zero Waste Day celebrations at the United Nations in New York City yesterday.

I want to invite you and/or your representative to continue attending the monthly ZWIA Zero Waste Certifications Committee meeting. That meeting is on the 2nd Friday of the month at 8 am PDT.

I will agendaize topics you have suggested for ZWIA to work on, including:

Traceability processes for issuing plastic credits, as is the case with the Global Zero Waste Voluntary Circular Economy Program. We offer a free course on structuring projects for the issuance of plastic credits.

The regulation of digital product passports.

The implementation of taxes on different material types, such as plastic.

The increase in recovery rates in Extended Producer Responsibility (EPR) plans

Creating a permanent commission to address negotiations on solutions to plastic pollution.

Participation in the 2025 Conversations on Plastic Pollution (likely to be in Switzerland in 2025).

I want to schedule a Zoom meeting with Annemarie Sauter and you to discuss these initiatives and potentially other avenues for collaboration before our next ZWIA Zero Waste Certifications Committee call on April 11, 2025.

Sandra and Annemarie, please fill out this Doodle to schedule that ASAP.

Gary Liss <garyliss4395@gmail.com>

Tue, Apr 8, 11:13 PM (2 days ago)

to Mateus, Mateus, me, Gary, Richard, Ruth, Elena, Annemarie, Sandra, Alberto

ZEROs, ZWIA, ILZB and Global Zero Waste

Mateus,

ZWIA understands that you have launched a new consulting firm, Zeros, to certify zero waste facilities and provide zero waste training, following the protocols and training you received from Global Zero Waste, which was a National Affiliate of ZWIA in Colombia.

We discussed this situation at recent ZWIA Zero Waste Certifications Committee and Board meetings. Sandra Pinzon confirmed that Global Zero Waste programs are aligned with ZWIA guidelines and that burning materials (e.g., pallets) are not considered Zero Waste.

Although Global Zero Waste resigned recently from being a National Affiliate of ZWIA, we are working with them to continue to be an organizational Affiliate of ZWIA. We want to continue to collaborate and coordinate with Global Zero Waste.

As a result, ZWIA would appreciate you also working collaboratively with all ZWIA National Affiliates, including ZWIA's National Affiliate in Brazil, ILZB.

Please let us know how you plan to proceed.

Thanks!

Gary

Gary Liss, Chair

ZWIA Zero Waste Certifications Committee

916-335-1637 (cell)

garyliss4395@gmail.com

March 14, 2025

Attending: Elena, Annemarie, Rick, Ruth, Gary, Chris Sparnicht

1. We have an urgent action item to address. Global Zero Waste has withdrawn from ZWIA. [Zeros Website](#). ZW Brazil is asking for help. See emails below.

Gary - Reviewed background

Ruth - do we owe Sandra an apology? She doesn't feel she can work as a ZWIA National Affiliate.

Rick - OK if she wants to drop out.

Gary - Ideas for how to respond? Recs suggested: apology letter, wish her well, suggest we continue to coordinate and collaborate, accept withdrawal, perhaps

offer to get together by Zoom to discuss this situation and confirm that they want to remain as an organizational affiliate as approved in 2022.

Could Elena and Annemarie help on such a call especially to make sure translations are clear?

Annemarie - we are TRUE Advisors and Global ZW Advisors.

Elena - Annemarie would be best as she has coordinated more closely with them.

Gary - Response from Jamie via email before the meeting about the idea of asking Global ZW to continue as an organizational affiliate:

“Following up to see if they would join as an affiliate org. But then this is where the difference between affiliate offering and supporting non ZWIA recognized certification programs in an area where there is a national affiliate, and national affiliate gets blurry and unclear for others.”

Not saying it makes any sense but it creates confusion in the market place. Why be a national affiliate if you can just be an affiliate and not have the same restrictions.”

2. Presentation of Annual Report - Zero Waste Canada (postponed to April)

3. Schedule of Annual Report presentations for 2025 (confirmed changes on call)

- Apr 11 - Canada
- May 9 - Uruguay
- Jun 13 - Brazil
- Jul 11 - Colombia
 - Aug 8 - New Zealand
 - Sept 12 - Philippines
 - Oct 10 - ZW Europe
 - Nov 8 -
 - Dec 13 -

UPDATES

4. UN Zero Waste Definition and International Day of ZW 2025

Gary - followed up with Prof Saleem Ali & Flavia Biri (UN-Habitat in Nairobi, Kenya). Sent a draft agenda for a UN Zero Waste webinar focusing on textiles recycling to Saleem Ali and to Flavia Biri. Flavia Biri responded within a day. They are still working on it and welcomed our suggestion that we could help get speakers from our international network. Finally, we are working together with the UN. We need to keep cultivating the relationship and see where it goes.

Monica Wilson from GAIA is on the board of ZWUSA. Monica highlighted that GAIA was also working on it with Macarena and Cecilia. Have not heard back on the draft agenda. We keep encouraging the UN to engage the participation of both GAIA and ZWIA, as the UN did at the initial meeting on International Day of Zero Waste in New York City 2 years ago.

A follow-up call is scheduled for next Friday (3/21) at noon PDT with Saleem Ali. Ruth - are you on a list to be notified of UN Advisory Board on Zero Waste meetings?

Gary - No. Good idea to ask about that.

