

Understanding Resource Management



“Teach your children what we have taught ours, that the earth is our mother. Whatever befalls the earth befalls the sons of the earth. The earth does not belong to man; man belongs to the earth. Man did not weave the web of life; he is merely a strand in it. We do not inherit the earth from our ancestors; we borrow it from our children.”

- Chief Seattle, Squamish Tribe



AMERICAN CHAMBER
OF COMMERCE
IN BULGARIA

Meeting Plan

- **Understanding Resource Management & You**
 - Ward Miller, Consultant denkstatt Bulgaria
- **Effective separate collection of packaging waste in Bulgaria - Red tape or Red carpet?**
 - Kiril Zdravkov, CEO EKOPAK AD?
- **Lightweight PET Bottle Project**
 - Mihaela Pierova, Marketing manager DEVIN JSC
- **CSR Committee Upcoming Events & Administrative Items**
 - Dana Leff, CEO Abcro
- **Organic wine tasting – Thanks Bonterra!**

Understanding Resource Management & You

Presentation Plan

- Warning: this is for you...
- Defining resource management and related terms
- The biz case for resource management
- Easy steps you can take

Before we get started... a quick review

- Enhancing Energy Efficiency...
 - What gets measured, can be managed!
 - Make informed decisions
 - Pick the low hanging fruit now:
 - Telecommute & Teleconference
 - Set computers to automatically sleep after 5min. inactivity
 - Turn off your computer at the end of the work day
 - Turn off lights when daylight is sufficient and use only energy efficient bulbs
 - Don't use a fax, you have Ethernet

Defining resource management & important stuff

Bruntland Commission definition of sustainable development:

“meeting the needs of the present without compromising the ability of future generations to meet their own needs”

Defining resource management & important stuff

- Resource management:
 - Ambiguous term, so for today...
 - Sustainable management of:
 - Water usage
 - Office waste management
 - Paper & periodical practices
 - Electronics purchasing, use, and disposal ← HINT!!!
- What do you get when you combine resource management and sustainability?

C2C Certification

- Mainstream practice cradle to grave
 - Product born, bought, used, and polluting
 - Fault by design
- What is a prerequisite for sustainable resource management?
 - Product born, bought, used, and recycled as nutrient or technical capital → C2C or Cradle to Cradle:

