



GREEN IS THE NEW BLACK

How Eco-Efficient Business
Supports People, Planet and Profit

INTRODUCTION

Zero waste. Green business. Sustainability. These catch phrases are frequently tossed around in conversations pertaining to the environmental impacts of business. Oftentimes, these terms are nothing more than industry rhetoric used during the annual shareholders meeting, but for some, these are critical corporate initiatives that are changing the way businesses work.

According to *GreenBiz.com's State of the Green Business, 2014*, several companies are now achieving zero-waste or landfill-free status such as Bridgestone, General Motors, Walmart, DuPont, PepsiCo and others. MillerCoors recently joined this club at its Golden, Colorado facility; a first amongst brewers. Sustainability leadership is also emerging at not for profit organizations. Ohio State University set a new standard for recycling at its football stadium by reducing landfill waste from nearly 60 tons in 2010 to 5.8 tons in 2013—a 90% reduction in solid waste¹.

Achievements such as these are certainly worthy as stand-alone accomplishments; however, beyond the environmental accolades, there's a bigger story for today's business. In a word, profit. Being green is no longer exclusive to the environmental activist. Being green is now good business. It's smart and efficient. It's the convergence of environmental, social and fiscal responsibilities. Put into terms of Corporate Responsibility, being green addresses the 3 Ps: people, planet and profits—the **Triple Bottom Line**.

¹ <http://footprint.osu.edu/zero-waste-ohio-stadium/>

DRIVING ECO-EFFICIENCIES

Despite the ongoing debate around society's impact on global climate change, it has become disturbingly apparent that we have surpassed Mother Nature's cleansing abilities. While this single fact should be sufficient for initiating change, our collective corporate behaviors remain somewhat divergent. Now that recycling technologies and solutions are becoming cost neutral—with many actually increasing corporate profits—change will be rapid and widespread.

The new standard for business will be based on extracting and preventing waste across a company's value chain. Businesses are, or will soon become, eco-efficient.

WHAT IS ECO-EFFICIENCY?

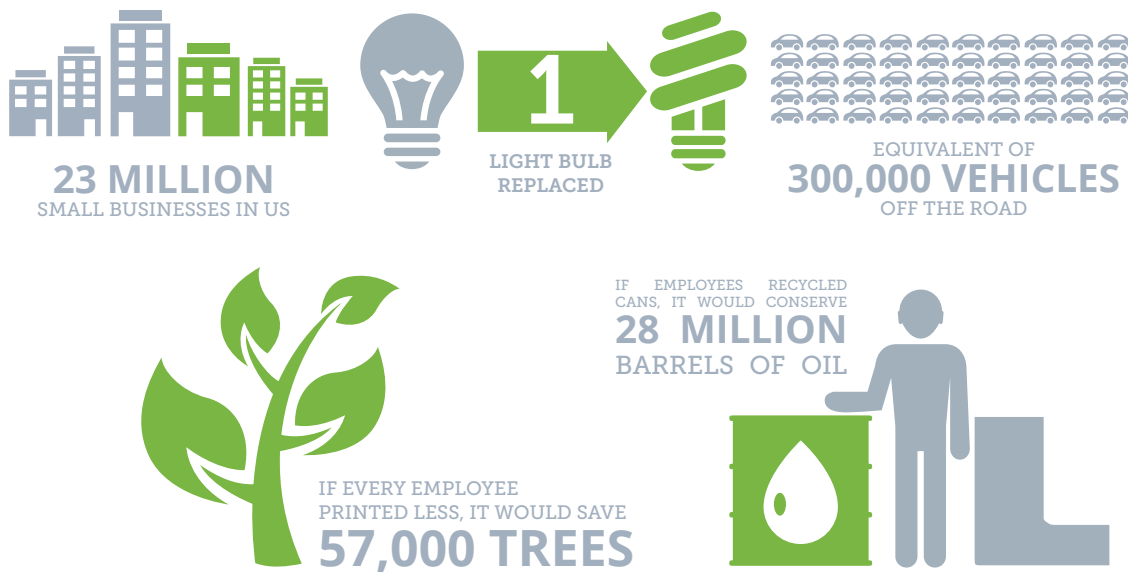
According to the World Business Council for Sustainable Development (WBCSD), eco-efficiency is defined as the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resource intensity throughout the life-cycle to a level at least in line with the Earth's estimated carrying capacity.

