

# Media Outreach

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CCA  
18/10/05



RETC

# Derecho a la información

Right-to-Know



# CEC PRTR Objectives

- Advance the use of PRTRs in North America
- Support RETC
- Improve comparability
- **Improve public accessibility to information on toxic chemicals**
- **Report annually** on PRTRs in North America



# PRTRs – North America

- TRI – USA
- NPRI – Canada
- RETC – Mexico
- *Taking Stock* – North America



# Taking Stock

- *North American* releases and transfers
- Analysis of TRI, NPRI data
- RETC to be added
- Matched data sets (203 chemicals)
- Annual publication
- Taking Stock On-Line  
[www.cec.org/takingstock](http://www.cec.org/takingstock)



# Taking Stock 2005

(2002 data year)

- Ninth annual report
- Data on releases and transfers of toxic chemicals (3.25 m tonnes) from 27,639 industrial facilities
- Five-year and eight year trends
- Transfers for recycling, energy recovery, treatment and disposal
- Analysis of groups of chemicals: carcinogens; prop 65; CACs; PBT
- Special feature: carcinogens



# Taking Stock

## Taking names....making lists

Table 9–6. The 10 TRI Facilities with the Largest Air Releases of Known or Suspected Carcinogens, 2002

Rank	Facility	City, State	US SIC Code	Number of Forms	On-site Air Releases (kg)	Major Chemicals Reported (chemicals accounting for more than 70% of total reported amounts from the facility)
1	Aqua Glass Main Plant, Masco Corp.	Adamsville, TN	30	1	754,031	Styrene
2	3V Inc.	Georgetown, SC	28	5	556,113	Dichloromethane
3	Daramic Inc., Intertech Group Inc.	Corydon, IN	30	1	498,327	Trichloroethylene
4	Eastman Kodak Co. Kodak Park	Rochester, NY	38	8	430,814	Dichloromethane
5	Foamex L.P.	Corry, PA	30	2	328,252	Dichloromethane
6	Aqua Glass Performance Plant, Masco Corp.	Mc Ewen, TN	30	1	316,058	Styrene
7	Abbott Health Prods. Inc., Abbott Labs	Barceloneta, PR	28	1	296,503	Dichloromethane
8	Lasco Bathware Inc., Tomkins Corp.	Cordele, GA	30	1	290,249	Styrene
9	Lasco Bathware Inc., Tomkins Corp.	Three Rivers, MI	30	1	283,746	Styrene
10	Weyerhaeuser Co.	Longview, WA	26 and 24	8	281,353	Acetaldehyde
<b>Subtotal</b>				<b>29</b>	<b>4,035,447</b>	
<b>% of Total</b>				<b>0.1</b>	<b>8</b>	
<b>Total for TRI Known or Suspected Carcinogens in matched database</b>				<b>21,729</b>	<b>53,013,843</b>	

Note: The data are estimates of releases of chemicals as reported by facilities and should not be interpreted as levels of human exposure or environmental impact. The rankings are not meant to imply that a facility, state or province is not meeting its legal requirements.

A chemical (and its compounds) is included if the chemical or any of its compounds is listed by the International Agency for Research on Cancer (IARC: Group 1, 2A or 2B) or the US National Toxicology Program (NTP).



# Example

BOSTON GLOBE

BOSTON, MA  
THURSDAY 467,217  
APR 17 2003



Burrelle's

32 3218. 6 .8...n QK

## NAFTA commission finds dip in pollution in North America

By John Heilprin <sup>3321</sup>  
ASSOCIATED PRESS

WASHINGTON — Environmental pollution in North America dropped 5 percent between 1995 and 2000, according to a new study by the Commission for Environmental Cooperation, which was set up under the North American Free Trade Agreement.

The study, which is being released today, says that two of the most notable trends reflected in the overall decline are a 28 percent drop in the amount of chemicals emitted into the air and a 41 percent increase in the amount of chemicals sent largely to off-premise landfills.