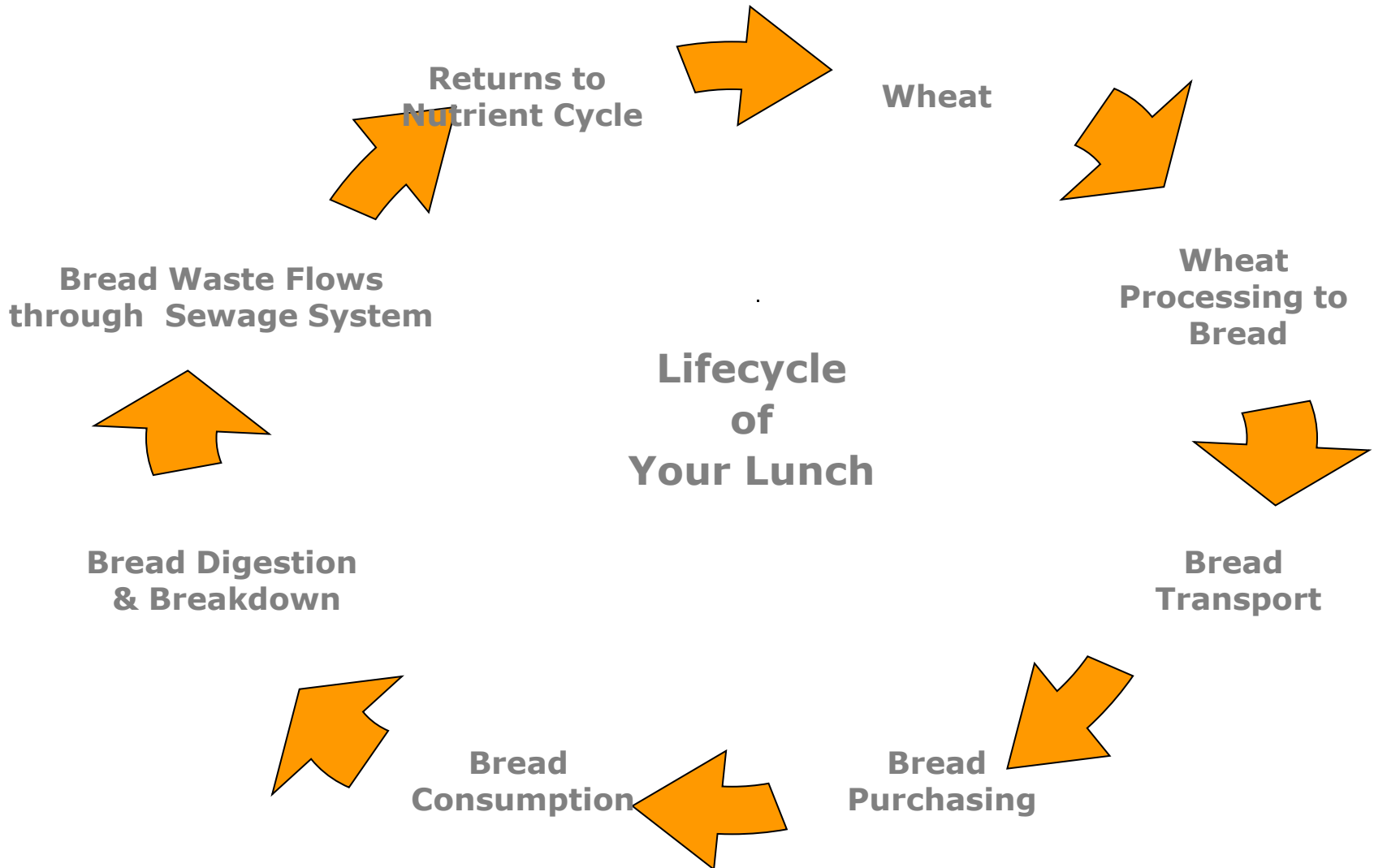


“environmentally-intelligent design helping customers purchase and specify products that are pursuing a broader definition of quality.”

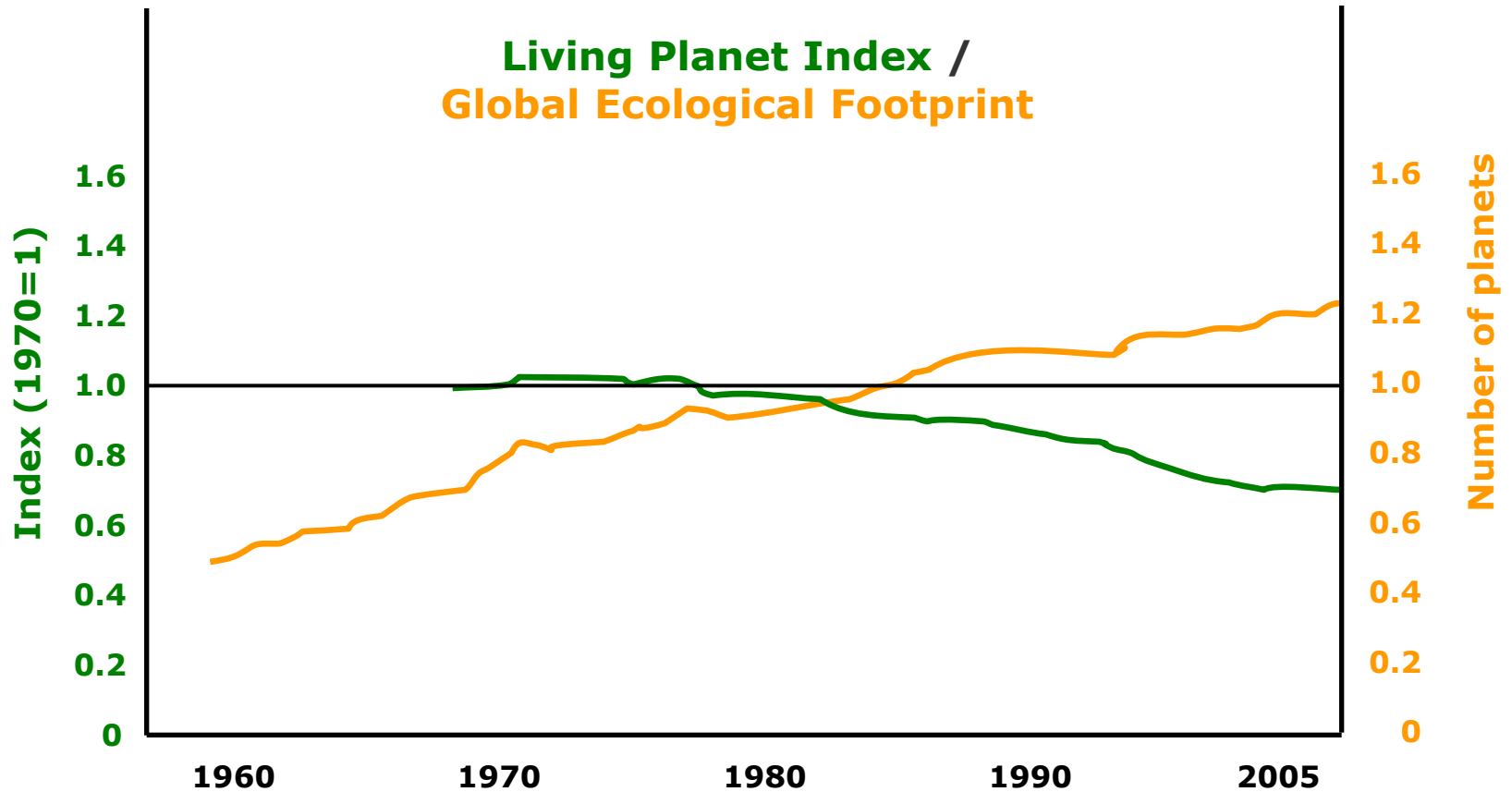
Lifecycle what?

