

Beyond Waste

It's not waste: it's money

New thinking

is changing how cities and towns look at waste. They're finding it has value.

Communities and businesses are waking up to these possibilities. Doubly attractive is that waste can create green energy, green jobs, and exceed environmental standards. It doesn't just reduce taxes and increase profits.


Change is also unavoidable. We can't solve today's problems with yesterday's fossil fuelled thinking.

Decision-makers have to choose from a confusing array of technologies all claiming to be the best. Everyone wants to make the right choices without leaving value on the table.

Some leap to copy what others have done. A poor choice at best.

Change is difficult and help is needed.

Sequel has the proven expertise to identify, plan and implement the right choices. We unlock sustainable value.



Creek with treated wastewater, Victoria, British Columbia

[Click to view short video](#)

Value First

When something doesn't make money it's a cost. But when it makes money it has to be treated differently. Value has to take priority for it to be maximised. Every business knows this.

The paradox is that we think of waste as a cost, yet demand to know about value for money in everything else we do. Cost and value aren't the same. Not even remotely.

What makes it doubly challenging is that waste infrastructure has a long life-cycle and when cost turns into profit, the sheer scale has powerful implications.

Improving value while reducing GHGs and addressing Climate Change is a compelling combination.

With all these benefits, it's no surprise that our methods have literally changed government policy.

What if infrastructure made money?

This is the unique role that Sequel IRM plays: rigorous and transparent assessment of the value of resource infrastructure. We help capture the millions of dollars of potential net benefit.

Sequel IRM brings highly developed, holistic and integrated tools to think differently about waste. We evaluate options and create a plan based on a sound and transparent integrated business case that maximizes both money and the environment.

We help plan, procure, implement and finance, and ensure the governance and operations create long term success. We help translate the competing claims of different technologies and define the path to optimization.



"I conclude that this IRM plan is conceptually sound and on the right track, and if implemented it would likely provide a model of great value to countless municipalities throughout the world."

Dr. Charles McNeill
Manager, Environmental Program Team
United Nations Development Programme

Sequel's Task

The person who figured out how to reduce cost by eliminating vehicle idling saved a dime. Applying this widely saved a fortune. That's value thinking.

Our job is adding value, transparency and objectivity to infrastructure. Our target is viable and sustainable resource management. Our focus is innovative value thinking, backed by expertise and experience. Our goal is forging a comprehensive and viable implementation plan for sustainable infrastructure; implementing, managing and operating it to ensure long term benefit.

In times of tight budgets and relentless global economic and environmental pressures, Sequel IRM is worth learning more about.

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