



## Leveraging Contracting and Purchasing Processes to Increase Business Recycling In Your Community

How to help businesses buy better and do better

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## GBB's Waste Consulting Services

- Economic, technical and environmental reviews
- Procurements
- Due diligence third-party reviews
- Waste characterization and sourcing
- Process planning and conceptual designs
- Independent feasibility consultant





## Today's Discussion



The Problem & The Importance



Challenges for Business Recycling





What Businesses Need to Successfully Recycle



Ideas for Government to Help Businesses




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### The Problem & The Importance

Why business recycling matters




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**First, what are we talking about here?**

Diverting post-consumer discards from disposal and then manufacturing it into something new


Image: U.S. EPA




**WHAT IS MUNICIPAL SOLID WASTE (MSW)?**

**OUR TRASH, OR MUNICIPAL SOLID WASTE,** IS COMPRISED OF VARIOUS MATERIALS AMERICANS COMMONLY THROW AWAY AFTER BEING USED.


MSW DOES NOT INCLUDE INDUSTRIAL, HAZARDOUS, OR CONSTRUCTION WASTE.




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**Example: A Milk Packaging Plant**



- Sending pallet film to a plastic lumber manufacturer: *recycling*
- Selling scraps from labeling as fuel to a boiler: *resource recovery*
- Composting paper & waste product: *recycling or waste reduction*
- Feeding scrap bottles back into the process: *business as usual*



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**Second, who are we talking about here?**

Open systems where the government does not have control of the collection market

- Open market
- Private sector
- No franchise
- Little or no public forces or contracting



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**Reasons Businesses Need to Recycle**



They generate 50% or more of the waste stream



About half or more of their waste is recyclable cardboard and paper



The more people see opportunities to recycle, the more they will do so.



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## Why is There This Problem?





Aren't the people working, shopping, and dining at the businesses the same ones living in the houses?  
Why do they not recycle when they're away from home?



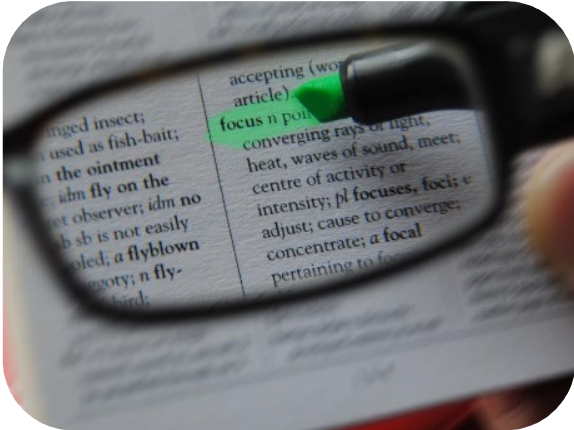

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## The Primary Reason



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### Challenges for Business Recycling



