





Partners for the Environment



Boosting



Your

Bottom Line



PARTNERS FOR THE ENVIRONMENT
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Partners for the Environment: Boosting Your Bottom Line



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Introdu

► *Businesses just like yours are boosting their bottom lines through improved environmental performance. They're finding that protecting the environment doesn't have to come at the expense of profits. On the contrary, cleaner, leaner operations really pay off.*

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By making improvements that optimize performance, companies are cutting costs, adding value, and increasing market share. That's why many companies—perhaps your competitors—have come to view environmental management as a fundamental part of smart business strategy. They're protecting the environment and gaining competitive advantages as a result.

You can do the same, and the good news is you don't have to spend valuable time or money learning how. The Environmental Protection Agency (EPA) offers a variety of programs, known collectively as Partners for the Environment, that help organizations make improvements that are good for business and the environment. They're designed to help you apply ideas and practices that can produce environmental results more quickly and cost-effectively.

Whether you're in manufacturing, retail, transportation, agriculture, or a service industry, at least one of EPA's partnership programs should suit your needs. From ENERGY STAR to AgStar, from WasteWise to Climate Wise, you can choose from more than 20 partnership programs that address issues such as energy efficiency,



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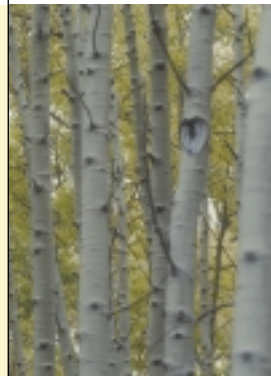
air quality, waste reduction, or water conservation. In addition, EPA regional offices offer partnership programs that address specific regional priorities.

More than 7,000 organizations have stepped forward to become a Partner for the Environment. Some participate in one program while others participate in several. What does joining actually entail? For many programs, the process works like this. A company contacts EPA to find out how a program works and how it's beneficial. Once they see the value and decide to join, the company signs a partnership agreement. This agreement isn't legally binding, but it does lay out steps the company will take to pursue environmental improvements. These actions might include conducting a self audit to assess water and energy use, installing more efficient equipment, and reporting on progress. Other programs take a different tact. Rather than "signing up," companies become partners by working with EPA on technical or policy issues.

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"Limited resources—technical, financial, and physical—are a fact of life in business, industry, and government. [Voluntary programs help us] make the best use of limited resources, to the benefit of our employees, customers, community, and shareholders."

T. Halliburton Wood, Environmental Manager
Johnston Industries





Exactly what can a company expect from becoming a Partner for the Environment? Along with improving environmental performance, an opportunity to gain:

- **Cost savings.** Programs are designed to help companies cut waste and increase efficiency and productivity.
- **Public recognition.** Many partnership programs offer awards, logos, and other distinctions that can be used for marketing purposes.
- **Technical assistance.** Valuable tools, information, and peer networking opportunities are available to help partners develop environmental strategies that work best for them.

Isn't it time you looked into these benefits, too? The following sections offer more information about partnership programs and how they're helping companies gain competitive advantages in an increasingly competitive business world. Last year, our partners collectively saved \$3.3 billion!

Drive Down Costs— and Boost Your Profits

► *You're interested in cutting costs without sacrificing service or quality. So are the companies that have become Partners for the Environment. How? By making improvements that allowed them to reduce 7.8 million tons of solid waste, conserve 1.8 billion gallons of water, and prevent greenhouse gas emissions equivalent to taking 17 million cars off the road.*

For example, **Herman Miller**, an international manufacturer of office furniture, found significant savings through the WasteWise program. This program helps companies reduce solid waste and material use. The company reduced its use of packaging material for finished goods by 50 percent and eliminated 500,000 pounds of wood pallets and close to 1 million pounds of corrugated boxes. These improvements are saving \$4 million a year.

For small companies, savings on a more modest scale can be just as important. **Vegetation Managers, Inc.**, a business that maintains right-of-way property for utilities, saves close to \$2,000 annually based on a simple change they made after joining the Pesticide





“Waste in any form is lost profits. Maximizing efficiency through reducing our waste stream is not only good for the environment—it’s good for our bottom line as well.”

