Strategy development in the biowaste industry

Prof. Dr.-Ing. Carla Cimatoribus
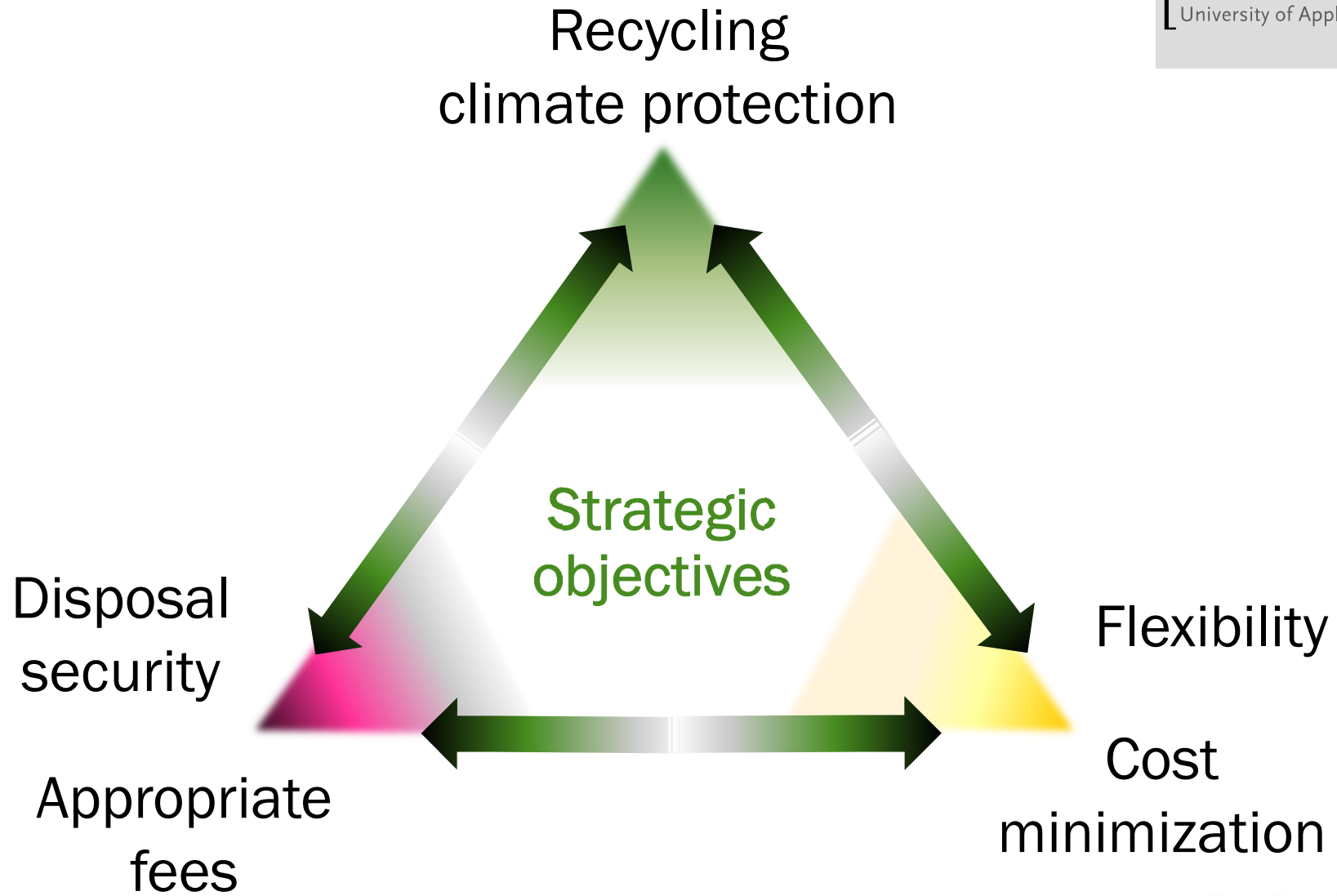
Professor of Environmental Engineering

