



P2 NORTHWEST

YOUR QUARTERLY SOURCE FOR UNBIASED POLLUTION PREVENTION NEWS AND INFORMATION

SPRING 2005

The Future of P2, Part Two

This newsletter marks the final segment of a two-part series dedicated to the pressing issue of the Future of P2. Our feature article this time is written by Kenneth Zarker, a P2 veteran who also happens to be the Chair of the National Pollution Prevention Roundtable (NPPR), the largest nonprofit member organization dedicated to source reduction and sustainable production. This article expounds on the term Sustainable Consumption and Production and suggests valuable next steps in moving the P2 community in that direction. There is also a page dedicated to *your* thoughts on the future of P2 – keep reading!



Beyond P2: Defining Sustainable Consumption and Production

by Dr. Kenneth Zarker, Texas Commission on Environmental Quality

One of the most significant challenges for the P2 community is defining the path forward. This year marks the twentieth anniversary of the National Pollution Prevention Roundtable and an opportunity to outline a new collective vision for the next ten to twenty years.

The role of the National Pollution Prevention Roundtable has always been to set an agenda for change and support the community of technical assistance providers. For many of us, the use of the term “pollution prevention” has evolved well beyond the original P2/Clean Production/Source Reduction debate of the early 1990’s to direct actions and policies that more fully integrate the principles of sustainability or a new term the global P2 community is beginning to use: Sustainable Production and Consumption.

This evolution is a natural outgrowth of our work.

The use of the new language is based partly on the NPPR’s internal conversations resulting from the outcomes of the 2002 World Summit on Sustainable Development (WSSD). As a community we recognize that our current production-consumption systems, which produce goods and services and the use and management of these goods and services, is not sustainable.

While most of our work involves sustainability and has become intuitive for P2 community, the next incremental step in the “P2 Revolution” is for the National Pollution Prevention Roundtable to discuss, debate and vote on a formal declaration on the mission and purpose of the Roundtable.

This shift is underway on the international level as many of the P2 Roundtables around the world are already using the new terms – Sustainable Consumption and Production.

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What's New at PPRC?

Deca-BDE Fact Sheets for Boat Builders

PPRC is developing a series of fact sheets that boat builders in Washington State can use to educate their suppliers to eliminate widely used deca Brominated diphenyl ethers (deca-BDE) in parts and equipment. The fact sheet will offer information on the deca-BDE problem and the current local, national and international legislation that will affect its production and use; on typical parts and equipment used in boats that contain deca-BDE, and on alternatives for specific applications. For more information on this project, contact Katarina Mahutova by email at kmahutova@pprc.org or by phone at (206) 352-2050.

Conductivity Controls Report Released

Industrial processes contribute significantly to water consumption. PPRC's new report "Conductivity Controls in Water Rinsing, Cooling Towers and Boilers" is a technology profile intended to demonstrate opportunities for water conservation and the

additional environmental benefits of using conductivity instrumentation to control total dissolved solid content in rinse tanks, cooling towers and boilers. It's available in both Word and PDF at www.pprc.org/pubs/publist.cfm#technologies, under the heading "Conductivity Controls."

It's Been Fun...

After some serious reflection, PPRC has decided to discontinue publishing the *P2 Northwest* newsletter. Times have changed since we started publishing back in 1990 (this was before the Internet, remember?) and we feel that the current format is no longer the most effective means of communication. We have decided to more clearly focus our efforts on PPRC's ever-popular *What's New In P2* news service. In this monthly digest of P2 news and information, we will continue to publish original content and commentary. If you have not already signed up for this invaluable service, you can do so at www.pprc.org/pubs/subscribe.cfm. Thanks for the successful run!

tion and Production or SCP. In November, the United Nations Environment Program's 8th International High-level Seminar on Sustainable Consumption and Production held in Monterrey, Mexico represented a watershed event and formal acknowledgement of this new focus for the international P2 community.

This is not to say the road will be easy, especially in the United States. In the recent past, the North American P2 community chose to use different language – rather than "cleaner production" as most countries have done. This issue – the language involved with pollution prevention and sustainability, is an interesting problem without a simple solution.

The new SCP language is not perfect by any means, but it does clarify our role in the sustainability movement. It creates a clear opportunity to move into "blue water" or uncharted territory with all the energy and enthusiasm experienced at the beginning of the movement.

The transition will not be clean. It will take time and effort to change the language from pollution prevention to sustainable consumption and production. Many of us have built our institutions and careers around the language of pollution prevention. However, as many in the technical assistant provider community know, we need a more significant social movement on a much larger scale to reach the tipping point for sustainability. Our efforts to deliver technical assistance, regulatory integration, certification programs, and voluntary initiatives have been effective at the facility level. The diversity of community is broad, but largely conducted at the one-on-one level, which has created niche market.