Rick - encouraging to be in a dialog with Flavia Biri from UN-Habitat in Kenya. Suggest Saleem Ali join the ZWIA Global Call each 3rd Friday of the month at 11 am PDT.

Gary - Saleem Ali mentioned that he had attended a couple of those calls in the past.

Resources for UN engagement:

- [Link](#) to article about the first lady of Turkey leading effort to develop Zero Waste Standards.
- [International Definition of Zero Waste](#)
- [US EPA webpage on the Definition of Zero Waste](#) (they distinguish between how some communities DESCRIBE Zero Waste and the International Definition of Zero Waste)
- [US EPA Wasted Food Scale](#) (they describe both "Landfill" and "Incinerate" equally as approaches to avoid, and the reasons why at the bottom of the page)
- [US EPA Waste Management Hierarchy](#) (note at bottom of the graphic highlights this is now under review by EPA)
- [International Day of Zero Waste - the United Nations](#)
- [UN Advisory Board on Zero Waste](#)

Next Steps

- a. Confirm ZWIA participation in UNEP ZW Webinar**
- b. Encourage ZWIA network to attend ZW Webinar once details are provided by UNEP**
- c. Followup to call with Professor Saleem Ali. Confirm next call with him on March 21.**
- d. Coordinate with GAIA on UN activities**

CERTIFICATIONS

5. [Zero Waste Hierarchy](#) (Jamie)

Gary - provided background

Rick - **Motion: Move that we rec. the amended Hierarchy be approved by the Board, subject to minor change of “i.e.” to be resolved by Jamie and Gary before the Board meeting.**

2nd - Gary

Motion adopted unanimously.

a. U.S. [Save Our Seas 2.0](#) Circular Economy Definition:

"The term “circular economy” means an economy that uses a systems-focused approach and involves industrial processes and economic activities that—

(A) are restorative or regenerative by design;

(B) enable resources used in such processes and activities to maintain their highest values for as long as possible; and

(C) aim for the elimination of waste through the superior design of materials, products, and systems (including business models)."

What does the Committee think about this Save our Seas 2.0 circular economy definition? Does it allow for incineration to be considered part of "circular economy"

Gary - I finally had a chance to review this and think that it's pretty good. If anyone else has comments on this, please share, particularly after reading the new definition of the circular economy just adopted in the Zero Waste Hierarchy.

EDUCATION AND TRAINING

6. Race to Zero Waste Global Zero Waste Forum, March 30 - April 3 Florida (confirm dates)

7. ZWIA International Dialog, in Puerto Plata, Dominican Republic (considering doing in 2026 or beyond)

8. [Zero Waste Academy](#) and Zero Waste Month 2025, Philippines, January 2025

9. U.S. [National Zero Waste Conference](#), October 22-23, 2025

10. [U.S. National Recycling Congress](#) - September 28-30, 2025 (debrief)

11. Basura Cero LatAm - Annemarie - Rodrigo opening a separate Instituto Basura Cero in Argentina, with Brazil and Uruguay. Received invitation to Opening event.

Ruth - are they working with Fundacion Ecologista Verde (Argentina organizational affiliate)? [Fundación Ecologista Verde](#) (Argentina)

Annemarie - I believe so. They are working in our Basura Cero LatAm chat.

Ruth - Update on my latest trip:

<https://drive.google.com/file/d/11RmaIBYn5VCNKeh8VsKsASvU8Ss5YTxt/view?usp=sharing>
are_link

Chris - Landfill Mining. Want legislation to avoid this from happening.

<https://drive.google.com/drive/folders/1t7BDaByvqTYYt4FWsXJQGHRJCC8Tno8V?usp=sharing>

Landfill mining vs **Urban mining** (the process of recovering valuable materials, particularly metals and minerals, from discarded products, buildings, and waste, aiming to extract and reuse these resources instead of sending them to landfills or incinerating them)

Ruth's visit to Nepal: On March 2, 2025 HECAF 360 hosted a delegation from the Zero Waste International Alliance (ZWIA) on a tour of their projects featuring Zero Waste Schools and Zero Waste Hospitals.

<https://drive.google.com/file/d/11RmaIBYn5VCNKeh8VsKsASvU8Ss5YTxt/view>

https://drive.google.com/file/d/1Vkqg9nh9hylg_YM2iNfl3hmagH0LES65/view

<https://www.hecaf360.org/>

POLICY AND ADVOCACY

10. Zero Waste and Climate Change Campaigns (Zero Waste USA, Sierra Club, National Recycling Coalition?)

Gary - need to focus on Zero Waste and Circular Economy

11. Updates from Committee members

NO UPDATES EXPECTED

Certifications

12. New Zealand Zero Waste Communities Recognition (Jamie)

13. New ZWIA certification/recognition programs for service providers (Gary)

14. ZWIA Zero Waste Business Certification/Recognition Referrals To streamline the process of ZWIA responding to requests for being certified as Zero Waste, Rick Anthony will forward those inquiries to a new [listserv](#) for ZWIA approved National Affiliates. National Affiliates who want to pursue this lead will share that info via the listserv. If more than one National Affiliate wishes to pursue this lead, the first one indicating interest will notify the person inquiring of the timeline for when ZWIA will determine who will be proposing to provide that service, and the ZWIA Zero Waste Certifications Committee will decide who should pursue it at the next regularly scheduled ZWIA Zero Waste Certifications Committee meeting. Any appeals may be made to the ZWIA Board. For questions or suggestions about this process, email garyliss@mindspring.com.