► In Practice: Eco-Efficiency²

- SC Johnson **increased production by 50%** while waste emissions were cut in half, resulting in **annual cost savings of more than \$125 million**.
- United Technologies **eliminated almost 40,000 gallons per year of waste water** and **saved over \$50,000 per site** with a fundamental change in the way it manages its test cells, underground storage tanks and waste streams.
- STMicroelectronics, a Swiss-based technology manufacturer, implemented numerous sustainability programs **saving £38 million in energy** and **£8 million in water costs**, with **total savings over a decade predicted at \$900 million**.

² World Business Council for Sustainable Development, <http://www.wbcd.org>

While the examples on the previous page represent huge savings from some very large companies, eco-efficiency is not limited to those organizations. Small changes can have big impact at organizations of any size.



► Business Impact³

- According to the U.S. Small Business Administration, there are 23 million small businesses today. If every one of those businesses replaced one light bulb with today's energy efficient LED bulbs, the energy saved would be the **equivalent of taking more than 300,000 cars off the roads.**
- If every small business employee stopped printing unnecessary pages, they would **save 57,000 trees annually**, put more oxygen into our air and offset the production of CO² (greenhouse gases).
- If those same employees recycled all of the 51 billion aluminum beverage cans they consume annually, rather than throwing them away, they would conserve **the equivalent of 28 million barrels of oil.**

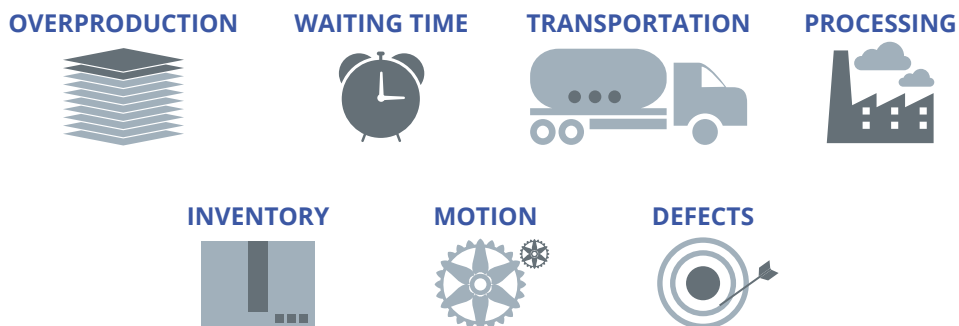
³ *Greening Your Small Business, Jennifer Kaplan*

UNDERSTANDING WASTE ACROSS YOUR VALUE CHAIN

Waste, in the conventional sense, is thought of in terms of discarded, non-usable by-products such as solid waste (garbage), hazardous waste, and emissions (air and water). However, when evaluating the true impact of waste, it is important to take an expanded view.

For example, product recalls, or “re-works”, waste operational resources. The need to re-run a production line to correct a defect wastes energy, water and human capital, not to mention the added waste generated through redistribution of the corrected item. Minimizing waste is critical to maximizing profits, which is a key tenet of both Six Sigma and Lean Manufacturing.

Toyota, an early adaptor of efficient waste management practices, identified seven types of waste connected to its manufacturing processes.



A conscious effort to reduce waste higher in the value chain will have a meaningful impact on the waste at the bottom of the chain – those items most often associated with “being green.” By doing just that, Toyota has made a significant impact on the environment. For Toyota, eco-efficiency is not an initiative; it is part of their culture, identity and success.

