



eco-cycle

Working to Build Zero Waste Communities

www.ecocycle.org

Zero Waste Millionaires

A New Business Approach

To

Building ZW Communities

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Who is Eco-Cycle?

- Largest NGO recycler in the USA
- 60 employees
- \$4 million per year in revenues
- Leading Zero Waste practitioner in USA



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- Local landfill rates = \$15 per ton
- Eco-Cycle recycles 50,000 tons per year
- We serve 300,000 people in one “county”
- We have Seven Departments working towards Zero Waste

Eco-Cycle is a Social Enterprise

“SE about the business of changing the entire paradigm by which NGO’s operate and generate the capital they need to carry out their mission – a new paradigm based on sustainability and social entrepreneurship.”

Charles King

Founder, Social Enterprise Alliance

www.se-alliance.org

Social Enterprise is Global

- U.K. Small Business Survey in 2005:
 - 55,000 Social Enterprises in U.K.
 - 5% of all businesses with employees
 - \$16 Billion to the economy
 - 1% of U.K. GDP
 - www.socialenterprise.org.uk

Eco-Cycle is a “quasi-profit” partnership with local government

- ◆ The contract defines goals and community benefit
- ◆ The financial reward is set for between 8-12% (average 10%)
- ◆ It is similar to large “public monopolies” such as electric utilities.

Beyond Recycling



Zero Waste

...or darn near

Resource Recovery & Economic Development

“There is no waste problem,
only a resource opportunity.”

What is Zero Waste

- Getting to zero waste is a “journey” not a “destination”
- 85% of discards have a market
- The headwaters of the waste stream is the designer’s desk
- “Design for recycling, not the dump”



Lessons Learned Over 30 years

**“Share the pleasure,
share the pain”**

Zero Waste is NOT the trash business

- Selling commodities is complex and volatile
- Creative collections go beyond rear-load packer trucks
- Processing means touching it
- Education means transparency

Six tips for business survival

- Are you in it for the long term or are you a “commodities gambler?”
- Selling materials is a relationship - don't jump buyers for an extra \$5/ton.
- Keep your options open—try to have 3+ buyers for each material.

Survival Tips (cont.)

- The best = long-term, guaranteed take-away contracts with floor prices.
- When markets drop, increase volumes. “The gamblers” disappear in bad markets and you expand with long-term contracts.
- Partner with local, mission-driven, “social enterprise” service provider.

Six more tips on sharing pleasure and pain

- Don't depend upon commodity revenues for survival. Create a revenue share.
- In good times, upgrade equipment and lower overhead.
- In good times, sock some away for future low markets.

Sharing pleasure and pain (cont.)

- In good times, share it with your banker—buy down a loan.
- In good times, share it with your employees, but not through salary increases (permanent overhead.)
- In good times, share it with your material suppliers and educate them about market fluctuations.

Show your stripes!

Join the network of Eco-Cycle's Zero Waste Community Partners

Replace Your Garbage Collection
Service with Zero Waste Services
For all business types and sizes



But wait one moment please...

**If we don't have a local "Eco-Cycle"
then ...**

**Who Are These New
Businesses?**

**A New “market” approach:
Building Zero Waste Communities
through
“Social Enterprise
and
Profound Social Policy Initiatives”**

social policy (n.) “A policy for dealing with social issues.”

profound (adj.) (a.) “Characterized by intensity of feeling or quality; (b.) All encompassing”

Profound Social Policy

“An intense, high quality, all encompassing policy for dealing with social issues.”

Eco-Cycle 3-Step Process

1. Government creates the profound social policy (PSP)... i.e. “ZW-Or Darn Near!”
2. The social enterprise NGO must be created or recruited, and then a contract, a 5-year plan, and financial incentives equal to a 10% profit if success is achieved.

The Eco-Cycle Process cont'd

3. A “Community Support Team” (CST) is created to manage the contract ...
 - Two from the public agency (1 engineer)
 - Two from the NGO (1 engineer)
 - One from the local community

Significant Outcomes of the Eco-Cycle Approach

1. Creating a “profound” social policy creates a new set of rules for a new socio-technical approach to our huge 21st Century challenges

Significant Outcomes

2. Creating the financially self-supporting NGO social enterprises blends the best from the marketplace and the best from public offices

Significant Outcomes

3. The new entrepreneurs of the Social Enterprise Movement will create exciting engineering, new community benefit and be financially rewarded for working to save the world.

A New Business Approach

- Social Enterprise (SE)
 - Profound Social Policy (PSP)
- Government & NGO Partnerships
- \$50 Billion/year waste-into-resources industry in the USA
 - Cost plus 10% profit
- 5,000 Zero Waste Millionaires !!

Social Enterprise Trend Arising

- Three large foundations recently called for 2% of all endowments to go to Social Enterprise for the next five years = \$10 Billion
- SKOLL Foundation has created a “global online social enterprise network” ... www.socialedge.org

For-Profit Social Enterprises as “The Fourth Sector”

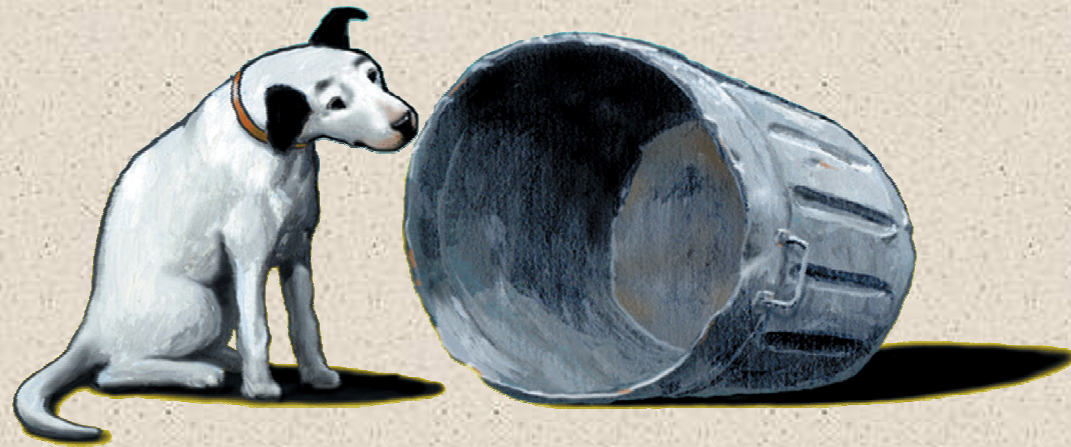
Two new websites:

1. *www.Bcorporation.net*

2. *www.FourthSector.org*

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OFFENDING COMMAND: --nostringval--

STACK:

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