15. Next call: **April 11, 2025 at 8 am PDT** via ZOOM **with all National Affiliates invited.**

[NOTES PAGE](#) for 2025 ZWIA Zero Waste Certifications Committee Call

Third-Party Certification Programs – TRUE (Total Resource Use & Efficiency)



- 749 Projects
- 365 Certified Projects
- 47 States
- 33 Countries
- 2476 TRUE Advisors worldwide

TRUE has certified over 229 million square feet of space

Source: [TRUE \(true.gbci.org\)](http://true.gbci.org)



February 14, 2025

ACTION ITEMS

0. Circular Economy in the ZWIA Zero Waste Hierarchy (Jamie)

Jamie - everything had been approved by the ZWIA Board, then realized already had a different definition of the circular economy

Motion - to recommend Board

Rick - 2nd

Enzo - masterpiece.

Gary - motion unanimous.

Andre - I was questioned by one of our auditors about reprocessing. I said it's not considered as recycling. What if shows as better compared to use of fossil fuels. Could we consider as Zero Waste and circular economy.

Gary - let's consider under Brazil update.

1. Presentation of Annual Report - Zero Waste Costa Rica

Elena: Thanks for all of your support.

Academic Sector - Fun Run with 800 students. Helped them with their ZW activities.

Reuse and book drives all over Costa Rica.

Working with Technical Universities on ZW, including workshop with maintenance staff.

Recovery of material and donation to schools happens year-round.

Many of the schools only have 1 professor from K-12 grades.

Annemarie's mom in picture, as she's a famous author of children's books.

ZW Youth Club.

Country Day School - on the road to ZW. 3rd year of presentations there.

Special Needs School in Heredia

Private Sector - Working with AED and United Way - participated in several workshops

Construction Center - Did ZW Audit (4/8/24)

Accenture Workshop (5/10/24) - Invited to Workshop there

US Green Building Council Costa Rica Sustainable Cities Conference - takes

Government Sector - invited us to join workshops for municipalities to move forward with initiatives, organized with IFAM. Won first place. Goal was to come up with app to solve food waste problem. Working with small agricultural industry and farmers that have leftover fruits and vegetables. Through app will be able to circulate those. Award Ceremony in August 2024 to recognize that app.

Social responsibility Forum - participated in with all municipalities

Ewaste Monitor - strengthens national initiatives, funded by GEG, PREAL - correct use of e-waste.

Women in Circular Economy - At national Congress - all women working with circular economy and ZW activities. 200 leaders involved.

Recognition and Certification -

1. CaminoHacia Cero Residuos- helping universities
2. On the Road to ZW - Working with Country Day School
3. TRUE - helped certify Philips, and working with Citibank and Equifax. Lot of work. Over year to help on that, including Zero Waste audits and Trainings.
4. Auto Mercado - still in early stages (like Whole Foods in USA). Distribution Center
5. Preserve Planet - MRF - did inspection for Citibank.

Gary - any Qs for ZWIA.

2. Schedule of Annual Report presentations for 2025 (to reconfirm on call)

- Mar 14 - Canada
- Apr 11 - Brazil
- May 9 - Uruguay
- Jun 13 - New Zealand
- Jul 11 - Colombia
- Aug 8 - Europe
- Sept 12 - Philippines
- Oct 10 -
- Nov 8 -
- Dec 13 -

3. Fundación Héroes del Medio Ambiente, a current ZWIA Organizational Affiliate in the Dominican Republic, has applied to become a ZWIA National Affiliate. Please see [link for their application](#).

Ruth - They have been organizational Affiliate for several years. Has participated in Basura Cero LATAM. Has been mentored by Brazil. Want to start own program in Dominican Republic. Will share Renata's LinkedIn biography

Gary - Renata is VP. Fernando is President.

Ruth - they list communities they are working with on ZW.

Elena - only met them virtually

Annemarie - in 2022, we sent them Affiliate form to be organizational affiliate. Met them with Rodrigo and Gabrielle. Have been working together with Uruguay to help organize the LATAM group. Invited us to join Latam group in 2021.

Rick - not sure scrutiny of staff have been used for other National Affiliates.

Gary - will anyone be

Ruth - Brazil has been doing that. In the past Mateus. In future, Rodrigo and maybe Andre.

Rick - they were dependent on USAID grant to do Dialog.

Gary - would someone else be willing to be mentors for them.

Rick - willing to mentor. Fernando speaks English well. Ruth and I were going to go there, when there was USAID grant. If can't get money for big conference, ZWIA could go there as Board and help them like we did with Costa Rica to audit hotel.

Gary - Zero Waste USA is offering to be mentor. Andre will discuss with Rodrigo whether to help as well. Elena and Annemarie could participate in Zoom trainings.

Ruth -

Rick - move we approve Dominican Republic as National Affiliate to recommend to Board.

2nd - Ruth

Envzo - abstain, as I don't know them.

Motion carries.

