



The Business Case for Recycling

Michigan Recycling Coalition
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Workshop Agenda

- Welcome
- Introductions
- Value of Recycling
- Case Study – FP Horak
- Break
- Group Activity – Challenges of Business Sector Recycling
- Addressing the Challenges
- Questions & Wrap Up

Who Do We Have Here?

- Name
- Company
- What brings you here today?

Our Training Objectives

- To have an open and interactive training
- To identify value and benefits
- To learn from businesses how to make recycling work
- To identify your business recycling challenges
- To learn how to approach and overcome the challenges



Over
one-third
of the **waste**
generated in a
community
comes
from the
commercial
sector.

Value of Recycling

How do you get a
business interested in recycling?

LISTEN

THEN

WIFM

Value of Recycling

Indirect Benefits

– Environmental

- Conserves landfill space
- Reduces/eliminates use of incineration
- Reduces use of and protects natural resources
- Reductions in pollution to air, water, land compared to use of virgin materials
- Reduces energy use
- Reduces greenhouse gas (GHG) emissions

Value of Recycling

Indirect Benefits

– Economic/Financial

Job retention/creation per 1,000 tons of MSW managed*

- 2 jobs: recyclables processing
- 4 jobs: paper, iron and steel manufacturing with recycled materials
- 10 jobs: plastics manufacturing with recycled materials

– Social

- Improves quality of life
- Increases community involvement/pride

*As reported in 2011 Tellus Institute Report:

More Jobs, Less Pollution – Growing the Recycling Economy of the U.S.

Value of Recycling

Direct Benefits to Business

– Environmental

- Replacement of hazardous materials with less or non-toxic
- Standard Operating Procedures for materials reduces potential for environmental situations
- Improves environmental safety
- Attainment of zero waste/zero landfill goals

Value of Recycling

Direct Benefits to Business

– Economic/Financial

- Provides strategic management of discards
- Avoids costs - waste reduction practices
- ↓ costs - waste collection/disposal
- ↓ costs - reuse & purchasing policies
- ↓ operational/production costs
- ↑ revenue from sale of discards
- ↑ customer base – Green B to Green C

Value of Recycling

Direct Benefits to Business

– Social

- Improves work environment
- Improves employee morale and reduces turnover
- Encourages innovation
- Supports sustainability goals
- Provides environmental leadership opportunities
- Supports local economy
- Supports quality of life in local community

Value of Recycling

Summary:

- Positive Environmental Impacts
- Strategic material management
+ improved operational efficiency
= cost benefits
- Improves workplace performance
- Supports local economy and quality of life

Case Study



Tim Dust, President & COO

Fred Zingg, Sales Consultant

Case Study



Mike Logan, President

Case Study

We look to provide our client VALUE.

- Find out the client's needs (short & long term)
- Take baby steps toward gaining their business
- Being green should not cost more in long term
- We are dedicated to assisting in controlling expenses year over year.



Case Study

Diversity of Needs

- VG's Grocery Store – plastic bags
- Mr Roof – recycling shingles
- GM Lansing – WTE, industrial dunnage
- ZF – numerous waste streams
- ITC - waste audit, operational change - janitorial
- City of Westland – Drop off recycling center – solar powered compactor

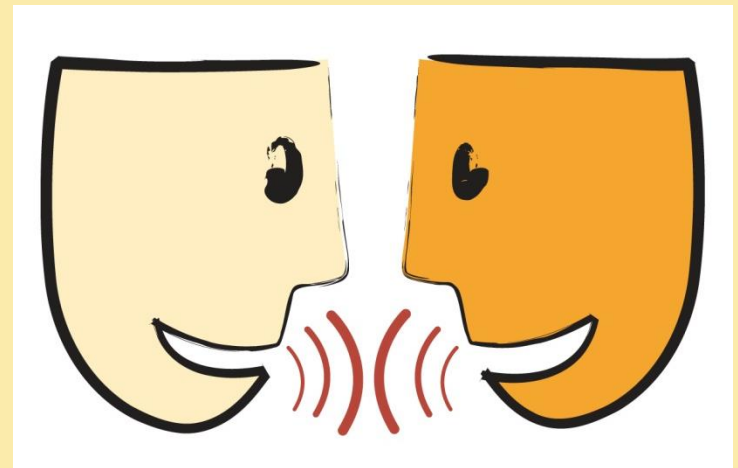




Group Exercise

20 minutes

1. Break into groups
2. Quick introductions
3. Choose a group spokesman
4. Identify at least 3 challenges of working with the business sector on recycling & waste reduction
5. Discuss your challenges and record them on the worksheet