In 2000, the total amount of pollution released or transferred elsewhere in the United States, Canada, and Mexico was 3.6 million tons, with 1.5 million tons going into the air, water, or ground, the study says. Of the remainder, more than 1 million tons went to recycling operations. The rest was sent for treatment, energy recovery, or disposal.

"It's a good news, bad news picture," said Victor Shantora, acting

**Two notable trends  
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executive director of the Montreal-based commission. "The large facilities are continuing to track downwards on their releases overall. But then when you look at the small 'p' polluters... they're tracking upward."

Electric utilities, steel mills, chemical makers, and other industries in Texas, Ohio, Pennsylvania, and Ontario, Canada, accounted for as much as a fourth of the continent's pollutants, the study found.

The five facilities reporting the largest total releases of pollution were operated by Kennecott Utah Copper in Magna, Utah; Chemical Waste Management in Arlington, Ore.; ASARCO Inc. in East Helena, Mont. and in Hayden Ariz.; and Magnesium Corp. of America in Rowley, Utah.

Fourteen percent of the total pollution was in the form of chemicals such as styrene, lead, and chromium and their compounds that are known or suspected carcinogens, the study said.

Among the carcinogens, styrene was at the top of air pollutants, more than 30,000 tons in 2000, the study said.

The five biggest sources were facilities operated by Ameripol Synpol Corp. in Port Neches, Texas; Aguaglass Corp. in Adamsville and McEwen, Tenn.; and Lasco Bathware Inc. in Cordele, Ga., and in Yelm, Wash.

To establish the trend between 1995 and 2000, the study compares only those chemicals and industries that have consistently reported their pollution in each of those years.

Using those figures, the total amount of environmental pollutants released and transferred has decreased from 1.448 million tons in 1995 to 1.381 million tons in 2000.

The study's authors pointed out that the trend shows several mixed pictures, reducing on-site

releases in some cases, but sending more wastes to landfills, treatment plants, and other places away from their facilities.

Larger polluters, those reporting at least 110 tons annually, showed a 7 percent decline in the amount of chemicals from 1998 to 2000, though they still accounted

for about nine-tenths of all pollution reported. Smaller polluters, those reporting less than 110 tons, showed a 32 percent increase during that time.

The study covers most industry in the United States and Canada, with companies in Mexico starting to voluntarily report figures.





# Example

CINCINNATI ENQUIRER

CINCINNATI, OH  
THURSDAY 208,403  
APR 17 2003



**Burrelle's**  
INFORMATION SERVICES

72 .122a. 32 .9...0 20

## N. American pollution down, study says

### Chemical emissions declined 28% over five years

By John Heilprin  
*The Associated Press*

3321

WASHINGTON - Environmental pollution in North America dropped 5 percent between 1995 and 2000, according to a new study by the Commission for Environmental Cooperation set up under the North American Free Trade Agreement.

The study released Thursday said two of the most notable trends

reflected in the overall decline are a 28 percent drop in the amount of chemicals emitted into the air and a 41 percent increase in the amount of chemicals sent largely to off-premise landfills.

In 2000, the total amount of pollution released or transferred elsewhere in the United States, Canada and Mexico was 3.6 million tons - 1.5 million tons of it going into the air, water or ground, the study says. Of the remainder, more than 1 mil-

lion tons went to recycling operations and the rest was sent for treatment, energy recovery or disposal.

"It's a good news-bad news picture. The large facilities are continuing to track downwards on their releases overall. But then when you look at the small 'p' polluters ... they're tracking upward," said Victor Shantora, acting executive director of the Montreal-based commission.

Electric utilities, steel mills,

chemical makers and other industries in three states - Texas, Ohio and Pennsylvania - and Canada's Ontario province accounted for as much as a fourth of the continent's pollutants, the study found.

The five facilities reporting the largest total releases of pollution were operated by Kennecott Utah Copper in Magna, Utah; Chemical Waste Management in Arlington, Ore.; Asarco Inc. in East Helena, Mont. and in Hayden Ariz.; and Magnesium Corp. of America in Rowley, Utah.

