



ZERO WASTE

We envision a community that continually reduces its waste by reducing, reusing and recycling all materials possible, providing opportunities and incentives to do so for members of all socio-economic groups.

Our Community will actively work to become a Zero Waste Community.

Snapshot: Reducing our waste by using less, reusing more, and recycling as much as markets allow reduces greenhouse gases (GHG) that come from manufacturing, transportation and landfilling. Promoting the development of policies, programs, incentives, and local business endeavors that reduce waste and provide goods and services make our community more resilient and less reliant on distant markets, thereby further reducing consumption-related GHG emissions. This group recognizes the many opportunities for waste reduction in the Missoula area.

A key objective for this Bucket is to work with Missoula's City Council to develop and adopt a Zero Waste Resolution, which will:

- Declare to the community that the City is committed to reducing waste;
- Establish a community-wide waste reduction goal and timeline with benchmarks;
- Invigorate the development of policies, programs, and incentives to promote waste reduction activities and opportunities. Possibilities include an ordinance to increase deconstruction practices, a community-wide food scraps composting program, bans on plastic bags and Styrofoam recycling.

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KEY STRATEGIES:

1. Build support for waste reduction across sectors

Goal: Discover opportunities for local government, institutions, businesses and organizations to lead Missoula toward Zero Waste.

Activities:

- A. Partner with City Council champions to develop a Missoula Zero Waste Resolution to present to City Council;
- B. Encourage local entities already committed to sustainability to prioritize community-wide waste reduction in their strategic objectives;
- C. Engage business community in recognizing opportunities for innovation and entrepreneurship as Missoula moves toward Zero Waste.

Metrics and Timetable

- a. Resolution complete April, 2015
- b. Gain support from local entities by end of year 2015
- c. Engage business community in ongoing fashion, including plan for outreach to businesses by summer 2016.



2. Investigate community waste behaviors and barriers to waste reduction

Goal: Develop an understanding of current behaviors, needs, and perceptions to support program development and steward a shift toward a culture of waste reduction in Missoula.

Activities:

- A. Conduct a community survey;
- B. Host focus group discussions about waste;
- C. Identify behaviors and barriers that can be addressed via education, policies, and/or programs.

Metrics and Timetable

- a. Survey completed Summer 2015
- b. Host focus groups throughout fall-winter 2015
- c. Analyze findings to identify target behaviors by summer 2016

3. Foster community understanding of benefits of waste reduction.

Goal: Identify opportunities for community education particularly in support of any new waste reduction policies adopted by the City of Missoula.

Activities:

1. Outreach to the community around waste reduction with a balance between local issues and general information;
2. Educate community leaders as to best practices for waste reduction incentives and disincentives for wasting;
3. Advocate for a Zero Waste community that values transparency and clarity in its waste reduction policies, programs and practices.

Metrics and Timetable

- a. Toward Zero Waste guide (already published in April 2015) continually updated for websites and shared widely.
- b. Develop education plan for community leaders by summer 2016
- c. Community education and outreach plan by summer 2016

ADDITIONAL STRATEGIES

- Increase solutions for reuse of glass
- Identify jobs benefits of moving toward zero waste; create cost-benefit analysis
- Create zero waste competitions
- Identify effective marketing strategy that is fun, challenging and informative, and that invites citizens to participate
- Create certification structure whereby individuals and businesses can be recognized for their efforts



A CLIMATE SMART WAY FORWARD:

Having emerged from Climate Smart Missoula organizing efforts, Zero Waste Missoula represents the diverse support for waste reduction that already exists in our community. It is a group of Missoula businesses, nonprofits, and individuals dedicated to working with the Missoula community to conserve and recover all landfill-bound resources and to utilize discards in ways that contribute productively to natural systems and our local and regional economies. See zwia.org for a comprehensive definition of “Zero Waste” from the Zero Waste International Alliance. This bucket is motivated and had momentum to make systemic and significant improvements in our waste system.

Potential Partners: Home ReSource, City of Missoula, Sustainable Business Council, various local recycling businesses, St Patrick Hospital, University of Montana, Missoula College, local and state elected officials, Transition Missoula, and more.



Developing Zero Waste strategies during Summit #2