



CUSTOMER BENEFITS FROM THIS RELATIONSHIP

- Expedited validation process
- Discounted certification costs
- Certification from market leaders

Zero Waste Claim Validation

It seems as though everyone is talking about Zero Waste, but what does it really mean? Does “zero” really mean “zero”? Is it some utopian ideal, or can it really be achieved? The market is flooded with differing answers to these questions, and the noise seems to be causing even more confusion.

Waste Management and UL Environment, a business unit of UL (Underwriters Laboratories), are working together to provide clarity around Zero Waste and help you showcase your sustainability achievements.

UL Environment’s landfill diversion claim validation recognizes companies that have achieved certain diversion milestones in their pursuit of Zero Waste. The documentation process is quite intensive and requires deep industry knowledge. Waste Management can help navigate the validation process by ensuring all documentation is supported by robust data, including material inventory, material reuse, landfill recovery, and much more. Waste Management’s knowledgeable sustainability consultants will streamline the validation process and help you showcase your leadership in environmental stewardship.

After Waste Management aggregates all required data, UL Environment will then provide one of the following waste validation claims:

- Zero waste to landfill: Achieved diversion rate of 100%
- Virtually zero waste to landfill: Achieved landfill diversion rate of 98% or greater
- Landfill diversion rate: Achieved landfill diversion rate greater than or equal to 80%
- Each claim above is specific and measurable and will allow entities to use the UL Environment claim validation mark on relevant marketing materials

“Waste Management is excited to join together with another industry leader. Our ability to help customers improve diversion goals, together with UL’s reputation for transparent claim validation, brings clarity to the market and recognizes industry leaders.”

Dave Aardsma, Chief Sales & Marketing Officer, Waste Management

Who can benefit from this claim validation?

Whether you are a business, university, or a municipality, you can benefit from a Zero Waste validation that highlights your sustainability objectives. Use your zero waste validation to:

- Validate and leverage leadership in environmental stewardship
- Provide transparent data for use in supplier scorecards and public disclosures
- Supply data for carbon footprint analyses and submittals

Validation Process



STEP 1 - SUBMITTING A PROJECT

Submit a summary of facilities and operations to WM to be evaluated
WM and UL Environment provide a quote for service



STEP 2 - SERVICE DELIVERY

WM and UL Environment conduct project kick-off and determine evaluation plan
WM assists you in analyzing and preparing documentation (e.g. inventory of incoming and outgoing materials, waste hauling records, manufacturing process overview, etc.) for review by UL Environment



STEP 3 - CERTIFICATION PROCESS

UL Environment and WM conduct on-site audit of facility
UL Environment determines landfill diversion rate



STEP 4 - ISSUE AND PUBLISH ENVIRONMENTAL CLAIM

UL Environment lists validated facilities in its Sustainable Product Database
Manufacturers begin using the appropriate UL Environment claim validation mark in marketing materials
UL Environment provides renewal services on an annual basis by conducting routine on-site audits to ensure ongoing compliance

“By supporting UL’s landfill waste diversion claim validation, Waste Management has created a platform for its customers to demonstrate their commitment to reducing waste and spurring positive transformation toward environmental stewardship.”

Sara Greenstein, President of UL Environment

LEARN HOW TO GET STARTED BY VISITING WWW.WMSUSTAINABILITYSERVICES.COM/ZEROWASTE