



**Joint public meeting of the North American Pollution
Prevention Partnership and the North American
Working Group on Sound Management of Chemicals**

4th National event of the Mexican pollution prevention roundtable

**Pollution prevention and sound management of chemicals:
challenges and opportunities**

**Guadalajara, Jalisco, México
October 1, 2003**

Central Auditorium of CUCEA (Centro Universitario de Ciencias Económico – Administrativas) de la
Universidad de Guadalajara Periférico Norte 799 esquina Blvd. Parres Arias
(Núcleo Universitario Los Belenes), Zapopan, Jalisco, México

08:00 – 09:00 Registry

Pollution prevention and sound management of chemicals: challenges and opportunities

09:00 – 09:10 Welcome
Guillermo Román Moguel, General Director for Risk Materials and Activities Integral Management, Semarnat

09:10 – 09:20 Introduction to the CEC
[William V. Kennedy, Executive Director of the North American Commission for Environmental Cooperation](#)

09:20 – 09:30 Meeting objectives
Hernando Guerrero, Director of the Mexico's Liaison Office of the North American Commission for Environmental Cooperation / Victor Shantora, Head of Pollutants and Health Program of the North American Commission for Environmental Cooperation

09:30 - 09:50 North American regional action plans on toxic, persistent and bioaccumulative substances
Adrian Fernández Bremauntz, Chair of the North American Working Group on the Sound Management of Chemicals

09:50 – 10:10 [New approaches to chemicals assessment: improving prevention in the sound management of chemicals](#)
Oscar Hernandez, USEPA

10:10 – 10:30 [Environmentally sound management of toxic substances: recent developments in policy and practice to prevent releases to the environment](#)
Thomas Conway, Resource Futures International

10:30 – 10:45 Progress and results of DDT elimination in Mexico
Fernando Díaz-Barriga, Universidad Autónoma de San Luis Potosí





10:45 – 11:15 Discussion

11:15 – 11:30 Break

11:30 – 11:50 [Pollution Prevention Plans in the Canadian Environmental Protection Act](#)

James Riordan, Pollution Prevention Office, Environment Canada

11:50 – 12:10 [Experiences of preventive management of chemical substances in the United States](#)

Ken Zarker, Chair of the US National Pollution Prevention Roundtable

12:10 – 12:30 North American Pollution Prevention Partnership: status, vision and perspectives

Blanca Jiménez, President of the Mexican Pollution Prevention Roundtable

12:30 – 12:50 [Sharing best practices information on pollution prevention: opportunities and possible mechanisms](#)

Chris Wolnik, Executive Director of the Canadian Centre for Pollution Prevention

12:50 – 13:30 Discussion

13:30 – 13:40 Closing comments

13:40 – 15:00 Lunch

15:00 – 19:00 Parallel workshops

Approaches to environmental management systems in North America

15:00 – 16:15 *Bill Hanson, Associate Director, Office of Business and Communication Innovation, U.S. EPA*

[Lorenzo Thomas, Profepa](#)

[Susan Pecman, Environment Canada](#)

[Edward Arnold, Canadian Environmental Auditing Association](#)

[Lincoln Romain, Former 1st Vice President, The Auditing Roundtable; or Dennis Svitek, Board of](#)

[Environmental, Health & Safety Auditor Certifications \(BEAC\)Miguel Angel de la Rosa, Director](#)

[General, Grupo Empresarial Energía y Medio Ambiente](#)

16:15 – 18:00 [José Javier Aguilar Lopez, Director General, Panificadora Segovia](#)

[Peggy Crawford, Eco-efficiency Centre](#)

[François Huppé, Program Coordinator, Toxics and Prevention, Environment Canada](#)

Ken Legler, President, Houston Wire Work

18:00 – 19:00 [Chris Marxen, Program Manager, Border Unit, California Environmental Protection Agency](#)

Fernando Gutiérrez, IPA-CAINTRA Monterrey

[Evet Vera, Environmental Manager, Baxter Healthcare Corp.](#)