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# Media

## A HEAVY METAL MESS; ONTARIO HAS HIGHEST LEAD LEVELS IN N. AMERICA

The Toronto Sun  
Tue 24 May 2005  
Page: 12  
Section: News  
Byline: BY MARLA MCCLINTOCK, OTTAWA BUREAU  
Source:  
Edition: Final  
Length: 352 words  
Illustration: photo of STEPHANE DION: Challenges remain

Ontario ranks as having the highest lead pollution in North America and Canadian industrial facilities are listed as the top three offenders, a NAFTA pollution watchdog report shows.

The Commission for Environmental Co-operation (CEC) report to be released today, called Taking Stock, tracks toxic chemical pollution from 24,000 industrial facilities in Canada and the U.S. for 2002. It takes a special look at lead emissions.

The report ranks Ontario at the top, with Manitoba and Quebec taking the number two and three spots respectively for lead pollution levels in North America.

Although there have been great strides made since lead was eliminated from gasoline in the 1980s, lead pollution is still a major problem.

"There is still a considerable amount of lead in the air," said William V. Kennedy, CEC's executive director.

"Government and industry have demonstrated success in reducing atmospheric pollution by making the switch to non-lead fuels, but lead pollution is still a threat to human and environmental health and further progress is necessary."

The Canadian facility with the highest lead emissions going into the air is the Hudson Bay Mining Company Ltd. in Flin Flon, Manitoba, followed by Noranda Inc. in Rouyn-Noranda, Quebec, and Inco's Copper Cliff Smelter Complex, Copper Cliff, Ont.

Lead exposure has been linked to cancer, birth defects and a variety of other health problems.

Environment Minister Stephane Dion agreed the high lead emissions from smelters is a concern and said the government has a plan that would result in a reduction.

"The report notes that challenges to reduce pollution remain and my goal is to continue our efforts to focus on the areas of most concern," Dion said.

In 2004 the feds proposed amendments to the Canada Environmental Protection Act (CEPA) that would bring about a 30% reduction in lead emissions by 2008 and 60% by 2015 from 1998 levels. The plan

has yet to be finalized.

"This phased-in approach allows Canadian smelters to significantly reduce their emissions while fostering the economic benefits of the industry," an Environment Canada release stated.

The CEC is an inter-governmental organization created under the North America Free Trade Agreement.



# PollutionWatch

Get answers about pollution in your community



Oct. 12, 2005

## Top Ontario Air Polluters Revealed

*Latest data show most reported pollution in Ontario is dumped into the air*

**Ottawa, Ontario** – Companies in Ontario emitted more than **888 million kilograms of air pollution** in 2003, most of it associated with respiratory illnesses such as asthma and bronchitis, says a new Ontario pollution overview released today by Environmental Defence and the Canadian Environmental Law Association. That ranks Ontario #2 in Canada, after Alberta, for reported air releases in Canada.

The analysis, completed using the newly-updated web site [www.PollutionWatch.org](http://www.PollutionWatch.org), is based on data submitted by companies to Environment Canada for its national reporting program – the National Pollutant Release Inventory (NPRI). The 2003 data are the most recently available.

"This information demonstrates that both federal and provincial pollution laws are failing Canadians," said Paul Muldoon, Executive Director, Canadian Environmental Law Association. "These pollutants affect the health of all Canadians. Emission reductions by Canadian industry are desperately needed."

Facilities in Ontario accounted for 21% of the total air releases reported to the National Pollutant Release Inventory (NPRI) in 2003. The top 12 **Dirty Dozen Ontario Air Polluters** were responsible for much of the combined air pollution – releases of toxic pollutants, such as mercury and lead, and releases of Criteria Air Contaminants, responsible for smog and acid rain.

