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# POLLUTION PREVENTION INCENTIVES FOR STATES





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## POLLUTION PREVENTION

### **Harmonizing Environmental Protection with Economic Efficiency**

EPA has made significant progress over the last 20 years in improving the quality of the environment by controlling pollution with its air, water, and hazardous and solid waste programs. The traditional approach, however, stresses treatment and disposal after pollution has been generated. EPA now believes that reducing or eliminating the source of pollution is a competitive, effective way to reduce risks to human health and the environment. This approach is also the most cost-effective option because it reduces raw material losses, the need for expensive “end-of-pipe” technologies, and long-term liability. In short, pollution prevention offers the unique advantage of harmonizing environmental protection with economic efficiency.

In the 1990 Pollution Prevention Act, Congress formally declared it national policy of the United States to prevent or reduce pollution at the source whenever possible. In addition, the Act created a pollution prevention program at EPA and established a grant program. This grant program, Pollution Prevention Incentive for States (PPIS), fosters the development of state pollution prevention programs. Because states have closer, more direct contact with industry and hence are more aware of local needs, EPA believes that state-based environmental programs can make a unique contribution to pollution prevention. EPA designed the grant program to give the states flexibility in addressing local needs. EPA is committed to support states in establishing and expanding pollution prevention programs, to foster Federal and state information sharing and communication, and to test different pollution prevention methodologies and approaches at state

and local levels.

The PPIS grant program is an integral part of EPA's strategy to encourage and promote source reduction throughout the United States. The program began in 1989 as the Source Reduction and Recycling Technical Assistance program, but was renamed in 1990 to reflect EPA's increased emphasis on preventing pollution in all forms. This approach minimizes the transfer of pollutants across all media — air, land, and water. PPIS has supported over 100 projects in states, territories, localities and regional organizations across the country — many of which had no pollution prevention activities underway prior to PPIS funding. PPIS has provided approximately \$20 million dollars to the states during the first three years.

Three years after making pollution prevention the nation's highest environmental priority, 49 states now maintain pollution prevention programs. Over half of the states across the country have enacted state pollution prevention legislation. Numerous businesses, working with the states, have obtained technical assistance through PPIS and saved millions of dollars. Thousands of people have received training in pollution prevention techniques.

Now that the states have developed basic pollution prevention programs, EPA has shifted responsibility for implementing the grant program from EPA Headquarters to its regional offices. This shift gives the Regions flexibility to focus resources on local priorities.

This brochure highlights just a few of the PPIS grant recipients. Many other state programs use PPIS funds to address local needs of industry and citizens. Contact your Regional Pollution Prevention Coordinator (listed at the end of the brochure) for more information on pollution prevention activities in your area. The following pages describe common activities and achievements of several grant recipients in the following program areas:

- **Technical assistance**
- **Technical training**
- **Education and outreach**
- **Regulatory integration**
- **Demonstration projects**
- **Legislation and infrastructure**
- **Awards and recognition**

Across all of these areas, the grant recipients have demonstrated success, helped businesses to increase efficiency and save money, and reduced future pollution control costs.

*“Twenty years of end-of-pipe regulation have taught us an important lesson – that the best way to clean up the environment is to prevent environmental degradation in the first place.”*

Carol Browner  
EPA Administrator



## TECHNICAL ASSISTANCE

***Florida's Waste Reduction Assistance Program alone has saved businesses \$3.7 million. For the environment, this savings translates into a reduction of over four million pounds of hazardous waste.***

Florida Waste Reduction Assistance Program

Businesses across the country are taking advantage of free technical assistance from state pollution prevention programs supported by PPIS grants. These programs assist businesses in reducing wastes across all environmental media (air, solid and hazardous waste, water, and energy consumption). This assistance generally results in savings to participating businesses by reducing waste management costs and allows them to be more competitive with other companies both in the United States and abroad. Florida's Waste Reduction Assistance Program alone has saved businesses \$3.7 million. For the environment, this savings translates into a reduction of over four million pounds of hazardous waste.

