



Dow Chemical (B): Waste Reduction at Bayside *(ABSTRACT)*

For more than a decade, WRI's Sustainable Enterprise Program (SEP) has harnessed the power of business to create profitable solutions to environment and development challenges. BELL, a project of SEP, is focused on working with managers and academics to make companies more competitive by approaching social and environmental challenges as unmet market needs that provide business growth opportunities through entrepreneurship, innovation, and organizational change.

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During the late 1980's Dow Chemical Company had developed a reputation for effective waste reduction initiatives among chemical producers. Its WRAP program (an acronym for Waste Reduction Always Pays) was well known outside the company for motivating employees to work on reducing pollution and for saving the company money. (For details on the WRAP program, refer to the case Dow Chemical Company (A): The WRAP Program.) The program had been implemented successfully in Dow's Louisiana Division, but plants in other divisions did not always have an easy time imitating the WRAP model.