### Dirty Dozen Ontario Air Polluters (as reported to the National Pollutant Release Inventory, 2003)

Rank	Facility	Company Name	Air Releases of Combined Pollutants in 2003 (kg)	National Ranking
1	<a href="#">Copper Cliff Smelter Complex</a>	<a href="#">Inco Limited</a>	169,279,714	2
2	<a href="#">Nanticoke Generating Station</a>	<a href="#">Ontario Power Generation</a>	138,474,799	4
3	<a href="#">Lambton Generating Station</a>	<a href="#">Ontario Power Generation</a>	56,139,406	14
4	<a href="#">Smelter Complex</a>	<a href="#">Falconbridge Limited</a>	31,158,481	26
5	<a href="#">Sarnia Refinery Plant</a>	<a href="#">Imperial Oil</a>	26,936,153	29
6	<a href="#">Lakeview Generating Station</a>	<a href="#">Ontario Power Generation</a>	26,554,169	30
7	<a href="#">Stelco Hamilton</a>	<a href="#">Stelco Inc.</a>	25,064,210	33



# PRTRs – Useful but limited

PRTRs do not answer all questions

So what about?

- Risk
- Exposure
- Health
- Environment



# Managing the issues

The issues are complex  
Media don't *do* complex



# Managing the issues

- PRTR/RETC is a fact - don't shoot the messenger
- Get in front of the information
- Be active – not reactive
- Make a virtue of information – cultivate positive state, local, community and media relations
- Add **context**
- Celebrate progress



# Examples

NEW BRUNSWICK  
**TELEGRAPH-JOURNAL**  
The New Brunswick Telegraph Journal  
Money, Saturday, April 19, 2003, p. D5

N.B. Companies

## Irving Pulp receives environmental honour

Telegraph-Journal

**SAINT JOHN** Irving Pulp & Paper has been recognized by the North American **Commission for Environmental Cooperation** - a NAFTA environmental watch-dog group - for achieving the second-highest decrease in surface water discharges in North America.

During the CEC's recent five-year review period (1995-2000), Irving Pulp & Paper reduced water discharges by 2,768,706 kilograms.

"This environmental achievement is a tremendous tribute to the teamwork, commitment and skill of the men and women at Irving Pulp and Paper," said Jim Irving, President of J.D. Irving, Limited. "No other kraft pulp mill in the world has pioneered the world-first approach to pollution prevention that this team has."

To meet government regulations, most mills built conventional secondary treatment lagoons. Treating pollution after it has exited the mill pipe in a secondary lagoon has been standard technology, enabling mills to meet regulations with limited costs.

But Irving Pulp & Paper patented technology to reduce and recycle waste-water, setting it apart from other pulp mills in the world.

Reverse osmosis, the same simple system used by municipalities and homeowners to purify drinking water, has been applied on a massive scale at Irving Pulp & Paper.

In a traditional home-filtering unit, the system may consist of one or two membranes. At Irving Pulp & Paper, 210 membranes on five- by 10-foot spools remove 10 to 15 gallons of concentrated filtrate each minute.

The filtered water is recycled in the mill to be reused in the process.

In 1988, there was no recycling of water at the mill and 30,000 gallons of water was required to produce each ton of pulp. Today, Irving Pulp & Paper is recycling more than 2,000 gallons of water per minute and the mill's water consumption has been reduced by more than 40 per cent.

"The CEC results are great news," says Jim Brewster, manager of Irving Pulp & Paper. "Irving Pulp and Paper is world class in its approach to environmental performance.

"I've worked at mills in both Canada and the U.S., and this operation is second to none. It feels good to be part of a team that has done something no other pulp mill in the world has done."



**This Is Noranda**Corporate  
Governance

The Newsroom

Our Businesses

For Investors

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DevelopmentCorporate  
Responsibility

Employment

Legal Info

## News Releases

NEWS RELEASE TRANSMITTED BY [CCNMatthews](#)

FOR: NORANDA INC.