In many cases PPIS technical assistance programs offer confidential, on-site pollution and waste assessments for both large and small businesses. These assessments take place outside of the regulatory environment and participation is strictly voluntary on the part of businesses. They show businesses how to save money; increase efficiency; reduce the need for new, costly disposal facilities; and help promote a good public image. During a waste assessment, engineers review all operations of the businesses to uncover potential waste reduction strategies and opportunities. Afterwards, companies receive a detailed report that identifies and evaluates various waste reduction opportunities and provides specific recommendations for action. The decision to proceed with any recommended option is strictly the decision of the company. The sole purpose of the assessments is to provide non-binding suggestions and ideas.

The pollution prevention program at the Colorado Department of Health (CDH) is just one of many programs that offer this type of technical assistance. Majestic Metals, a manufacturer employing 115

people, received a pollution prevention assessment from the Colorado program. The company adopted CDH recommendations to install high-volume, low-pressure paint guns and gun-cleaning wash. CDH estimates that the paint guns will pay for themselves in only two months. In addition, CDH estimates that by implementing these pollution prevention practices the company will reduce VOC emissions by 7,400 pounds annually and decrease rinse water use by 770,000 gallons. The corresponding reduction in paint usage will save the company \$25,000 per year.

To further assist businesses, some PPIS grant recipients have studied the barriers that inhibit businesses from implementing pollution prevention. The Louisiana Department of Environmental Quality, for example, has developed a comprehensive survey for industrial waste generators in the state to help identify both regulatory and non-regulatory barriers to implementing pollution prevention practices. The state hopes to use the survey results to tailor its pollution prevention program to local needs.

#### SAVING MONEY—REDUCING WASTE

Tennessee is just one of many states that offers an extensive technical assistance program to businesses. Since 1989, the Tennessee Waste Reduction Assistance Program's (WRAP) pollution prevention experts have performed over 200 on-site assessments in companies in a variety of industries. Companies found that reducing waste led to savings in disposal, raw materials, labor, and utilities costs. In addition, companies increased revenue by selling recyclable goods.

A follow-up study of 31 companies that received assistance revealed that, on average, companies saved \$41,500 per year by adopting the recommendations of WRAP experts.

These recommendations resulted in waste reduction of:

- 1.3 million pounds of hazardous waste
- 8.8 million pounds of solid waste
- 91,000 gallons per day of wastewater
- 87,000 gallons per day of fresh water consumption
- 450,000 pounds of air emissions

***“Many of the recommendations of the waste assessment have already been implemented by our company. We have realized substantial savings in material costs and waste reduction. Thanks to all for your courtesy, hard work, professionalism and, most of all, good results!”***

Letter to Colorado  
Pollution Prevention  
and Waste Management  
Program



## TECHNICAL TRAINING

To minimize the amount of pollution generated across the country, EPA encourages the sharing of information on source reduction techniques. PPIS grants further this objective by funding state programs that provide technical training to industry, government, and student groups. Those trained become more aware of the pollution prevention ethic and acquire the expertise to act on their new appreciation of environmental impacts.

Many state programs train business leaders on how to implement pollution prevention techniques at their work sites. Utah, for example, is conducting a series of environmental training workshops for the Utah Manufacturer's Association. The training series has alerted participating businesses to the information and services available to them from the state's pollution prevention program. The training sessions focus on source reduction in hazardous waste, solid waste, air toxics, and protection of drinking water and wetlands.

The Tennessee Waste Reduction Assistance Program (WRAP) has developed and delivered numerous presentations on waste reduction. To date, WRAP has trained over 12,000 people. In response to the growing interest of Tennessee companies in solving their solid waste problems, WRAP has combined waste assessments and training efforts in Solid Waste Focus Groups. This program, in coordination with the Chamber of Commerce, trains industries to conduct snapshot assessments of their solid waste. This unique program has allowed WRAP staff to assist 10-12 companies in just two days.

