



The Business of Waste

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Nancy Crickman, Associate Director
Environmental Management Assistance Program
Pennsylvania Small Business Development Centers
The Wharton School of the University of Pennsylvania
crickman@wharton.upenn.edu 215.746.6473





About the SBDCs

- Economic development organization with 18 college and university-based centers statewide
- Headquartered at The Wharton School of the University of Pennsylvania
- Provide **free and confidential** business management consulting to small firms
- Environmental Management Assistance Program (EMAP) provides specialized consulting and assistance on environmental and energy issues



How does a business reduce its trash stream & save money?

Businesses Need to Recognize:

- Waste is avoidable
 - Reduce at the source
- Waste does not have to be an expense
- Waste can have real value (\$\$\$)
 - Reuse (Waste Exchanges)
 - Recycle (Market Driven)
 - Feedstock for Energy Use



How do Business Greening Goals fit in?

- Many small businesses want to *be green* to:
 - Respond to current public trends
 - Earn consumer trust
 - Explore new market opportunities
 - Reduce carbon footprint
 - Improve efficiency and productivity
 - Stay compliant with government regulations
 - Create a safer and healthier workplace for employees
- Going Green is a motivator for businesses to reduce waste

The EMAP Building Block Approach to Green Your Small Business

E

= ENERGY

Consider your energy use and determine ways to decrease use and increase efficiency.

Contact EMAP for a free utility bill analysis, energy assessment, and to identify funding opportunities

M

= MATERIALS

Be smart about the way you use, reuse, and dispose of materials.

Consider using green building materials and techniques

Contact EMAP for a free waste audit at your facility.

A

= ASSURANCE

Be prepared for emergencies and stay at least one step ahead of regulators.

Contact EMAP for compliance assistance and to schedule a free on-site visit.

P

= PURCHASING

Think about what you buy and use; how it affects your customers, your employees, and the environment.

Contact EMAP for assistance identifying opportunities to green your purchasing.



PA Waste Exchanges



- Developed by SBDC's in 2004
- Free listings
- Efficient system
 - Automatic email alerts for materials
 - Greenhouse gas reductions – EPA's WARM model
 - Statistics – tons diverted, users
- Data security



PA Waste Exchanges

Pennsylvania
Manure Trader
manuretrader.org

- Addresses the problem of excess manure
 - 4.4 million tons per year
 - Limits on land application – PA Act 38
 - Farmers need to find additional cropland or alternative uses
- Stimulates Alternative Uses for Manure
 - Building Material
 - Composting
 - Energy Source (Biomass)



Conclusions

- Motivators for Waste Reduction
 - Cost Savings
 - Opportunity
 - Sustainability & Green Cache
 - Recognition
- Needs
 - Regulatory Relief
 - Market Opportunities
 - Education – Waste is a resource!