UPDATES

4. UN Zero Waste Definition and International Day of ZW 2025

Resources for UN engagement:

- [**Link to article about the first lady of Turkey leading effort to develop Zero Waste Standards.**](#)
- [**International Definition of Zero Waste**](#)
- [**US EPA webpage on the Definition of Zero Waste \(they distinguish between how some communities DESCRIBE Zero Waste and the International Definition of Zero Waste\)**](#)
- [**US EPA Wasted Food Scale \(they describe both "Landfill" and "Incinerate" equally as approaches to avoid, and the reasons why at the bottom of the page\)**](#)
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- [**UN Advisory Board on Zero Waste**](#)

Next Steps

1. **Confirm ZWIA participation in UNEP ZW Webinar.**
2. **Encourage ZWIA network to attend ZW Webinar once details are provided by UNEP**
3. **Ask for informal call with Professor Saleem Ali** to get a better understanding of how the Advisory Board works. Saleem has sent out background materials on the Advisory Board which will be shared with CC shortly. UNEP is going to have a webinar at the end of Jan yet looks like ZWIA will be on the speakers list. Great success after 3 years of effort to get there. Neil Seldman made the connection with Prof Saleem Ali. Close to the loop of participation!

Gary - Rick, Ruth, and Neil need to fill out Doodle.

Ruth - nominating San Diego Fix It Clinic as a case study. Would we recommend that for the webinar.

Gary - I've proposed Rick as Chair.

Elena - we proposed a case study of our International Dialog.

Rick - Fix It Clinics - have been doing textile repair. Gathering more attention than appliance repair.

Ruth - Fix It Clinics in SF are exclusively textile repair.

Elena - we could do that here too

Rick - we get \$ from cities. \$5K from cities. Long Beach doing over 100 people.

Local ones - \$1500-\$3000. Mayor is promoting them. City staff attended this and got so excited, they mobilized whole city mechanisms to promote. They are saying this is so

Ruth - easy way to get involved with UNEP.

Gary- who should make presentation? I had recommended Rick, and Neil.

Rick - Laura and I do a good duet presentation on this.

Ruth - this is not the right place for Neil in terms of textiles

Rick -

CERTIFICATIONS

5. Circular Economy and Zero Waste

- a. Circular Economy in the ZWIA Zero Waste Hierarchy (Jamie)
- b. U.S. Save Our Seas 2.0 Circular Economy Definition:

"The term "circular economy" means an economy that uses a systems-focused approach and involves industrial processes and economic activities that:

(A) are restorative or regenerative by design;

(B) enable resources used in such processes and activities to maintain their highest values for as long as possible;and
(C) aim for the elimination of waste through the superior design of materials, products, and systems (including business models)."

What does the Committee think about this Save our Seas 2.0 circular economy definition? Does it allow for incineration to be considered part of "circular economy"

Gary - has what we've been adopting in our legislation a problem? EPA has adopted this in their definition of of circular economy

Ruth - bring to Hierarchy working group

6. ZW Brazil Updates

Gary - notes from Jan meeting where Rodrigo participated and provided update on Matheus leaving. Received email from Andre & Rodrigo and met with them this week.

Andre - context - last December, Mateus said he didn't want to work with ILZB any more. Wanted to transform his company to a tech company and he would sell software to companies. Rodrigo said OK and called me and asked me to be lead

Recently found Mateus approaching market and selling certification as a new approach. Lawyers got involved. Demands were made to ask Mateus to stop.

He's still serving certification.

He hasn't given clients, students, courses, certifications details to ILZB. In middle of negotiations. Hope to have a document signed in a few days. Clients have been asking what's going on. We heard Mateus was using Global Zero Waste model, which is different than

Tiers for certification. Selling easier way and cheaper way to certificate. Makes confusion. People who adhere to ZWIA principles said they wanted to continue with ILZB. We don't know what's happening with our clients.

We called Global ZW to address this issue to restore calm to the market.

Transition has been rough. Don't have client base.

Ruth - what role is Matheus playing with GZW. Please provide updates in Brazil with regards to Matheus.

Alberto - know something. Our role is for any organization to apply our International Zero Waste Management Systems Standard.

Any consulting companies can implement it, and later as international assessing bodies as Icontec or OCA Global audit and certify. If Elena or Annemarie want to apply our standard they can do it because they have taken the GZW Course. Sandra is attending an international conference but is writing in the chat.

Gary: could you follow-up with Sandra to find out what is going on with Matheus in Brazil. National Affiliates have exclusivity in their countries. In Brazil, ILZB is the official certification body so if Matheus is working with GZW in Brazil it's ok, but he cannot certify as ZWIA. Costa Rica is working with TRUE yet this is different to what they do with ZWIA.

RUTH - We would like to learn about your relationship with Matheus in Brazil. If Matheus is not representing ZWIA there is no problem, yet this can cause confusion since he used to work with ILZB

Andre - Mateus is representing Global Zero Waste in Brazil.

Ruth - TRUE is also active in Brazil.

Mateus taking intellectual property from ILZB is between them.

Andre - Global ZW represents ZWIA in Colombia.

Ruth- they could represent

Andre - how do we check that? Checked the business proposal and the ZWIA logo is there. Has become a matter of semantics. If GZW and ILZB are both using ZWIA then this poses a problem. You cannot both be under the ZWIA umbrella.

RUth - this is incorrect. ZWIA cannot be referenced if Matheus is using the ZWIA logo. Based on what country National Affiliate is approved for.

