

U.S. EPA Draft Pollution Prevention Program Strategic Plan



Webinar Discussion
February 26, 2009

Discussion Objectives

1. Present & discuss major elements of EPA Draft Pollution Prevention (P2) Program Strategic Plan
2. Invite feedback on draft strategic plan
3. Discuss opportunities for collaboration

Background Information

- ❑ Five-year plan developed to guide and focus diverse set of EPA P2 program activities
- ❑ Process launched during EPA P2 program meeting in January 2008
- ❑ Draft plan has support of EPA senior P2 program managers in HQ and Regions
- ❑ Initial feedback also received from EPA Office Directors' Multimedia Pollution Prevention (M2P2) Forum members
- ❑ Receiving feedback from and coordinating with States, Tribes, and others is critical next step
- ❑ This is a living document.

Discussion Questions

- ❑ Do the goals and objectives of the EPA Draft P2 Program Strategic Plan provide a good foundation for the program's activities over the next five years?
- ❑ What are your program's priorities, and do you see synergies with the EPA P2 program plan?
- ❑ What are some of the primary opportunities you see for coordination and collaboration on a national level in the P2 arena?

Strategic Plan's Environmental Focus

- **Plan focuses on three environmental outcomes.**
 - **Reducing greenhouse gas (GHG) generation and emissions**
 - **Reducing use of toxic chemicals and other pollutants of concern**
 - **Conserving energy, water, and raw materials**

- **Plan has three goals for advancing the achievement of these environmental outcomes.**

Strategic Plan Goals

- ❑ **Goal 1:** By 2014, work with other EPA programs to establish EPA's leadership role in the sustainability arena, and broadly communicate the importance of preventing pollution at the source
- ❑ **Goal 2:** By 2014, increase coordination among individual components of the EPA P2 Program and ensure a strong infrastructure within the EPA P2 Program and external P2 networks to support the program's mission
- ❑ **Goal 3:** By 2014, meet or exceed the environmental outcome targets established for the P2 Program in the EPA Strategic Plan

Goal 1: Sustainability Leadership

Goal 1: By 2014, work with other EPA programs to establish EPA's leadership role in the sustainability arena, and broadly communicate the importance of preventing pollution at the source

- Objective 1: Work with other EPA programs, with input from external stakeholders, to promote a comprehensive, cohesive EPA sustainability strategy
- Objective 2: Communicate the importance of prevention, as well as the added value of the P2 Program and extended P2 networks, to EPA's sustainability efforts

Goal 1 Outcomes

- Increased coordination with other EPA programs through implementation of common objectives
 - Clean Energy Programs, Energy Star, Sector Strategies
 - Sustainable Products Network
 - Resource Conservation Challenge
 - Environmental Assistance Network
 - Partnership Programs Network
 - Regulatory Programs (Integration Report recommendations)
 - Life Cycle Assessment, other R&D priorities
- Promotion of EPA sustainability strategy through Agency strategic planning process
- Targeted communication of importance of prevention, P2 Program, state & local P2 networks

Goal 1 Opportunities for Collaboration

- ❑ Working with others at EPA and States to address regulatory/programmatic barriers to P2
- ❑ Networking with groups working in the P2 and/or sustainability area (on local, state, regional, national, and international levels) to build an understanding of new trends and maximize leveraging of resources
- ❑ Working with partners to convene a dialogue on what is needed to foster development of multi-attribute standards covering a wide variety of product categories

Goal 2: Program Coordination

Goal 2: By 2014, increase coordination among individual components of the EPA P2 Program and ensure a strong infrastructure within the EPA P2 Program and external P2 networks to support the program's mission

- Objective 1: Create stronger connections between individual P2 Program components
- Objective 2: Continuously improve the capacity of P2 Programs and extended P2 networks to adjust to changing circumstances and address emerging issues

Goal 2 Outcomes

- ❑ Increased communication & collaboration among P2 Program components
- ❑ Enhanced partnerships with States and others to further P2 and sustainability priorities
- ❑ Increased training of P2 technical assistance providers
- ❑ Increased coordination & collaboration within P2 grant programs

Goal 2 Opportunities for Collaboration

- Enhancing collaboration and communications with States and Tribes on programmatic and other issues:
 - priority environmental issues (air & climate change, water, emerging contaminants, etc.)
 - sector focus areas
 - measurement issues
 - leveraging P2 programs across traditional core programs (e.g., supporting EPA compliance assistance priorities with a stronger P2 focus)
 - sustainability initiatives

- Developing a strategy to address P2 capabilities of Tribes and States where P2 resources are limited

- Providing support and cross-training to P2 technical assistance providers in specific areas of expertise, such as energy efficiency, design for environment, green chemistry, and lean manufacturing through webinars, etc.