► In Practice: Waste Reduction at Toyota

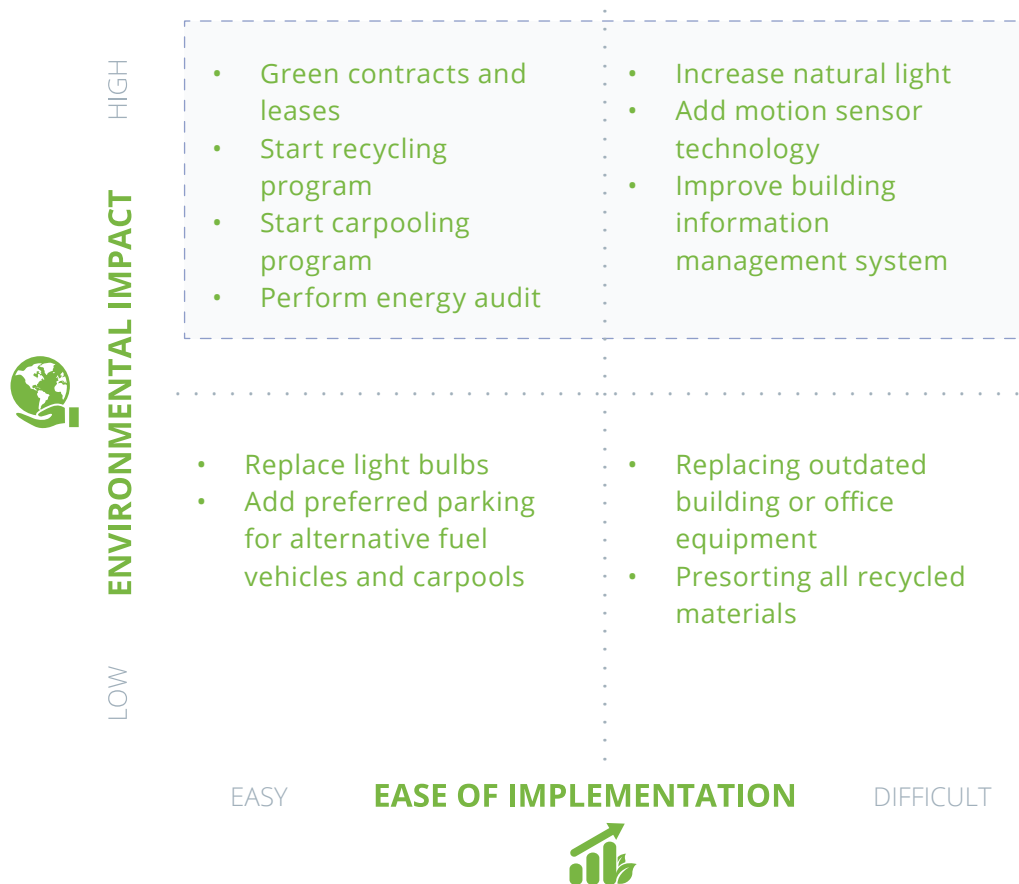
- Reduced manufacturing energy per vehicle by 22%
- Water-saving projects in its assembly plants saved 61 million gallons of water
- Created a returnable container program, saving 185 million pounds of cardboard and 308 million pounds of wood
- Hybrid vehicles have saved an estimated 500 million gallons of gasoline
- Thirty-six of its dealerships are LEED® certified

FIFTY SHADES OF GREEN

A common misconception is that businesses must embrace formal, company-wide initiatives in order to have the desired environmental and economic impacts. That, of course, is not true. The biggest barrier to embracing green business practices is *inaction*, nothing more. Companies, not knowing what to do or how to start, continue down the path of “business as usual.”

No improvements can be made without change. The journey to eco-efficiency starts with the simple first step of being open to alternatives.

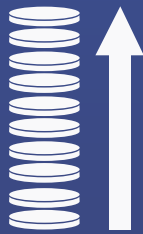
Leigh Stringer, LEED® AP, a senior principal at HOK and author of *The Green Workplace: Sustainable Strategies that Benefit Employees, the Environment and the Bottom Line*, provides a very simple and efficient matrix for developing and starting a sustainability program. In her book, she says to compile a list of green strategies then sort them by ease of implementation and environmental impact. She provides the following example:



THE NUMBERS SPEAK FOR THEMSELVES.

CleanPlanet customers are generating eco-efficiencies by recycling their spent chemicals on-site. CleanPlanet does not require any up front capital investment for its equipment, so customers are able to realize immediate cost-savings, while nearly eliminating a hazardous waste stream.

LAST YEAR OUR CLIENTS ACHIEVED



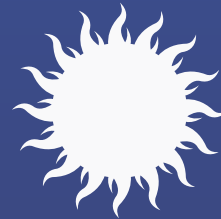
\$75 MILLION

Directly to
their bottom
lines



8 MILLION

Gallons of spent
chemicals
recovered



200 MILLION

Pounds of reduced
greenhouse
gases

"CleanPlanet went the extra mile to make sure that everything was pre-planned before arriving on-site. The period from their arrival to the point where we were recovering solvent was less than 24 hours. The operational training was simple and we've not had any issues since they installed the equipment. Operating the machine only requires a few minutes per day. **We are presently recovering 70-80% of our spent solvent and expect our annual savings to exceed \$50,000.**"