Why business recycling is so difficult to implement



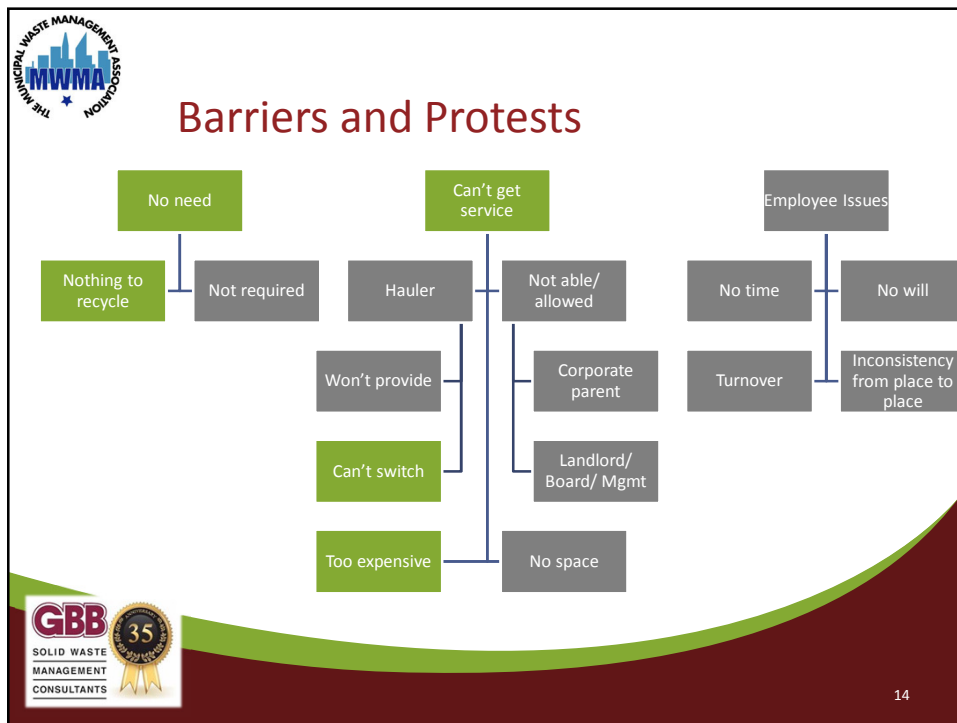
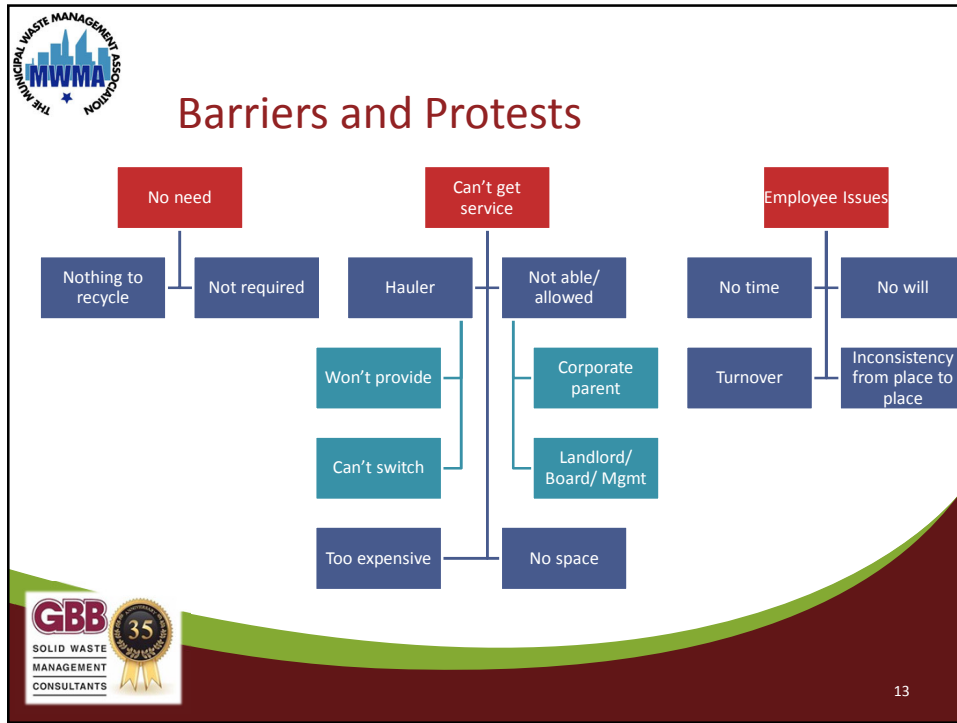
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## Barriers to Implementing Recycling



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### What Businesses Need to Successfully Recycle

Both right & well

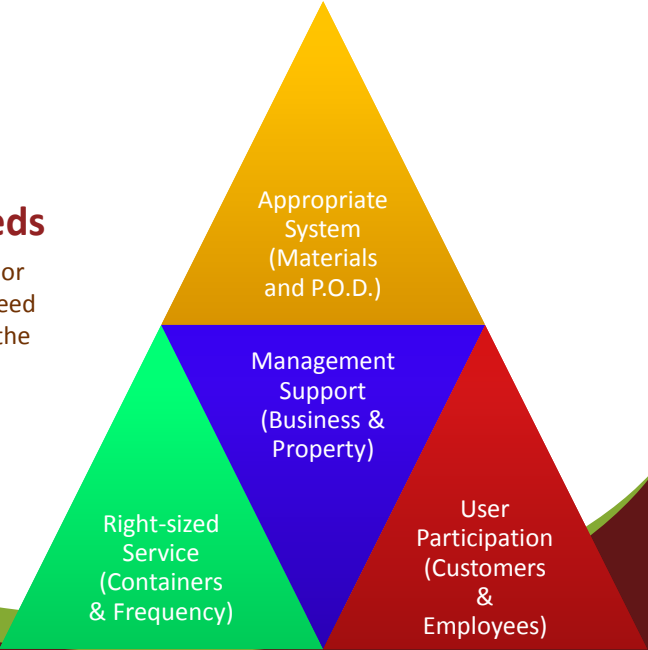


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### Business Recycling Needs

Like any other service or product, businesses need to be able to procure the garbage and recycling system that will serve them best




- Appropriate System (Materials and P.O.D.)
- Management Support (Business & Property)
- Right-sized Service (Containers & Frequency)
- User Participation (Customers & Employees)




