

OPERATION ZERO WASTE: HOW TO ACHIEVE

ZERO WASTE TO LANDFILL



SustainableSolutions
CORPORATION



ZERO WASTE TO LANDFILL

TABLE OF CONTENTS

• What is Waste Diversion from Landfill.....	1
• What is Zero Waste to Landfill.....	1
• What is Operation Zero Waste.....	1
• Acceptable Means of Diversion Hierarchy.....	2
• SSC's Philosophy on Waste.....	2
• GreenCircle's Proven Process.....	2
• Operation Zero Waste for Facilities.....	3
• Case Study: Fortune 500 Pharmaceutical.....	4
• Operation Zero Waste for Events.....	5
• Case Study: SPLC Summit 2018.....	6
• Waste Minimization and Carbon Footprint Reduction.....	7
• Role of Recyclers in Achieving Zero Waste to Landfill.....	7
• What are Difficult-to-Manage Materials.....	8
• Benefits of Reducing Waste.....	8
• GreenCircle's Waste Diversion Checklist.....	9
• GreenCircle's Waste Diversion Certificate.....	10
• GreenCircle's Certified Environmental Facts Label.....	11
• GreenCircle's Certified Sustainability Facts Label.....	12
• GreenCircle Recognitions and Endorsements.....	13
• GreenCircle Sales Training.....	14
• GreenCircle Marketing Services.....	14
• GreenCircle Brands You Can Trust.....	14
• Looking Forward.....	15
• Resources.....	16
• Sources.....	17

WHAT IS WASTE DIVERSION FROM LANDFILL?

Waste diversion from landfill is the prevention of waste sent to landfill through waste minimization, recycling, reuse, composting and other means as defined by the acceptable means of diversion hierarchy below (page 2).



WHAT IS ZERO WASTE TO LANDFILL?

Zero waste to landfill means that zero waste is disposed directly to landfill or to incineration without energy recovery by the particular facility. In order to be certified zero waste to landfill, an organization must send 100% of the waste streams to a downstream material management organization (MMO) with the intent to divert this material from landfill.

WHAT IS OPERATION ZERO WASTE?

Operation Zero Waste is an 8-step process created by sister companies, Sustainable Solutions Corporation (SSC) and GreenCircle Certified. There are two separate Operation Zero Waste processes; one for facilities and one for events. The Operation Zero Waste process for facilities (page 3) is designed to help companies achieve zero waste to landfill at any facility, including manufacturing operations, corporate buildings, campuses, hotels and resorts, and retail facilities.

The Operation Zero Waste process for events (page 5) applies to all events, including sporting events, concerts, golf tournaments, conferences, festivals, and other activities.

These proven processes can help any organization achieve zero waste to landfill. This goal is essential for every company in order to recover valuable resources, save money, decrease their environmental impact, and to meet customer and stakeholder requests.

Important Note: Although SSC and GreenCircle are sister companies, GreenCircle operates independently of SSC, providing fair and unbiased certification.



ACCEPTABLE MEANS OF DIVERSION HIERARCHY - MOST TO LEAST PREFERRED

- 1 Waste Minimization (Source Reduction)
- 2 Redesign to Eliminate Waste
- 3 Reuse in Same Process
- 4 Reuse in Different Process
- 5 Materials Returned to Supplier
- 6 Processing & Selling to a Third-Party
- 7 Recycling (Mechanical and Chemical)
- 8 Composting
- 9 Anaerobic Digestion
- 10 Cement Kiln
- 11 Waste-to-Energy*

*Non-Recoverable Materials Only

SSC'S PHILOSOPHY ON WASTE

At SSC, our first step is to eliminate waste generation at the source. Waste minimization is the best approach to achieve zero waste to landfill goals as well as to provide significant cost savings. SSC evaluates multiple waste minimization techniques in order to find the right fit for your organization. We believe that all materials utilized in a facility should end up in the final product, because waste represents lost resources and profit. This is why we conduct a careful analysis of your processes to determine if they can be redesigned to eliminate the waste entirely, or if the waste can be reused in a similar or different process. After evaluating waste minimization, redesign, and reuse techniques, SSC will find the best management methods for any remaining waste streams based on the material and location of the facility.

