



GREENLIGHT GREENPAPER

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Solutioneers worked with Green Innovative Solutions to quantify the impact of the “waste-to-concrete” operation and tell the story of this unique business through content creation and a marketing plan.

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Visit GLSolutions.org to learn more & donate. Contact info@GLSolutions.org to get involved.

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Green Innovative Solutions is a local Phoenician company which converts landfill directed plastics, PVC pipes, wood, fiberglass, styrene, telecommunication cable, and other solid wastes into repurposed materials. They also process household trash and other non-recycled material into Refuse Derived Fuel (RDF).

The Project Partner wanted to reduce their contributions to landfill waste while also keeping their revenue high enough to support operations. Alternatives to landfill waste are costly and there is a lot of competition or lower prices available elsewhere, so Green Innovation Solutions was seeking more information and new, innovative ideas.

Making form-based concrete products, like pavers and perhaps jersey barriers- if they are for non-collision applications (due to their light weight), like events, is the most cost-effective platform that can be pursued in the short-term. In order to ensure a stable demand, it is recommended that Green Innovative Solutions become vendors in the SRP and City of Tempe databases and then work with purchasing agents and individual departments to generate interest. If prices are assigned by bidding, Green Innovative Solutions may need to work to differentiate its product's performance from traditional concrete to justify charging a higher price (if economies of scale disadvantage more than the advantage of tipping fees). Our concrete testing is in progress at this time, however it will only provide verified insight into the potential capabilities of this material. Various applications may require further testing and standard compliance which GreenLight Solutions cannot provide. We believe Green Innovative Solutions is not prepared to sell other unevaluated applications of its concrete (especially structural) at this time. If this does appear to be the most viable route, a more traditional structural engineer should be consulted to approve individual projects with minimal standardized regulation- we may be able to recommend one.

Green Innovative Solutions can also do niche products on the side, like novelty furniture, as it is able, since this will generate awareness and over time could become a mature revenue stream (pending the development of more effective marketing, inventory, and purchase systems). To assist, we have developed a promotional video Green Innovative Solutions can use for a kickstarter or pitching to future partners. However, a low-cost development crew would be needed to develop a website and information systems for a substantial consumer platform- we may be able to recommend one. Completion of the B-Analytics evaluation required more information than they were able to provide GreenLight Solutions with, however, Green Innovative Solutions should complete this itself to improve its image with consumers. We will also keep your product in mind for partnership with other projects if we believe it appropriate.

GreenLight Solutions believes Green Innovative Solutions is in need of organizational, tax, and intellectual property council as soon as it is affordable.

BENEFITS TO PROJECT PARTNER

The Project Partner now has methods they can utilize in order to decrease their landfill waste and recycle their products effectively. They also will be able to increase their revenue through the solutions outlined.

BENEFITS TO SOLUTIONEERS

Solutioneers were able to construct solutions for the Project Partner based on the information given to them. They were able to present the benefits of switching to a Fixed PRS system even though the costs were high, practicing their communication and opposing viewpoint skills.

BENEFITS TO THE COMMUNITY

The community is able to have decreased waste in their landfills and will have more knowledge of what opportunities and efforts Green Innovative Solutions is offering for their benefit.