On the other hand, perhaps it does not matter what we call it, we just need to continue to market and communicate the message with assistance from a new generation of professionals, including advocacy and social marketers, product designers, to address sustainable consumption.

The Future of P2 (continued...)

Defining SCP Terms

Most of the international work to define SCP is based on efforts by the global community participating in forums sponsored by the United Nations Environment Program. The terms are based on the Brundtland Commission's sustainable development definition by adapting them to merge the concepts of sustainable production and consumption into a single definition. In order to do this, it is helpful to review the terms separately:

Sustainable Production means that goods and services are designed, manufactured and delivered in such a way that the need of present generations is met, without depriving future generations of their ability to satisfy their needs for goods and services. It means in the design, production, and delivery of goods and services, non-renewable resources have to be preserved, and that waste and pollution must be kept at a minimum level to avoid any significant impact. Processes that cannot meet these requirements should be discontinued or replaced.

The Oslo Symposium in 1994 defined Sustainable Consumption as:

Sustainable Consumption is the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations.

Sustainable Consumption is not about consuming less; it is about consuming differently, consuming efficiently, and having an improved quality of life. It also means sharing between the richer and the poorer.

Sustainable Consumption and Production (SCP) is a holistic approach to minimizing negative environmental impacts from the production-consumption systems in society. SCP is the process of minimizing the direct and indirect impact on the environment of any action, investment, project, product or service, whether it is initiated in the production side, consumption side, or in any other part of society.

SCP aims to maximize the efficiency and effectiveness of products, services, and investments so that the needs of society are met without jeopardizing the ability of future generations to meet their needs.

Next Steps

During the SCP Monterrey event, a mini-roundtable on SCP outlined several issues. The meeting included representatives from 18 countries, including Roundtables from Africa, Asia, Europe, Latin America, and North America. The outcome of the meeting included the following recommendations and key actions:

- **Defining a common SCP language** – There is as yet a general lack of awareness about the SCP concept, which needs to be addressed. At the same time, this provides an opportunity to develop a unified understanding of the concept in the United States. Key actions include: 1) Developing a dictionary/common language on SCP, suitable for communicating with business and consumers; and 2) Developing surveys, indicators and benchmarks to measure progress on SCP.
- **Concrete SCP Actions** - Linking to other immediate priorities, such as poverty reduction, health, education and economic development, may strengthen SCP. Key actions: 1) Collect/develop case studies on successful SCP initiatives, highlighting success/failure factors, and relevance to other priorities.
- **Governmental Leadership** – Neither producers, nor consumers are likely to change their ways without incentives. Key actions: 1) Promote broad involvement of all relevant levels of government; 2) Support public green procurement programs as a means to create markets for sustainable products and

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services; 3) Strengthen the Governments' capacity to support triple bottom-line reporting and corporate environmental/ social responsibility with a special emphasis on potential benefits such efforts can generate for business and the public sector.

- *Engage Business in Partnership* – Business is a key stakeholder for SCP. Key actions: 1) Develop partnerships between multinational corporations; 2) Assist Small to Medium Sized enterprises; 3) Develop and integrate SCP curricula into high-level into higher-level education, with an emphasis on business schools.
- *Create Financial Conditions Favoring SCP investments* – SCP must make economic sense if the concept will ever be mainstreamed. Access to financing, as well as a stable and equal economic framework for SCP investments need to be created. Key actions: 1) Develop partnerships with financing institutions to develop financing strategies for investments in SCP activities; 2) Support environmental management accounting / green accounting as a norm for business and governments to internalize their environmental costs.
- *Strengthened role of P2/CP/SCP Technical Assistance Programs* – P2/CP promotion remains valid as a core function under the SCP umbrella, especially in developing countries and countries with economies in transition. SCP offers technical assistance providers an opportunity to expand the traditional P2/CP focus on processes to also include products and services. SCP should also be seen as an opportunity to integrate a wider array of tools in developing P2/CP solutions to businesses. At the same however, P2/CP providers need to remain focused on their key clients, and need to be complemented

by other institutions to deliver the SCP agenda, especially targeting household consumption and government policy integration. Key Actions: 1) Support P2/CP's to integrate a wider array of tools in their service packages, and links to poverty reduction and other developmental goals; 2) Build capacity in P2/CP's to adopt more business oriented language, and to package services as "total solutions" together with links to funding sources, corporate social reporting (CSR), customer relations, etc.

