

## Protecting and Advancing the Beneficial Reuse of Coal Combustion By-products

*Informing policy with sound science and experience to advance business practices*

### Project/Challenge

Protect watersheds by using gypsum. Protect and expand a business threatened by regulation by informing policy debate with sound science.

Coal Combustion by-products (CCPs) came under regulatory scrutiny by the U.S. EPA after a coal-waste disposal accident in the Tennessee Valley; beneficial reuse was threatened by the revised legislative proposals.

### Solution

Deliver scientific experts and knowledge of best practices to inform agencies and environmental groups on the safety and environmental benefits of using FGD gypsum as a soil amendment.

### Results

Beneficial Reuse Management (BRM) protected and expanded its market leadership by engaging stakeholder groups and informing the legislative debate. The company hosted symposia in Washington, D.C., and in the Midwest, with lead scientists and practitioners presenting on the benefits of FGD gypsum to environmental groups, the EPA and interested stakeholders. BRM demonstrated how gypsum contributes to improved soil conditions, thereby enhancing plant growth and health and limiting damaging nutrient run-off into area waterways. BRM's President was invited to present the company's expertise and experience to the EPA Administrator in public hearings and with members of the U.S. Congress to inform this important policy debate.

### Why Greenleaf Advisors

Greenleaf Advisors was uniquely qualified to advise and guide BRM in this process, given the firm's experience and respect across the several sectors involved, including the scientific and environmental communities and regulatory and administrative agencies. Greenleaf Advisors helped build the necessary bridges and facilitated a rational dialogue, such that the integrity of known science is now leading the discussion. More fully informed advocates now promote gypsum as a safe and best agricultural practice.



*"...Greenleaf Advisors successfully stimulated collaboration among key influential leaders." –Ron Chamberlain, Agronomist and Director of the Gypsoil Division of Beneficial Reuse Management*