GREENCIRCLE'S PROVEN PROCESS

GreenCircle utilizes our ISO 17065 compliant certification process to audit and verify all waste diversion practices based on the hierarchy above. GreenCircle recognizes waste-to-energy as an acceptable diversion method for non-recoverable materials only. Non-recoverable materials do not have a feasible management alternative. GreenCircle takes a holistic sustainable approach when evaluating feasible management alternatives for our clients. Sometimes management alternatives may exist, however the materials must be transported long distances in order to be properly managed. The environmental impacts and costs to recover and transport these materials may have a larger environmental impact than managing the materials in an energy recovery facility.

OPERATION ZERO WASTE

8-Step Process to Achieve Zero Waste to Landfill



SSC'S ROLE IN OPERATION ZERO WASTE FOR FACILITIES

Developing a zero waste to landfill program is a complicated process and requires a deep understanding of all waste generated in a facility. Many operations, especially manufacturing, are complex with multiple waste streams ranging from hazardous regulated wastes to break room and cafeteria waste. SSC works with the facility staff to understand these materials and the current disposition and management methods. This includes quantifying and characterizing the waste through a physical site visit. Once SSC has assessed all materials generated, we identify opportunities for waste minimization and diversion strategies.

For difficult-to-manage waste streams, SSC uses our proven process to determine alternative management methods to avoid landfills. SSC's philosophy is to standardize all waste diversion activities at every facility within an organization. In order to achieve this, SSC creates playbooks and roadmaps for diverting waste from landfill on a consistent basis. SSC then provides comprehensive training to ensure the standard practices are understood and will be followed.

GREENCIRCLE'S ROLE IN OPERATION ZERO WASTE FOR FACILITIES

Through GreenCircle's industry experience and expertise, we have developed our Waste Diversion and Zero Waste certifications as means to evaluate a companies' end of life material management practices with a goal to provide companies with a percentage of waste they divert from landfill (percent by weight basis). As part of GreenCircle's evaluation process, a review of all waste materials generated by the facility will be conducted in order to understand total material flows and management of materials; this will include hazardous, electronic, and universal waste. GreenCircle's focus for Waste Diversion from Landfill certification is on municipal solid, residual, hazardous, universal, and construction and demolition wastes (if applicable). GreenCircle also audits and visits all MMO's utilized by the client in order to verify proper management of waste. Once GreenCircle has completed the audit, we issue certificates and provide marketing support.

CASE STUDY: Operation Zero Waste for Fortune 500 Pharmaceutical



SSC measured, characterized, and quantified material flows and all waste streams in order to properly understand facility operations. SSC evaluated the current system for material and waste management to develop a waste diversion program strategy, which included:

- Source Reduction and Reuse
- Extended Producer Responsibility and Product Stewardship
- Education and Behavior Change
- Ongoing Measurement and Benchmarking
- Marketing

SSC identified and coordinated with management companies for various waste streams to reduce management cost and increase revenue. This Operation Zero Waste strategy prepared this company to achieve Waste Diversion from Landfill certification from GreenCircle Certified.



GreenCircle audited all waste streams, including hazardous waste and C&D waste, and Material Management Organizations (MMOs) for the entire campus to verify the overall diversion rate.

