

US EPA ARCHIVE DOCUMENT

U.S. Environmental Protection Agency
National Advisory Council for Environmental Policy and Technology (NACEPT)
Subcommittee on Promoting Environmental Stewardship (SPES)

August 18-19, 2009

One Potomac Yard
Conference Center South (1st Floor)
Room S-1204-06
2777 S. Crystal Dr., Arlington, VA 22202

Proposed Agenda

Desired Outcomes:

- Learn key lessons from selected past and current partnership programs at EPA
- Gain better understanding of stakeholder motivation for participating in stewardship activities
- Learn about models used by organizations to integrate stewardship into their core programs
- Begin shaping the potential recommendations of the Subcommittee

DAY 1 – Tuesday, August 18, 2009

8:00 – 8:30 **Coffee/Tea**

8:30 – 9:05 **Welcome, Introductions, Meeting Objectives, and Agenda**

Welcome and Subcommittee Introductions [15 min]

Opening Remarks [10 min]

Lisa Heinzerling, U.S. Environmental Protection Agency (EPA)

Meeting Objectives, Agenda, and Ground Rules [10 min]

Jennifer Peyser, RESOLVE Facilitator

9:05 – 9:20 **Subcommittee Charge, Operating Procedures, and Meeting 1 Summary**

Objective: Review and adopt final proposed charge, operating procedures, and meeting 1 summary.

Jennifer Peyser, RESOLVE Facilitator

9:20 – 10:20 **Overview of EPA Partnership Programs**

Objectives: Learn about EPA's partnership programs, resources, and approaches employed to influence and promote stewardship behavior.

Presentation [30 min]

Stephan Sylvan, National Center for Environmental Innovation, EPA

Facilitated Discussion [30 min]

10:20 – 10:30 **Break**

10:30 – 11:00 **Highlights of Stewardship Program Literature**

Objectives: Hear lessons from key research on promoting environmental stewardship.

Presentation [20 min]

Eric Ruder, IEC, Inc.

Questions [10 min]

11:00 – 12:00 **RAND Evaluation: Lessons of Performance Track Program**

Objective: Hear about RAND Evaluation as an example of "learning from past programs," and identify messages that inform Subcommittee

Frame Presentation [5 min]

Katherine Dawes, National Center for Environmental Innovation, EPA

Presentation [30 min]

Scott Hassell and Noreen Clancy, RAND Corporation

Facilitated Discussion on Lessons for Subcommittee's Work [25 min]

12:00 – 1:00 **Lunch**

1:00 – 2:00 **Work Group: Learning from Past and Present Programs**

Objective: Hear summary of work group products and discuss implications for potential subcommittee recommendations.

Presentation [30 min]

Work Group Members (Mark McDermid)

Facilitated Discussion [30 min]

- 2:00 – 3:00 **Work Group: Motivation/Behavior**
Objective: Hear summary of work group discussions and the stakeholder matrix and discuss implications for potential subcommittee recommendations.

Presentations [30 min]
Work Group Members (David Vidal) [15 min]
Aseem Prakash, University of Washington, SPES Member [15 min]

Facilitated Discussion [30 min]
- 3:00 – 3:15 **Break**
- 3:15 – 4:00 **Work Group: Integrating Stewardship into Core Programs**
Objective: Hear a summary of work group discussions and initial draft products, and discuss implications for potential subcommittee recommendations.

Presentation [15 min]
Work Group Members (Nancy Girard)

Facilitated Discussion [30 min]
- 4:00 – 5:00 **Facilitated Round Robin**
Objective: Share key findings and discussion points from the day 1 work groups and other presentations. Summarize implications for subcommittee recommendations, as well as “parking lot” items to be addressed in the future by the SPES.
- 5:00 – 5:15 **Public Comment**
(Those interested in making comments during this designated period should register with EPA upon arrival. Time allowed for individual public comments may be limited depending on number of speakers.)
- 5:15 – 5:30 **Wrap-up and Look Ahead to Day Two**
- 6:30 **Optional Group Dinner – Legal Seafood (2301 Jefferson Davis Hwy.)**

DAY 2 – Wednesday, August 19, 2009

8:00 – 8:30 **Coffee/Tea**

8:30 – 8:45 **Day Two Agenda Review**

8:45 – 10:15 **Models of Successful Stewardship Approaches**

Objective: Learn about models that other agencies and sectors have used to integrate stewardship principles and practices. Discuss how these models could be applicable to EPA and the Subcommittee recommendations.

Brief Presentations and Interactive Panel Discussion [90 min]
Steve Hellem, *Global Environmental Management Initiative (GEMI)*
Laura Fiffick, *to speak about City of Dallas*
Speaker TBD, *Occupational Safety and Health Administration (OSHA), Voluntary Protection Program (VPP)*

10:15 – 10:30 **Break**

10:30 – 12:00 **Visioning the Future Direction of Subcommittee**

Objective: Building on day 1 round robin, review take-aways from work groups and other meeting 2 presentations, and discuss emerging subcommittee recommendations, including information needs.

Small Group Discussions on Recommendation Topics and Formats [45 min]

Facilitated Discussion [45 min]

12:00 – 1:00 **Lunch**

1:00 – 2:00 **SPES Work Plan: Future Activities, Work Groups and Timeline**

Objective: Based on results of visioning exercise, determine activities, work groups, and timelines for moving forward.

Facilitated Discussion [60 min]

2:00 – 3:30 **Breakout Sessions – Work Groups**

Objective: Hold conversation to kick off the activities of new work groups (and continue existing work group, if needed), identifying an initial issue outline and next steps, leads, and timelines for developing products to inform subcommittee.

3:30 – 3:45 **Break**

3:45 – 4:00 **Public Comment**

(Those interested in making comments at this meeting should register with EPA upon arrival. Time allowed for individual public comments may be limited depending on number of speakers.)

4:00 – 4:45 **Report Back on Work Group Discussions**

Objective: Convey key points that emerged from each discussion. Map out timeline and approach for initial set of priority issues, resources needed, etc.

4:45 – 5:00 **Summary and Next Steps**

Objective: Wrap-up, agree on action items (with assignments)

Lee Paddock and David Paylor, Co-chairs

5:00 **Adjourn**