



## Zero Waste AVL: What is Zero Waste?

Zero Waste is a goal to re-design resource lifecycles so that materials are reused and waste is minimal. Discarded materials become resources that are recycled back into nature or to the marketplace to be reused again.

Our new [Zero Waste AVL recycling program](#) is a step towards reducing the trash we put in landfills, a practice that takes a step towards zero waste. A goal of the program is to make recycling easier and more convenient. The larger blue recycling roll carts hold a greater volume of recyclable materials, and citizens no longer have to sort their recyclables. In addition, the program expands the types of recyclable materials accepted, reducing confusion about what can be recycled in curbside collection.

When the Zero Waste AVL [recycling program was piloted](#) in four Asheville neighborhoods in 2011, the volume of recyclables increased on average across the neighborhoods by over 50%.

Additional goals of the program are to serve as a resource for sustainability and waste reduction education, as well as lead by example through [brush and leaf collection](#) for composting.

While it is difficult to achieve 100% Zero Waste, the concept has grown in popularity as a goal to strive towards, as communities across the country identify additional opportunities to reduce waste to become more sustainable:

- An increasing number of materials can be produced with less waste, and then reused or recycled again. Resource recovery has become [a vibrant part of the economy](#), producing “green jobs” while preserving our environment.
- The application of sustainable design principles that reduce waste is not limited to manufacturing products, but may also be applied to the design and construction of buildings, land use decisions, the organization of agricultural systems, and so on. The City of Asheville has adopted a new policy that [all new municipal buildings](#) over 5,000 square feet meet the requirements for [LEED™ Gold Certification](#), which promotes waste reduction in both the construction and operations of buildings. Reducing our waste and our carbon footprint are goals identified in [City Council’s Strategic Goals](#) and [Asheville’s Sustainability Management Plan](#).

By implementing the new Zero Waste AVL recycling program and other sustainable practices, we strive together as a community to:

## Reach for Zero: Zero Waste AVL



For more information on recycling and waste reduction, please visit:  
[www.ashevillenc.gov/recycling](http://www.ashevillenc.gov/recycling)



Adopting Zero Waste practices helps preserve our mountain landscapes.



**RECYCLE**  
**Reach for Zero**