RESULTS:

- Facility #1 - SSC was able to identify over:
 - **400,000 lbs.** in diversion opportunities
 - **\$2,000,000** in potential annual savings
- Facility #2 - SSC was able to identify over:
 - **170,000 lbs.** in diversion opportunities
 - **\$300,000** in potential annual savings

OPERATION ZERO WASTE

8-Step Process to Achieve Zero Waste to Landfill



SSC'S ROLE IN OPERATION ZERO WASTE FOR EVENTS

Zero waste to landfill programs for events can be especially complicated as they require careful planning prior to the event in order to be successful. SSC works with the event planners to understand the details of the venue and event, including all plans for food and beverages. Most events generate a significant amount of food waste, which could be as much as 60-70% of the total waste generated at the event. SSC conducts a physical site visit to understand the layout of the venue and any existing or planned infrastructure for waste management. Next, SSC identifies opportunities for waste minimization and diversion of all materials.

For difficult-to-manage waste streams, which typically come from event set-up and tear-down, SSC uses our proven process to identify alternative management methods to avoid landfill. SSC creates playbooks and roadmaps to standardize all waste diversion activities and to ensure waste is diverted from landfill on a consistent basis. SSC provides comprehensive training to the event staff and vendors to establish a clear understanding of the materials that are acceptable for use in the event as well as the management methods for waste generated. SSC also trains the event staff, vendors, and volunteers to ensure the standard practices are understood and will be followed throughout the duration of the event.

GREENCIRCLE'S ROLE IN OPERATION ZERO WASTE FOR EVENTS

GreenCircle reviews the playbook developed by SSC as well as the waste diversion and management plans. GreenCircle certification analysts attend the event to observe all management practices and obtain data on the weight of all waste generated and diverted. GreenCircle also conducts a thorough review of the downstream MMO's for the event. This includes data collection and a records review for each MMO. As necessary, GreenCircle completes an inspection and audit to selected MMO's to validate the materials are being managed as reported and documented by the MMO. GreenCircle then certifies the event's waste diversion percentage by weight, issues certificates, and provides marketing support.

CASE STUDY:

Operation Zero Waste Event for SPLC Summit 2018



SSC began working with MeetGreen, hotel staff, and Sustainable Purchasing Leadership Council (SPLC) in order to design out the waste months before the event began. SSC reviewed the hotel's event processes and determined areas for improvement. SSC developed a waste diversion roadmap for the event that included:

- Replacing disposable plates, cups, and cutlery with reusable materials
- Eliminating single-serve condiments and sugar packets
- Replacing paper towels with cloth towels
- Working with kitchen staff for meal and portion planning to reduce food waste
- Identifying and coordinating with MMO to provide composting services for the event

The hotel staff implemented the roadmap to successfully achieve a Zero Waste to Landfill event.



GreenCircle coordinated with the hotel's MMO's to obtain data for how they manage their waste. MMO audits were scheduled to verify correct disposal practices. A GreenCircle auditor worked with kitchen staff throughout the event in order to personally weigh all waste materials and record weights for waste diversion calculations. After confirming the MMO waste management practices and weighing all materials, GreenCircle calculated a 100% diversion rate.

RESULTS:

- GreenCircle verified the event was **Zero Waste to Landfill**.
- The Marriott hotel staff was so impressed by the changes implemented for the event that they decided to **permanently adopt all new procedures**.



WHY IS WASTE MINIMIZATION AND DIVERSION ESSENTIAL TO CARBON FOOTPRINT REDUCTION?

Many companies are setting carbon footprint reduction and carbon neutral goals. In order to achieve these goals, most companies start by focusing on their fuels (Scope 1 emissions) and electricity (Scope 2 emissions). However, for many companies, Scope 3 emissions represent the greatest contribution to their emissions profiles and can be significantly larger than their Scope 1 and Scope 2 emissions. Scope 3 emissions are related to a company's supply chain, transportation of goods and services, waste, and employee travel. Waste is characterized as a Scope 3 emission because companies are responsible for creating the waste but they are not responsible for managing the waste internally.

It is also important to note that organic materials create methane in a landfill. Examples of these organic materials include food waste, paper, animal waste, waste water treatment plant sludge, and others. Methane is more than 25 times as potent as carbon dioxide at trapping heat in the atmosphere. It is imperative for companies to minimize these materials and select disposal methods that do not generate methane.