Nancy Hirshberg, Director of Natural Resources
Stonyfield Farm Yogurt

Environmental Stewardship Program. The company began using returnable-refillable pesticide containers. Now, they have less waste to manage, and concerns about disposing contaminated packaging have all but disappeared.

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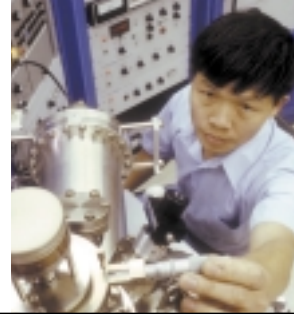
Similarly, **Centerplex**, a small business located in Seattle, found that energy efficiency helped cut its annual energy bill in half! By switching to more energy efficient products, the company is saving \$23,000 and preventing more than 465,000 pounds of greenhouse gas emissions a year. Centerplex estimates it was able to recover the cost of this environmentally and economically sound investment in only 18 months.

Companies are also achieving cost-savings by fundamentally rethinking the design and production of existing products. The Design for the Environment (DfE) Program develops and provides businesses with information about more environmentally preferable processes or technologies. For example, with tradi-

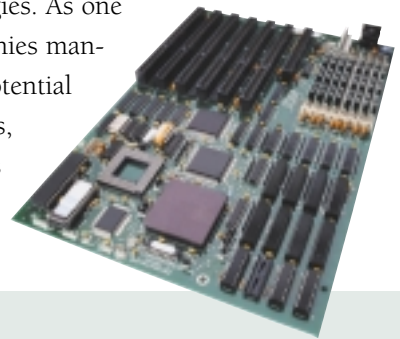
See What You’ve Been Missing

When **Boeing** joined the Green Lights program to improve their lighting efficiency, they were able to reduce energy consumption by 200 million kilowatt hours a year. This move cut their annual operating costs by \$12 million, but it also provided another unexpected benefit—better quality products. The new lighting in one building boosted the defect detection rate by 20 percent.





tional methods, printed wiring board (PWB) manufacturers use toxic chemicals that pose potential health and environmental risks, generate large volumes of hazardous waste, and use substantial amounts of water and energy. The PWB industry worked with EPA's DfE Program to examine ways to reduce or eliminate these impacts. As a result, this industry achieved significant environmental improvements, including the reduction of 240,000 pounds of formaldehyde and savings of 400 million gallons of water and 4.4 million kilowatt hours a year, as manufacturers switched to cleaner technologies. As one partner said, "Participating...helps individual companies manage their environmental affairs, and it reduces the potential health and environmental impacts of their businesses, materials, regulatory compliance costs, and liabilities—all of which serve to increase competitiveness."



Consider New Alternatives

Lucent Technologies found it could save approximately \$100,000 a year on fuel bills at its Columbus, Ohio plant by using captured landfill gas instead of fossil fuels to power boiler operations. This approach was developed through EPA's Landfill Methane Outreach Program. Along with saving the company money, Lucent's new fuel source is good for the environment, too—the reduction in green house gas emissions is equivalent to taking more than 23,000 cars off the road each year.

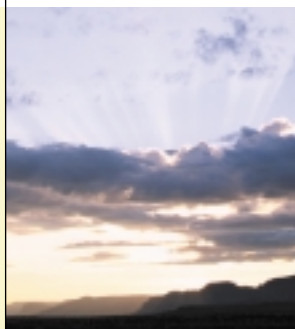
Gain Recognition— and Boost Your Image

► *Are awards and other forms of public recognition for environmental performance valuable to companies? Recent surveys suggest they are. According to the Conference Board, an international business membership and research organization, almost 80 percent of senior environmental, health, and safety (EH&S) executives predict that their companies' global EH&S reputation among stakeholders will become more crucial to their bottom line in the next 5 years. Another survey, by marketing analysis firm Walker Research, found that more than three out of four customers avoid businesses that have an irresponsible corporate environmental attitude.*



“Participating in EPA’s voluntary programs is good for us not only because of the cost-savings, but also for the way it reflects positively on our corporate image.”

