

By-Product Synergy NW -- Northwest Washington Expansion Initiative –

The Network for Business Innovation and Sustainability (NBIS) and the Pollution Prevention Resource Center (PPRC) are partnering with Shell Puget Sound Refinery to develop a Northwest Washington Cluster Group for By-Product Synergy NW. To launch the outreach effort, we will convene a community exchange event through which participants can learn about By-Product Synergy NW, hear from current participants about the benefits and impacts of the project, engage in discussions of their materials and explore exchange opportunities. Participants will be invited to become members of By-Product Synergy NW and the Northwest Washington Cluster Group.

NBIS & PPRC, with assistance from Shell Puget Sound Oil Refinery will outreach to local businesses and invite their attendance. We'll convene and facilitate the event and provide follow up to assess interest in additional meetings or membership in the wider BPS NW group to foster greater opportunities for synergies and materials exchanges throughout northwest Washington.

Proposal Details

Outreach and Facilitation

Northwest Washington is home to several refineries as well as manufacturers in metal fabrication, sportswear, food, packaging, paper and a variety of other industries including marine, navy and ports. We propose to outreach to business leaders and to facilitate at least two meetings in the Anacortes /Mount Vernon area. These meetings will be oriented towards creating relationships between regional industrial players with the objective of discovering waste exchange and sourcing opportunities regionally. The cluster will also serve as a leadership group for developing and sharing best practices in their industries. Meetings will be informational as well as providing opportunities for spirited interaction around materials needs.

Industry Recruitment

Research is being done to identify and contact potential participants. Local government and academic partners are being invited to participate and to help engage companies in the events.

Primary industries for outreach include:

- Refineries (Conoco, Tesoro, BP in addition to Shell)
- Ports – Bellingham, Anacortes, Everett & Skagit County (Nordic Tug)
- Marine industries, boat builders – Dakota Creek, WA State Ferries, others
- Navy and Air Force – Whidbey Air base, Everett Naval base
- Power plants – local generators in Everett, Anacortes, others
- Other Manufacturing – Paccar, Kenworth, Janicki, T.S. Bailey, others
- Pulp and Paper - Kimberly Clark, others

- Construction
- Food and Agriculture
- Waste Processing
- Native American industries

Research on prospective companies will be conducted using resources of the WA Department of Ecology, county economic development offices, the Washington Manufacturing Services and manufacturing reports such as: <http://www.worksourcenorthwest.com/content/pdf/KeyIndustriesInNorthwestWA.pdf>

Continued Support and Opportunity Development

The Northwest Washington Cluster Group will be kept in communication with the Puget Sound By-Product Synergy network as well as any additional clusters that may be developed. Companies will be invited to participate in future Puget Sound area community synergy events and additional member events as they are developed.

Roles and Responsibilities

Outreach: PPRC and NBIS – with assistance from Shell and other partners

Meeting Planning and Facilitation: NBIS

Meeting hosting: Shell - sponsoring coffee and lunch

Funding: Seed program sponsorship from Shell. Additional sponsorship funds are being sought to support ongoing outreach, recruitment, meeting organization and facilitation and synergy follow up. Companies that are not members of By-Product Synergy NW will be charged an event fee to participate in the Northwest Washington Community Synergy Event(s).

First NW Washington Community Synergy Event timeline and details:

Date and time: Late January- half day event: 11:30am – 4:30pm

Location: Skagit Valley College

Sponsors: Shell Puget Sound Refinery and Shell Oil Company, Houston;
Washington State Department of Ecology

Partners: Pollution Prevention Resource Center;
Washington Manufacturing Services

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