Alberto - our certification is international, in other countries. Matheus was trained as an auditor of GZW.

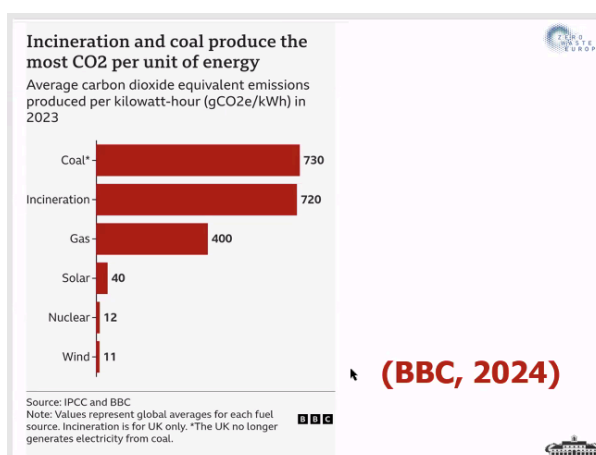
Another thing is the ZW process. More clarity there is, the better. Those who certify standard. Mateus was trained in our standard like

Ruth - only conflict happens when certifying organization in multiple countries, and not coordinating with a National Affiliate. We informed Canada National Affiliate when a U.S. company with facilities also in Canada, wanted certification. There is only one national affiliate working with ZWIA.

Enzo - focused on technicalities. Andre mentioned a different approach to certification. Is that a different procedure, or what can be certified as ZW. Since we know Global ZW is certifying under ZWIA, they keep aligned with our principles and definitions. Is Mateus sticking to the real ZW definition?

Andre - He's accepting pallets for incineration and co-processing. Composting not needed any more. Easier way

Enzo - we already tackled this issue. Rodrigo shared it with Mateus. That's an easy one to stop. Whenever anyone Incineration is unacceptable. There's a lack of scientific basis to allow that. Already in Europe, incineration footprint is higher than average impacts of energy mix in Europe. Moving towards more renewables and away from fossil fuels. Shared screen. Incineration and coal produce the most CO2 per unit of energy (BBC, 2024, report). Incineration is dirtiest way to produce energy. We should be shifting the focus. Focus on how many grams/kgs CO2 emitted per unit.



Alberto - we have been operating in Latin American for 12 years. If any company in our standard is doing energy recovery or incineration, must reduce it and can't add it to deviation from final disposition. Especially for hazardous waste, the incineration of ordinary waste is not allowed. Alberto has implemented their system in 9 Latin American countries including Brazil 5 years ago and now in Spain.

Ruth - we recognize that they are not counted as Zero Waste. Some materials handled by landfill and incineration. That's conflict we had with Mateus - he was counting

destructive disposal as Zero Waste. To the extent that Global ZW is accepting incineration as part of Zero Waste, that would need to be clarified. TRUE is another platform. Global Zero Waste. Are you recognizing businesses that include incineration as Zero Waste.

Alberto - incineration is not Zero Waste.

Enzo - we are not Zero Waste to landfill. Thanks for that clarification Ruth.

We also discussed extensively with Certification Committee. Problem with legacy incinerators. Cappannori was compelled to use incinerator, but that does not count as diversion.

Problem is that there is still a leakage.

That is well defined in the circular economy definition of ZWIA.

Andre- is Global ZW under ZWIA in Colombia?

Alberto - We have been operating in Latin America and international operations (e.g. Spain) 12 years ago. The standard is the same for all the world, if Mateus or any consultancy companies are implementing the International Zero Waste Management System Standard of Global Zero Waste, they are aligned with ZWIA hierarchy, where energy recovery or incineration, must reduce it and can't add it to deviation from final disposition.

Ruth - Global ZW does not represent ZWIA in Brazil. They can say they follow the definition of ZW and don't recognize incineration in Zero Waste. They represent ZWIA in Colombia. There is only one National Affiliate in each country. If want to work in another country with a National Affiliate, must work together with the National Affiliate. It's collaborative.

Andre - what is the role of the National Affiliate?

Ruth - to implement ZWIA standards in their country. Your perceiving a competition between Global ZW and ILZB. Only competition if they are offering ZWIA certification in Brazil and not following our Guidelines. Plenty of businesses to be certified. We cooperated with Costa Rica in our recognition program with schools.

Andre - not cooperative in Brazil. Aggressive competition by Mateus. Using both ZWIA and GZB logos in his presentations in Brazil. O

Ruth - Cease and desist if you're not a national affiliate

Enzo - Something substantial - Mateus includes incineration in calculation of diversion. This is not Zero Waste. We can step in and say that's not Zero Waste and ask him to stop it. ILZB is a National Affiliate.

Alberto - if consultants apply GZW standard, they are aligned with ZWIA hierarchy. Will review cooperation and deadlines in the next meeting.

Gary - Go to ZWIA guidelines and use **password protected: ZeroWaste**

National Affiliates roles and responsibilities and how to collaborate. This has been working well for 20 years and we hope it continues. As came out in the discussion, the intellectual property issues btw Brazil and Matheus are more legal with lawyers. We are looking at our guidelines and intentions. We strive to working together collaboratively and hopefully the issues that came up will be resolved moving forward.

