

# CASE STUDY

Green Business is Good Business

# GREENERFUTURES

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## Florida Power and Light

### Case Summary

Florida Power and Light is one of the largest electric utilities in the United States. It has a strong commitment to environmental stewardship and has integrated sound environmental practices at all levels of operations.

In 1991, waste disposal costs were 1.2 million dollars. By 1995, those costs were reduced to \$281,000. Through recycling and the use of by-product synergy, the company had generated 2.8 million dollars in additional income. One of the more interesting projects is the recycling of scrap porcelain from power line insulators. This material is ground together with waste concrete and used in road construction. This initiative has reduced the company's landfill costs by hundreds of thousands of dollars each year and provided a neighboring construction company with free raw materials. Some of the other projects taken on by the company are outlined below:

- Scrap wood for fuel for the sugar mills
- Conversion of used shrink wrap to raw material for a plastic lumber product made by Mobil Chemical
- Donation of unwanted poles to farmers for fencing

The program now employs fifty people in its recycling center and has reduced its hazardous wastes from one hundred and forty five tonnes in 1986 to just over forty one tonnes in 1991. Over three hundred tonnes of porcelain and concrete per year are being reused and one thousand tonnes of paper and cardboard were recycled in 1994 alone.

### Benefits

Business -- Savings from reduced disposal costs, income from recycling

Environment -- Reduction in hazardous waste, reuse means lower demand for resources

Customer -- Lower costs for the company means lower costs for the consumer

Community -- Increased employment, less demand for landfill space, less hazardous waste, access to reusable materials

Source -- Business Council for Sustainable Development

<<http://www.bcsdgm.org>>