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If they say...	You help them to...
I don't know what to recycle	Understand local laws
	Look at their waste stream
	Work on what is readily separable
I need containers	Be creative
	Be comprehensive
	Confirm that recycling remains separated outside
No one will do it	Engage owner or corporate manager
	Work with on-site property manager
	Instruct employees, not optional

**What solid waste managers can do: Education**  
How you will take action in response to their protests



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If they say...	You help them to...
I can't spend the money	Evaluate the value of their current service
	Understand how pricing works
	Recognize potential savings with right-sizing
I can't switch	Understand their options and identify legal haulers
	Suggest how to procure the service
	Work with their landlord or management company
It's still not working	Be part of evaluating the entire system
	Provide feedback to help you consider more options
	Participate in reframing your efforts to accomplish the real goal

**What solid waste managers can do: Procurement**  
How you will take action in response to their protests



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**THE MUNICIPAL WASTE MANAGEMENT ASSOCIATION**  
**MWMA**

**Ideas for Government to Help Businesses**  
How government can help businesses recycle right

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**THE MUNICIPAL WASTE MANAGEMENT ASSOCIATION**  
**MWMA**

*Help them*  
**Achieve Affordability**  
Support your businesses in right-sizing their service and determining if they need a new vendor

Evaluate the value of their current service

Understand how pricing works

Identify available service providers

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Think about how

## Waste Service is Different

- In an open system, the price is fluid
- Because it is a quasi-utility, businesses think they have limited options for buying
- Businesses may have garbage service that suits the needs of the hauler, not them




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## Tools to Give Your Businesses

With better information, they can better estimate the affordability and costs


- Evaluation of the current service level, or information on how to they can evaluate it
- Explanation that pricing is not set, and that their current provider may have some leeway
- Listings of permitted or legally operating haulers, without other qualification



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Help them  
**Overcome  
Inertia**  
Ease the way for  
businesses to make the  
changes they need



- Understand their options
- Suggest how to procure the service
- Work with their landlord or management company

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Think about how  
**Waste Service Seems Unchangeable**

- Introduce the idea of reducing garbage capacity
  - When they say “but what if,” be prepared to respond
- Explore non-business concerns
- Do some “heavy lifting” with their management structure




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**Tools to Give  
Your Businesses**

With false or perceived barriers eased, businesses can focus on the real work

- Samples of systems for diverting and reducing waste
- Samples of solicitations or RFP-type documents
- Meetings, phone calls, and correspondence with management parties




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*Help them*  
**Troubleshoot  
and Solve**

Consider that it's not them, it's you

- Evaluate the entire system
- Consider more options
- Reframe your efforts to accomplish the real goal




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Think about how

## Waste Service May Need a Nudge

- The marketplace may be unable or unwilling to respond to or support local requirements
- In the absence of enforcement, market control may be called for
  - An exclusive or non-exclusive franchise will more precisely influence haulers
  - Direct provision (via contract or City forces) will close the gap



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## Tools to Give Your Businesses

If the market won't respond, intervention may be required

Study if the system components and the system requirements are compatible

Is the route to compliance to prescriptive or restrictive?

The goal is waste diversion or recycling, not "everyone has a box."




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**Education & Technical Assistance Work Together**

Encouragement  
Needs  
Empowerment

- Tools for a successful procurement
  - Waste assessment
  - Capacity Estimation
  - Review of their requirements
  - Guidance on procuring work
  - List of legal haulers
  - Assistance building support with management

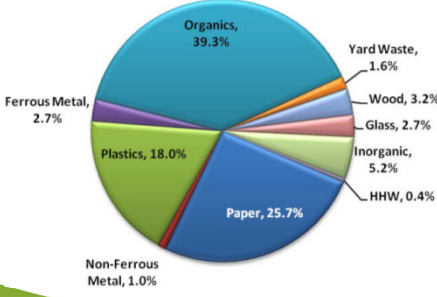


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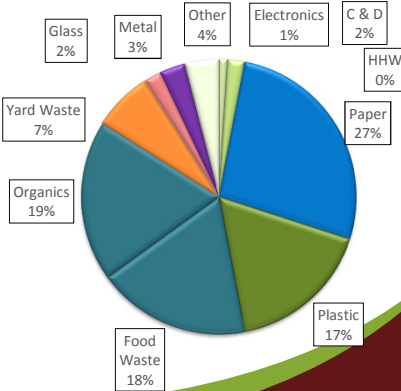



**Education & Outreach Aren't Enough**

**High-cost, Large-effort Program**



**Low-cost, Limited-scale Program**





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**Thank you!!**

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Gershman, Brickner & Bratton, Inc.

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