- *Expand the SCP stakeholder group on the global level* – There is a need to strengthen involvement of intermediary organizations between producers and consumers, in particular the retail and marketing sectors. Key actions: 1) Explore establishment of new partnerships (UNEP and other agencies) and national levels with retailers, distributors, and marketing agencies; 2) Collect lessons learned from successful campaigns seeking to change consumer behavior (such as seatbelts and anti-smoking campaigns, as well as marketing techniques used by fast food chains and other brands) and explore how these can be applied in the SCP context.

In the near future, the NPPR will be seeking input from the stakeholder community on taking formal action, including a possible amendment to the bylaws. This process is open to all members and we look forward to your active participation.

Ken Zarker is Chair of the National Pollution Prevention Roundtable. A long-time P2 veteran, Ken manages the Pollution Prevention and Industry Assistance Section at the Texas Commission on Environmental Quality and helped establish the pollution prevention and environmental assistance programs in Texas. In 2003, he was a recipient of NPPR's Most Valuable P2 Award for volunteer leadership. He can be reached at kzarker@tnrcc.state.tx.us.

YOUR THOUGHTS ON THE FUTURE OF P2

PPRC had a good response from P2 practitioners in the Northwest after our last newsletter. For those of you with a short memory span, we asked for your thoughts on the future of P2, namely the suggestion from our guest authors on changing the name from P2 to Sustainable Production and Consumption. Thanks to those who shared their thoughts! Here are some highlights:

The major challenge for the future of P2 is not the lack of a better name, but the loss of the P2 core: the loss of leaders, and consequently, the loss of passion and vision. As a result of budget cuts, the P2 core is being chipped at and whittled away. While P2 will continue in its various integrated forms as a driver for efficiency, the P2 effort may lack the focus and visionary core that has kept the effort moving to the future.

Tom Turner, University of Alaska

While I support modernizing environmental concepts to make them more relevant and progressive, I do not support changing the name Pollution Prevention to Sustainable Production and Consumption.

We are still in the dark ages when it comes to the concept of prevention. Organizations and individuals still view a good environmental improvement as something like putting a filter on a diesel truck instead of using clean fuels, or recycling instead of preventing waste.

If attendance at P2 conferences and meetings is dropping off, it is most likely due to funding cuts to P2 programs at federal, state and local levels, and that the concept has lost its foothold in the public mind. Recent major environmental grant funding initiatives at the federal level around toxics are focused on minimizing the public risk of exposure to toxics, and do not mention P2 or precautionary approaches. If these projects prove to be successful, they could be used to minimize the importance and



merit of pollution prevention efforts by “proving” that risk management works.

Sustainability, at this stage in the game, is subjective; pollution prevention is not so subjective. Pollution is either prevented or it isn't. Perhaps by acknowledging that pollution prevention is an important tool for achieving sustainability, the movement could continue to thrive.

*Molly Chidsey, Pollution Prevention Specialist
Sustainability Initiative
Multnomah County, Oregon*

And from a related P2 Tech list-serv conversation...

In Seattle in the last 3 months I have been to about 8 events on sustainability and boy, people are coming out of the woodwork and getting all excited and announcing initiatives, and the phrase “P2” is not heard at all. No one knows about the information networks and sector best practices. There is no coherence, just lots of people going on about dynamic change management, core values, gaia ethics, stakeholder bonding heart leading eco-socio-bio-obfuscationism. No wonder there are no serious business managers there. At one event even the waiters were rolling their eyes.

I think part of the job of the P2 professional is to be a missionary to the rapidly expanding sustainability fan club, at least to help them learn what is already going on and how to use it. How? Show up at sustainability AND business events! It needs to be part of the job description now for P2 professionals. And it can be fun...no, really! How many P2 program managers specifically assign their staff to go to events as program ambassadors? Now is the time, before sustainability becomes identified in the eyes of the business community with leftist pseudo-business.

*Burt Hamner, Independent P2 Consultant
Cleaner Production International, LLC*

Good News in the Northwest

Clean Air Partners Lends a Helping Hand

The Oregon Department of Environmental Quality (DEQ), the United Way of Columbia-Willamette and Ron Tonkin Family of Dealerships have teamed up to provide low-cost repairs to low-income drivers by collecting contributions from the driving public in the Portland Metropolitan Area. Clean Air Partners, or “CAPs” helps people who can’t afford to repair their vehicles’ emission systems.

The CAPs program is a unique partnership between a state agency, a non-profit charity group, a private dealership and Oregon citizens. Visitors to DEQ’s Clean Air Stations have an opportunity to help cover the cost of repairs. Donations are collected and sent to United Way who then provides funds to Tonkin to cover basic costs for performing the repairs. People who qualify for the program pay only \$50.00 for repairs.