SSC believes that developing an effective Operation Zero Waste program is essential for companies to meet their carbon reduction/neutral goals and we have had major success with implementing these programs for our clients.

RECYCLERS ARE AN ESSENTIAL PART OF THE JOURNEY TO ZERO WASTE TO LANDFILL

Recyclers play a significant role in helping companies meet their zero waste to landfill goals. For materials that cannot be minimized, recycling is a fundamental diversion method. Recyclers recover valuable materials and put them into back into the economy, while also playing an essential role in closing the loop and creating a circular economy.

This role is especially important because it allows companies to decrease the waste they send to landfill, and gives them an opportunity to integrate recycled content into their products. Life Cycle Analysis (LCA) data proves that post-consumer recycled materials have lower embodied carbon (carbon footprint) than virgin materials.

Avoiding the use of virgin materials eliminates all of the life cycle impacts of the extraction and processing phase of the raw materials. This reduces the embodied carbon of the product. These facts demonstrate that it is crucial to make sure your recycling waste streams are free of contamination in order to ensure proper recycling. It is also imperative to support recycling efforts and the expansion of recycling infrastructure in the United States.

WHAT ARE DIFFICULT-TO-MANAGE MATERIALS?

Most companies generate materials that difficult to manage, which can make zero waste to landfill very challenging to achieve. Traditional waste management infrastructure is designed for standard materials such as plastics, paper, cardboard, and metals. When a company generates wastes that do not fall within these standard categories, management methods may be limited or dictated by regulatory agencies like the Environmental Protection Agency (EPA). Sometimes, it seems that the only alternative is to dispose of these materials in a landfill. SSC specializes in finding new outlets for difficult-to-manage waste streams. Listed below are a few examples of these waste streams:

- Tires
- Sludge
- Textiles
- Fiberglass
- #3-#7 Plastics
- Medical Waste
- Carpet Backing
- Electronic Waste
- Chemical Process Waste
- Contaminated Plastic Films
- Personal Protective Equipment (PPE)
- Multi-layer Films and Packaging



WHAT ARE THE BENEFITS OF REDUCING WASTE AT YOUR FACILITY OR EVENT?

Reducing waste is essential to improving your company's triple bottom line. The benefits of reducing waste at your facility or event are:

- Cost savings
- Stakeholder satisfaction
- Risk and liability reduction
- Achieving sustainability goals
- Communicating reduction achievements
- Reduced impacts on the local community
- Increased sales and competitive advantage
- Carbon footprint reduction for your Scope 3 emissions
- Demonstrating your commitment to more sustainable processes

GREENCIRCLE'S WASTE DIVERSION CHECKLIST

Every company that receives a GreenCircle Waste Diversion Certification can be assured that a GreenCircle Certification Analyst:

- ✓ Conducted a site audit.
- ✓ Audited all waste streams.
- ✓ Inspected all waste receptacles for contamination.
- ✓ Audited and interviewed all material management organizations.
- ✓ Followed industry standards (ISO, FTC Green Guides, and ANSI).
- ✓ Followed our rigorous proven process and guidelines.
- ✓ Delivered observations for continuous improvement from site audit.
- ✓ **Recognized that Zero Waste to Landfill means 100% of waste was diverted, not 90% like other standards.**

If you are looking for a third party certification for a waste diversion claim, make sure the company you choose checks these boxes. If they don't, you may not be getting the true value of the certification.

GreenCircle Certification System

GreenCircle Certified, LLC certifies
that an independent, third-party evaluation has been conducted for:

COMPANY

XX% Waste Diversion from Landfill

City, State

This operation meets all the necessary qualifications
to be certified for the following claims:

GreenCircle Certified, LLC has conducted a third-party
audit and verified that the COMPANY'S FACILITY
has diverted XX% of non-hazardous and hazardous
materials from landfill.