PPIS funding may also be used to train state and local environmental officials to focus on pollution prevention opportunities during the course of their work. For example, Cornell University used PPIS grant funding to develop a comprehensive package of training and



informational materials to serve as a guide for local officials and others responsible for pollution prevention. Local officials from 36 counties in New York State attended the first training session and found it to be very informative. The PPIS-supported program in Rhode Island is also training state officials. Rhode Island is educating staff at its largest publicly owned water treatment facility on pollution prevention techniques. The project helps train officials to focus on preventing pollution in all forms during compliance audits and independent waste audits. Several states are training employees in state environmental agencies to identify source reduction opportunities and avoid the transfer of pollutants during the course of their work.

In order to provide quality technical assistance to businesses, state pollution prevention programs must retain staff with considerable technical expertise. PPIS provides funding for this technical training. Tennessee, for example, pioneered a program that trains retired engineers to conduct waste assessments in the Tennessee technical assistance program. The State supplies extensive classroom and on-site training in pollution prevention techniques for the engineers. Retired engineers have been quite successful as they have vast technical experience and are well respected by industry.

In addition, several of the established pollution prevention programs have trained new PPIS grant recipients in technical skills and effective pollution prevention program management strategies. The Alabama program for example has trained staff in Vermont, New Hampshire, Iowa, Mississippi and South Carolina.

Several of the grant recipients coordinate their technical assistance program with local universities. The programs provide graduate students with in-depth training in identifying pollution prevention opportunities. The students then conduct on-site pollution and waste assessments for facilities participating in the technical assistance program. Everyone benefits from these student internships: the students gain real-world experience in pollution prevention and the state programs receive much needed assistance.



## OUTREACH AND EDUCATION

A Michigan Department of Education study found that Michigan schools generate over 13,000 pounds of solid waste per week — three pounds daily per student. If the schools recycled half of the paper thrown away, 6000 cubic yards of landfill space could be saved each week. The study indicated that while some teachers had begun pollution prevention activities in the classroom, they lacked enough central administrative support to be successful in the long run. The Department of Education determined that the most practical method of implementing pollution prevention methods in Michigan schools would be to change management practices and policies.

In addition to funding the Michigan study and guidebook, PPIS has supported the development of curricula, educational videos, university courses, and student intern programs.

### MANAGING POLLUTION PREVENTION IN SCHOOLS – A GUIDE

The Michigan Board of Education developed a guidebook and video to help school policy makers, facilities managers, teachers, and students reduce the amount of waste and pollution emitted to the environment. The guidebook provides suggestions to help school districts avoid fumbling over problems that have been solved elsewhere. The guide includes management and decisionmaking processes that can be applied to a broad range of pollution prevention projects in schools. It also provides information for implementing projects in selected topic areas: solid waste, chemicals and hazardous waste, pesticides, underground storage tanks, air quality, and energy conservation.

The guide encourages student participation in data gathering, implementation, and documenting of pollution prevention projects. Student involvement is key in that pollution prevention projects will often require student action such as separating solid wastes in the classroom or cafeteria, careful handling of hazardous waste in classrooms and laboratories, and cooperation in reducing energy use. In addition, students develop a positive environmental attitude.

Delaware used PPIS funding to develop a pollution prevention curriculum for grades K-8 based on the philosophy that children — tomorrow’s voters and politicians, landowners and builders, conservationists and consumers — must be equipped to deal effectively with the environmental legacy of past generations. The curriculum ties the environmental “3R’s” (reducing, reusing and recycling) into the basic curriculum subjects, such as history, science, and math. Undoubtedly, the students will need to know as much about ecology and the environment as the traditional “3R’s” (reading, writing, and arithmetic). Delaware also provides books, videos, and other materials to state libraries and bookmobiles.

To further encourage the public to adopt the pollution prevention ethic, PPIS supports education and outreach projects which target consumers and businesses. Grant recipients have developed newsletters, fact-sheets, videos, and television programs to increase awareness of source reduction opportunities. Many of the programs sponsor workshops, conferences, and make presentations to businesses and other interested parties. Thousands of people have attended these workshops and presentations across the country.

