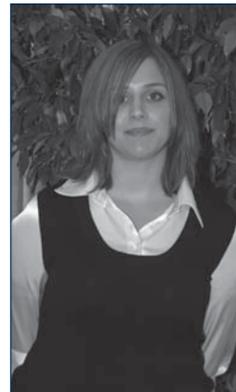


Goodyear Tire & Rubber Company

COMPANY BACKGROUND



The Goodyear Industrial Hose Plant in Mount Pleasant, Iowa was opened in 1977. The plant manufactures industrial and automotive hose for uses including household (washing machines, garden hoses), automotive (power steering, fuel lines, heater hoses), agricultural, and industrial applications. The plant has approximately 200 associates with multiple production lines. In 2002, the plant obtained ISO 14001 certification.



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PROJECT BACKGROUND

In keeping with Goodyear's objective, the main goal of the project was to reduce landfill waste to zero by the end of 2007. One of the larger components in the total waste stream was rubber. The objective of the project was to find alternative uses or more environmentally friendly disposal methods for the waste being produced. Source reduction options within the operation also were reviewed and evaluated.

INCENTIVES TO CHANGE

The Mount Pleasant Goodyear plant's goal of reducing landfill waste to zero by the end of 2007 is a corporate-wide goal. It is part of the "Zero-Zero-Zero Initiative." This represents an objective of zero non-compliance, zero solvents, and zero waste-to-landfill by the end of 2007. Along with this corporate mandate, the plant hopes to save money on disposal costs, although economics is not the top priority.

RESULTS

In total, the project will divert a large percentage of solid waste from the landfill. Savings associated with the current disposal may be invested in the alternatives chosen to land-filling the waste. Once all projects are implemented, the impact of the new disposal methods can be figured into the economic and environmental impacts of the project.

The waste rubber in this project is being considered for waste-to-energy. Because of the high BTU value of the material a substantial value can be attached to this waste. With a viable vendor for waste rubber a large portion of the total waste will be diverted from the landfill.



Besides the main task of finding a vendor for waste rubber and hose, several smaller projects were also implemented to reach the goal of zero landfill waste. Additional waste streams addressed include recycling packaging plastic, recycling plastic spools through a local plastic molder, installing hand dryers to replace paper towel usage, increasing the type of metals that can be added to the list of recyclable scrap metal, recycling ink cartridges from the office operation and fluorescent bulbs from general lighting.

Air Pollutants Diverted in Tons

	Total for all sectors
SO2	0.15
CO	5.26
NOX	0.33
VOC	0.88
PM	0.77

Green House Gases Diverted in Tons (CO2 Equivalent)

	Total for all sectors
CO2	95.4
CH4	369
N2O	1
CFCS	0.98