Certification Period: Month Day, Year - Month Day, Year

Certification Number: xx-xxxxx

Referenced Standards: GreenCircle's Waste Diversion from Landfill Guidelines



Tad Radzinski

*Tad Radzinski, PE, LEED AP, SFP
Certification Officer*

**GreenCircle
CERTIFIED** LLC
155 Railroad Plaza, Royersford P.A. 19468

GREENCIRCLE'S WASTE DIVERSION FROM LANDFILL CERTIFICATE

At the end of each project, GreenCircle issues Waste Diversion from Landfill certificates that qualify the exact waste diversion percentage at your facility. These unique certificates are featured on our [Certified Product Database](#) where they can be publicly accessed. GreenCircle's Waste Diversion from Landfill certificates serve as tangible proof of the waste diverted from our client's facilities and events, and demonstrate our client's commitment to transparency.

Our certifications are valid for one calendar year, which is noted with specific dates under "Certification Period." GreenCircle conducts an annual recertification to verify that the waste diversion claim remains consistent, and to ensure that our clients are always in compliance with the Federal Trade Commission (FTC). Certifying annually also helps our clients drive continuous improvement in their operations and future events.

GREENCIRCLE'S MULTI-ATTRIBUTE LABELS

As our clients begin to achieve multiple certifications for different claims, they can display all of the sustainability information for their product or facility in our Certified Environmental Facts (CEF) or Certified Sustainability Facts (CSF) Multi-Attribute labels (pictured below). Our CEF and CSF labels are as easy to read as a nutrition label, and they are the most transparent multi-attribute labels in the industry.

GREENCIRCLE'S CERTIFIED ENVIRONMENTAL FACTS (CEF) LABEL ADDRESSES WASTE DIVERSION



Certified Environmental Facts®	
Company: Company	
Product: Product Name	
Facility Location: Facility Location	
Certification Period: Month X, 20XX - Month XX, 20XX	
Certification Number: XX-XXXX	
Product Specific:	
Total Recycled Content ^{1,2}	%
Pre-Consumer:	%
Post-Consumer:	%
Regional Raw Material Sourcing ³	%
Product Optimization⁴	
Embodied Carbon Reduction ⁵	%
2013 (kgCO ₂ eq per yd ²)	
2017 (kgCO ₂ eq per yd ²)	
Acidification Reduction	%
Eutrophication Reduction	%
Smog Potential Reduction	%
Carbon Neutral ⁶	Yes
Take Back Recycling Program ²	Yes
Closed Loop Product ⁷	%
Biobased	0%
Recyclable ⁸	0%
Published Environmental Product Declaration (EPD)	
Low-Emitting Materials	Green Label Plus
Material Ingredient Reporting:	
Verified Manufacturer Inventory (MIR) ¹⁰	
Verified Health Product Declaration (HPD) ¹⁰	
Verified Declare Label ¹⁰	
Manufacturing Specific¹¹:	
Carbon Emissions Reduction ¹²	0%
2013 (total metric tonnes CO ₂ eq):	
2018 (total metric tonnes CO ₂ eq):	
Carbon Emissions Neutral	Yes
Energy Usage Reduction	0%
2013 (total MJ):	
2018 (total MJ):	
Renewable Energy Usage ¹³	0%
2013 (total MJ):	
2018 (total MJ):	
Water Usage Reduction	0%
2013 (total gallons):	
2018 (total gallons):	
Outgoing Waste to Landfill Reduction	0%
2013 (total lbs):	
2018 (total lbs):	
Waste Diversion from Landfill ¹⁴	%
ISO 14001 Certified	Yes
ISO 9001 Certified	Yes
Baseline Period: Month 20XX - Month 20XX	
Evaluation Period: Month 20XX - Month 20XX	
For more information on the Certified Environmental Facts of this product, please contact: info@GreenCircleCertified.com. www.GreenCircleCertified.com	
* Attributes in green contribute to LEED v4 and v4.1 credits.	
1. The minimum pre-consumer, post-consumer, and total recycled content across all product recipes is listed.	
2. This meets the requirements of LEED v4 and v4.1 MR Credit: Sourcing of Raw Materials.	
3. Raw materials sourced from tier one suppliers within a 500-mile radius of the manufacturing facility.	
4. This meets the requirements of the LEED Materials and Resources Building Product Disclosure and Optimization – Environmental Product Declaration and Multi-Attribute Optimization. This contributes two products or 200% of material cost under LEED v4.1.	
5. Product carbon footprint is based on a product recipe calculated using the sales-weighted average for yarn weight. Scope is cradle-to-gate.	
6. Made carbon neutral using retired carbon offsets. BV North America conducted an independent audit of the GHG Protocol Product Standard Report. The scope is raw material extraction to disposal.	
7. This meets the requirements of the LEED Circular Products Pilot Credit.	
8. Percentage indicates internal recyclability. Product may be 100% recycled at end-of-life in certain infrastructures.	
9. This meets the requirements of LEED v4 and v4.1 MR Credit: Building Product Disclosure and Optimization – Environmental Product Declarations. This attribute contributes 1 product under LEED v4 and v4.1.	
10. This meets the requirements of LEED v4 and v4.1 MR Credit: Building Product Disclosure and Optimization – Material Ingredients. This attribute contributes 1 product under LEED v4 and v4.1.	
11. All reductions benchmarked to production. Third-party review of manufacturing reductions contributes to optimization.	
12. Scope 1 and 2 emissions only. Carbon emissions reductions and total metric tons of CO ₂ eq calculated using a market-based approach and financial instruments.	
13. Includes purchase of wind RECs and purchase of directed biogas.	
14. Includes both hazardous and non-hazardous material streams.	
© Copyright 2021 by GreenCircle Certified, LLC	

