

RECYCLING IN AN ARID ECONOMIC CLIMATE

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Recycling as an industrial practice began with small entrepreneurial Scrap Metal businesses over a hundred years ago. The motivation behind these businesses was no different than any other, to make a profit. In the new millennium recycling has come to the general public with a new motivation, Sustainability. While profit still drives the many new entrepreneurs that have entered recycling in the last 40 years, It is sustainability that will power it for the next 40 years. Sustainability has led to a push to release less carbon into the atmosphere over growing concerns with Global warming and air pollution.

As the demand for natural resources has been pushed to its limits by global demand the public has gradually come to an understanding of how important the idea of sustainability is to the future of the country and the world. With this understanding comes a demand by the public that governments engage or manage recycling programs.

These programs have followed standard business trends and practices. While these standard practices have worked for years they are perhaps no longer any more valid than the business practices of General Motors or the severely troubled newspapers around the country.

Commodities markets through the years have always exhibited an up-down trend based on demand and supply. In a chart this usually looks like mountains and valleys. In the latest economic downturn it looks more like dropping off a cliff. It times like this we need top ask ourselves what can we do differently. I would like to present two companies that have looked at past practices and have come up with new solutions, Earthstone and Mason Greenstar.