Gary - sent the powerpoint version of the PDF. If you could translate this would be great so I can act. I need your English translation in order to do something as soon as I get that. Rodrigo can join us at our next Board meeting.

Andre - will be at the next Board meeting.

Gary - Board meeting is open to GZW next Thursday (Feb 20) next week. Please add Colombia to the Board meeting listserve. His topic was zero waste and climate change. Has been working on a Sierra Club producer responsibility. Policy guideline has not been adopted yet, but he's been working on legislature for many years.

Rick - welcome to the Global Call next week. Do you want to call Chris Berger? You know him better.

Gary - he might still be in Hawaii.

Ruth - invite Chris Berger on Producer Responsibility. Combine redesign and producer responsibility. Gary can be the backup. You were the backup for equity.

EDUCATION AND TRAINING

7. Race to Zero Waste Global Zero Waste Forum, March 30 - April 4
Florida (confirm dates)
8. ZWIA International Dialog, April 5-8, 2025 in Puerto Plata, Dominican
Republic (confirm dates)
9. Zero Waste Academy and Zero Waste Month 2025, Philippines, January
2025 (confirm dates)
10. U.S. National Zero Waste Conference, October 22-23, 2025
11. U.S. National Recycling Congress - September 28-30, 202 (debrief)
12. Basura Cero LatAm

POLICY AND ADVOCACY

13. Zero Waste and Climate Change Campaigns (Zero Waste USA, Sierra Club,
National Recycling Coalition?)
14. Updates from Committee members

NO UPDATES EXPECTED

Certifications

15. New Zealand Zero Waste Communities Recognition (Jamie)
16. New ZWIA certification/recognition programs for service providers (Gary)
17. ZWIA Zero Waste Business Certification/Recognition Referrals To streamline the process of ZWIA responding to requests for being certified as Zero Waste, Rick Anthony will forward those inquiries to a new listserv for ZWIA approved National Affiliates. National Affiliates who want to pursue this lead will share that info via the listserv. If more than one National Affiliate wishes to pursue this lead, the first one indicating interest will notify the person inquiring of the timeline for when ZWIA will determine who will be proposing to provide that service, and the ZWIA Zero Waste Certifications Committee will decide who should pursue it at the next regularly scheduled ZWIA Zero Waste Certifications Committee meeting. Any appeals may be made to the ZWIA Board. For questions or suggestions about this process, email garyliss@mindspring.com.
18. Next call: **March 14, 2025 at 8 am PDT** via ZOOM with all National Affiliates invited.

January 10, 2025

Attending: Sandra Pinzon, Elena, Annemarie, Rick Anthony, Ruth Abbe, Chris Sparnicht, Jamie Kaminski, Gary Liss, and Alberto Diaz (Global Zero Waste).

1. Schedule of Annual Report presentations for 2025 (to reconfirm on call)

- Jan 10 - USA
- Feb 14 - Costa Rica
- Mar 14 - Canada
- Apr 11 - Brazil
- May 9 - Uruguay
- Jun 13 - New Zealand
- Jul 11 - Columbia
- Aug 8 - Europe

- **Sept 12 - Philippines**
- **Oct 10 -**
- **Nov 8 -**
- **Dec 13 -**

2. Zero Waste USA Presentation

Ruth – ZW USA is the National Affiliate for ZWIA in the USA. Provided short history for new members. 2013 –

US ZW Business Council founded in 2012, with Rick and Gary involved, that followed the ZWIA definition of Zero Waste and ZW business principles. In 2016, USZWBC integrated into Green Business Certification Inc. of the US Green Building Council. They rebranded themselves as TRUE Zero Waste. They proceeded outside our responsibility, but closely coordinate with Zero Waste USA. That system now has 749 projects . 365 Certified Projects, Over 2476 TRUE Advisors worldwide in 33 countries and 47 states.

Zero Waste USA continues to provide a lower level opportunity, including a Road to Zero Waste Criteria, as TRUE doesn't fill all the needs of businesses and communities. We fill the gap. Shared criteria in PPT for those.

ZWIA has recognized Cities of Palo Alto, San Diego and Castro Valley Sanitary District. Last year, recognized Cox Enterprises as a ZW Business by Zero Waste USA. They provided data for all 71 facilities, that were certified by GreenCircle Certified. Cox is recognized international brand. We support GM in their support of ZW. They look to ZWIA and Zero Waste USA for ZW criteria. We have consultants that help get businesses and institutions getting on the road to ZW, and we support them. Have monthly dialogs for those pursuing ZW. We provide gravitas for those consultants to ensure they recognize ZW definition, Hierarchy and use ZWIA Recognition program criteria.

Showed social media about Cox enterprises.

Gary – any issues for ZWIA to address?

Rick – this is our certification report. We also have an Education program that Gary leads, and I lead Advocacy programs.