The American Samoa Environmental Protection Agency (ASEPA) used PPIS funding to launch a major public education campaign to help residents manage their wastes. In the past, most of the main island’s waste was biodegradable and was disposed of on land, in streams, in the ocean and by burning. The increase in import and use of metals, plastics, oil, paints and solvents, however, has created waste management problems for the island. ASEPA developed three half-hour television programs and provided communities with information on proper waste management practices including disposal, recycling and source reduction. In addition, ASEPA encouraged community involvement by sponsoring a t-shirt contest, a poster contest, and a “pick-a-thon.”

In addition to providing company-specific technical assistance, many grant recipients actively pursue outreach activities to industry and government to increase awareness of pollution prevention resources. Features of outreach efforts at the Center for Hazardous Materials Research (CHMR) include:

- *A quarterly newsletter, press releases, and articles printed in trade associations that describe CHMR’s services*
- *A Speakers Bureau which provides experts in pollution prevention to speak at conferences and meetings*
- *Coordination with key business, trade, and non-profit organizations*

***“Schools have a dual role in pollution prevention. As regulated institutions, they must comply with regulations and avoid liabilities. As educational institutions, they are charged to develop proper environmental attitudes and behaviors in their students. Students who take part in pollution prevention programs will learn attitudes and behaviors that will build a lasting responsibility for a sustainable environment.”***

Pollution Prevention In Schools, Michigan State Board of Education



## OUTREACH & EDUCATION (CONTINUED)

CHMR also distributes a series of industry-specific fact sheets that describe the incentives for preventing pollution, giving various pollution prevention options that range from simple and universal techniques such as improved housekeeping, to more complex industry-specific techniques and technologies. Some of the industries targeted include chemical production, coal mining, petroleum refining, and paper manufacturing. During 1991, over 3,500 copies of the fact sheets were distributed at workshops and seminars and through CHMR's toll-free hotline.

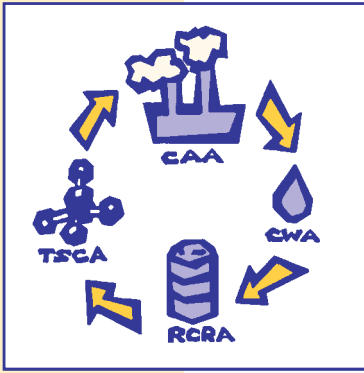
### ADOPT-A-WATERBODY

At the State of Utah's Clean Water Celebration in 1992, the Utah Department of Environmental Quality introduced the "Adopt-a-Waterbody" program. The purpose of the program is to educate the public on water quality issues and to promote the stewardship of surface water and groundwater resources. Any individual or group may adopt a public surface waterbody or groundwater resource in the State. The "adopter" chooses an education/information-oriented project or a restoration/pollution prevention-oriented project related to the "adoptee" waterbody. The Division of Water Quality administers the program and is preparing a manual and bibliography to assist "adopters" with ideas for projects and contacts at participating agencies.

## SAVE THE OZONE LAYER & SAVE MONEY

Leaking air conditioners from motor vehicles contribute to global warming and acid rain. In response to this problem the Iowa Waste Reduction Center (IWRC) launched an education campaign to inform car-owners of the effect their vehicles have on the environment. The campaign used billboards and public service announcements to encourage car owners to invest in preventative maintenance. Consumers discovered that while protecting the environment, they could also save money! For example, early detection and servicing of a leaking air conditioner reduces the amount of ozone-destroying freon gas released in the air and, at the same time, saves the consumer the expense of purchasing a new air-conditioning unit at a later date. A follow-up study conducted by IWRC indicated that the education campaign had a significant impact on consumer behavior in Iowa.

In an effort to reduce the pollution generated by the 3.5 million vehicles in the Washington D.C. area, the Metropolitan Council of Governments has initiated a campaign targeting vehicle maintenance establishments. The council documented the waste management practices followed by both private and publicly-operated shops in the first phase of the project. To promote the economic and environmental benefits of sound management of waste products, the Council plans to target educational materials to the shops in Phase Two. The Council itself, consists of local leaders from the District and surrounding municipalities and counties. As pollution knows no borders, the PPIS grant program encourages regional coordination to address pollution problems.