- Lifecycle assessment
 - **What gets measured, can be managed!!!**
 - Measures the environmental impact (often only CO₂) resulting from the existence of a product or service:
 - Cradle to grave
 - Cradle to gate
 - Gate to gate
 - Cradle to cradle

Illustrating a lifecycle



So why does any of this matter?



In absolute terms – our lives depend on it!

The Biz Case

- So why does any of this matter for business?
 - **Increasing regulation**
 - **Who's heard of EBITDA?**
 - **Why is EBITDA important?**
- What does this have to do with resource mgmt?
 - **What gets measured, can be managed!!!**
 - **There's no free lunch – we pay for resources**
 - **More efficient resource mgmt = more free cash flow**
- Who wants more cash?

Case Closed!

So what can you do?

- The 3R (or sometimes 4) Hierarchy
 - **Reduce**
 - On a finite planet, we don't have infinite resources
 - **Reuse**
 - One person's waste is another's treasure
 - **Recycle & Recovery**
 - Resources leave the environment and enter the economy, then what?

Easy Steps to Improve Resource Management

- Who can tell me denkstatt's primary communication for Green Project?
 - Hint: It's trite, but true saying in business:

What gets measured, can be managed!!!

- Step 1: Identify all the environmental resources from business operations
- Step 2: Create an Excel spreadsheet to record the quantities of their environmental impact
- Step 3: To continually improve create targets & programs and assign responsibilities

Reduce energy resources by:

- Turn off computers during non-working hours
- Put signs near the office equipment the remind to turn it off
- Set rules for the air conditioning
- Change/reduce the light bulbs
- Take out a light bulb or two from multi-socket installations
- Maintain temp $\geq 25^{\circ}\text{C}$ in summer and $\leq 22^{\circ}\text{C}$ in winter

- Purchase only electronics with A, A+, or A++ energy rating
- Motion-detection control of the lightning
- Turn off other office equipment using power outlets with timers

- Perform an energy audit of the office
- Install a building automation/management system for monitoring and control

Reduce paper usage by:

- Collect single side printed sheets and reuse them
- Don't print emails!
- Configure all desktops for double-sided printing by default
- Reduce paper-based subscriptions and promote the usage of electronic versions of newspapers and magazines
- We discussed faxes – get rid of them!
SORRY TO THOSE OF YOU WHO PRODUCE THEM,
PUSH COMPUTERS INSTEAD 😊
- Replace paper towels in restrooms with air blowers
- Buy certified “post consumer” recycled paper
- Buy only printers capable of double-sided printing
- Go “forest free” – create corporate policy for a volunteer day where employees plant trees as a work day
- Transform back and front office operations to have a paper free office

Reduce waste by:

- Separate paper, cardboard, plastic, metal, and glass for recycling them
- Replace disposable cups, plates, and silverware with reusable
- Make informed decisions, don't buy waste! Purchase products with minimal packaging
- Buy bulk to save money and reduce packaging
- Streamline the supply chain by establishing a green procurement policy using "Cradle to Cradle" thinking

Reduce water consumption by:

- Use dishwashers only after they are full
- Ensure there are no leaky pipes, faucets, or toilets
- Reduce negative impact on water by using only biodegradable soaps and non-toxic cleaners – think green procurement
- Install only low-flow faucets
- Install only low-flow flush toilets
- Install a grey water system
- Install a rainwater recovery system
- Install a Living Machine

Improved Resource Mgmt = Increased Profits

- What is measured, can be managed!
- Sustainable resource mgmt requires C2C thinking
- Systemization of resource management is key
- The AmCham website will host this presentation as a reference for improving profits!

d e n k s t a t t Bulgaria

Thanks you for your attention!

If you have individual questions about how to improve your resource management, please contact:

Boyan Rashev – boyan.rashev@denkstatt.bg

Klimentina Rasheva – klimentina.rasheva@denkstatt.bg

Ward Miller – ward.miller@denkstatt.bg

denkstatt Bulgaria OOD

T (+359) 2 470 7508 **M** (+359) 888 295 767 **E** office@denkstatt.bg **W** www.denkstatt.bg