To date, the program has raised over \$8,000 and is currently repairing a seventh vehicle and approving

several more for assistance. The first participant used his vehicle for getting to and from construction job sites. Before CAPs the recently unemployed participant faced the possibility of losing his only means to secure work to support his wife and two children.

“This is one way we can help keep Oregon’s air clean and help low-income people with costly repairs,” says program manager Shari Jay. “For the people we are helping, having a vehicle could make the difference between making a living and going hungry.”

CAPs can also significantly improve air quality. On average, a vehicle that fails the emissions test has emissions four times higher than those that pass: approximately 6 tons of CO2 per year. Each year, fixing each of the 300 “failed” vehicles owned by low-income drivers would reduce CO2 by 1,800 tons.

For more information check out: <http://www.deq.state.or.us/aq/vip/cleanairpartners.htm>

PPRC’s 2004 Carbon Emissions Part 2 of a Series: The Details...

Last issue we shared our motivations for this exercise, as well as our overall total: 29.08 metric tons of carbon emissions. This issue we’ll describe how we did it.

Electricity Use: 0.36 metric tons

To customize our calculation, we spoke to our electricity provider (Seattle City Light) and found that it had already developed a specific carbon multiplier based on the mix of fuel sources it uses to provide electricity to its customers. PPRC uses electricity for all of our lighting, heating, cooling, and computing, so we simply totaled the kilowatt hours listed on our 2004 bills, and multiplied this by the figure provided by Seattle City Light. This was the simplest part of our 3 part calculation. *(Note: In Seattle, most of our electricity is generated by hydropower, which has a fairly small global warming impact.)*



Commuting: 5.72 metric tons

Next, each staff person determined his or her commuting distance and method of transportation (car, bus, bike or ferry), as well as weekly commuting patterns (e.g. drive a car 4 days a week, telecommute 1 day a week). Car drivers provided an estimate of their car’s MPG and noted whether they carpool. We also took into account how many weeks per year each employee worked.

This calculation quickly became fairly complicated, but a free spreadsheet (www.safeclimate.net/business/measuring) greatly simplified this step.

Air travel (& associated car miles): 23.0 metric tons

Lastly, we examined our business travel. Interestingly, short flights are more carbon-intensive, per mile, than longer flights, since takeoffs and landings use more fuel than simply flying. So we grouped our flights by distance (short, medium, or long) and used the appropriate calculators for each (also provided in that handy free spreadsheet). Then we added all the subtotals to get a total air travel figure.

To be complete, we also tracked business trip-related car and bus miles, and rolled this calculation into the total.

Total 2004 Carbon Emissions: 29.08 metric tons

In our analysis, we had a couple of large surprises:

- PPRC’s air travel generated an impact 4 times greater than our commuting! None of us are “road warriors” and as a nonprofit, our travel budget is not large. It turns out that flying is carbon-intensive.
- We were pleasantly surprised to find that PPRC’s telecommuting policy allowed us to avoid 2.61 metric tons of carbon, nearly nine percent of our total emissions.

We know that sometimes there’s not a good substitute for a face-to-face meeting, even if it happens to be in Dallas. We also know that our productivity would crash if our entire staff telecommuted all the time. So, we acknowledge that, with current technologies, we will contribute to carbon emissions, as part of our overall operations. However, we can now use this information in future decision-making, such as travel and technology purchases. For more of our conclusions and plans, check out: www.pprc.org/climate/2004factsheet.pdf.

News Digest

Greater Consumption Outstrips Recycling Rate in Oregon

Recycling rates in Oregon have climbed steadily and are currently double the rate in 1992. The fine print: the same amount of waste is still going into the landfills as in 1992 due to greater consumption.

According to the Oregon Department of Environmental Quality, the numbers show how rising levels of consumption can quickly cancel some of the gains made in efforts such as sorting and placing into bins plastics, glass, newspapers and junkmail. Check out: www.oregonlive.com/search/index.ssf?/base/news/114164150284080.xml?oregonian?lcn&coll=7

New Report Finds Hazardous Chemicals in Household Dust

Clean Production Action released the first U.S. study that tested household dust for a new and wide variety of chemicals found disturbing evidence of toxic chemicals in ordinary homes across the country. The study, called "Sick of Dust: Chemical Products In Common Products--A Needless Health Risk In Our Homes", documents a range of hazardous chemicals found in household dust in 70 homes in seven states. All the chemicals found are toxic and harmful to the immune and reproductive systems in animal tests. The chemicals are used in mass quantities in electronic products, cosmetics, vinyl flooring and upholstery and other everyday products that many people wrongfully assume are safe. Babies and young children are particularly at risk from exposure to these chemicals. Download this report at: www.safer-products.org/page.php?p=dust

