

National Zero Waste Conference Proposal

Spring 2020

PROPOSAL

NRC organize a National Zero Waste Conference for Zero Waste communities and Zero Waste businesses. This will build on the success of the U.S. Zero Waste Business Council National Zero Waste Business Conference and the Zero Waste USA National Zero Waste Conferences.

GOALS

1. Attract 300-350 people from around the U.S.
2. Provide latest information on Zero Waste communities and Zero Waste businesses.
3. Develop NRC's capacity to organize national conferences.

APPROACHES

2 organizational approaches that could be taken:

1. NRC Presents - NRC could invite Zero Waste USA and U.S. Green Building Council to participate in a National Zero Waste Conference to be presented by NRC. **Recommended by Conference Committee Co-Chairs.**
2. NRC as Contractor - NRC could contract with Zero Waste USA for NRC to organize Conference for Zero Waste USA. Zero Waste USA could invite U.S. Green Building Council to be a promotional partner. NRC would be in background like Informa for Waste Expo and Greenbuild, if it doesn't want to be too far in front of its ROs on Zero Waste.

2 styles of conference:

1. All sessions in one room, with table-top exhibits around room (could hold in free or low-cost space at university like SMM Summit, City Hall, State or Federal or corporate buildings).
2. Combination of plenaries and breakout sessions (more speakers, fewer places to hold, more financial risk). **Recommended by Conference Committee Co-Chairs.**

MILESTONES

Task

Milestone

1. Invite participation of ZW organizations (Zero Waste USA, U.S. Green Building Council TRUE Zero Waste program, Zero Waste International Alliance) December 2018
2. Develop Draft Budget December 2018
3. Issue RFP to solicit locations for Conference January 2019
4. Form Conference Advisory committee March 2019
5. Confirm Location. Review Calendars and set Dates April 2019
6. Contract with Venue May 2019
7. Solicit Sponsors and Cooperating Organizations June 2019
8. Identify Conference topics and speakers July 2019
9. Distribute Save the Date card at Resource Recycling Conference August 2019
10. Post info on NRC website and listservs August 2019
11. Invite Speakers September 2019
12. Develop marketing strategy September 2019
13. Hire caterers (if separate from Venue) October 2019
14. Confirm Speakers and set up Registration database October 2019
15. Confirm logistics, speaker travel, facilities, food and audio visual needs October 2019
16. Update Budget October 2019
17. Develop electronic brochure November 2019
18. Start Registrations November 2019
19. Mail brochures and list on calendars November, December 2019
20. Additional promotions January - March 2020

21.	Update NRC Board monthly on registrations	January - March 2020
22.	Prepare packets, attendee list, sign in and name badges	March 2020
23.	Convene Event	early April 2020 (?)
24.	Prepare post Conference article for trade journal(s)	1-3 weeks after

Background

2018 - NRC organized 3 Regional Market Development Workshops (about 150 attended in Portland, 60 in Atlanta and ___ in Chicago)

2017 - NRC first included as partner in Resource Recycling Conference. Continued in 2018 and planned for 2019. (RR Conference attendees - about 550 in 2017 and 450 in 2018)

2016 - 5th National Zero Waste Business Conference in Orange County, California organized by U.S. Zero Waste Business Council (USZWBC, about 400 attendees)

2015 - NRC held Sustainable Materials Management Summit (about 125 attendees)

2015 - 4th National Zero Waste Business Conference in Los Angeles, California organized by USZWBC (about 450 attendees)

2014 - 3rd National Zero Waste Business Conference in Atlanta, GA organized by USZWBC (about 300 attendees)

2013 - 2nd National Zero Waste Business Conference in Cincinnati, OH organized by USZWBC (about 60 attendees)

2012 - 1st National Zero Waste Business Conference in Orange County, California organized by U.S. Zero Waste Business Council (about 300 attendees)

2012 - GrassRoots Recycling Network (GRRN, now operating as Zero Waste USA) National Zero Waste Conference in Chicago area piggyback with Illinois Recycling Association joint Conference with SWANA (about 75 attendees)

2011 - GRRN National Zero Waste Conference in San Diego piggyback with California Resource Recovery Association Conference (about 150 attendees)

2009 - GrassRoots Recycling Network (now operating as Zero Waste USA) National Zero Waste Conference in Devens, MA (about 300 attendees)