Scott Seydel, Chief Executive Officer
The Seydel Companies





Enjoy Recognition

Brian Olson, owner of the **45th Avenue Cleaners** in Portland, Oregon, knows first hand how public recognition for environmental achievements can have a positive impact on business. Since his dry cleaning operation received EPA Region 10's Evergreen Award for Pollution Prevention, Olson has seen a tremendous increase in the volume of customers he services. By adopting a “reduce, reuse, and recycle” mindset, the company has reduced solvent use by 80 percent and solvent waste by more than 60 percent and virtually eliminated wastewater discharges. Along with EPA, recognition has come from other sources; shortly after EPA's award, the National Waste Prevention Coalition named 45th Avenue Cleaners to its list of the top 15 dry cleaning operations in the country.

Recognizing its potential value, many partnership programs offer recognition, such as national awards for exceptional performance. These awards typically generate positive press coverage for winners. And over the long term, they're often used as a basis for highlighting environmental commitment and achievement in corporate communications. Past winners, such as **IBM**, **Dupont**, and **Dow**, for example, feature their awards on their Web sites.

Logos that can help companies distinguish their products in the market place provide another form of valuable recognition. The Energy Star program for example, offers a logo for placement on computers and other appliances that meet energy efficiency criteria. This distinction sends a signal to consumers and can be influential in purchasing decisions. A survey conducted by the American Council for an Energy-Efficient Economy showed that 80 percent of consumers concerned about energy efficiency are familiar with EPA's Energy Star





logo, and 43 percent of consumers say they have looked for the Energy Star logo when purchasing a product.

In addition to sharpening a company's image externally, receiving recognition can be helpful internally, too. In 1999, **Carrier Corporation**, a manufacturer of heating, ventilation, and air conditioning equipment, received an award from the WasteWise program for its waste reduction efforts. Company spokesperson Angie Scafidi commented that "the award helps me justify Carrier's waste management and recycling program to top management." She also noted the award's value in helping to boost employees' corporate pride and sense of accomplishment.



"Numerous case studies show that companies leading the way in implementing changes that help protect the environment tend to gain disproportionate advantage, while companies perceived as irresponsible lose their franchise, their legitimacy, and their shirts."

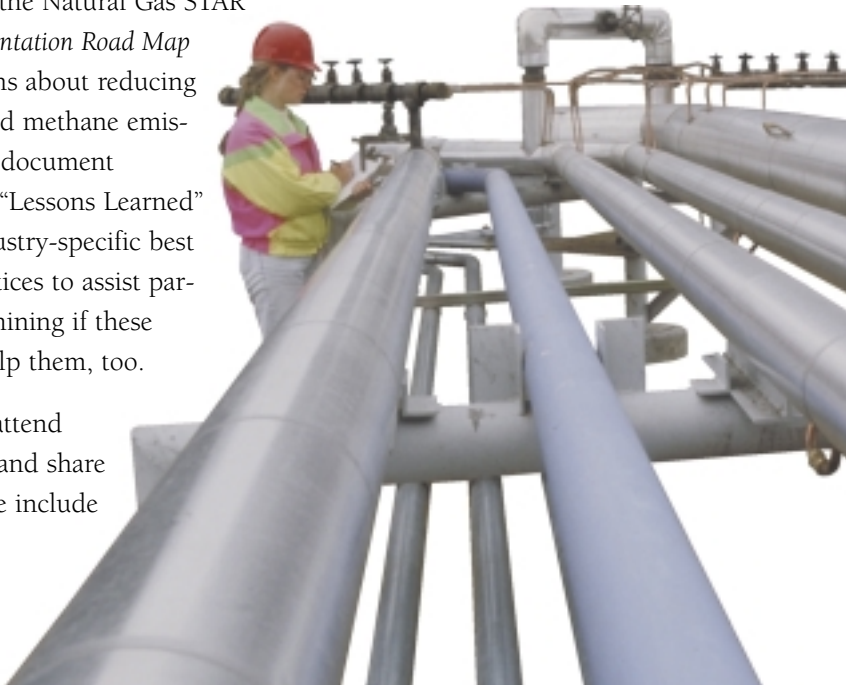
Amory B. Lovins, L. Hunter Lovins, and Paul Hawken,
Authors of "A Road Map for Natural Capitalism," in
the May-June 1999 *Harvard Business Review*.