Margarita Ferat Toscano, Corporate Manager for Environmental Control, DESC





Ecodesign: better product performance through environmental considerations

- *Nydia Suppen Reynaga, Director of the Environmental Quality Center of Monterrey's Tec (ITESM), Campus Estado de México*

Registry of pollutants emissions and transfer

- [Sergio Sánchez, Director General of Air Quality, Semarnat](#)
- [Maricruz Rodríguez, Director of the Registry of pollutants emissions and transfer of Semarnat](#)
- *Alejandro Lorea, National Association of the Chemical Industry*

19:30

Welcoming reception





MEXICAN POLLUTION PREVENTION ROUNDTABLE

4th National Event Guadalajara, Jalisco, México October 1, 2 and 3, 2003 Central Auditorium of CUCEA

(Centro Universitario de Ciencias Económico – Administrativas) de la Universidad de Guadalajara
Periférico Norte 799 esquina Blvd. Parres Arias (Núcleo Universitario Los Belenes), Zapopan, Jalisco, México

Thursday October 2nd

08:00 – 09:00 Registry

Mexican Pollution Prevention Roundtable

09:00 - 09:30 Welcoming and inauguration

- Alberto Cárdenas
Secretary of Environment and Natural Resources
- José Trinidad Padilla López
Dean of the University of Guadalajara
- Blanca Jiménez Cisneros
President of the Mexican Pollution Prevention Roundtable
- William V. Kennedy
Executive Director of the North American Commission for Environmental Cooperation
- José Luis Luege Tamargo
Federal Attorney for Environmental Protection
- Jorge Lozano Armengol
Senator, Secretary of the Commission of Economic Development and member of the Commission of Foreign Affairs for North America, Mexican Congress
- James Riordan
Pollution Prevention Office, Environment Canada
- Tonatiu Bravo Padilla
Dean of the University Center of Exact and Administrative Sciences, University of Guadalajara
- Fernando Gutiérrez Moreno
Director General, Institute for Industrial Protection of Nuevo Leon Transformation Industry Association
- Ken Zarker
Chair of the US National Pollution Prevention Roundtable
- Hernando Guerrero Cázares
Director of the Mexico's Liaison Office of the North American Commission for Environmental Cooperation

09:30 – 10:00 Ceremony of recognition to clean industries
José Luis Luege Tamargo, Federal Attorney for Environmental Protection

10:00 – 10:25 Responsibility of research and higher education institutions to the competitive and sustainable development of industry
José Trinidad Padilla López, Dean of the University of Guadalajara

10:25 – 10:40 Discussion





MEXICAN POLLUTION PREVENTION ROUNDTABLE

4th National Event
Guadalajara, Jalisco, México
October 1, 2 and 3, 2003
Central Auditorium of CUCEA

(Centro Universitario de Ciencias Económico – Administrativas) de la Universidad de Guadalajara
Periférico Norte 799 esquina Blvd. Parres Arias (Núcleo Universitario Los Belenes), Zapopan, Jalisco, México

10:40 – 11:05	The preventive spirit of the Mexican environmental policy Alberto Cárdenas, <i>Secretary of Environment and Natural Resources</i>
11:05 – 11:20	Discussion
11:20 - 11:40	Break
11:40 – 13:00	Panel 1 A Preventing pollution is good business – electronics industry Pollution prevention in the electronics industry <i>Barbara Wortman, Senior Vice President, Policy, Planning and Industry Relations, Electronics Industry Alliance</i> Environmentally sound management of electronic products at the end of its life <i>Nick Aubry, Environmental Specialist, Epson Canada</i> Social and environmental responsibility for sustainable development at Lucent Technologies <i>Carlos Ortiz, Regional Director of Environment, Health and Safety, Lucent Technologies Latin America</i> <i>Moderator: Chris Wolnik, Executive Director of the Canadian Centre for Pollution Prevention</i>
13:00 - 13:15	Break
13:15 – 15:00	Panel 1 B Improving environmental performance – Environmental management systems Implementing environmental management systems in supply-chains: experiences in Monterrey and Guadalajara <i>Richard Wells, President, The Lexington Group</i> The case of the Aguascalientes autorepairshops <i>Eduardo Escárcega, Independent environmental auditor</i> AFL Mexico: Implementation of an EMS <i>Beatriz Amezcua, AFM Environmental Director, Alcoa Fujikura de México</i> SME's and ISO 14001: Do We Have the Right Equipment? <i>Lynn Johannson, President, E2 Management Corporation (E2M)</i> Valuation and Measurement: Metrics and Performance Tracking <i>Shannon Tocchini, Senior Project Manager, Corporate Environmental Affairs, Louisiana-Pacific Corporation</i> <i>Moderator: Lorenzo Thomas, Federal Environmental Protection Attorney</i>