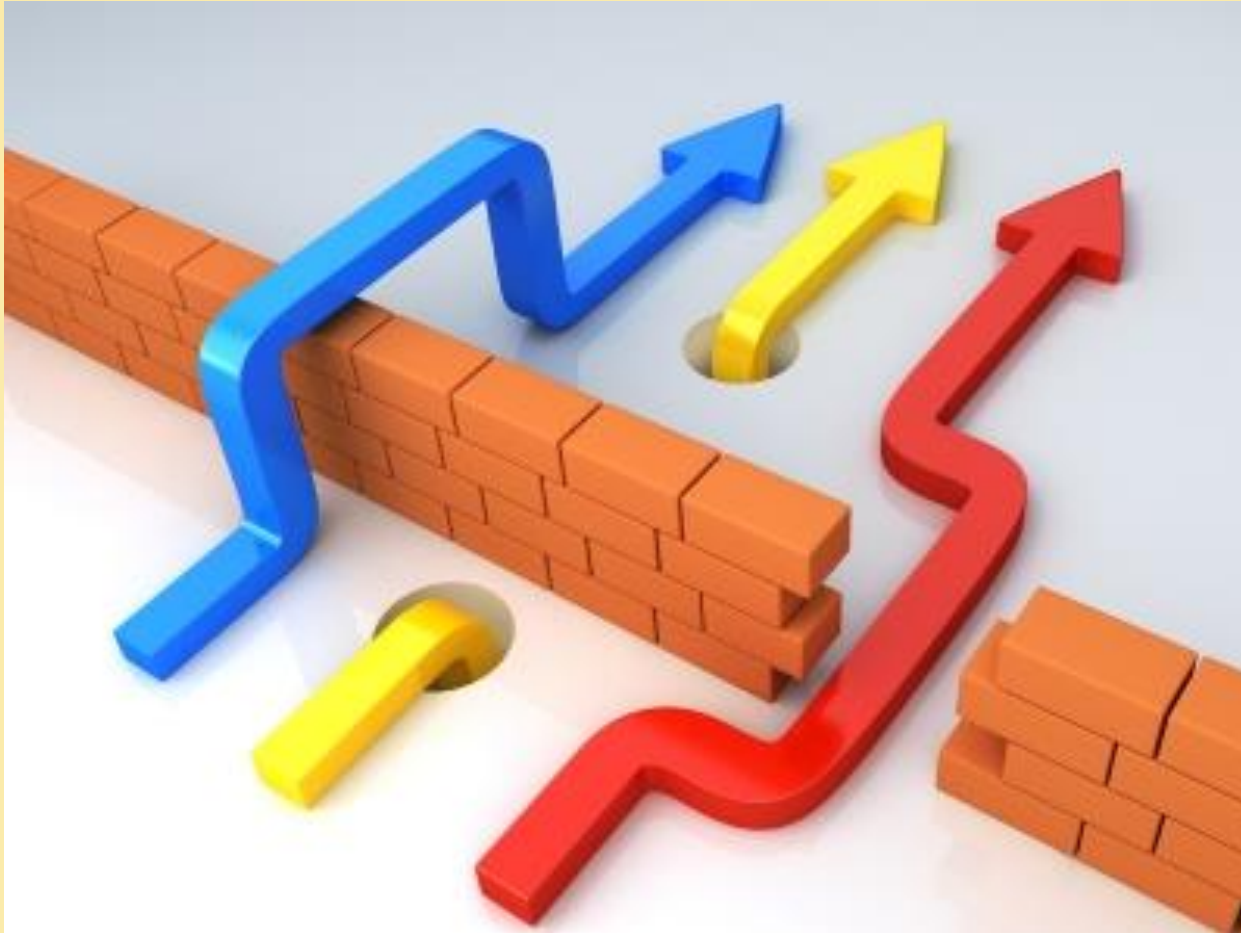


Group Report Out

Your group representation

Your group's top 3 business recycling challenges

Addressing Challenges





Thank you!



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