## REGULATORY INTEGRATION

Pollution prevention does not take place in a vacuum. Because pollution is omnipresent, we must consider the effect of our actions on the environment. This rule applies not only to businesses and consumers, but also to government agencies. PPIS encourages government agencies to integrate the pollution prevention ethic into all areas of state environmental regulation.

Pollution is easily transferred from one form to another. An incinerator, for example, may ease the burden on a local landfill by burning municipal waste. If the incinerator burns certain materials, however, it will create harmful dioxins, which pollute the air. While the incinerator may seem like a good way to reduce waste, in reality, it may simply transfer the pollution from one medium, the land, to another, the air. PPIS promotes the integration of regulatory activities to minimize this type of transfer of pollutants from one medium to another.

To inhibit the transfer of pollution, Massachusetts developed a cross-media inspection program that incorporates pollution reduction requirements into enforcement procedures. The State began by conducting a pilot program in the Blackstone River Valley. In the pilot project, State agencies trained teams to inspect facilities in air, water, and hazardous waste compliance while providing pollution prevention technical assistance at the same time. Since the approach was successful and cost-effective in the initial setting, Massachusetts institutionalized the approach in four regional offices. The Blackstone Project received the 1991 Ford Foundation award for innovation in state and local government.

The Wisconsin Department of Natural Resources (DNR) is integrating pollution prevention elements into its air, water, and hazardous waste permit and compliance programs. It hopes to demonstrate that inspections and permit writing, coordinated across air, water, and waste programs in selected industries, will institutionalize pollution prevention activities and avoid cross-media

shifts of pollutants. After selecting one to three industrial categories on which to focus, DNR will evaluate procedures for issuing permits, review of facility plans, and inspections and determine how pollution prevention techniques can be incorporated. For individual facilities, DNR will write permits and coordinate inspections among the different programs to minimize pollution across all media. DNR will revise guidelines, administrative rules and procedures, based on the findings of the project.

Several grant recipients have implemented projects to increase coordination of different regulatory agencies. For example, several local governments in California joined together to demonstrate that regional planning is an effective pollution prevention management tool. Another state agency, the Washington Department of Ecology, has established a mechanism to increase communication and coordination regarding pollution prevention among governmental agencies and within the Department itself. The agency has formed an inter-governmental committee which covers four regions of the State to meet periodically on pollution prevention. The agency has also developed an intra-agency workgroup of employees in each of the media programs.

In addition to promoting coordination among state and local agencies, PPIS also supports the integration of the pollution prevention ethic into Indian tribal policy. PPIS awarded a grant to the All-Indian Pueblo Council and the University of New Mexico to institutionalize pollution prevention in the Pueblo Governments. The Pueblo leaders will designate program coordinators who will be trained in pollution prevention principles. The coordinators will work together to reduce pollution on Pueblo lands.

## THE TEAM APPROACH TO POLLUTION PREVENTION

**Problem:** Fragmentation and lack of communication among State and local agencies results in a shift of pollutants between media, rather than a net reduction of pollutants entering the environment.

**Solution:** Three counties in California entered into joint venture entitled the "Technical and Educational Assistance Model" (TEAM) Project. The objective of the alliance was to test strategies to integrate pollution prevention activities throughout the local regulatory agencies in each region. The general strategies implemented by the TEAM Project included:

- Integrated training sessions for industry
- Formal and informal cooperative agreements between State and local agencies
- Integrated inspections
- Information dissemination

**Outcome:** All three counties found that enthusiastic support for pollution prevention issues brought environmental service agencies together to look beyond medium-specific interests and work together for a common purpose.