MEXICAN POLLUTION PREVENTION ROUNDTABLE

**4th National Event
Guadalajara, Jalisco, México
October 1, 2 and 3, 2003
Central Auditorium of CUCEA**

(Centro Universitario de Ciencias Económico – Administrativas) de la Universidad de Guadalajara
Periférico Norte 799 esquina Blvd. Parres Arias (Núcleo Universitario Los Belenes), Zapopan, Jalisco, México

15:00 - 16:00 Lunch

16:00 – 17:30 **Panel 2
Policies fostering pollution prevention**

Anticipative contents in the federal environmental policy

Luis Fernando Hernández Lezama, Underattorney for Environmental Audits, Federal Attorney for Environmental Protection

[Pollution prevention and the Mexican Congress](#)

Jorge Lozano Armengol, Senator, Secretary of the Commission of Economic Development and member of the Commission of Foreign Affairs for North America, Mexican Congress

[Mexican industry vision about the environmental policy in Mexico](#)

Daniel Basurto, President, Ecology Commission of Concamin

[EMS for local governments](#)

Jim Horne, U.S.EPA

Moderator: Antonio Rico Lomeli, Director General of Ecology, Municipality of Naucalpan de Juarez





MEXICAN POLLUTION PREVENTION ROUNDTABLE

4th National Event
Guadalajara, Jalisco, México
October 1, 2 and 3, 2003
Central Auditorium of CUCEA

(Centro Universitario de Ciencias Económico – Administrativas) de la Universidad de Guadalajara
Periférico Norte 799 esquina Blvd. Parres Arias (Núcleo Universitario Los Belenes), Zapopan, Jalisco, México

Friday October 3rd

08:00 – 09:00 Registry

09:00 – 10:15

Panel 3

Development of new educative and technical alternatives to prevent pollution

[Training for pollution prevention at the federal government](#)

Guillermo Román Moguel, General Director for Risk Materials and Activities Integral Management, Semarnat

[Vulnerability knowledge as a way to prevent pollution](#)

Arturo Curiel Ballesteros, University of Guadalajara

[Environmental risks and educative communication: a necessary partnership](#)

Edgar González Gaudiano, Advisor to the Secretary of Public Education

[Focus on pollution prevention: Higher University Technician in Environmental Technology](#)

Carlos Pantoja, Technological University of Leon

Moderator: Shafia Sucar, Director of the Environmental Program of the University of Guanajuato

10:15 - 10:30

Break

10:30 – 12:30

Panel 4

Tools for pollution prevention

Tools to improve efficiency and environmental performance at 3M

Hebert Joffre Mastachi, Coordinator of Toxicology and Environment, 3M-Mexico

[Life cycle development: Helping product policy address sustainable development](#)

Greg Norris, School of Public Health, Harvard University

[Design for the environment approach to environmental management systems in small and medium sized enterprises \(screen printers\)](#)

Jeff Cantin, ERG, Inc.