University of Applied Sciences Esslingen
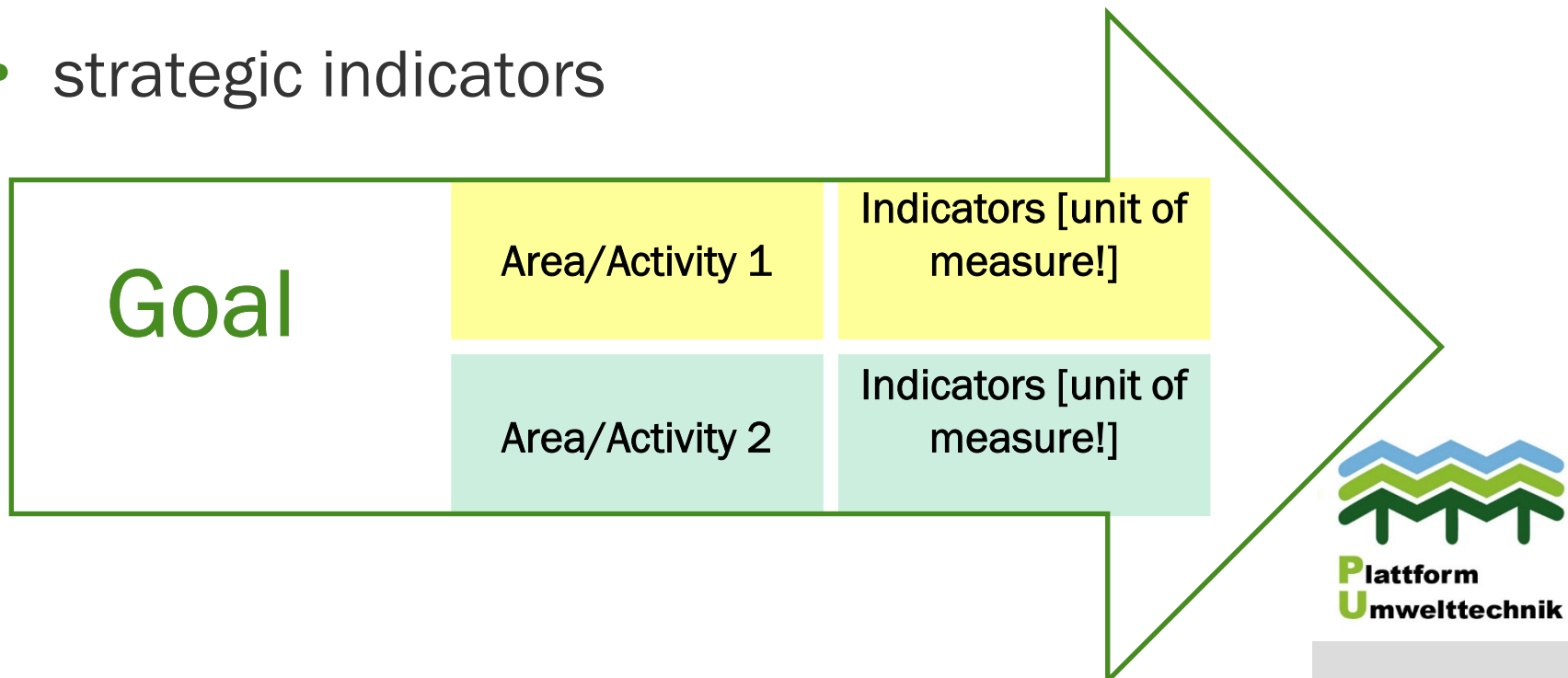
Outline

