

# WASTE LESS. LIVE BETTER.



## Workshop: Inspiring New Yorkers to Achieve 'Zero Waste'

NYC generates 13,000 tons of waste per day, costing taxpayers \$375MM each year to export to other states, and in the process creating climate impacts, health risks, and blight. To curb these risks, in 2015, Mayor de Blasio launched a plan to divert 90% of our waste from landfill by 2030 and create a new consumption culture here in NYC. Now we must begin the task of garnering grassroots support for the Plan, and help consumers start to see waste as a source of value. How can concerned citizens help NYC get on the path towards 'Zero Waste'?

This workshop's goal is to jumpstart awareness and action among residents for NYC's new 'Zero Waste by 2030' plan. It is designed to help participants discover and act upon the unique opportunities New Yorkers have to live better by reducing, reusing and recycling at home and in our communities and workplaces.

### Agenda

#### Part 1: It's Time to Reduce Waste in NYC

- How Much Does NYC Waste? Where Does It Go?
- How Does Your Community Stack Up?

#### Part 2: Introducing NYC's Zero Waste by 2030 Plan

- 8 Recycling and Recovery Initiatives
- How You Can Participate

#### Part 3: Beyond Recycling to Reduce and Reuse

- Why Reduce and Reuse?
- Brainstorm: Ideas for Community Action
- How to Influence Others to Reduce Waste

#### Part 4: Conclusion and Next Steps

- Take the Zero Waste Pledge
- Helpful Resources and Evaluation



Image courtesy Uli Seif / The New York Times

### Informed by the WeHateToWaste Global Community, Delivered by Experts

This workshop has been developed and is personally facilitated by Jacquelyn Ottman, a native New Yorker, green marketing pioneer, award-winning author, zero waste advocate, and certified creative problem-solving facilitator. Since 1989, as founder and principal of J. Ottman Consulting, Inc., Ottman has advised the US EPA's Energy Star label, the USDA's Certified Biobased label, and over 60 Fortune 500 companies on positive strategies for aligning consumers with greener behavior and product purchasing.

In 2012, Ottman founded **WeHateToWaste.com** to learn what it takes to forge a resource-efficient lifestyle in step with contemporary culture and technology. This workshop distills lessons from the 120+ stories that have been shared among the 10,000+ waste-aware individuals who actively engage at the site.

For more information:

[info@greenmarketing.com](mailto:info@greenmarketing.com), T 212 879 4160

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