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# Join Us for a Virtual Brown Bag

Air & Waste Management Association

12:00 PM (Central Time)

Wednesday, March 27, 2024

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## Reframing Waste as a Resource for a Circular Economy

This presentation will address a whole systems approach to creating and certifying zero waste plans while recognizing the need to create a circular economy through emerging technologies that challenge the status quo.

You may join the webinar at [this link](#) or copy and paste the URL below.

<https://us06web.zoom.us/j/89888549409?pwd=y7bVdwuDhWCQPrI20kHFbpo0AvD1U9.1>



# REFRAMING WASTE AS A RESOURCE IN A CIRCULAR ECONOMY

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## VIRTUAL BROWN BAG



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### Sonya Betker, TRUE Advisor, SEA,

is a Sustainability Consultant with Stantec. Sonya is driven to leave the planet a better place for future generations. Sonya sees zero waste as more than meeting a regulated standard; for her, it's making a promise to respect the needs of future generations for growth and opportunity. Sonya has almost two decades of experience in sustainability, waste minimization studies, organics management, waste diversion analysis and alternatives, rate studies, and creating and implementing outreach programs. She is a TRUE Advisor (Total Resource Use and Efficiency), a credential focused on a whole systems approach to creating and certifying zero waste plans, as well as a Sustainability Excellence Associate (SEA), a certification to help execute work in alignment with the UN sustainable development goals. Sonya is on the board of directors of SWANA MN chapter and Reuse MN, and NSAF, where she contributes expertise in creating an equitable solution to a circular economy.

