

NORTHERN NEVADA
Public Health

KTMB GreenBiz Tier 3 Innovator Recognition: **Gear Hut**

District Board of Health
April 24, 2025



Northern Nevada Public Health Partners

In Waste Reduction

- NNPH acts as the Solid Waste Management Authority in Washoe County.
- Contracts with Keep Truckee Meadows Beautiful (KTMB) to promote clean up, waste reduction, and waste reduction education efforts in the community.
- KTMB works with local businesses and the Nevada Green Business Network to assist local businesses become more environmentally friendly.
- Businesses choose to participate voluntarily, and the program is focused on education and assistance.



KTMB Green Business Program

Levels of Certification

Tier 1: Leader

- Business must have a foundation of sustainability. This means it is pursuing green initiatives focused on conservation of resources such as switching to energy efficient lighting, insulation improvements, recycling, employee carpooling and reduced watering landscaping.

Tier 2: Champion

- Business is voluntarily pursuing a deeper dedication to sustainability practices. Looks to business sector specific practice innovations such as utilizing green energy and reducing the carbon footprint. Completion of a carbon footprint calculator to determine greenhouse gas emissions.

Tier 3: Innovator

- The highest level of certification. Businesses promote social equity, sustainability, and significantly reduce carbon footprint. Exceed standards set by Nevada Green Business Network's environmental standards. Are green business mentors and make a positive impact on our community even outside of their business.



Gear Hut

Tier 3: Innovator

Achieved May 2023



- Established in 2018 by Leah Wzientek and Rusty Donlon, with daughter Winnie
- Used gear and consignment store
- Mission to increase access to affordable, gently used outdoor gear while keeping usable items out of landfills.
- Environmentally friendly and promotes healthy outdoor living



Innovative Practices

Dedicated to Sustainability

- Diverted 95% of shop waste by eliminating single use, microplastic tags, shopping bags, and by using washable cleaning supplies
- All second-hand racks and displays.
- Uniforms made from donated gear.
- Little Kamper cylinder program.
- Bear Vault Rental program.
- Unsellable items donated to suitable charities or recycled.
- Diverted 1,551 pounds of waste since 2022



Above and Beyond

Community Involvement

- Participates in local clean up efforts and adopted Huffaker Hills Trailhead.
- Negotiated recycling services with landlord for entire complex – due to certification
- Encourage reducing driving by installing bike rack outside of store.
- Partnered with Ski Trucks, a company that disassembles and recycles ski gear for furniture creation.



Challenges

- How to price gear without single-use tags. Innovation reduced waste dramatically.
 - Used paper tag to hanger with price sticker – simple but effective.
- Overcoming the influence of marketing for the latest gear. Many consumers pursue new equipment and discard old equipment that is still in good shape.
 - Entire business model addresses the issue and the company has discovered that there is a lot of support for the concept.



Congratulations

- Tier 3 Innovator
- Commitment to Environmental and Public
- Health in Washoe County and beyond
- WE thank you!!



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