



Connecting Communities to the Business Case for Sustainability

New North
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New North...basics

- 18 counties
 - ..to:
 - sustain and grow the regional economy
 - ..By:
 - connecting and coordinating resources around a six point strategy
 - Collaborating across municipal lines
 - Marketing regional assets while celebrating brand affirming accomplishments
- 



On Strategic Priorities

Talent

- Attract, Retain, Diversify, and Develop Talent
- Encourage Educational Attainment

Business Development

- Build Targeted Markets and Clusters
- Support Entrepreneurial Climate And Small Business

Branding

- Embrace Sustainability Practices
- Leverage Regional Brand

Target Markets/Clusters

Purpose

Research, qualify, develop and pursue target markets via customized teams of market-focused and networked experts

Through

Agriculture

- Cellulosic: Ethanol from woody biomass
- Ag. Innovation: Research markets

Manufacturing

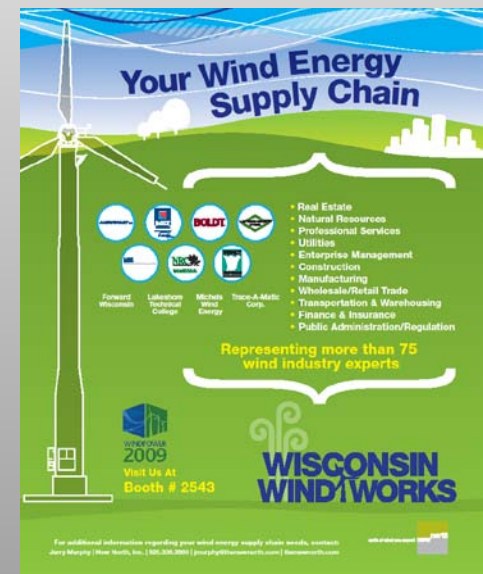
- Converting: Converting Influence
www.convertinginfluence.com
- Wind: Supply chain solution
www.thenewnorth.com/thenewnorth/wisconsin+wind+works



Converting
Influence.com

A Supply Chain Solution

- Wisconsin Wind Works Supply Chain Directory
- AWEA Supply Chain Event
- AWEA International Trade Show
- Advertising campaign
- Matchmaking
- Private and public collaborations around a target market opportunity



Sustainability Initiative: Purpose

Advocate, educate and influence New North strategies, practices and collaboration focused on people, planet and profit.

Through

- Demonstration of best practices
- Educational outreach
- Capturing regional sustainability
- Assembling experts in the field



focus

- Agriculture and rural landscapes
- Healthy and sustainable communities
- Brownfields redevelopment
- Transportation
- Best practices



Brown, Outagamie & Winnebago
Landfill Collaboration

Collaborative Sustainability Best Practices



The Basics

- Objectives
 - Improve government to meet citizens' needs
 - Increase the economy of scale
 - Maximize existing assets
 - Obtain operational savings
- Savings
 - Recycling \$8,000,000 saved over 12 years
 - Disposal \$35,000,000 saved over 25 years

The Operations

- Recycling
 - Winnebago to close facility
 - Brown processes comingled (containers) for all counties
 - Outagamie processes paper and cardboard for Winnebago and Outagamie
- Disposal
 - Utilize one landfill at a time
 - Operate transfer solutions




Project Structure

- Costs
 - Same tipping fee for each county
 - Minimize cost increases due to tonnage fluctuations
- Administration
 - Cooperative Intergovernmental Agreement – Not a merger
 - Disposal & Recycling – Not including other solid waste programs
 - Each county retains customers, budgets, boards, & committees
- Schedule
 - Recycling began in 2002
 - Disposal began in 2003

Brown, Outagamie & Winnebago
Landfill Collaboration

Net

- Collaborative continues to maximize the resources of the partner counties
- Project anticipates significant cost savings and operating efficiencies over time that will benefit all the partners
- Ability to collaborate along significant sustainability challenges has been proven

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- Orientation to business case
 - Recognizes market value/differentiation among competitors
 - Leverages existing economic landscape
 - Emphasizes market opportunity
 - Values regional expertise
 - Celebrates brand affirming evidence of sustainability as a regional characteristic

Sustainability as an economic development tool

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