1. Strategic objectives in the biowaste industry

2. Development of strategic indicators

3. Structural features

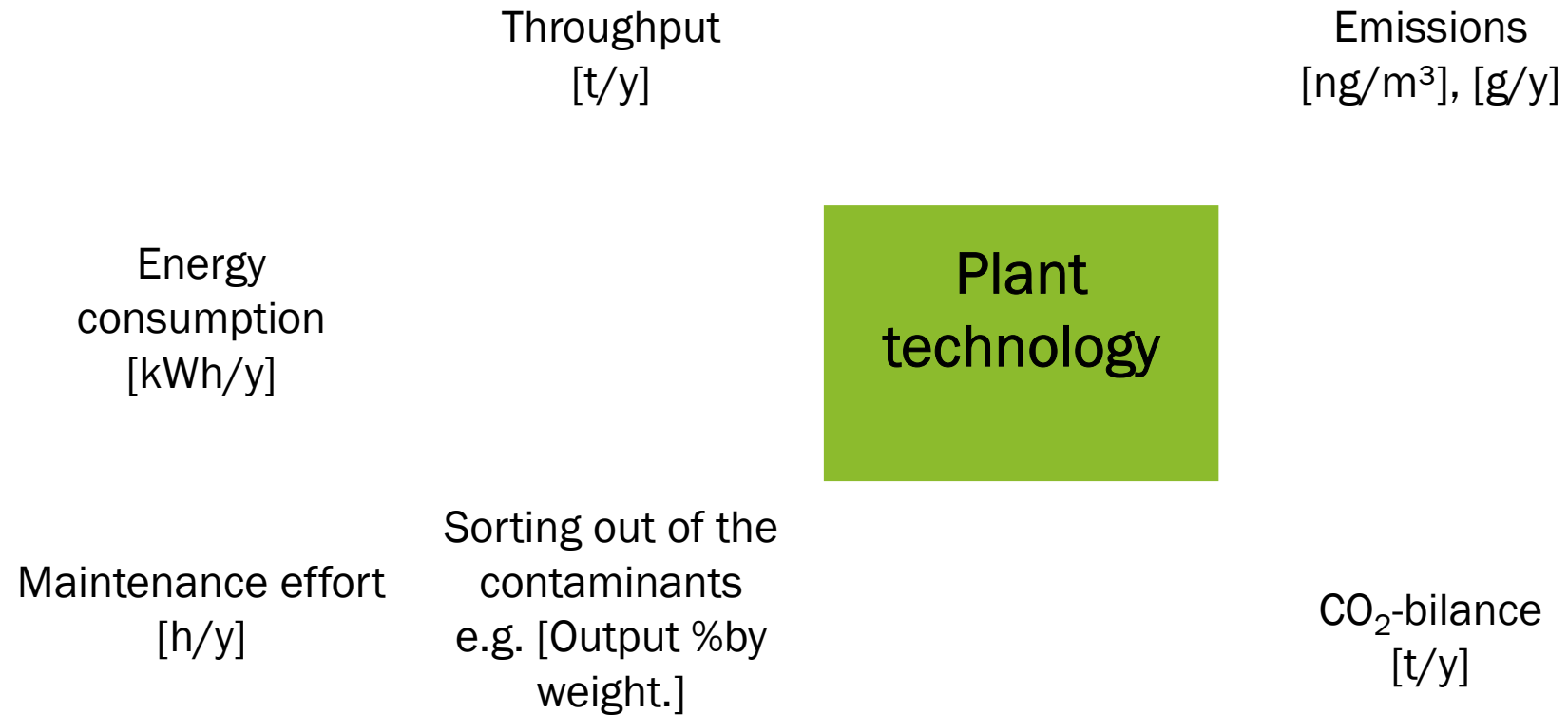4. Impulse questions

How do we measure the achievement of the goals?

- basis for every strategy development: data!!

- actual status is recorded

- target state is defined

- strategic indicators

Goal	Area/Activity 1	Indicators [unit of measure!]
	Area/Activity 2	Indicators [unit of measure!]

Plattform
Umwelttechnik

Strategy: much more than just technology!

	Marketing	Collection	
Cost structure		Plant technology	Public relations work
Qualification	Product quality		Tolls

Indicators: Technology

Throughput
[t/y]

Emissions
[ng/m³], [g/y]

Energy
consumption
[kWh/y]

Plant
technology

Maintenance effort
[h/y]

Sorting out of the
contaminants
e.g. [Output %by
weight.]

CO₂-bilance
[t/y]

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Indicators: Product

public relations for product marketing [Number of Flyers]

Marketing

proceeds from product sales [€/a]