Gary –

Rick – Save the Albatross, working on connecting the cap. That's been successful in Europe, but not in U.S. Have a sponsor

UPDATES

2. UN Zero Waste Definition and International Day of ZW 2025

The UN Zero Waste Advisory Board was appointed by the UN Secretary General last year for 2 year terms. Jamie Kaminski of the ZWIA Board of Directors contacted all members and received a favorable response from one of them. Neil Seldman reached out to the rep. from the U.S. ([Saleem Ali](#),

Professor, Energy and Environment, University of Delaware, and Honorary Professor, Sustainable Resources Development, University of Queensland). Neil was able to connect by email with Saleem. Saleem suggested it would be good for ZWIA to participate in the next webinar they are organizing for end of January 2025 and copied staff at UNEP, so we now have a contact at the UNEP to communicate with. As Neil had a serious health problem in December, I followed up with the contact at the UNEP about ZWIA participation in the UNEP webinar this week, and he indicated that they had not selected the date and time yet for the webinar, but he was working on that and would get back in touch with us. In the email correspondence with UNEP, they also requested a case study to highlight on the UN ZW website. Ruth volunteered to write up a case study for UNEP of the San Diego, CA fix-it clinics based on a case study done by the USEPA recently on that.

Once we confirm ZWIA participation in the webinar, Rick, Ruth, Neil and I will work to identify how the Advisory Board came to be appointed, what has been discussed at meetings they've had, and how they would like to get input from stakeholders such as leaders of ZWIA, GAIA and ZWIA National Affiliates. We will also explore how we could get someone representing international Zero Waste leaders from ZWIA and/or GAIA on the ZW Advisory Board.

Resources for UN engagement:

- [Link](#) to article about the first lady of Turkey leading effort to develop Zero Waste Standards.
- [International Definition of Zero Waste](#)

- [US EPA webpage on the Definition of Zero Waste](#) (they distinguish between how some communities DESCRIBE Zero Waste and the International Definition of Zero Waste)
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Next Steps

1. Confirm ZWIA participation in UNEP ZW Webinar end of January.
2. Encourage ZWIA network to attend ZW Webinar once details are provided by UNEP
3. Ask for informal call with Professor [Saleem Ali](#) to get a better understanding of how the Advisory Board works
4. Fix It Clinic Case Study - Ruth Abbe working on

Ruth - I received background materials from Laura Anthony and will try to complete this sometime this month.

CERTIFICATIONS

3. Zero Waste Hierarchy (Working Group and Board recommendations; Jamie)

Jamie – Latest update. All the changes asked for have been approved by the ZWIA Board at the last Board meeting. I then noticed that we already had a definition of Circular Economy, so we have 2 definitions of a Circular economy approved. Shared screen with email highlighting the 2 definitions. So now we have to decide on definition of Circular Economy. Jamie suggested a blended definition. Most of it is Ellen MacArthur Foundation language, then added some details at the end to clarify that a circular economy minimizes leakages of resources.

Gary – add “ZWIA” before Hierarchy. Reference what is language from EMF and provide a citation on that, and consider adding the correct butterfly diagram.

Elena – agree with Gary. Please read verbally as I just had eye operation and can't see it.

Chris – the original definition included the 2 types of cycles (biological and technical cycles). Leaving that in would help in guiding programs in the future.

Gary – I would use “biological nutrients” and “industrial feedstocks”.

Chris – also talk about design being important. Both of these could be footnotes.

4. ZW and Circular Economy - ISO Standard for Circular Economy:

<https://www.iso.org/standard/80648.html>;

U.S. [Save Our Seas 2.0](#) Circular Economy Definition:

"The term “circular economy” means an economy that uses a systems-focused approach and involves industrial processes and economic activities that—

(A) are restorative or regenerative by design;

(B) enable resources used in such processes and activities to maintain their highest values for as long as possible;and

(C) aim for the elimination of waste through the superior design of materials, products, and systems (including business models)."

What does the Committee think about this Save our Seas 2.0 circular economy definition? Does it allow for incineration to be considered part of "circular economy"

Here are 2 Circular Economy definitions now being considered in ZWIA Hierarchy to compare:

Current ZWIA Definition:

Circular Economy

An industrial economy that is, by design or intention, restorative and in which material flows are of two types, biological nutrients, designed to re-enter the biosphere safely, and technical nutrients, which are designed to circulate at high quality without entering the biosphere. Materials are consistently reused rather

than wasted. All options that cause leakage or losses of material from their circular management (such as incineration, co-incineration, fuel production, fuel use, and the like) are not part of a Circular Economy system. Circular economy should be clearly defined to follow the Zero Waste Hierarchy and not show energy recovery as a process prior to landfilling.

New Proposed Definition:

Circular Economy:

The circular economy is a system where materials never become waste and nature is regenerated. In a circular economy, products and materials are kept in circulation through processes like maintenance, reuse, refurbishment, remanufacture, recycling, and composting. The circular economy addresses climate change and other global challenges, like biodiversity loss, waste, and pollution, by decoupling economic activity from the consumption of finite resources. A circular economy minimizes “leakages” of resources and therefore excludes options that are inherently linear such as incineration and landfilling.

5. ZWIA website Enquiry from Hong Kong Coca Cola for "Zero Waste to Landfill"

Gary followed up with email to Coca Cola to highlight our National Affiliate ZW Canada will respond, and that we focus on ZW, not ZW to landfill. Cc'd: Jamie to followup.

Rick – did some work in 2000 in Hong Kong. They had a Greenpeace movement there. We wrote a ZW Plan for Greenpeace. Posted on IISR website. Eric Lombardi said it was a good job.

