

2022

ANNUAL REPORT

A year of progress, shaped by generosity.



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MISSION



Just Zero partners with communities, advocates, and policy makers across the country to **implement just and equitable solutions** to climate-damaging and toxic production, consumption, and waste disposal practices.

APPROACH

We prioritize a comprehensive, three-pronged approach to shut down dangerous waste facilities and advance the right policy solutions to reduce and divert waste.



Education

We use conversations, written and visual resources, and educational events to spread awareness about Zero Waste initiatives and to push back against dangerous false solutions to our waste crisis.



Policy

We draft legislation, review proposals, work with lawmakers and community leaders to support prominent Zero Waste initiatives, and advocate before regulatory agencies faced with important waste-related decisions.



Community Engagement

We work directly with community groups, grassroots organizations, and coalitions to give them the tools and resources to protect their environment and blaze their own Zero Waste trails.



Photo: via Just Zero

2025 in Review

A year of progress, shaped by generosity.

In 2025*, the generosity of our supporters brought substantial momentum to the Zero Waste movement. Together, we raised close to \$1.4 million, spoke to more than 30 groups of advocates, community members, and lawmakers across the country, engaged with more than 2.4k social media followers, and published 6 groundbreaking legislative toolkits to help Zero Waste advocates pursue their own policy priorities.

2025 was about expanding our visibility as a leader on Zero Waste, meeting people where they're at through relatable and accessible content, and working closely with partners to support local, state, and national waste policies. All of that was possible because we added a staff attorney to our Policy & Advocacy team. We also created accessible and engaging materials and engaged directly with federal agencies to build better policies.

We've come this far because of the generosity of our supporters. Every day, you motivate us and our work. It's because of you that we've made such progress this year. And we can't wait to see where we go in the year ahead – together.

Thank you, as always, for your unyielding support for our mission. We owe much of this progress to you.

**All mentions of 2025 within this report refer to our 2025 fiscal year (July 1, 2024 – June 30, 2025).*

IMPACT

RELEASED MODEL LEGISLATIVE TOOLKITS

Every state, city, and community is unique – and there’s no one-size-fits-all approach to enacting sensible and effective Zero Waste laws. That’s why Just Zero developed six model legislative toolkits – to help community members, advocates and lawmakers build bills that will achieve their own Zero Waste goals.

Each toolkit concentrates on a different issue – beverage containers, food waste, greenwashing, packaging waste, single-use plastics, and high-heat facilities – and is customizable to fit the specific needs of any community.

DEMANDED ACTION ON PACKAGING

In 2025, Just Zero successfully fought to ensure that Maine adopted strong Zero Waste rules for the state’s new Packaging Reduction and Recycling Program.

We championed new Bottle Bill legislation across the country while pushing the modernization of existing Bottle Bills. And we joined dozens of activists at the U.S. Capitol to demand bold federal action to eliminate single-use plastics.

INFLUENCED NATIONAL WASTE POLICIES

We made big moves at the national level – successfully convincing the Environmental Protection Agency (EPA) to reject a flawed way of calculating recycled content in consumer products – the first-ever federal action against this misleading system.

We also led advocates nationwide in opposing the plastic industry’s efforts to include so-called “advanced recycling” in the EPA’s Safer Choice program. On top of that, we addressed the National Recycling Congress on the importance of implementing policies, programs, and laws that eliminate needless packaging waste.

EXPOSED CORPORATE AGENDAS

Just Zero published two reports this year. The first, *Landfills and Injustice*, exposed how a handful of enormously profitable waste companies exert control over the industry to create mega-landfills that target historically marginalized communities as “sacrifice zones.”

The second, *Greenwashed 2024*, is a new, annual report calling out egregious examples of greenwashing from the past year.

HOSTED WASTE-FREE FUTURE SUMMIT

Our inaugural Waste-Free Future Summit, a free, virtual event featuring five sessions over three days, was a big success. Roughly 400 people from around the globe tuned in to hear directly from advocates, environmental journalists and communicators, Just Zero staff members, and plastic pollution advocate, Diane Wilson, the Keynote Speaker.