Every attribute on our label is third-party verified in accordance with applicable standards and is specific to your product and operations.

RECYCLED CONTENT

CARBON NEUTRAL

TAKE BACK RECYCLING PROGRAM

CLOSED LOOP PRODUCT

RECYCLABLE

OUTGOING WASTE TO LANDFILL REDUCTION

WASTE DIVERSION FROM LANDFILL

Every attribute for building products or operations, waste diversion should be in green in **green font** contributes to a LEED credit. Specific LEED credits are called out in the footnotes on the label.

GREENCIRCLE'S CERTIFIED SUSTAINABILITY FACTS (CSF)

LABEL ADDRESSES WASTE DIVERSION



Similar to our CEF label, every attribute on our CSF label is third-party verified in accordance with your specific industry and product. Our CSF label is designed to tell your complete sustainability story by not only capturing your environmental efforts, but also your social responsibility efforts.

Certified Sustainability Facts™

Company: Company Name
Product: Product Name
Facility Locations: Facility Location

Product Specific:

No Antibiotics	<input type="checkbox"/>
No Added Hormones	<input type="checkbox"/>
Vegetarian Diet	100%
No Preservatives	<input type="checkbox"/>
No MSG Added	<input type="checkbox"/>

Carbon Neutral

Carbon Footprint Reduction - Per Unit of Product

2016	%
2017	%

Water Usage Reduction - Per Unit of Product

2016	%
2017	%

Animal Welfare Specific:

Adequate Food & Water Provided	<input type="checkbox"/>
Animals Provided with Health Care	<input type="checkbox"/>
Acceptable Animal Living Conditions	<input type="checkbox"/>
Following OIE Animal Health Code	<input type="checkbox"/>
Following Animal Care Assessment of NFAAC	<input type="checkbox"/>
Following CQA® and ACA™ Programs	<input type="checkbox"/>

People & Community Specific:

Labor Rights Policies Implemented	
Workers Safety & Wellbeing	% Compliant

Manufacturing Specific:

