

Gary Liss White Paper

Background

Gary Liss is President of his own consulting firm, [Gary Liss & Associates](#) and is a leading advocate of Zero Waste, which is considered to be part of SMM by USEPA. He has helped more communities develop Zero Waste plans than anyone else in the U.S. including: [City of Los Angeles](#), [Palo Alto](#), [Oakland](#), [Burbank](#), [San Jose](#), [City of Alameda](#), [Oceanside](#), [Glendale](#) and Del Norte County in CA; [Austin \(TX\)](#); [Nelson \(BC\)](#); [Telluride \(CO\)](#); [Fort Collins, CO](#); the [Big Island of Hawaii \(HI\)](#) and Arkadelphia (AR). He has also helped on developing electronic guides on “RFPs and Contracts” and “Zero Waste Community Planning” and a “Zero Waste Community Assessment Tool” for USEPA. Mr. Liss is Program Committee Chair for [Zero Waste USA](#), Vice-President of the [U.S. Zero Waste Business Council](#) (USZWBC), a Boardmember of the [Zero Waste International Alliance](#) (ZWIA) and Chair of ZWIA’s Zero Waste Certifications Committee. He served on Council in his hometown of Loomis, CA and was Mayor in 2010.

National SMM Action Plan Recommendations

USEPA should:

- ◆ Adopt Definition of Zero Waste (ZW) of the [Zero Waste International Alliance](#) (ZWIA)
- ◆ Follow ZWIA [ZW Definition, Principles and Zero Waste Hierarchy of Highest and Best Use](#) in life-cycle analyses evaluating options
- ◆ Ask states to include evaluation of Zero Waste goal in RCRA State Plans
- ◆ Publish ZW resources on their website
- ◆ Develop a [Zero Waste Challenge](#) encouraging businesses and communities to adopt Zero Waste as a goal and to develop plans to implement that goal (like Food Recovery Challenge)
- ◆ Develop a Reduce and Reuse Challenge
- ◆ Support the development of a national [Zero Waste and Green Jobs Fee](#) of \$10-20 per ton to support Zero Waste and Green jobs as done by most European nations in response to 1999 EU Landfill Directive
- ◆ Support adding a Clean Lands goal to RCRA
- ◆ Develop best practices and [case studies](#) of [new rules](#) and [incentives](#) that support Zero Waste
- ◆ Research best practices for product stewardship policies (including Extended Producer Responsibility) for hazardous materials and difficult to recycle materials
- ◆ Restart Jobs Through Recycling Program and support development of [Resource Recovery Parks](#)
- ◆ Develop [R&D program](#) to work collaboratively with: industry; federal, state and local governments; and academe to redesign products, packaging and difficult to recycle materials
- ◆ Support development of training Programs for Sustainable Resource Management and require USEPA solid waste and recycling staff to be [Certified Sustainable Resource Management Professionals](#) and [Zero Waste Business Associates](#)
- ◆ Adopt more rigorous landfill regulations comparable to those adopted by the European Union in response to their [1999 Landfill Directive](#), and enforce regulations vigorously
- ◆ End subsidies for incineration
 - The National Clean Power Plan should not incentivize combustion of waste for energy generation (in conventional incinerators, boilers, cement kilns or along with coal)
 - Repeal incineration loopholes in the Non Hazardous Secondary Materials regulation.
 - Count climate pollution from all sources, including municipal solid waste and biomass, and carbon accounting considers life cycle climate benefits of SMM.
- ◆ Include waste diversion amounts in WasteWise Program reporting so the public can query which members have achieved different waste diversion levels