Throughout each session, experts shared the powerful strategies they use to mobilize efforts around Zero Waste and to push back against toxic production, consumption, and waste disposal practices.

MOBILIZED TO BAN SEWAGE SLUDGE

Across the country, sewage sludge is a major concern and Just Zero has become a leading voice on the issue. This year, we assisted New York residents in blocking a proposal to build a massive sludge incinerator.

We supported efforts in five states to pass legislation that would ban or limit the land application of sludge. And we even launched a national coalition of more than 35 groups united to end the land application of sludge across the country.



National Reach

In 2025, Just Zero was invited to support Zero Waste campaigns in several states. Our level of support is tailored to fit our partner's needs.

When invited, we give presentations, attend community-group meetings, weigh in on campaigns, draft or review legislation, provide written or oral testimony, and contribute data-backed educational resources to strengthen local efforts.

NATIONAL REACH

West

OREGON

- Chemical Recycling

COLORADO

- Food Waste

CALIFORNIA

- Producer Responsibility

Key

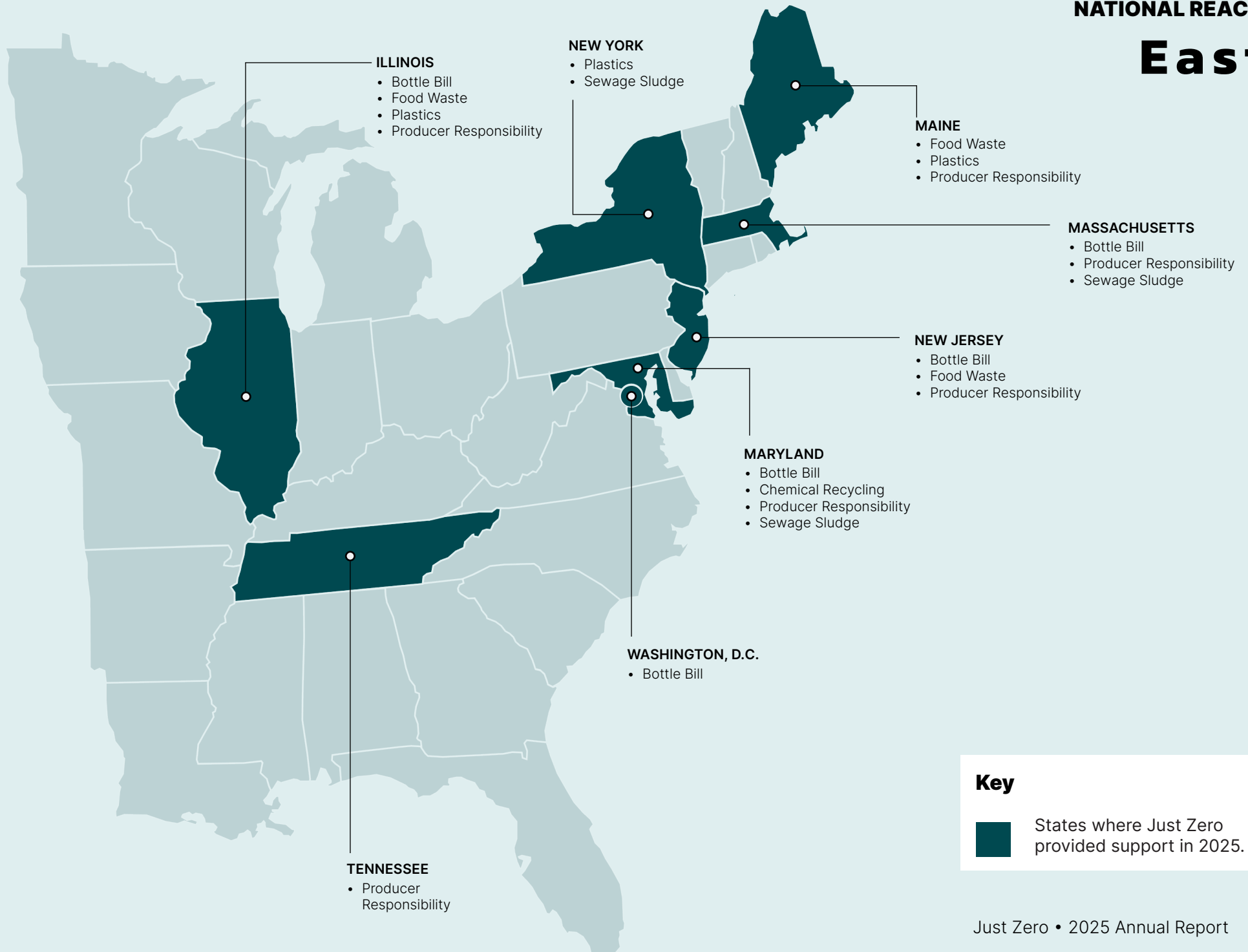


States where Just Zero provided support in 2025.