Land Conservation Measures Implemented	<input type="checkbox"/>
Soil Health Practices Implemented	<input type="checkbox"/>
Water Management Practices Implemented	<input type="checkbox"/>
Nutrient Management Practices	<input type="checkbox"/>

Carbon Emissions Reduction - Facility

2016 (total metric tonnes CO ₂ eq):	%
2017 (total metric tonnes CO ₂ eq):	%

Energy Usage Reduction

2016 (total MJ):	%
2017 (total MJ):	%

Percent Renewable Energy Usage

2016 (total MJ):	%
2017 (total MJ):	%

Water Usage Reduction

2016 (total gallons):	%
2017 (total gallons):	%

Outgoing Waste to Landfill Percent Change

2016 (total lbs):	%
2017 (total lbs):	%

Waste Diversion from Landfill

GFSI Certification

Baseline Year: January 20XX - December 20XX
 Evaluation Period: January 20XX - December 20XX
 Certification Number: XX-XXXX
 Certification Period: XX/XX/20XX - XX/XX/20XX
 For more information on the Certified Sustainability Facts of this product, please contact: info@GreenCircleCertified.com. www.GreenCircleCertified.com

© Copyright 2021 by GreenCircle Certified, LLC

OUTGOING WASTE TO LANDFILL % CHANGE

WASTE DIVERSION FROM LANDFILL

GREENCIRCLE CERTIFIED IS RECOGNIZED BY THE FOLLOWING ORGANIZATIONS:

	<p>GreenCircle is included in Amazon's Climate Pledge Friendly Program to certify products on Amazon that meet sustainability standards and help preserve the natural world.</p>
	<p>GreenCircle is partners with Wayfair to make it easier for consumers to shop all things home, sustainably.</p>
	<p>GreenCircle is endorsed by the Association of Plastic Recyclers (APR) for conducting reclaimer audits as part of the APR PCR Certification Program.</p>
	<p>GreenCircle is recognized by the the U.S. Federal Government as a Tier 1 recommended Ecolabel for all federal purchasing.</p>
	
	
	
	<p>GreenCircle is a recognized certification body by the Home Innovation Research Labs for the National Green Building Standard (NGBS).</p>
	<p>GreenCircle is a partner with Pennsylvania RMC and coordinates regularly with the center to stay on the cutting edge of material recovery and plastics recycling.</p>
	<p>GreenCircle is a founding member of the Sustainable Purchasing Leadership Council.</p>
	<p>GreenCircle is an approved verifier for the Health Product Declaration Collaborative.</p>
	<p>GreenCircle is a certified WBENC Woman Owned Business.</p>

GREENCIRCLE SALES TRAINING

We understand that you want to get the most out of your investment in GreenCircle certifications. This is why we provide a 1-hour training webinar to educate your sales team on your GreenCircle certification, market drivers in your industry, and how to use your GreenCircle certification to make sales. We record the webinar and deliver the recording to you for your future training needs. We believe that it is essential to teach your sales team how to use your GreenCircle certification to turn sustainability into sales.



GREENCIRCLE MARKETING SUPPORT

We know that you might feel lost when it comes time to communicate your certification achievements. This is why we offer marketing support to help you effectively communicate your GreenCircle certification. Our dedicated marketing team is available for the duration of your certification to assist with copy writing for press releases, script writing, infographic development, website updates, case studies, social posts, and your own company profile that highlights your sustainability story on our Brands You Can Trust website page.

GREENCIRCLE BRANDS YOU CAN TRUST

According to a Shelton Group report, 90% of millennials buy from a brand when they trust that brand's environmental and social business practices. GreenCircle is proud to cultivate multi-layered trust. Our clients can trust that our certifications are rigorous and accurate and, in turn, their customers can trust their business and claims. GreenCircle recognizes and champions our clients for going the extra mile to validate their claims. Every company that is certified by GreenCircle is a brand you can trust.