6. Does ZW Brazil count the burning of pallets as part of calculating Zero Waste?

Rodrigo asked Mateus to send a report of what happened and to explain why it was done. and whether it was considered part of the 10% that's not Zero Waste. ZWIA has not received any such report. As a result, I sent the following email

this week to Rodrigo and Mateus to refrain from counting of burning of pallets as part of calculating Zero Waste:

Jamie- Did Rodrigo agree with ZWIA?

Ruth – just wanted to make sure our program is consistent. If National Affiliate wants to have something separate from ZWIA, that's OK. But the ILZB program included ZWIA logo.

Rick – don't we allow in the criteria, last 10% allows burning.

Jamie – yes, but doesn't count as diversion.

Ruth – That could be included in the 10%. That's not what ILZB did. They included burning of pallets as part of 90%

Rick – give them one more meeting to respond.

Jamie – don't know that we want a National Affiliate to set up their own program that accepts burning.

Ruth – they would do that in capacity as not ZWIA Affiliate. There are Affiliates with multiple programs. We don't say they have to exclusively implement .

Jamie – to be National Affiliate, have to agree to ZWIA definition of zero Waste. ZW Canada has its own program and follows ZWIA. HSR ZW helps on TRUE ZW. ZW Canada doesn't have anything to do with other HSR programs.

Gary – if someone wants to clarify ZWIA guidelines to address this issue about National Affiliates, let's agendaize that for another meeting.

Rick – don't know why Brazil couldn't consider pallets in the last 10%

----- Forwarded message -----

From: Gary Liss <garyliss4395@gmail.com>

Date: Thu, Jan 9, 2025 at 2:00 PM

Subject: ILZB Certification of thermal processing of pallets

To: Rodrigo Sabatini <rodrigo.sabatini@ilzb.org>, Mateus Pecanha <mateus@cocircular.com.br>

Cc: Gary Liss (Mindspring) <garyliss@mindspring.com>, Rick Anthony

<ricanthony@aol.com>, Ruth Abbe <ruth.abbe@zerowasteusa.org>, Gary Liss <garyliss4395@gmail.com>

Rodrigo and Mateus,

As we have discussed, the ZWIA Board has learned that ILZB has certified as counting as Zero Waste diversion the thermal processing of pallets. That is NOT considered Zero Waste under the ZWIA Zero Waste Hierarchy of Highest and Best Use and Zero Waste Business Recognition Program Guidelines.

Please confirm that you have received this email ASAP and that you will not continue to certify the thermal processing of pallets as counting as Zero Waste diversion.

Also, please join us at the next ZWIA Zero Waste Certifications Committee meeting on Friday, 1/10/25 at 8 am PST, and the ZWIA Board of Directors meeting on Thursday, 1/16/25 at 7 am PST to confirm your response, and to discuss this if you would like. You should have calendar invites on your calendar for both of those meetings. If you don't have the invite on your calendar, and/or would like me to send you the link to these meetings, please let me know.

Thanks!

Gary

Gary Liss
916-335-1637 (cell)
garyliss4395@gmail.com

EDUCATION AND TRAINING

7. Race to Zero Waste Global Zero Waste Forum, March 30 - April 3 Florida (4/1-2 is the conference dates)

Rick - Teresa Bradley is new President of the National Recycling Coalition.

8. ZWIA International Dialog, April 5-8, 2025 in Puerto Plata, Dominican Republic (confirm dates). Renata is going to a wedding, so dates will be moved. At last Board meeting, asked to get Dominican Republic on ZWIA

9. [Zero Waste Academy](#) and Zero Waste Month 2025, Philippines, January 2025 (confirm dates)

10. U.S. [National Zero Waste Conference](#), October 22-23, 2025

11. [U.S. National Recycling Congress](#) - November 19, 2024 (debrief)

12. Basura Cero LatAm

Gary - Rodrigo proposed International Dialog in Brazil for November 2025. Could Ruth or Rick ask Pal Martensson and the ZWIA Conference Committee review that proposal with Rodrigo to discuss at the ZWIA Board meeting next week?

Rick – will do.

POLICY AND ADVOCACY

13. Zero Waste and Climate Change Campaigns (Zero Waste USA, Sierra Club, National Recycling Coalition?)

14. Updates from Committee members

Rick – ZW Symposium, San Diego, 2/26/25.

NO UPDATES EXPECTED

Certifications

15. New Zealand Zero Waste Communities Recognition (Jamie)

16. New ZWIA certification/recognition programs for service providers (Gary)

17. ZWIA Zero Waste Business Certification/Recognition Referrals To streamline the process of ZWIA responding to requests for being certified as Zero Waste, Rick Anthony will forward those inquiries to a new listserv for ZWIA approved National Affiliates. National Affiliates who want to pursue this lead will share that info via the listserv. If more than one National Affiliate wishes to pursue this lead, the first one indicating interest will notify the person inquiring of the timeline for when ZWIA will determine who will be proposing to provide that service, and the ZWIA Zero Waste Certifications Committee will decide who should pursue it at the next regularly scheduled ZWIA Zero Waste Certifications

Committee meeting. Any appeals may be made to the ZWIA Board. For questions or suggestions about this process, email garyliss@mindspring.com.

18. Next call: February 14, 2025 at 8 am PDT via ZOOM with all National Affiliates invited.

[NOTES PAGE](#) for 2025 ZWIA Zero Waste Certifications Committee Call