## DEMONSTRATION PROJECTS

EPA encourages states to initiate demonstration projects that test and support innovative pollution prevention approaches and methodologies. The funding of demonstration projects allows EPA and the states to learn how new initiatives will work — before business or Government invests a significant amount of time and resources. To ensure continuous quality improvement in source reduction capabilities, it is essential that EPA foster the development of pollution prevention technologies and management strategies.

PPIS supports demonstration projects in a variety of areas. Some of the areas tested include: alternative pollution prevention technologies, community waste reduction and recycling programs, and management approaches to reduce pollution in specific industries.

### THE GREEN INDUSTRIES INITIATIVE CREATING MARKETS FOR RECYCLED GOODS

In order for recycling to work, institutional barriers must be identified and overcome, and demand for recycled materials must exist. Delaware's Green Industries Initiative was established to foster market development of recycled materials. Delaware offers financial and technical assistance to companies that use recycled materials in their manufacturing processes; process, collect and distribute recyclable materials; or significantly reduce waste generation. Financial assistance includes significant corporate income tax credits and low interest loans to qualifying small businesses. This is the first initiative in the country to combine incentives for job creation and pollution prevention.



PPIS supports the testing of new technologies both in the laboratory and in the field. Nevada, for example, is studying alternatives to the current mining process of analyzing the gold and silver content of ore. The current process, fire assay, wastes lead and contaminates the final refuse. Researchers have conducted a literature review of techniques which do not use lead and are now examining these alternatives in the laboratory. Initial research indicates promising results for non-polluting alternatives to fire assay.

The Mississippi Technical Assistance Program (MISSTAP) demonstrated the feasibility of a new source reduction technology designed to recover valuable materials from chemical waste. The program targeted a chemical company that is currently losing significant amounts of marketable products as a result of the 3.8 million pounds of waste it incinerates. The study found that implementing the new technology would reduce the amount of waste by over 40 percent. The recovered products are worth \$1.6 million per year. In addition, the technology creates a valuable chemical by-product. Using the technique over a one year period would generate more than \$600,000. Adopting pollution prevention approaches would increase total revenue by an estimated \$2.2 million per year.

PPIS requires that all grant supported pollution prevention programs address the transfer of potentially harmful pollutants across all environmental media: air, water, and land. Comprehensive and coordinated pollution prevention planning and implementation efforts raise the likelihood that pollution prevention measures in one medium will not adversely affect another.

The Missouri Department of Natural Resources has teamed up with the Tennessee Valley Authority to help agricultural dealerships reduce or prevent pollution. The agricultural business community comprises one of Missouri's leading industries. As a major industry, and because of the nature of the food production, agriculture makes a significant environmental impact on this mostly rural state. A major component of the joint-effort is a demonstration project at a bulk fertilizer and pesticide dealership. The project will identify areas where changes in business practices could substantially reduce or prevent pollution of the environment in the areas of solid and hazardous waste, wastewater, storm water and air quality. It is anticipated that this demonstration project will have widespread applications in dealerships across Missouri.

***A MISSTAP demonstration project found that implementing a new source reduction technology would reduce the targeted company's waste by over 40 percent and would increase total revenue by an estimated \$2.2 million per year.***

Mississippi Technical Assistance Program



## LEGISLATION AND INFRASTRUCTURE

One of the most striking aspects of state pollution prevention efforts is how much legislative change has taken place over the past few years. Before 1985, there was only one state law that dealt with any aspect of pollution prevention. Today, over half of the states have enacted pollution prevention legislation.

Many states now have more than one waste reduction or pollution prevention law. In some cases, the state statute is stricter than federal law. Massachusetts, for example, set a goal of 50 percent reduction in the use of toxins by 1997 when it enacted its Toxins Use Reduction Act in 1989.

Individual pollution prevention laws vary in scope. Some of the state laws establish numerical pollution reduction goals. Maine, for example, set a goal of a 10 percent reduction by 1993, 20 percent by 1995, and 30 percent by 1997. Some laws focus on a specific form of pollution, such as hazardous waste. If this is the case, the law will often exclude activities that transfer pollutants from one medium to another. Other states enacted comprehensive multi-media approaches to pollution prevention. Activities mandated may include technical assistance to business, facility planning, information centers and outreach, waste exchanges or training. To fund pollution prevention programs, some states have imposed a tax or fee on hazardous waste generation or solid waste disposal, or appropriated money from the state's general fund.

