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

How to help businesses buy better and do better

Kate Vasquez, Senior Consultant
Gershman, Brickner & Bratton, Inc.
Solid Waste Management Consultants
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
The Problem & The Importance

Why business recycling matters
First, what are we talking about here?

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

*Image: U.S. EPA*
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*
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
Reasons Businesses Need to Recycle

They generate 50% or more of the waste stream.

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

About half or more of their waste is recyclable cardboard and paper.
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?
The Primary Reason
Challenges for Business Recycling

Why business recycling is so difficult to implement
Barriers to Implementing Recycling

Perceived

Actual
Barriers and Protests

No need
- Nothing to recycle
- Not required

Can’t get service
- Hauler
- Not able/allowed
  - Won’t provide
  - Can’t switch
  - Too expensive
  - Corporate parent
  - Landlord/Board/Mgmt
  - No space

Employee Issues
- No time
- No will
  - Turnover
  - Inconsistency from place to place
Barriers and Protests

- No need
  - Nothing to recycle
  - Not required
- Can’t get service
  - Not able/allowed
    - Won’t provide
    - Can’t switch
    - Too expensive
  - Hauler
- Employee Issues
  - No time
  - No will
    - Corporate parent
    - Landlord/Board/Mgmt
    - No space
    - Turnover
    - Inconsistency from place to place
  - Too expensive
What Businesses Need to Successfully Recycle

Both right & well
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.
<table>
<thead>
<tr>
<th>If they say...</th>
<th>You help them to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t know what to recycle</td>
<td>Understand local laws</td>
</tr>
<tr>
<td></td>
<td>Look at their waste stream</td>
</tr>
<tr>
<td></td>
<td>Work on what is readily separable</td>
</tr>
<tr>
<td>I need containers</td>
<td>Be creative</td>
</tr>
<tr>
<td></td>
<td>Be comprehensive</td>
</tr>
<tr>
<td></td>
<td>Confirm that recycling remains separated outside</td>
</tr>
<tr>
<td>No one will do it</td>
<td>Engage owner or corporate manager</td>
</tr>
<tr>
<td></td>
<td>Work with on-site property manager</td>
</tr>
<tr>
<td></td>
<td>Instruct employees, not optional</td>
</tr>
</tbody>
</table>

What solid waste managers can do: Education

How you will take action in response to their protests
<table>
<thead>
<tr>
<th>If they say...</th>
<th>You help them to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can’t spend the money</td>
<td>Evaluate the value of their current service</td>
</tr>
<tr>
<td></td>
<td>Understand how pricing works</td>
</tr>
<tr>
<td></td>
<td>Recognize potential savings with right-sizing</td>
</tr>
<tr>
<td>I can’t switch</td>
<td>Understand their options and identify legal haulers</td>
</tr>
<tr>
<td></td>
<td>Suggest how to procure the service</td>
</tr>
<tr>
<td></td>
<td>Work with their landlord or management company</td>
</tr>
<tr>
<td>It’s still not working</td>
<td>Be part of evaluating the entire system</td>
</tr>
<tr>
<td></td>
<td>Provide feedback to help you consider more options</td>
</tr>
<tr>
<td></td>
<td>Participate in reframing your efforts to accomplish the real goal</td>
</tr>
</tbody>
</table>

**What solid waste managers can do: Procurement**

How you will take action in response to their protests
Ideas for Government to Help Businesses

How government can help businesses recycle right
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
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
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.
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
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
Tools to Give Your Businesses

With false or perceived barriers eased, businesses can focus on the real work.
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
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
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 too prescriptive or restrictive?

The goal is waste diversion or recycling, not “everyone has a box.”
• 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
Education & Outreach Aren’t Enough

High-cost, Large-effort Program

- Organics, 39.3%
- Paper, 25.7%
- Plastics, 18.0%
- Yard Waste, 1.6%
- Inorganic, 5.2%
- Ferrous Metal, 2.7%
- Non-Ferrous Metal, 1.0%
- Glass, 2.7%
- Wood, 3.2%
- HHW, 0.4%

Low-cost, Limited-scale Program

- Organics, 19%
- Food Waste, 18%
- Plastic, 17%
- Yard Waste, 7%
- HHW, 0%
- Paper, 27%
- C & D, 2%
- Other, 4%
- Metal, 3%
- Electronics, 1%
Thank you!!

Kate Vasquez, Senior Consultant  kvasquez@gbbinc.com

Gershman, Brickner & Bratton, Inc.

- A National Firm with clients coast to coast
- In-depth industry knowledge and know-how from multiple sectors
- Comprehensive understanding of integrated waste management
- Decades of experience across the country and around the world
- Quality – Value – Ethics – Results

www.gbbinc.com       703-573.5800