TSX, NYSE SYMBOL: NRD

APRIL 17, 2003

### **International report demonstrates importance of metal recycling at Noranda**

MONTREAL, QC--[Noranda](#) Inc. today said that a recent report by the North American Commission for Environmental Cooperation (CEC), "Taking Stock 2000", demonstrates the importance of recycling at [Noranda's](#) Canadian operations.

"Taking Stock" has been misinterpreted by certain media as implying that [Noranda's](#) operations release large quantities of pollutants, based on data that includes releases of







[Recycling Today](#) » [News](#) »

## Report Demonstrates Importance of Recycling At Noranda

4/18/2003



Noranda Inc. said that a recent report by the North American Commission for Environmental Cooperation, *Taking Stock 2000*, demonstrates the importance of recycling at Noranda's Canadian operations. "Taking Stock" has been misinterpreted by certain media as implying that Noranda's operations release large quantities of pollutants, based on data that includes releases of pollutants and transfers for metal recycling.

"Our objectives are clear", said L. Jacques Moulins, director, Environment, Health and Safety at Noranda and Falconbridge. "In order to produce high purity metal products, our smelters and refineries must first remove all of the impurities. These metal impurities are not discarded to landfills but are reprocessed by other Noranda facilities to maximize value and minimize releases. We have sharply reduced our releases to the environment while increasing metal production, and we'll continue to do so."

The CEC data actually showed that more than 96 percent of "total releases and transfers" at Noranda's CCR copper refinery in Montreal-East, Quebec were transfers to other



# Steel firm wants off polluters list

*Embarrassment of being ranked Canada's No. 1 polluter spurs Whitby company to clean up*

MARTIN MITTELSTAEDT  
Environment Reporter, Whitby, Ont.

The Co-Steel Inc. scrap yard and steel mill hugging the shore of Lake Ontario here on the outskirts of Toronto has a dubious distinction: it's Canada's biggest polluter, as measured by the Commission for Environmental Co-operation.

But its days as a national pollution hot spot are numbered.

After being stung for years by negative publicity over its status, Co-Steel is getting off the list of big polluters. Starting later this month, the company will be cleaning up all of its worst waste — the nearly 3,600 tonnes of zinc and lead-laced dust it generates each year from its electric arc furnaces.

Shipping the dust to a special U.S. metal-recovery facility will cost \$500,000 more than its current practice of dumping the material into a hazardous-waste landfill near Sarnia, Ont. But the voluntary cleanup will spare Co-Steel from further embarrassment caused by the rankings.

"We want off the list," declared David Camozzi, Co-Steel's senior vice-president, adding that the company decided to stop squabbling with Environment Canada over its contention that the top ranking was unjustified.

One of Canada's largest steel producers, Co-Steel is one of the first major companies in Canada to take steps to end its top billing as a polluter.

## CANADA'S TOP TEN POLLUTERS

RANK	FACILITY	CITY, PROVINCE	POLLUTANTS (kg)	MAJOR CHEMICALS REPORTED
1.	Co-Steel Lasco	Whitby, Ont.	4,833,403	Zinc and compounds
2.	Inco Limited, Copper Cliff Smelter Complex	Copper Cliff, Ont.	4,773,818	Sulfuric acid
3.	Celanese Canada Inc.	Edmonton, Alta.	4,541,668	Methanol, Methyl ethyl ketone
4.	Lake Erie Steel Company Ltd.	Nanticoke, Ont.	4,418,007	Manganese and compounds
5.	Dominion Colour Corporation	Ajax, Ont.	4,099,450	Nitric acid and nitrate compounds
6.	Dofasco Inc.	Hamilton, Ont.	3,133,333	Zinc / manganese and compounds
7.	Stelco McMaster Ltée.	Contrecoeur, Que.	3,072,110	Zinc and compounds
8.	Sidbec-Dosco (Ispat) Inc., acierie	Contrecoeur, Que.	2,322,985	Zinc and compounds
9.	Nova Chemicals Ltd., St. Clair Site	Corunna, Ont.	2,216,120	Cyclohexane
10.	Irving Pulp and Paper Ltd. / Irving Tissue Co.	Saint John, N.B.	2,183,425	Methanol

Source: Commission for Environmental Cooperation

The Globe and Mail

Now environmentalists are hoping that more Canadian companies will emulate those in the United States, where national listings have been shaming big corporate polluters for more than a decade into cleaning up.

