wastestock

Sunday, Oct 25, 2-5pm
University & Alumni Club

3 hours on waste conversion to valuable business resources
The Institute for Healthy Air, Water & Soil, and Louisville Metro Government present

WasteStock Challenge
Converting waste streams into resources
Sunday Oct. 25, 2:00 – 5:00 PM
University & Alumni Club
200 East Brandeis Avenue, 40208
University of Louisville Belknap Campus

Please join us for a three-hour strategy session to explore the potential of using one company's waste as a valuable resource for another.

Industrial waste streams can present numerous entrepreneurship opportunities and stimulate new directions for economic growth. For the first time in Louisville's history, local companies and other entities are invited to examine the potential for their waste streams to be incorporated into a value chain for our community. Both landfilling and burning the waste are low value propositions.

In this unique event, a few select companies will present details about their waste streams and share information about both challenges and opportunities. In addition, technology thought leaders will make short presentations meant to stimulate further discussion. The session will include opportunities for providing problem solving and/or business opportunity exercises for entrepreneurs. The main objective of this conference is to identify and connect waste stream creators with users who can utilize these resources. Our goal is to expand the consideration and use of the vast resources available in our region that are otherwise masked and hidden under the unfortunate label of "waste". So, join the treasure hunt and put Louisville on the world map as a city that recognizes that profit and sustainability are two sides of the same coin!

RSVP by October 15 to wastestock2015@gmail.com
Instructions for Companies

Company representatives are welcome to join in the following three capacities:

1. **Observation** - company attendees will participate discussion and challenge as desired. No time will be given for company presentation.

2. **Share** - company attendees will participate in discussion and challenge as desired. An approximately 5 min speaking slot (with slides, demonstrations, samples and/or models if needed) is given to show their success story in converting their waste stream to a resource.

3. **Challenge** - company attendees will participate in discussion and challenge as desired. An approximately 5 min speaking slot (with slides, demonstrations, samples and/or models if needed) to present their waste stream challenge. This can include your product and/or process.

Please also consider bringing literature and other useful tools or contact information to the event. A table will be set-up to distribute literature and information.

**Schedule of Events**

2-2:15pm Introduction

2:15-3:00pm Session 1 - Share local success (~5min presentations by participating companies)

3:00-3:45pm Session 2 - Present challenges (~5min presentations by participating companies)

3:45-4pm Break/Networking/Group Formation

4-5pm Challenge focus group discussions and strategy session (open to all)

5-5:30pm Presentation of ideas, award prizes and conclusion

*Please note that this schedule is subject to change*