New Jersey's Pollution Prevention Act is designed to help the environment, but also to help the State develop a competitive edge, by building robust businesses able to maintain a healthy work force. New Jersey requires facilities to develop a pollution prevention plan and report certain facility-wide data. The New Jersey Department of Environmental Protection and Energy's

(DEPE) approach rests on the following premises:

17.

- Pollution prevention usually saves money for businesses.
- Businesses will take advantage of pollution prevention when they are aware of it.

DEPE seeks to build a framework of mandatory pollution prevention planning. This planning allows businesses to judge for themselves whether or not to implement pollution prevention techniques. DEPE plans to measure the success of pollution prevention by facility-wide reporting.

Colorado's Pollution Prevention Act of 1992 establishes pollution prevention as the environmental management tool of choice and provides that pollution should be prevented or reduced at the source whenever feasible. To support the prevention approach the Act established a Pollution Prevention Advisory Board as well as a cash funding mechanism for the technical assistance program. In response to the passage of the bill, the Colorado Association of Commerce and Industry (CACI) commented, "CACI was pleased to support a non-regulatory environmental effort that is a win-win for business, government, and the public. The success in passing the bill shows that government, the environmental community, and business can work together in a cooperative fashion to improve the environment."

In addition to enacting pollution prevention laws and funding pollution prevention programs, the states have demonstrated a commitment to pollution prevention by developing the necessary infrastructure to support related activities.

The Alabama Department of Environmental Management, for example, established a public/private partnership to allow private donations to support its technical assistance program in addition to public funding. This structure, in addition to harnessing industrial support, will allow the program to continue after federal funding ceases.

Other programs have developed fees to guarantee pollution prevention programs. Iowa, for example, increased its solid waste "tipping fees" to fund a revolving low-interest loan program to provide assistance to businesses in adopting waste reduction technologies.

In sum, pollution prevention laws, funding, and other infrastructure developments ensure that pollution prevention activities will continue after federal funding ceases.

***"CACI was pleased to support a non-regulatory environmental effort that is a win-win for business, government, and the public. The success in passing the bill shows that government, the environmental community, and business can work together in a cooperative fashion to improve the environment."***

Colorado Association  
of Commerce Industry



## AWARDS AND RECOGNITION

*“Enrolling in the Green Star Program helped us realize there were changes we could implement without a great deal of cost or effort. It was just a matter of setting goals, implementing them, and evaluating our progress. Not only is it a responsible endeavor, but there are economic benefits for our company as well.*”

Sales Manager  
Asplund Supply

To honor businesses that have set a strong example in practicing pollution prevention in day-to-day operations, many states have established award and recognition programs. These award programs offer incentives for other businesses to improve operations to prevent or reduce pollution.

New Jersey began its annual “Governor’s Award for Outstanding Achievements in Pollution Prevention” in 1988. In 1991, it received 37 applications from businesses and community organizations for consideration for the award. In addition to recognizing one large business and two community organizations, New Jersey presented the award to a Department of Environmental Protection and Energy employee for her contribution to the state’s source reduction efforts.

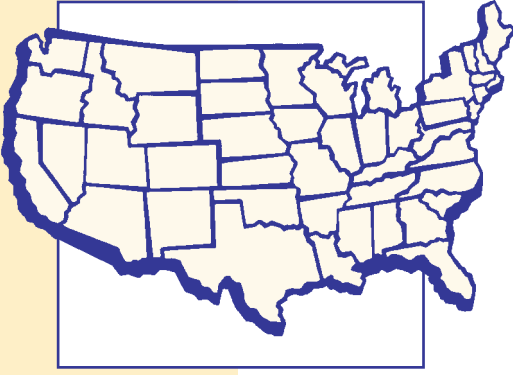
Alaska has enrolled over 100 businesses in its “Green Star Program”. This program is a forward-thinking, pioneering effort demonstrating that pollution prevention and energy efficiency save money and attract customers. Businesses that enroll in the Program receive detailed recommendations for implementing Green Star standards. They are invited to the various Green Star workshops where they can share ideas with other businesses. Once the business implements the standards, it may display the Green Star Award and earn positive publicity through a promotional campaign. Canadian Airlines received a Green Star Award after reducing its per passenger waste by 30 percent.

