

Chasing Zero Waste: Driving Markets and Entrepreneurialism to Eliminate Waste

Last year Washington reached its longtime goal of recycling half of all waste generated in the state. Leaders are already hitting the drawing board to tackle the other half. How can we rethink material use to eliminate waste throughout material life cycle? The answer lies in moving waste into value streams in which they can ultimately serve as raw materials for producing new products. Upstream, downstream and throughout the value stream, new approaches in resource recovery and recycling are helping eliminate waste and build new business opportunities. This new frontier of resource use requires clever market development, innovative partnerships and bold entrepreneurialism. Building on the discussion launched in 2012, learn how you can plug in.

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