Goal 2 Opportunities for Collaboration

- Increasing coordination and collaboration within P2 grant programs (SRA, PPIN, P2 grants). Examples could include:
 - multi-region or national grant projects that support collective, national priorities
 - grant projects that help with coordination of outreach and technical assistance networks and focus on tool and product development
 - information sharing among grantees working on projects in similar areas

- Working with P2Rx Centers to develop and assist with information sharing in support of sector focus area goals

- Sharing information about existing P2 intern programs and exploring replication in additional Regions and States

Goal 3: Direct Results

Goal 3: By 2014, meet or exceed the environmental outcome targets established for the P2 Program in the EPA Strategic Plan

- Objective 1: Pursue opportunities to achieve significant environmental improvements through the development and application of P2 approaches and tools
- Objective 2: Work across Regions and HQ programs to drive environmental results through targeted focus on economic sectors with significant environmental impacts, e.g., greenhouse gas emissions, emissions of toxic chemicals and other pollutants, and use of energy, raw materials, and water

Goal 3 Outcomes

- Focus on meeting or exceeding GPRA targets:
 - Reductions of greenhouse gas emissions
 - Reductions of hazardous materials used
 - Reductions of water used
 - Dollars saved
- Program components that contribute to meeting targets:
 - Design for the Environment, Environmentally Preferable Purchasing, Green Chemistry, Green Engineering, Green Suppliers Network, Partnership for Sustainable Healthcare, Pollution Prevention Resource Exchange, Regional P2 Activities, and P2 Grant Programs
- Collaborative work in sector focus areas will also contribute to increased environmental outcomes:
 - Agriculture, Chemicals & Manufacturing, Buildings & Construction, Electronics, Hospitality, Municipalities & Institutions

Goal 3 Opportunities for Collaboration

- Maximizing effectiveness of sector-based work by connecting stakeholders and coordinating resources at the local, state, regional, and national levels wherever possible
 - Example: Green Lodging conference call held to discuss ways to improve communication & coordination among programs

- Improving outreach and technical assistance to selected sectors
 - For example, the tools, expertise and resource of EPA programs (e.g., Energy Star, WasteWise, WaterSense, GreenScapes) and state/local programs can be packaged and tailored to meet the environmental performance needs of hotels and meeting facilities.

- Including sector focus areas as P2 Grant Program priorities

Sector Focus Areas

- ❑ Agriculture
- ❑ Chemicals and Manufacturing
- ❑ Buildings and Construction
- ❑ Electronics
- ❑ Hospitality
- ❑ Municipalities and Institutions

Criteria for Selecting Sectors

- ❑ Pollution Prevention Potential: Work focused on practical source/risk reduction solutions
- ❑ P2 Program Role: Unique role for program's expertise; opportunities for contributions by most program components
- ❑ Support, Timing & Leverage: Program involvement likely to have internal/external support. Strong indications of stakeholder interest/willingness to participate & potential for leverage with new or planned policies, programs, legislation
- ❑ Direct Results: Program work in this sector will contribute to measurable, sizeable reductions in greenhouse gas emissions, toxic/other pollutants of concern, and natural resource (water) use
- ❑ Sphere of Influence: Program activities will result in integration of P2 concepts or approaches on a wider scale
- ❑ Connections to Other Projects: Work of other programs and initiatives to result in greater collective impact

Agriculture Strategy

- Objective 1: Work with key partners to implement P2 best management practices in agriculture
- Objective 2: Explore policy, economic, voluntary, regulatory, and other opportunities to promote wider adoption of agricultural P2

Chemicals & Manufacturing Strategy

- Objective 1: Analyze opportunities to redesign products, reduce chemicals of concern, GHG, natural resource use
- Objective 2: Respond to specific needs related to chemicals of concern, chemicals in products, associated manuf. processes
- Objective 3: Facilitate implementation of sustainable manufacturing practices

Buildings & Construction Strategy

- ❑ Objective 1: Use OPPTS's technical expertise & credibility to accelerate supply & demand of green products and services
- ❑ Objective 2: Engage Federal community in green building voluntary consensus standards development and use
- ❑ Objective 3: Support research to fill scientific & technical gaps, including life cycle assessment & risk assessment

Electronics Strategy

- ❑ Objective 1: Participate in development of additional IEEE standards for electronics
- ❑ Objective 2: Ensure utilization of EPEAT
- ❑ Objective 3: Improve design & manufacture of electronics
- ❑ Objective 4: Encourage adoption of life cycle electronics BMPs

Hospitality Strategy

- ❑ Objective 1: Participate in development of ANSI certified green hospitality standards
- ❑ Objective 2: Promote the adoption of sustainable hospitality industry practices & development of greener products
- ❑ Objective 3: Assist the federal government/others in the public sector with the procurement of greener hospitality services

Municipalities & Institutions Strategy

- ❑ Objective 1: Gather additional information to determine how P2 Program can help meet needs of municipalities
- ❑ Objective 2: Deliver P2 information, assistance, tools, and resources to municipalities/communities
- ❑ Objective 3: Participate in efforts to develop and implement an EPA strategy for local governments

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Next Steps

- ❑ Get in touch with EPA Regional contacts or Tom Tillman, EPA HQ, to discuss strategic plan further
- ❑ Send written comments to **P2program@epa.gov** by March 31, 2009
- ❑ Strategic plan to be finalized in Spring 09
- ❑ Plan will be updated periodically based on evolving circumstances
- ❑ We hope this discussion will help foster an on-going dialogue on P2 priorities & issues
- ❑ A copy of the Draft P2 Strategic plan, entitled: "Promoting Pollution Prevention to Achieve Sustainability: A Strategic Plan for the USEPA's Pollution Prevention Program, 2009-2014" can be found at this URL:
<http://www.epa.gov/p2/pubs/docs/P2StrategicPlan012309.pdf>

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