

## THE GREEN 50

### Do Good, Get Rich: The Eco-Advantage



Every few years or so, American companies and consumers embrace the concept of green business. But something seems different about our current green awakening. This time, the action is being driven as much by markets as morality. Here's a look at 50 of the most intriguing companies that are helping to drive today's green revolution. You might say they've found a way to do good *and* get rich.

## The Integrators



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## Your Dumpster called. It said to send someone over

Jim Poss likes talking trash: 179,000 refuse trucks rumble down America's city streets every day, he says, burning a billion gallons of diesel a year. The trucks follow the same route, day in, day out, whether or not there's trash to collect. Poss's company, Seahorse Power, aims to change that inefficient system, one trash can at a time. The company's BigBelly garbage bin is equipped with a 40-watt solar panel that powers a battery-run compactor that increases the capacity of the bin at least fourfold. An indicator on the can lights up when it's full, and plans are under way for wireless alerts that will help refuse haulers better manage pickups.

An environmental science major in college, Poss, 34, founded Seahorse in Needham, Massachusetts, after stints at a solar energy equipment maker and a start-up that developed battery-operated motors for electric vehicles. Taking apart his mom's trash compactor as a kid provided inspiration, too. Still, Poss faced his share of skeptical garbage guys who thought solar was expensive and weak. Then they saw it work--even in the rain. Today the bins, which cost about \$4,000 each, are on the streets of Boston, the New York City borough of Queens, and Cincinnati. Cincinnati parks superintendent Gerald Checco hopes to go from 10 cans to 200 within the next couple of years. That will let his department retire one of its two garbage trucks and reduce collections at the city's 100 parks to every other day. "With budget cuts, we have to be more inventive with our dollars," Checco says. "BigBelly is a great idea based on very sound and very simple precepts." Revenue is expected to exceed \$1 million this year, but that's only the beginning, Poss says. He has commercial plans for BigBelly, as well. Next up: custom-designed BigBellies. His dream is to create a coffee-cup-shaped bin for Starbucks, with a recycling container.