Canada has had only four years experience compiling information on major polluters, who are required by law to report their hazardous-waste production to the federal government under the National Pollutant Release Inventory program.

In 1997, the Commission for Environmental Co-operation, the environmental watchdog established under the North American free-trade agreement, began using the Environment Canada data to produce easy-to-read tables ranking

the continent's worst polluters by country.

For environmentalists, the rankings show that public disclosure is a good way to press companies into voluntary cleanups.

"It's had a major impact in getting [U.S.] companies to take steps to clean up their acts because they didn't want to be on those lists," said Mark Winfield, research director at the Canadian Institute for Environmental Law and Policy.

He said there are "legendary stories about CEOs saying: 'I don't care what it takes, but get us off that list.'"

Co-Steel initially attacked Environment Canada over the methodology that led to its poor showing, but finally decided it wasn't worth the fight. "We toned down the

'we're being mistreated' business," Mr. Camozzi said. "We got together and said enough is enough."

So even though it is expensive, the company decided to ship its waste for cleanup. "It's far cheaper to landfill," Mr. Camozzi said. "This one comes right out of our hide."

Had its cleanup been in place in 1996, the last date for which national figures are available, Co-Steel would have ranked as the No. 18 polluter, and Inco Ltd.'s Copper Cliff smelter complex near Sudbury — a big emitter of acid-rain-causing sulphur dioxide — would have moved into top spot.

Co-Steel initially objected to its designation as a major polluter because executives viewed their operation as a model of environmental responsibility.



**Embargoed until 3 p.m. Tuesday, August 10, 1999 (as per CEC)**

## **Co-Steel Whitby's releases down 48% in CEC's latest *Taking Stock* report**

August 10, 1999

Releases of contaminants of concern have been reduced by 48% at Co-Steel Lasco's Whitby steel recycling facility, according to the latest report by the Commission for Environmental Cooperation (CEC).

The CEC's report, "*Taking Stock 1996*", lists Co-Steel's 48% reduction from 1995 to 1996 as number eight in Canada on its "*Largest Decrease in Total Releases*" table (page 252).

The reduction was achieved following a \$4 million investment in equipment that allowed Co-Steel to capture for sale more particles of aluminum, copper, zinc and brass from its automobile recycling operation.

"We've had good success staying at the forefront of recycling technology because we are constantly searching for further improvement," said Dave Camozzi, Vice President and General Manager at Co-Steel Whitby.

"No one is more eager than Co-Steel to capture more metal residues and turn them into recycling revenues," Mr. Camozzi said.

Nearly all (99%) of the 1996 releases consisted of automobile "fluff" (shredded dashboards, glass, and car seats) mixed with fine metallic particles. This material is sequestered from the environment in an on-site landfill that was granted a Certificate of Approval by the Ontario Ministry of the Environment (MOE) following an Environmental Assessment. (A ring of monitoring wells surrounds the fluff landfill. Regular testing since its inception in 1987 has never detected any migration of these materials from containment.) The CEC classifies this sequestered material as a "release".

**The CEC report shows that Co-Steel Whitby is number one in Canada on its "*Largest Decrease in Total Releases and Transfers*" table (page 256). Total transfers and releases were down by 42.7% from 1995 to 1996. This reflects not only the reduction in "releases" detailed above, but also a 40.7% reduction in "transfers".**



# Company specific RETC Information

- Will be public
- Will be reported
- NGOs, community groups will make lists and rank companies
- First years – focus will be on volumes, rank
- With maturity – focus will be on trends, change, progress

