



**FOR IMMEDIATE RELEASE**

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**“You Can’t Achieve Zero Waste without Reuse”  
Says producer of ReuseConex–International Reuse Conference and Expo**

[ReuseConex 2014](#), the 3<sup>rd</sup> International Reuse Conference and Expo taking place October 23-25, 2014 in Austin, Texas (United States) is making the case for reuse—your community, company and university needs to adopt robust reuse policies and invest in reuse-based products and services in order to meet its zero waste goals. ReuseConex 2014, being hosted by [Reuse Alliance](#) and [The City of Austin](#), serves as a platform for sharing innovative reuse initiatives, transformative ideas, replicable/scalable programs, research and policy. Speakers, exhibitors and attendees include city planners, economic development leaders, reuse entrepreneurs, green builders, creative reusers, reusables manufacturers, sustainability consultants, venture capitalists and environmental educators; as well as recycling coordinators for corporations, institutions and government agencies.

“I’m thrilled cities, businesses and universities around the world are adopting zero waste goals, but the ‘reuse’ piece of the sustainable materials management puzzle often leaves planners scratching their heads. Since you can’t achieve zero waste without reuse, we need to help zero waste planners integrate reuse into their plans. ReuseConex will open your mind up to how critical reuse is to the economy and our environment, and will provide you with the tools you need to make your zero waste plans successful. When we all understand the triple bottom line (people, planet, profit) benefits of reuse—we help create new economies that put people to work and prevent the unnecessary waste of our resources.”, says MaryEllen Etienne, executive director of Reuse Alliance and ReuseConex producer.

ReuseConex welcomes everyone wanting to harness the transformative powers of reuse. ReuseConex 2014 covers an array of reuse topics—from food rescue and water reclamation, to adaptive reuse and the make, share and repair economy. With participants from around the world—it’s an amazing opportunity to connect with and learn from the global reuse community. “For Austin, nurturing and growing our reuse sector is critical in meeting our Zero Waste goals. ReuseConex provides an excellent opportunity for industry leaders to come together and learn best practices and develop creative solutions,” added [Austin Resource Recovery](#) Director Bob Gedert. “I welcome all those who want to innovate, transform and sustain.”

ReuseConex will offer a breadth of reuse experiences and knowledge—from inspirational initiatives to practical applications. There will be over 60 speakers at ReuseConex 2014 including representatives from [BlueAvocado](#), [BuildASign.com](#), [Building Materials Reuse Association](#), [Creative Reuse Association](#), [Elemental Essentialz](#), [End Food Waste](#), [Goodwill Industries](#), [iFixit](#), [iWasteNot Systems](#), [Materials for the Arts](#), [Open Arms](#), [Permacredits](#), [Real Diaper Association](#), [ReUse Consulting](#), [SCRAP USA](#), [TradeLoop](#), and [Zero Waste International Alliance](#).

The event also includes a trade expo featuring a wide range of reuse-based products and services; a full-day zero waste planning workshop by Gary Liss of Zero Waste International Alliance and Richard Anthony of Grassroots Recycling Network; and the world public screening premiere of the documentary “REUSE! Because You Can’t Recycle The Planet”, followed by a talkback with the filmmaker, Alex Eaves of Stay Vocal. To learn more about ReuseConex, visit: [reuseconex.org](http://reuseconex.org).

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**About Reuse Alliance:**

Reuse Alliance is a national nonprofit that is working to increase awareness of reuse by educating the public about the social, environmental and economic benefits of reuse. Reuse Alliance has several state chapters that act as networking conduits, provide capacity building resources, and advocate for pro-reuse policies in those states. To find out more, please visit [www.reusealliance.org](http://www.reusealliance.org).

**Links, in order mentioned:**

ReuseConex: <http://reuseconex.org>

Reuse Alliance: <http://reusealliance.org>

The City of Austin / Austin Resource Recovery: <http://austintexas.gov/department/austin-resource-recovery>

BlueAvocado: <http://blueavocado.com>

BuildASign.com: <http://.buildasign.com>

Building Materials Reuse Association: <http://bmra.org>

Creative Reuse Association: <http://creativereuseassociation.org>

Elemental Essentialz: <http://elementalessentialz.com>

End Food Waste: <http://EndFoodWaste.org>

Goodwill Industries of Central Texas: <http://austingoodwill.org>

iFixit: <http://ifixit.com>

iWasteNot Systems: <http://iwastenotsystems.com>

Materials for the Arts: <http://mfta.org>

Open Arms: <http://theopenarmsshop.com>

Permacredits: <http://permacredits.org>

Real Diaper Association: <http://realdiaperassociation.org>

ReUse Consulting: <http://reuseconsulting.com>

SCRAP USA: <http://scrappdx.org/about/scrap-usa>

TradeLoop: <http://tradeloop.com>

Zero Waste International Alliance: <http://zwia.org>