HAWAII

- Producer Responsibility

East

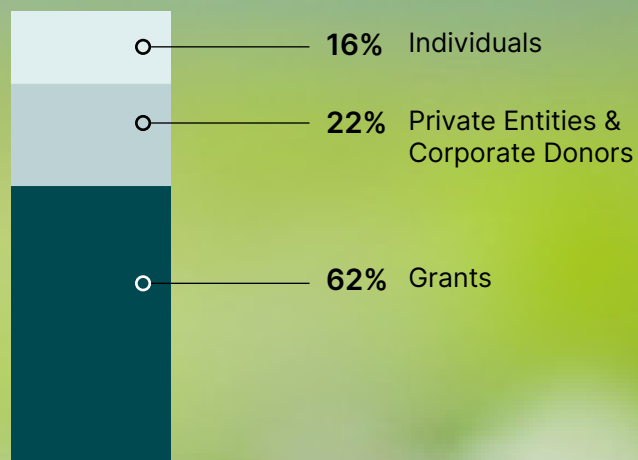


Financials

2025 REVENUE

\$1,371,576

BY SOURCE



NET ASSETS

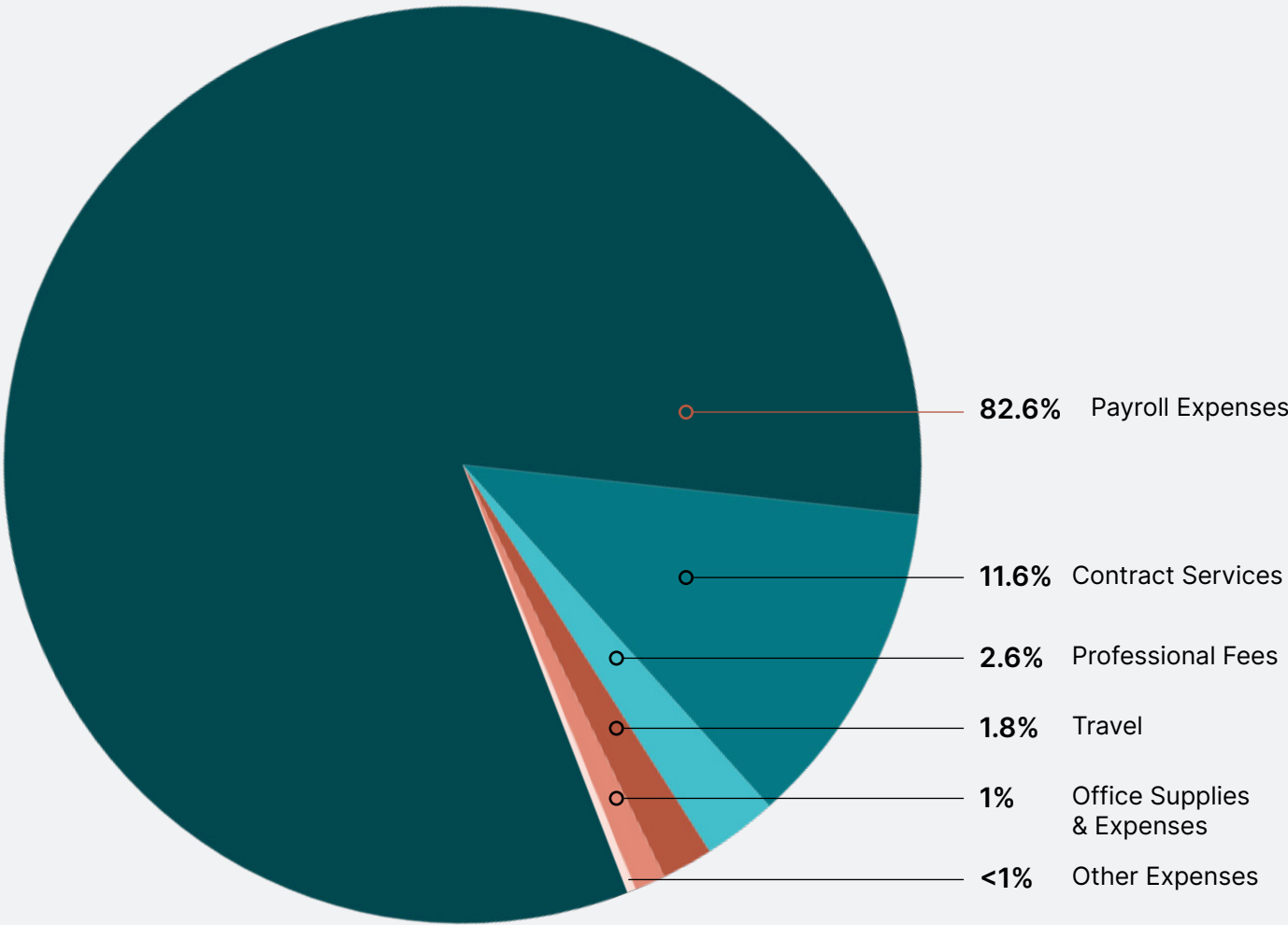
2025: **\$576,451**

2024: **\$185,819**

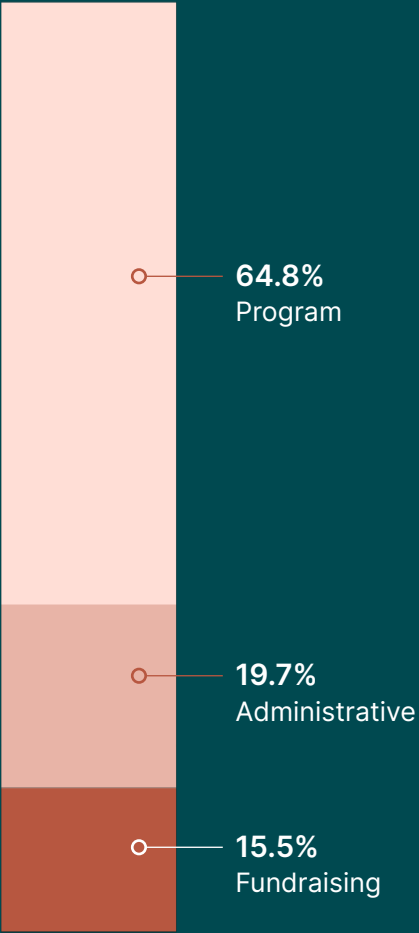
2025 EXPENSES*

\$980,944

Categorical Breakdown



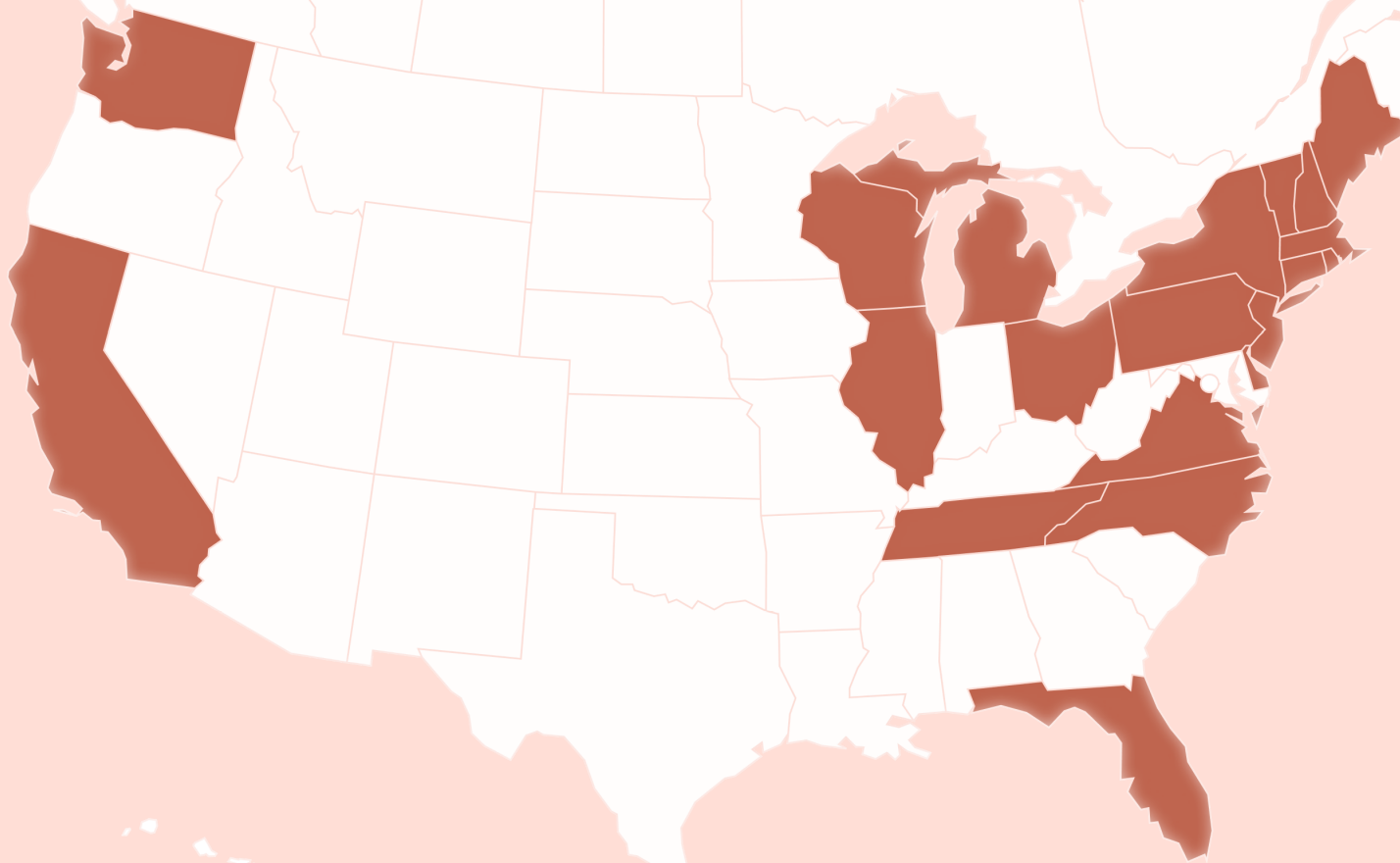
Functional Breakdown



**Less than 0.5% of our total expenses were lobbying related.*

Our Champions

Our donors are our champions. Your generosity and commitment to our mission have powered progress. Increasingly across the country, people look to Just Zero for expert advice on how to address the waste crisis in their communities. Your continued support allows us to develop the tools and provide the resources to do that.



Key



Donation sources
by location in 2025.

Planning Ahead

We know that our waste crisis is a threat to public health and the environment, but 2025 showed us that people are ready and willing to advocate for better environmental and public health protections. This year, Just Zero built strong partnerships across the country and influenced critical policy decisions at the state and national levels. But we face an uphill battle – especially now as many of those in power attempt to reject science and tear down environmental protections.

In the year ahead, Just Zero will continue to develop new strategies to fulfill our mission and build national recognition as a leading voice on Zero Waste policy and advocacy. We will provide opportunities for Zero Waste advocates to lean on and learn from one another. And we will continue to champion strong Zero Waste laws and push back against dangerous false “solutions.”

With you in our corner, we know that we can hold strong and continue to build the healthy, safe, Zero Waste future we all deserve.



Photo: via Shutterstock