## POLLUTION PREVENTION MADE SIMPLE AT CANADIAN AIRLINES

Initially motivated by a desire to increase employee pride and clean up the environment, Canadian airlines embarked on a pollution prevention program. The airline soon recognized an additional benefit from their program — real cost savings! The airlines studied its operations and identified three areas for improvement. First, the company began to recover and reuse halon, an ozone-depleting gas used for fire suppression. This practice resulted in a 95 percent reduction in use of virgin halon and will save the company \$40,000 per year. Canadian Airlines then reduced the weight of its in-flight magazine by 15 percent using lighter, recycled paper. Because each kilogram costs between \$30 and \$60 per year in fuel, this simple measure will save the company over \$100,000 each year. In addition, the company began using lighter aluminum cans instead of steel cans for in-flight service, saving \$10,000 per year in fuel expenses.

Although each of the measures seems simple in concept, the pollution prevention program has stimulated employee pride and loyalty, saved money, and brought public recognition for a commitment to environmental protection.





## FOR MORE INFORMATION

### **Publications**

EPA disseminates publications on pollution prevention through a clearinghouse maintained at EPA Headquarters. The Pollution Prevention Information Clearinghouse (PPIC) contains documents on general pollution prevention strategies and industry-specific information. Materials may be accessed by calling (202) 260-1023.

### **State Program Information**

Regional EPA offices can provide more information on PPIS and state pollution prevention programs. Please contact the Pollution Prevention Coordinator in your region of the country listed on the back cover of this booklet.

## EPA REGIONAL CONTACTS

<u>STATE</u>	<u>REGION</u>	<u>PHONE</u>
CT, MA, ME, NH, RI, VT	REGION 1 Pollution Prevention Coordinator (PAS) JFK Federal Building Room 2203 Boston, MA 02203	(617) 565-1155
NJ, NY, PR, VI	REGION 2 Pollution Prevention Coordinator (2-PPIB-OPM) 26 Federal Plaza New York, NY 10278	(212) 264-1925
DC, DE, MD, PA, VA, WV	REGION 3 Pollution Prevention Coordinator (3ES43) 841 Chestnut Building Philadelphia, PA 19107	(215) 597-0765
AL, FL, GA, KY, MS, NC, SC, TN	REGION 4 Pollution Prevention Coordinator 345 Courtland Street, NE Atlanta, GA 30365	(404) 347-7109
IL, IN, MI, MN, OH, WI	REGION 5 Pollution Prevention Coordinator (ME-19J) 77 West Jackson Boulevard Chicago, IL 60604-3590	(312) 353-3387
AR, LA, NM, OK, TX	REGION 6 Pollution Prevention Coordinator (6M-PP) 1445 Ross Avenue 12th Floor, Suite 1200 Dallas, TX 75202	(214) 655-6580
IA, KS, MO, NE	REGION 7 Pollution Prevention Coordinator 726 Minnesota Avenue Kansas City, KS 66101	(913) 551-7315
CO, MT, ND, SD, UT, WY	REGION 8 Pollution Prevention Coordinator (8PM-SIPO) 999 18th Street, Suite 500 Denver, CO 80202-2405	(303) 293-1471
AS, AZ, CA, CNMI, GU, HI, NV, RP	REGION 9 Pollution Prevention Coordinator (H-1-B) 75 Hawthorne Street San Francisco, CA 94105	(415) 744-2190
AK, ID, OR, WA	REGION 10 Pollution Prevention Coordinator 1200 Sixth Avenue Seattle, WA 98101	(206) 553-8579