Take Action—and Boost Your Performance

► *Are you concerned that your environmental staff is already overloaded? Or maybe that you don't have an environmental staff? Don't worry. No matter how large or small your company, Partners for the Environment provides products and services that can help you uncover cost effective strategies for improving environmental performance.*

Many programs offer reference documents that provide step-by-step guidance for making improvements. If you're in the natural gas industry, for example, you can reach for the Natural Gas STAR Program's *Implementation Road Map* to answer questions about reducing greenhouse gas and methane emissions. This handy document includes practical "Lessons Learned" that highlight industry-specific best management practices to assist participants in determining if these practices could help them, too.

Partners can also attend forums to receive and share information. These include





“With cooperative voluntary programs, EPA functions as a true leader in assisting companies [like Radio Flyer] to fulfill their mission and achieve a healthier and safer environment for our children.”

Paul Pasin, Vice President of Manufacturing
Radio Flyer

free workshops and technology demonstrations as well as networking opportunities among peers. After all, who better to learn from than colleagues who’ve faced similar production and management challenges? Recently, more than 500 companies had a chance to network on the air when they tuned in to a national WasteWise teleconference to learn about the value of buying recycled goods and participating in the WasteWise program.

Some programs also provide specialized software for tracking environmental performance. The Climate Wise Program, for example, works with companies to turn

Find Hidden Costs

While environmental accounting methodologies can help managers understand the cost of producing an existing product, they can also be helpful to managers making decisions about new ones. Like many companies, **Chrysler, Inc.** is putting this tool to work to improve business decision-making. They’ve performed analyses when selecting hundreds of components used in producing new vehicles. Should we choose the mercury free light switch? the all-plastic oil filter? the lead free electrocoating process? These decisions became easier once Chrysler understood the true costs and benefits associated with their choices.



Set and Achieve Higher Goals

The American Portland Cement Alliance (APCA), whose members produce 60 percent of U.S. cement, has found Climate Wise to be an excellent partnership for improving environmental management in their industry. **APCA** joined Climate Wise to develop energy efficiency and pollution prevention goals as part of a comprehensive environmental management strategy for their industry. The industry received tools and assistance specific to their operations. As a result of their members' improvements, in the coming year they expect to save \$2.3 million and prevent 2.7 million tons of carbon dioxide emissions.

energy efficiency and environmental improvement into corporate assets. The multimedia tracking software offered by the program allows companies to monitor and report on a variety of environmental factors, including energy and water use. One Climate Wise partner, **Johnson and Johnson**, estimates its efforts to track and improve energy efficiency is saving \$2.6 million a year. They cut energy use by 8 percent during a period when production soared by 330 percent!

Better accounting methods are offered by the Environmental Accounting Project. This program was designed to help businesses understand the value of preventing pollution by first enabling them to understand the true cost of providing a good or service. For example, **S.C. Johnson**, a specialty chemical product manufacturer, used environmental accounting methodologies to analyze the costs associated with producing and selling one of its pesticide products. The analysis revealed costs associated with product registration, research and development, safety actions, and other activities that had never before factored into previous cost estimates. Such revelations can help managers understand the importance of prevention and begin to incorporate environmental considerations more fully into decision-making.

Remember, these and other products and services are available to partners at no cost. Isn't it time you consider putting them to use in your organization?



