

# 'GOOD HOUSEKEEPING' GUIDE APPLICATIONS IN COMPANIES

**SBA**  
Sustainable Business Associates

**DELTA PROGRAMME**  
DELTA Syria

## THINKING ABOUT AVOIDING WASTE CREATES A NEW PRODUCT OMAYA, GENERAL COMPANY FOR PAINTING

### WHAT IS THE 'GOOD HOUSEKEEPING' GUIDE?

*This Guide is a simple management tool developed by GTZ/P3U and SBA. It contains Checklists and describes common sense measures that companies can take related to 'good housekeeping'.*

*These measures can help companies to reduce their production costs, enhance product quality, and minimise the impact of industrial operations on the environment.*

### IN BRIEF

Emptying and cleaning the tanks after each main production of paint was creating a large quantity of hazardous waste. Rather than disposing of these

materials, the Production Manager discovered that there was a possibility to mix together these production wastes. In the process of avoiding waste, this company created a new product and opened a new market opportunity.

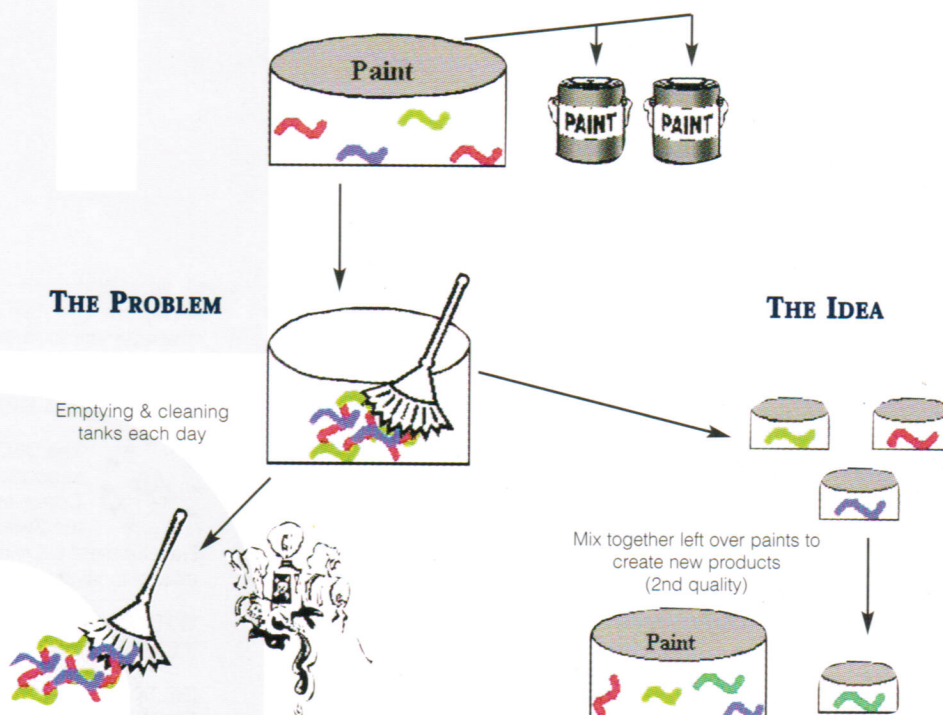
### THE CHALLENGE

Paint waste is hazardous waste. In Syria, like in many countries, technical solutions for treating hazardous or dangerous waste do not exist or are very costly. Without a legal commitment, many companies do not actively try to avoid creating such wastes. The Engineer from the Ministry insisted that this company should think about waste in another way, until a creative solution was found.

### APPLICATION OF THE 'GOOD HOUSEKEEPING' GUIDE

Looking at waste in a close way by using the Guide's Checklist obliged the manager to differentiate both the quality and quantity of waste. During this exercise, an Engineer from the factory identified a possibility for reusing waste paint to create a new product (without having to make any investment or change any production process other than holding the waste paint until there was a sufficient quantity to mix together to make the new product).

### ACTION TAKEN WITHIN THE COMPANY



## ECONOMIC RESULTS

Investment cost	none, new stock organisation
Annual savings	60'000 US\$
Payback	immediate

## ENVIRONMENTAL RESULTS

Paint factories are often the first companies targeted for visits by government agencies, who are concerned about avoiding hazardous waste. In this example, hazardous waste disappeared from one stage of production (where the impact on environment is very high) and went into creating a new product. This kind of thinking could also be applied to other production processes.

## LESSONS LEARNED

Knowing that the treatment of hazardous waste is difficult, the Engineer from the Ministry tried to encourage a more creative approach, suggesting that waste could be seen as a new raw material. In this case, there is a link between environmental aspects and a new market opportunity. The main actions of emptying and cleaning the paint containers remain unchanged. But now, the management of waste becomes the management of raw material entering again into the production process, and creating a new product and a new market.

## COMPANY

OMAYA, General Company for Painting, Damascus, Syria; paint sector, a paint factory; 50 employees.

## FOR FURTHER INFORMATION

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## WHO IS SBA ?

SBA, Sustainable Business Associates, is a non-governmental organisation (NGO) that is working to engage industrialists in 'eco-efficiency' with the aim of minimising environmental impact and improving business productivity. To pursue this aim, SBA has initiated the DELTA Programme to sensitise industrialists to new business risks and opportunities, and to provide them with the management tools and training to move towards sustainable development.

## WHAT IS DELTA?

DELTA stands for Developing Environmental Leadership Towards Action.

Chapter 30 of Agenda 21 (an outcome of the 1992 United Nations 'Earth Summit') indicates that business & industry have a critical role to play in achieving sustainable development goals. After an initial awareness-raising phase, the DELTA Programme focused on structuring industrialists in 'business & environment' networks (DELTA Networks) in 10 countries of the Mashrek & Maghreb. These Networks are composed of key industrialists interested in taking a proactive, leadership role on environmental issues. The DELTA Networks are practical, working structures for industrialists to obtain information & contacts, exchange experiences, develop environmental

know-how, and gain access to practical management tools that can offer 'win-win' options based on eco-efficiency.

## SUPPORT TO DELTA

 The DELTA programme is supported by the European Commission (LIFE), the Swiss Agency for Development & Cooperation and other international organisations.

## WHERE ARE THE DELTA NETWORKS?

DELTA Networks are operating in: Algeria, Egypt, Jordan, Lebanon, Libya, Mauritania, Morocco, Palestine, Syria, and Tunisia.