DDT Continues To Show Up in Nonmigrating Songbirds

A startling report from the Audubon Society showed that despite the ban on DDT in 1972 in the United States, DDT continues to show up in alarming levels in nonmigrating songbirds. In fact, scientists say that DDT levels in nonmigrating species are 2 to 10 times the levels of those that migrate to Latin America. "These findings are reminders that our decisions are going to affect us for decades," said Greg Butcher, a senior scientist with the Audubon Society and author of a recent "State of the Birds" report that showed

many North American species in decline. At least 50 countries ban DDT although it is still legally used for malaria control in 20 nations. Check out: http://search.csmonitor.com/search_content/0414/p14s02-sten.html

Northwest Environment Watch Releases 2005 Cascadia Scorecard

Seattle-based Northwest Environment Watch has released "Cascadia Scorecard 2005: Focus on Energy." Launched in 2004, the Cascadia Scorecard charts the Pacific Northwest's success at creating a sustainable economy and way of life. The 2005 Scorecard gives a concise update on how Cascadia ranks in seven key trends - health, economy, population, energy, sprawl, forests, and pollution - but focuses on one of the most critical issues facing the region: energy. The Scorecard details the weaknesses of the region's energy system and argues that Cascadia can achieve true security, and a stronger economy, by investing in a clean-energy revolution that is already gathering force. Maps and related documents are also available online at: www.northwestwatch.org/scorecard/default.asp

Washington Calls For New Public Buildings To Be Built Green

Washington State is the first in the nation to require new public buildings to meet green building standards that encourage energy conservation and recycling. Gov. Christine Gregoire signed the new bill into law at Washington Middle School in Olympia, WA, slated for a green remodel in 2006. State officials say green buildings could save public agencies some 20 percent in water costs and 25 percent in energy costs. They also estimate that green schools and offices could result in a 15 percent reduction in absenteeism and up to a 26 percent increase in test scores, in part because increased light and ventilation are thought to reduce sick days. "It's a good start to that this can happen throughout the whole country," said Laura Anderson, a 14-year-old Washington Middle School eight-grader. "I think it's important so that our future generations can have a healthy environment like we do."

www.theolympian.com/home/news/20050409/

Meet the Staff

Katarina Mahutova joined PPRC in the Summer of 2004 as our newest Technical Research Manager but we've only since convinced her to share her biography in the newsletter! Better late than never!



Katarina Mahutova is an environmental scientist with detailed knowledge of European Union and U.S. environmental protection, environmental management, pollution prevention, and defense-related environmental programs.

A Slovakian native, Katarina moved to the US in 2001. Before that, she was Project Manager and Principal Investigator in the development of a web-based software tool, the "Waste Cleanup Site Energy Calculator." She was Technical Project Manager for the Ecotoxicological Center for several international projects in Slovakia involving environmental issues related to energy efficiency and cleaner production. As an environmental scientist working with an international multidisciplinary team, she applied sustainable development principles in the evaluation of ski areas in France and Switzerland. She was able to demonstrate that the application of these principles increases the competitive advantage of ski areas in the Alps.

Katarina has also published extensively. She is

Editor of "Defense and the Environment: Effective Scientific Communication," Kluwer Academic Publishers. She has authored several reports and papers on the use of integrated risk assessment in addressing environment and security issues in an international context. The primary author of the US EPA issue paper on Energy Conservation and Production at Waste Cleanup Sites, Katarina has written on avoiding secondary air impacts to human health through proper energy management. She also counts a policy paper on strategic environmental assessment of regional land use plans for the Slovak Ministry of the Environment to her name.

Katarina holds dual Master degrees in Environmental Planning and Management from Comenius University, Bratislava, the Slovak Republic, and in Environmental Management from the European Postgraduate Course in Environmental Management, Amsterdam, the Netherlands. She has received EU accreditation in Environmental Issues and European Policies following one year of postgraduate study.

Outside of work, Katarina loves to bike, hike, play tennis, swim, and garden. A true internationalist, she enjoys traveling anywhere where she can immerse herself in new experiences.



Practical solutions for environmental and economic vitality

PPRC, a non-profit organization, is the Northwest's leading source of high quality, unbiased environmental solutions information. Through a collaborative approach, we focus on solutions that integrate resource efficiency and environmental health into business, government and communities.

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