[Ecoguides: a complementary instrument for environmental audits in small and medium sized enterprises](#)

Enrique Kato Miranda, CIATEC

[Use of pollution prevention tools at the US-Mexico border](#)

Pierre Lichaa, Texas Commission for Environmental Quality

[Manual for risk identification and assessment in a local community](#)

Diego Masera, Regional Coordinator, Technology, Industry and Economy Program, UNEP





MEXICAN POLLUTION PREVENTION ROUNDTABLE

4th National Event Guadalajara, Jalisco, México October 1, 2 and 3, 2003 Central Auditorium of CUCEA

(Centro Universitario de Ciencias Económico – Administrativas) de la Universidad de Guadalajara
Periférico Norte 799 esquina Blvd. Parres Arias (Núcleo Universitario Los Belenes), Zapopan, Jalisco, México

Moderator: Nydia Suppen Reynaga, Director of the Environmental Quality Center of Monterrey's Tec (ITESM), Campus Estado de México

12:30 – 13:30

Panel 5 Financing projects that avoid pollutants generation

[Experiences and perspectives to finance pollution prevention projects in Mexico](#)

Héctor Arangua Morales, Executive Director of the Mexican Foundation for Technology Innovation and Transfer to Small and Medium Sized Enterprises - FUNTEC

[Opportunities to finance pollution prevention projects in Jalisco](#)

Alfredo Figarola Figarola, State Council for Science and Technology of Jalisco

[Financing cleaner production: experiences in Latin America](#)

Walter Weaver, PA Consulting

Moderator: Fernando Gutiérrez Moreno, Director of the Environmental Protection Industry of Nuevo León

13:30 – 15:00

Lunch – Environmental corporate stewardship at Grupo Peñoles, *Luis Rey Delgado*

15:00 – 16:30

Panel 6 Regional cooperation to prevent pollution

[Pollution prevention at the US-Mexico border](#)

Jorge Aguirre Martinez, US-Mexico Foundation for Science

[Cooperation with and among regional pollution prevention roundtables](#)

Abelardo Jiménez, Delphi

[Cooperation activities of the North American Pollution Prevention Partnership](#)

Blanca Jiménez Cisneros, President of the Mexican Pollution Prevention Roundtable

[Preventing pollution in the electronics of North America](#)

Ken Zarker, Chair of the US National Pollution Prevention Roundtable

[Environmental management systems and cooperation opportunities in North America](#)

Lorenzo Thomas, Federal Environmental Protection Attorney

Moderator: Alejandro Merín, Vicepresident, National Council of Ecologist Industrials





MEXICAN POLLUTION PREVENTION ROUNDTABLE

4th National Event Guadalajara, Jalisco, México October 1, 2 and 3, 2003 Central Auditorium of CUCEA

(Centro Universitario de Ciencias Económico – Administrativas) de la Universidad de Guadalajara
Periférico Norte 799 esquina Blvd. Parres Arias (Núcleo Universitario Los Belenes), Zapopan, Jalisco, México

16:30 – 18:00

Panel 7

Observations on Environmental Performance, Pollution Prevention, & Environmental Management Systems

- [Bill Hanson, Associate Director, Office of Business and Communication Innovation, U.S. EPA](#)
- [Lynn Johansson, Presidente de E2 Management Corporation \(E2M\)](#)
- James Riordan, Pollution Prevention Office, Environment Canada
- [Guillermo Román Moguel, General Director for Risk Materials and Activities Integral Management, Semarnat](#)
- [Gabriel Quadri de la Torre, Associate Director, Center of Public Policies for Sustainable Development](#)

18:00 – 18:30

Closing ceremony

- Tonatiu Bravo Padilla
Dean of the University Center of Exact and Administrative Sciences, University of Guadalajara
- Blanca Jiménez Cisneros
President of the Mexican Pollution Prevention Roundtable
- Ramón Humberto González Núñez
Secretary of Environment and Sustainable Development of Jalisco
- Sergio Manuel Alcocer Martínez de Castro
Director of the Engineering Institute of Mexico's National Autonomous University
- Arturo Curiel Ballesteros
University of Guadalajara
- Hernando Guerrero Cázares
Director of the Mexico's Liaison Office of the North American Commission for Environmental Cooperation

