



## Environmental Research & Education Foundation

*Lighting a path to sustainable waste management practices*

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### WASTE WISE by Bryan Staley

As President and CEO of EREF, Bryan Staley has his finger on the pulse of cutting-edge research.

[Click here to read the Waste Wise blog posts.](#)

Recent blog posts include:

#### **Scale Up or Shut Up**

Waste conversion technology IS promising, but as with any new technological development, there are limitations and potential issues to overcome.

#### **Perception is Reality**

Public perception of a firm as sustainable can have big impact on its revenue.