

# ПАЗАРИ

John Shegerian: No conduct environmental companies have a good future

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John Shegerian is chairman of a leading U.S. company for recycling electronics Electronic Recyclers International (ERI), founded in 2002 Shegerian, who was born in 1962, is named for ekopredpriemach the year 2008 according to the ranking of Ernst & Young. He is also an activist and public figure in the field of ecology.

**Looking back at their experience with green businesses, what efforts are worth and what are just for show?**

- Meaningful efforts for environmental business are those that cover the three pillars of sustainability - people, planet and profits, but. Only the implementation of these three criteria can achieve sustainable business model.

**However, some projects are subsidized largely by governments and have a baby. That means you think they should be implemented? Whether the effect is green enough sense to invest some effort to improve the environment?**

- If you expect that will happen inevitable return, and rent to subsidize these technologies to achieve income, then it makes sense to continue the project. If it appears that the activity is a black hole for money and do not see when it will achieve returns must stop subsidizing.

**In Bulgaria the green business initiatives are relatively new. How Karate institutions to listening to the messages of the need for environmental efforts? How are training other representatives of business, even the law does not oblige them?**

- The public should be informed at every opportunity, we are green ambassadors and even preachers. Our audiences are domestic or international politics, the media, I take advantage of every opportunity for public expression on the matter.

Laws on green business, I believe that we have reached a critical point. Just as the law "Sarbanes-Oxley" bound by certain accounting practices, both in the U.S. environmental performance is becoming less an option and more a legal obligation. Without these efforts, companies can not secure the future existence.

**How do you see your company after 10 years?**

- As the waste from obsolete electronics are the fastest growing source of pollution in the world believe that ERI may become a corporation with billions of dollars and serve customers on all continents. We intend to continue to develop our brand, to hiring the best and to strive for best value for recycling.

**How do you e-waste?**

- The ERI following e-waste with a system of bar codes and know what old machine has come to us, and issued in the form of useful materials.

**Why export of electronic waste is considered a bad thing? Until some time to say the recycling of these wastes in third world countries is considered a solution.**

- The reasons are mainly two - we have a common national export to the United States and no law to monitor e-waste.

Therefore, illegal exports is common but secret practice of recycling industry. Exports to other countries also reduces opportunities for jobs in recycling in the country produced electronics. Moreover, in third world countries lacked the necessary equipment and procedure to make it happen better and safer recycling.

For example, to extract precious metals from electronics, plastic parts are burned. In that recycling not least often and help children, which grossly violates human rights. This type of recycling can never be a good solution.

**Green is good, but whether the business will not compromise with the green initiatives because of the crisis? Is this an appropriate case for the skeptics on global warming to emphasize again that there is no sense of expensive environmental initiatives?**

- Sound environmental actions in each case will be good for culture, and the final result of the company.

We can not reflect poorly on saving energy, water and paper. Skeptics do not believe will never, despite the information. Now is the best time to act against global warming and the challenges of providing energy.

**Your business is connected with larger questions of ecology. Which is more important to build a green business global or local actions?**

- We need to think locally but act globally. Thomas Friedman (journalist, expert and advocate of globalization) is right that the world is now flat. Will those who find partners all over the world in this new economy.

**Do you have a favorite story of success of green business?**

- Yes, Best Buy stores are one of the best solutions for recycling in the USA. They first started to stow gear in the old stores and thus enabled its customers to recycle. With this experience for nature conservation is a new way of thinking about American consumers. Best Buy also added to the image of superstar in American commerce.

**How has the Internet changed your business?**

- Enables us to educate the public and politicians for the crisis in electronic waste. We strive to three steps - training, motivation and eliminate the problem. We use corporate site [electronicrecyclers.com](http://electronicrecyclers.com), but also reaches a very wide audience with a database of recycling centers - [1800recycling.com](http://1800recycling.com).

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