LOOKING FORWARD

In the past, only a few pioneering companies prioritized waste diversion. As landfills continue to fill up, focusing on waste diversion will no longer be optional. Every single company will need to strive towards zero waste at their facilities or they will be left behind. Instead of viewing this as another item on a never-ending to-do list, SSC and GreenCircle believe that this is an exciting opportunity to upgrade your processes to save money and valuable resources. We are also feeling hopeful because waste management infrastructure is evolving to capture more materials, and new technologies are emerging for difficult-to-manage waste.

The necessity for zero waste does not stop at facilities. Zero waste events are going to be the next big movement in the sustainability world. Most people do not understand the reality of the excessive amount of waste generated at events. Going forward, it will be imperative to develop and implement zero waste plans for your events in order to reduce your company's environmental impact.

Creating a zero waste plan can be complicated, don't do it alone. Trust our experts to guide you through our Operation Zero Waste process and achieve significant results.

NEED HELP WITH A WASTE DIVERSION ROADMAP?

Contact Nicole Meyer

Account Manager

Phone: 610-569-1047 x116

Email: Nicole@SustainableSolutionsCorporation.com

www.SustainableSolutionsCorporation.com



NEED HELP CERTIFYING WASTE DIVERSION?

Contact Ryan Heins

Account Manager

Phone: 610-569-1047 x119

Email: Ryan@GreenCircleCertified.com

www.GreenCircleCertified.com



RESOURCES



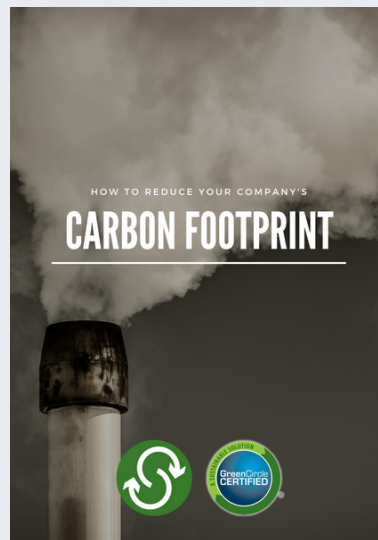
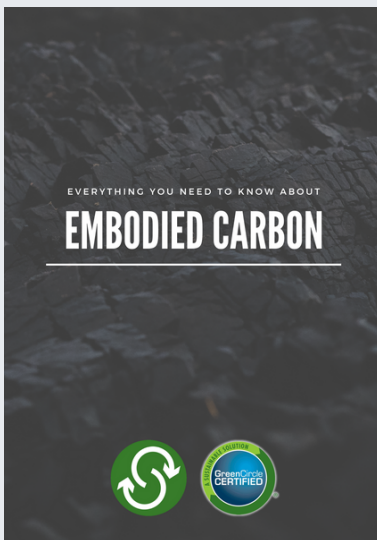
CHECK OUT OUR PODCAST EPISODES!

Tad Talks Sustainability Podcast is hosted by sustainability expert, Tad Radzinski, and his daughter, Julianna Radzinski. During our episodes, Tad clearly explains everything you need to know about sustainability to help your company optimize your sustainability strategy and reach your goals. Tad offers tips for reducing embodied carbon and operational carbon, designing sustainable products and packaging, setting sustainability goals, and so much more.

Click here to listen:

- [Apple Podcasts](#)
- [Spotify](#)
- [More Places to Listen](#)

OTHER DOWNLOADABLE DOCUMENTS



FOLLOW US! CLICK THE ICONS BELOW.

GREENCIRCLE CERTIFIED



SUSTAINABLE SOLUTIONS CORPORATION



SOURCES

1. [US EPA - Importance of Methane](#)
2. [Shelton Group Report](#)
3. [GreenCircle Brands You Can Trust](#)
4. [GreenCircle Certified Product Database](#)