Become a Partner—and Boost Your Bottom Line

► *What's left to think about? Becoming a Partner for the Environment can be a smart business decision. There are a variety of programs and services available to help optimize performance, improve environmental results, and meet customer expectations—which ones are right for you?*

To find out more, visit the Partners for the Environment Web site at www.epa.gov/partners, call Partners for the Environment at 202 260-6135, or contact one of the individual partnership programs listed in this brochure. There's nothing to lose but, as current partners already know, a whole lot to gain!



“It is encouraging to see what can be accomplished when both EPA and the private sector come together on a voluntary basis.”

Tracy L. Pope, Environmental Safety Officer
Schlegel Corporation



Partners for the Environment: Current Programs

Adopt Your Watershed

Encourages and facilitates citizen involvement in local watershed protection activities.

202 260-1956 (800 832-7828)

www.epa.gov/adopt

AgStar

Promotes cost-effective methods for reducing methane emissions at dairy and swine operations through improved manure management. 800-95AGSTAR (800 952-4782).

www.epa.gov/agstar

Climate Wise

Reduces industrial greenhouse gas emissions and energy costs through comprehensive pollution prevention and energy efficiency programs. 202 260-4407 (800 459-WISE).

www.epa.gov/climatewise

Coalbed Methane Outreach

Encourages profitable recovery and use of methane liberated from coal mines by helping identify viable technologies, markets, and finance sources. 202 564-9468.

www.epa.gov/coalbed

Consumer Labeling Initiative

Makes health, safety, and environmental information on household product labels easier for people to find, read, understand, and use, and encourages people to “Read the label first!” before buying, using, or disposing

of products. 202 260-7768.

www.epa.gov/oppintr/labeling

Design for the Environment

Helps business incorporate environmental considerations into the design of products, processes, and technical management systems. 202 260-1678. www.epa.gov/dfe

Energy Star

Maximizes energy efficiency in commercial, industrial, and residential settings by promoting new building and product design and practices. 888 STAR-YES (782-7937).

www.epa.gov/energystar

Environmental Accounting

Increases business understanding of environmental costs and incorporation of these costs into routine operations. 202 260-3844.

www.epa.gov/oppintr/acctr

Environmental Technology Verification

Verifies the performance of innovative technologies to accelerate entrance into the marketplace. 202 564-3212. www.epa.gov/etv

Green Chemistry

Promotes the design of chemical products and processes that reduce or eliminate the use and generation of hazardous substances. 202 260-3960. www.epa.gov/dfe/greenchem

Indoor Air Quality

Promotes simple, low-cost methods for reducing indoor air quality risks.

202 564-9733. www.epa.gov/iaq

Landfill Methane Outreach Program

Reduces methane emissions from landfills by installing products to capture gases and produce electricity, steam, or boiler fuel.

202 564-9797. www.epa.gov/lmop

Natural Gas STAR

Encourages natural gas industry to reduce methane emissions through the implementation of cost-effective technologies and best management practices. 202 564-9736.

www.epa.gov/gasstar

Pesticide Environmental Stewardship Program

Promotes integrated pest management and pesticide risk reduction in agricultural and nonagricultural settings. 800 972-7717.

www.pesp.org

Ruminant Livestock Efficiency

Reduces methane emissions from ruminant livestock operations. 202-564-9043.

www.epa.gov/rlep

State and Local Outreach

Reduces greenhouse gas emissions from states and local communities by empower-

ing officials with information and technical assistance. 202 260-4314.

www.epa.gov/globalwarming

Voluntary Aluminum Industrial Partnership

Reduces perfluorocarbon gas emissions from aluminum smelting. 202 564-9044.

www.epa.gov/vaip

Waste Minimization National Plan

Reduces persistent, bioaccumulative, and toxic chemicals in hazardous waste.

703 308-8489. www.epa.gov/wastemin

WasteWise

Encourages business, government, and institutional partners to reduce municipal solid waste through waste prevention, recycling, and buying/manufacturing products with recycled content. 703 308-8755 (800 EPA-WISE). www.epa.gov/wastewise

WAVE (Water Alliances for Voluntary Efficiency)

Promotes water efficiency in hotels, schools, universities, and office buildings. 202 260-7288. www.epa.gov/owm/genwave







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