- Chris Styles, Systems Coordinator and EHS Manager
Consolidated Metco

Brian Dick, CEO of Quest Resource Holding Corporation, the parent company to Quest Resource Management Group, agrees that greening corporate America begins with the decision to change. Mr. Dick states, “Business leaders must understand that zero waste and sustainability are journeys that begin with the first step.” He continues, “While Quest’s services and solutions are typically deployed at Fortune® 500 companies, the path to greener operations is similar for smaller organizations. The secret for smaller companies is to initiate action and then use momentum to round out their programs and engage internal constituents.”

Larger companies wanting an accelerated path to zero waste and sustainability can engage an environmental specialty firm. These companies, such as Quest RMG, IHS and Schneider Electric, will begin the process by conducting waste and energy audits. After understanding where you are, the consultants will document the goals of the program, and then determine the appropriate resources and tactics for actualizing the plan. While each company’s approach will vary, the most successful programs will include a continual feedback loop for ongoing improvements and program refinement. Stinger’s book, *The Green Workplace*, defines a 5-step program comprised of the following:

1 MOBILIZATION	Establishing a project charter.
2 DIAGNOSTICS & DISCOVERY	Measure the current state and define the requisite changes.
3 STRATEGY & PROGRAM DEVELOPMENT	Prioritize the key learnings obtained in step 2 and create the optimal plan that aligns your goals and objectives with the appropriate resources and timelines.
4 IMPLICATIONS & RECOMMENDATIONS	Start rolling out the program’s framework (plans and policies) for implantation, measurement and expectations.
5 IMPLEMENT, MEASURE & ADJUST	This last step is where the actual “greening” takes place; however, it is important to remember that sustainability and a green workplace are journeys – not destinations.

GREEN AND BLACK: THE COLORS OF THE FUTURE

Some businesses believe adopting green-initiatives will add costs to their products and services, and challenge their competitive position. Many of these companies, having weathered the economic storm that began in 2008, are hyper-sensitive to any action that cannot be evaluated in terms bottom-line impact. This is a common misconception surrounding today's green programs as most are both fiscally and environmentally responsible.

In fact, NOT embracing environmental practices can damage your reputation and your bottom line, while giving a green competitor a significant advantage. The key is to take a holistic view of waste across your entire value chain and to look for those opportunities that are eco-efficient. Change can seem daunting, but like everything else, it starts with the first step.

Taking this step is critical to protecting your **Triple Bottom Line** – people, planet and profits. By doing so, you will green your business and keep your bottom line black.

ADDITIONAL RESOURCES

CleanPlanet Resources

- **The CleanPlanet Blog**, <http://cleanplanetchemical.com/blog>
- **Tip Sheet: Top Indicators It's Time to Make a Change**, <http://cleanplanetchemical.com/switch>
- **Success Stories**, <http://cleanplanetchemical.com/solvent-recycling/results/>

Recycling & Sustainability Resources

- **Earth 911**, Online News & Resource Center: <http://earth911.com>
- **GreenBiz**, Sustainability News & Resources: <http://greenbiz.com>
- **IHS**, Sustainability Consulting: <http://ihs.com>
- **Liquid Environmental Solutions**, Collection and recycling for organic and non-hazardous wastes: <http://liquidenviro.com>
- **Quest Resource Management Group**, Comprehensive sustainability and recycling solutions: <http://questrmg.com>
- **Safety-Kleen**, Oil collection and re-refining: <http://safety-kleen.com>
- **Schneider Electric**, Energy Management and Consulting: <http://schneider-electric.com>

ABOUT CLEANPLANET

CleanPlanet Chemical is a full-service provider of on-site solvent recycling and recovery solutions. Companies turn to CleanPlanet to reduce chemical costs and liabilities, as well as improve their sustainability efforts. From local and regional operations to major international corporations, CleanPlanet helps companies transform their chemical and solvent waste into reusable, virgin-quality product.

CleanPlanet provides immediate impact to your business by providing the equipment, installation, training, and ongoing service absolutely free. You pay for the solvents you recover at a discount—lowering costs, reducing waste and improving sustainability, translating into clear bottom-line performance. We believe in earning your business every day, one gallon at a time. For more information, please visit www.cleanplanetchemical.com.

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