POWERLINE NEWS

Beyond Compliance – Why Sustainability is Smart Business for Power Companies

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Sustainability – Not Just a Buzzword

In today's energy landscape, sustainability is no longer just a corporate talking point—it's a business imperative. Power generation companies face increasing pressure from regulators, investors, and the public to demonstrate environmental responsibility. Beyond compliance, sustainability initiatives can strengthen brand reputation, improve operational efficiency, and secure long-term profitability. For companies in the energy sector, the question isn't *if* they should embrace sustainability—it's *how quickly* they can act.

Case Study – Southern Company

Southern Company is one of the leading power generation companies and has put a lot of effort in this area. They are doing a lot for the environment and sustainability and they tell people about it. Southern Company has just launched a new dedicated sustainability webpage to distribute this information. This page is found here. The Mission Statement affirms their commitment to clean, safe, reliable, and affordable energy.

In addition to its commitment to sustainability, Southern Company has also worked towards several environmental goals including:

- Being a founding member of the Electric Vehicle Advocacy Coalition
- Expressing commitment to greenhouse gas emission reduction
- Awarding grants to improve Pine forests in the Southeast
- Transferring 2000 Acres to the Open Space Institute for wildlife preservation
- Partnering with the National Fish & Wildlife Foundation for 25 years

Why Sustainability Matters for Power Plants

Sustainability is not an impossible goal and can improve operations, safety, and profitability. It is really about priorities and allocating resources to address this area. If neglected, it could have consequences. Sustainability is about planning for the future and ensuring that your operations can continue unimpeded over the long term. This means wise use of resources, including water. Power plants consume a lot of water, and an easy way to improve sustainability is to use this wisely and recycle water while minimizing waste effluent. Waste effluent is a liability, and consuming fresh water is costly, so by recycling water and eliminating waste, cost savings can result.

Regulations are Inevitable – Proactive Action Reduces the Burden

Regulations can sometimes force sustainability improvements. Delaying the inevitable can be costly and disrupt operations. Power plants are multi-billion dollar investments, and optimum efficiency is vital. Getting ahead of these regulations to use a more methodical approach has benefits. The EPA has been developing an Effluent Limitation Guideline (ELG) for coal-fired power plants to treat flue gas desulfurization (FGD) wastewater for a long time, and the effective rule date has been extended, eventually it will take effect. Being proactive would mean not rushing and having access to equipment suppliers and engineering firms before the rest of the market needs them too.

Technology Spotlight: VSEP RO FGD Treatment

After the EPA studied this effluent for years and after evaluating the technological solutions that are proven, the VSEP RO membrane system manufactured by New Logic Research was selected as a Best Available Technology for treating FGD effluent. The VSEP system uses an oscillating reverse osmosis membrane that rejects pollutants like Arsenic, Mercury, and Selenium while producing most of the volume as clean water that can be recycled. A compact VSEP RO system will eliminate the need to discharge any pollutants and will reduce incoming water consumption - both excellent enhancements for sustainability goals.

About New Logic Research

New Logic Research has been a trusted provider of advanced membrane filtration systems for over 38 years. Its VSEP technology is deployed globally across power generation, mining, and industrial wastewater applications. Learn more at www.vsep.com/industries/power-gen or contact info@vsep.com.