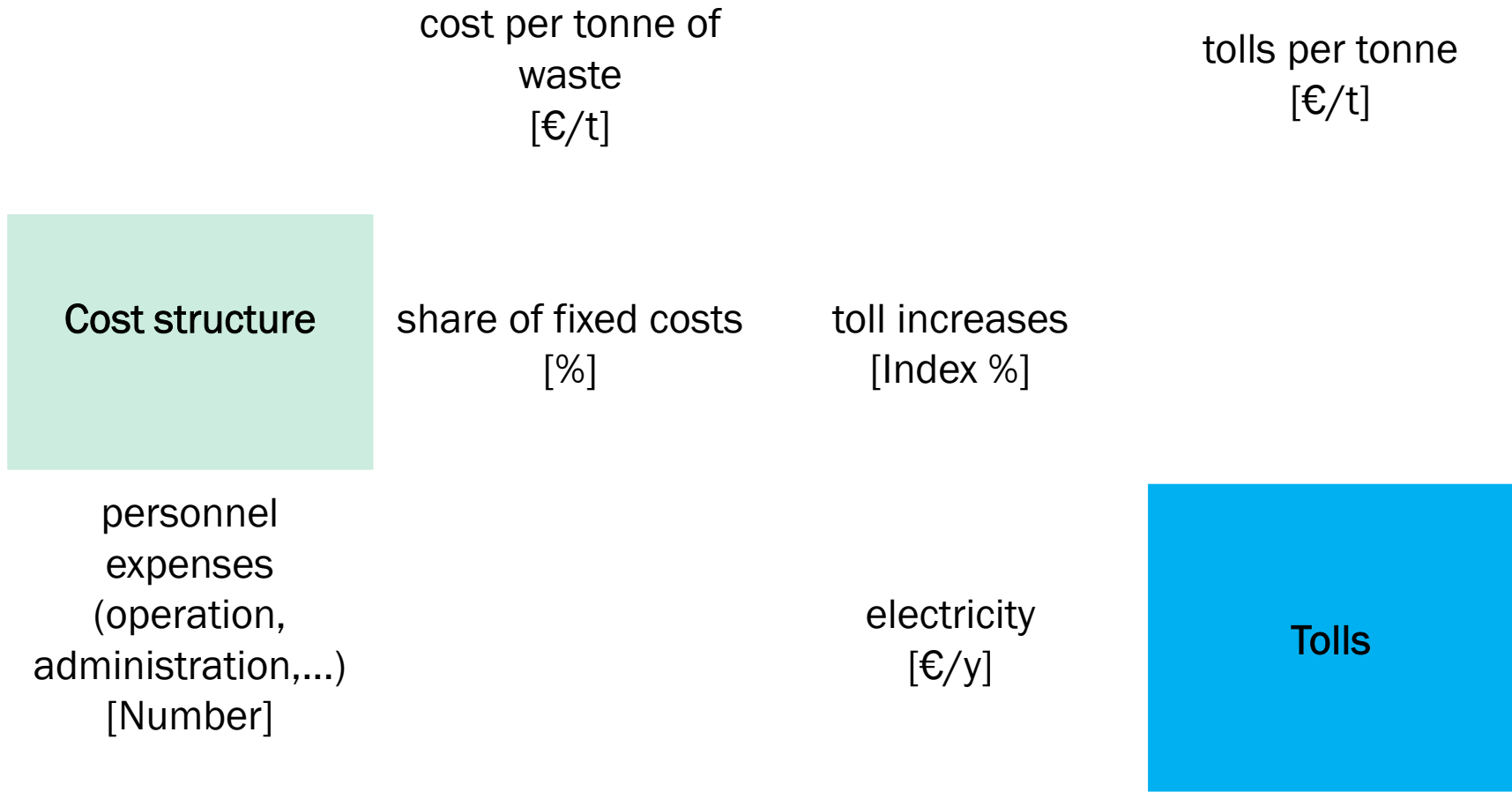proportion of foreign substances in the product [%by weight]

share of finished compost [%]

storage capacity [w]

Productquality

concentration of heavy metals [mg/g]

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Indicators: Costs

cost per tonne of waste [€/t]

tolls per tonne [€/t]

Cost structure

share of fixed costs [%]

toll increases [Index %]

personnel expenses (operation, administration,...) [Number]

electricity [€/y]

Tolls

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Indicators: Collection

fuel consumption
vehicle fleet
[l/a]

Collection

potential of
biowaste, green
waste, organic
waste
[t/y]

shares in collection
and return systems
[t/y]

proportion of
foreign substances
[%by weight]

trend foreign
substances
[kg/y]

vehicle fleet
[Number of trucks,
tonnage]

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Indikatoren: Public relations

customers
complaints
[Number/y]

continious
Infoflyers
[Number/y]

residents
Complaints
[Number/y]

Public relations
work

personnel
expenses for public
relations work
[€/y]

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Indicators: Qualification

Network events
... like this! ☺
[number/y]

surveys operators
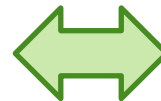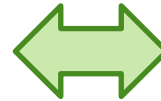according to
training needs
[%]

training operators
[d/y]

publications,
practical guide, ...
[number]

Qualification

False
documentation
[number, level of
removal,...]

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Structural features and categories

- Meaningful comparison within categories:

Strategizing

- defining goals

- identify strategic areas and activities

- set structural characteristics and categories

- set measurable indicators

- capture actual state

- ... from this: define target state and measures

Impulse questions for the workshop

Solid, comprehensive and comparable data are the most important basis for strategic decisions!

1. What are your business's objectives?

2. In which areas in your company do you see the greatest need for strategic indicators?

3. What data and indicators could you identify with only a little effort?

4. With whom could you share and compare your experience and data?

Thank you for your attention!

Prof. Dr.-Ing. Carla Cimatoribus

Professor of Environmental Engineering
Hochschule Esslingen – University of Applied Sciences

Tel.: +49 (0) 711 397 3490
E-Mail: carla.cimatoribus@hs-esslingen.de
www.hs-esslingen.de