

# EPA's P2 Program

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# Outline

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- Emerging Opportunities
  - Greener Products
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- Other Initiatives
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  - 2010-2014 P2 Strategic Plan
- Marketing Strategies

# P2 Program Background

- Broad mission to prevent pollution at the source and conserve natural resources by reducing or eliminating pollutants at the source.
- Authority comes from the Pollution Prevention Act of 1990 and a series of Executive Orders since 1993
  - Some P2 Programs use dual TSCA and PPA authorities
- Work carried out via voluntary partnerships, grants, awards, voluntary consensus standards, and direct Regional activities.

# Key P2 Programs

- Regional Activities
- Green Chemistry
- Design for the Environment
- Green Engineering
- Green Suppliers Network/E3
- Environmentally Preferable Purchasing

# EPA P2 Regional Activities

- Consistent with P2 statutory authority, EPA Regions provide grants used to build and maintain a vital national P2 infrastructure.
- Majority of P2 Grants fund State-based projects for technical assistance, training, outreach, education, data collection, research, and demonstration projects and recognition programs.
- P2 grant programs require matching funds to support P2 activities
  - Matching funds may include dollars, in-kind goods and services (such as volunteered time, photocopying, printing services, etc.)

# Green Chemistry

- Green chemistry reduces or eliminates the use or generation of hazardous substances at any point in a chemical's lifecycle
- Annual [Presidential Green Chemistry Challenge Award](#) recognizes innovative, real-world greener synthetic pathways, greener reaction conditions, and greener chemicals. Benefits include saving water, energy, costs; reducing GHG emissions; avoiding fossil fuels; reducing waste
- Exploring opportunities to strengthen integration of green chemistry into college curriculum

# Green Engineering

- Leads and catalyzes efforts to incorporate green engineering approaches, techniques and tools into engineering curricula and industrial practices.
- Promotes and fosters research, development and implementation of green technologies, approaches, tools and materials.
- Textbook - *Green Engineering: Environmentally Conscious Design of Chemical Processes*, 3<sup>rd</sup> printing
  - Widely used in the US as primary textbook for Green Engineering and Sustainability courses.

# Design for the Environment (DfE)

- More than 2,700 products meet rigorous DfE standard
- Promotes green chemistry and safer products that perform well and are price competitive
- EPA reviews every ingredient and requires partnership agreements and audits
- To use the logo, companies must:
  - Use only the safest ingredients
  - Pass annual audits
  - Sign partnership agreement with EPA
  - Use logo appropriately
- Conducting alternative assessments for chemicals identified in OPPT's Chemical Action Plans





# Green Suppliers Network & E3

**Green Suppliers Network (GSN)** - Collaboration with DOC's National Institute of Standards and Technology (NIST) through the Manufacturing Extension Partnership (MEP) program ([www.greensuppliers.gov](http://www.greensuppliers.gov) )

- Small/medium-sized suppliers learn to increase energy efficiency, optimize resources and technologies to eliminate waste, and identify cost-saving opportunities while staying competitive and profitable.

**Economy, Energy and Environment (E3)** - Community-based model for collaboration among manufacturers, utilities, local governments, and federal resources ([www.e3.gov](http://www.e3.gov) )

- 6 Federal Agencies – EPA, DOC, DOL, DOE, SBA, USDA work to address energy and sustainability challenges, provide technical training and assessments, and enable economic growth

# Environmentally Preferable Purchasing

- Harnesses the purchasing power of the Federal government (# 1 purchaser globally) to stimulate national demand for greener products and services
- Electronic Products Environmental Assessment Tool (EPEAT) – helps purchasers buy greener electronics with on-line registry of products that meet environmental performance standards
  - Evaluates electronic products according to three tiers of environmental performance – Bronze, Silver and Gold
  - Currently includes computers, monitors, laptops; process to update standard will begin in 2012
  - Expanding to include TVs, imaging equipment, servers and cell phones

# Emerging Opportunities

- Greener Products
  - Developing an EPA green products framework to define EPA's focus areas and help guide broader Federal role
  - Greener products website at: [www.epa.gov/greenerproducts](http://www.epa.gov/greenerproducts)
  - Identifying greener product draft attributes/criteria (internal use only)
  - Working with GSA to help the Federal supplier community to measure/reduce supply chain GHG emissions and encourage sustainable supplier operations
- Greener Sports
  - Supporting sporting industry efforts to conserve resources, promote stewardship and reduce pollution
  - Improving environmental awareness; promoting sustainable behavior

# P2 Performance Measurement

- Outcome Measures and Targets in EPA's 2011-2015 Strategic Plan
  - 15 billion pounds of hazardous material reduced
  - 9 million metric tons of carbon equivalent (MMTCO<sub>2</sub>Eq) reduced
  - 24 billion gallons of water reduced
  - \$ 1.2 billion saved through the adoption of P2 practices.
  - 40% increase in use of safer chemicals

# 2010-2014 P2 Strategic Plan

- Issued in February 2010
- Serves multiple purposes
  - Provides direction for our P2 program
  - Raises awareness of opportunities
- Consists of 5 key goals with corresponding measures
  - 1) Reduce GHGs
  - 2) Reduce use of toxic chemicals/hazardous materials
  - 3) Reduce the use of water/conserves natural resources
  - 4) Create business efficiencies
  - 5) Institutionalize and integrate P2

# Marketing Strategies

- P2 week
  - Obama statement (2010)
  - Messages from Administrator
  - Press releases
  - Videos with AA of OCSPP (2011)
  - Featured P2 week webpage
- Stakeholder and consumer engagement
  - E3 – convening federal and state agencies, local communities, manufacturers
  - Green products – listening sessions; FR notice issued to solicit comments
  - Electronics – promoting development of voluntary consensus standards

# Marketing Strategies

- Social media opportunities
  - DfE program launched a Facebook page in 2010; over 1,000 users liked the page
  - Considering others, like blogs
- Media Connections
  - Podcasts with Radio Green
  - E3 videos
  - DfE webcast



# Questions ?

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