

WASTE MANAGEMENT INDUSTRY POSTS BIG GROWTH IN 2022

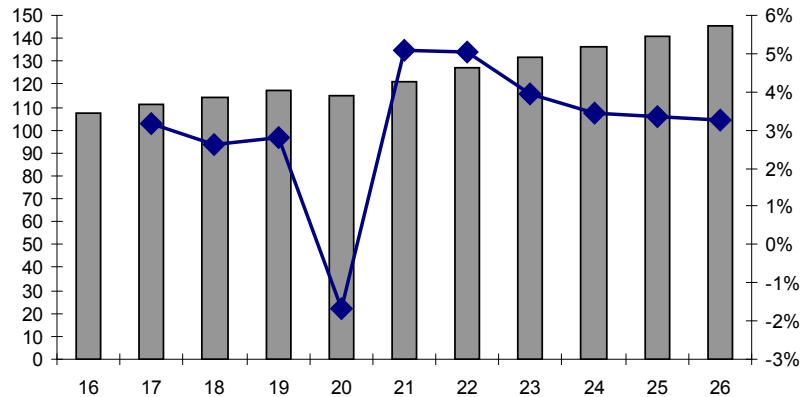
Investment and M&A activity reflect changing dynamics of segments facing challenges and transition

The waste management industry, like the environmental industry and much of the U.S. economy, has faced a whole series of new challenges since 2020. But 2022 looks to be a record year in terms of revenue growth, volumes and price increases and even business prospects for the future.

Inflation, increasing fuel and labor costs, the deglobalization of the global economy, supply chain challenges, labor shortages and other factors have conspired to challenge waste industry executives, their owners and strategic partners. But somewhat surprisingly and alarmingly for policymakers, Americans continue to generate steadily growing streams of municipal solid, commercial and industrial waste. Waste minimization was a noble sentiment 20 years ago. Zero waste objectives plastered all over corporate and government mission statements are also a noble cause, but they have hardly put a dent in the numbers.

Meanwhile the waste industry keeps up with the flow, continuing to collect, process, recycle and dispose of a multitude of wastestreams in a multitude of manners. Meanwhile selected wastestreams—plastics, food and electronic waste come to mind—remain underserved from a public policy standpoint, and an opportunity for the waste industry in the short term. At the same time almost entirely new categories, and distinct high-volume, potentially high-value wastestreams, in electric vehicle batteries, solar panels and other past and future elements of the energy transition promise to be challenge and long-term

Growth of the Waste Management Industry, 2016-2026



Source: Environmental Business International, Inc. Annual research on the environmental industry by EBI and EBJ derived from surveys, interviews and compilations of secondary data and published company data.

Inside EBJ: The Waste Management Industry

The **Waste Management Industry** accounted for \$121 billion in revenues in 2021 and high growth in 2022. Strategies vary across segments as leaders and financiers invest in consolidation, adjacent markets, technology and clean energy 1-15

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CLEARYST ACQUIRES GREEN BUSINESS BUREAU AND EXPANDS REACH IN DIGITAL ESG

Clearyst Inc. (Austin, Texas) is a technology platform company that helps businesses rapidly achieve environmental, social and governance (ESG) and sustainability objectives by providing them with modern sustainability technology and software as a service (SaaS) products and solutions. Earlier this year Clearyst, announced the acquisition of **Green Business Bureau** (GBB, New York, N.Y.), a sustainability performance management organization. GBB helps companies evaluate ESG principles and guides clients with a suite of tools and certifications. The addition of GBB to the Clearyst family provides a solution that enables businesses to assess, implement and measure sustainability practices to deliver value to all stakeholders.

Chris Robinson is Co-Founder, President, and Chief Operating Officer of Clearyst Inc. Prior to co-founding Clearyst, Chris was an M&A investment banker for Goldman Sachs at both the global headquarters in New York City and in Dallas, where he executed 20 transactions representing more than \$30 billion of enterprise value across various sectors including technology, consumer, industrials, and financial services.

EBJ: Please explain the basic business model of your combined firms.

Chris Robinson: Clearyst works with companies to achieve their ESG and sustainability goals by helping them quickly find, learn and incorporate the necessary tools and knowledge needed to be environmentally and socially aligned to the values of employees, consumers, and investors.

Green Business Bureau provides online solutions to help purpose-driven businesses of all sizes assess, learn, prioritize, manage, and certify green initiatives. This is the first of many offerings to come from the Clearyst family of products. Our platform combines performance management, data intelligence, learning, and services to help businesses expedite ESG imperatives.

EBJ: Is your service deployed by the regulated community or by the engineering and consulting community?

Robinson: Our solutions are currently being used by hundreds of companies of all sizes and across industries. Our goal is to help accelerate the adoption of ESG principles and increase impact through various channels. We have partnerships with various stakeholder groups, including the ones you mention here, and are always looking for additional great partners.

EBJ: When you say sustainability and ESG technology companies should consider partnership, does that mean with other technology and software companies?

Robinson: Yes, one aspect of our work is with entrepreneurs already in the business of providing sustainability solutions to other companies. We want to support entrepreneurs so they can continue to build and deliver impactful solutions to other companies. Some of the ways we partner with them include full integration where we help accelerate their growth with our network, capital infusion, and support for the middle- and back-office functions of running a business. It's a great opportunity to enhance growth and impact during this inflection point in history for climate tech and sustainability.

EBJ: How did the transaction with GBB come about?

Robinson: We were introduced to GBB more than a year ago through one of our advisors and built the relationship over this time. GBB understood how we would expedite their strategic objectives to provide more value to businesses. It's important to make sure we have cultural alignment across the mission, vision, and values. We have a great affinity for GBB and are extremely proud to join forces with them to deliver ESG solutions to the world.

EBJ: Are more acquisitions planned? Do you see environmental compliance or climate risk disclosure as opportunities for information technology?

Robinson: Absolutely. We are focused on multiple levels of the sustainability ecosystem, particularly around B2B software solutions. According to experts, including McKinsey and BCG, the world needs to invest at least \$3-5 trillion per year in order to transition the economy towards net-zero. We want to continue partnering with passionate sustainability tech companies and investors that align with our mission and help organizations act on ESG imperatives. ▣

GBB Proves A Natural Fit For Clearyst

In August 2022, **Clearyst Inc.**, a sustainability technology platform company, announced its acquisition of **Green Business Bureau** (GBB), a membership-based firm offering sustainability performance management for businesses.

GBB helps member companies efficiently evaluate the state of their environmental, social and governance (ESG) principles and then guides them as they transform into greener, better-performing operations through proven sustainability practices. GBB's tools and certifications include EcoAssessment, EcoPlanner and EcoScorecard software to manage sustainability programs, in addition to an online seal and EcoProfile to validate member companies' green commitments and accomplishments.

"We've been tracking the surging demand for the type of solution that GBB provides across various industries and stakeholder groups, so GBB was a natural fit for Clearyst's sustainability tech platform with our vision to help companies act on sustainability objectives," said Chris Robinson, president and co-founder of Clearyst. "This is the first of many exciting developments to come."