National Pollution Prevention Roundtable

P2 Week 2014
Toolkit

Pollution Prevention: The Key to a Cleaner Environment

September 15 – 21, 2014

Audience

- Primary: Businesses, State and Local Governments
- Secondary: General Public

Media and Outreach

- Press ReleaseAnnouncementabout Pollution Prevention Week
  - Update contact information and blanks in blue to fit your organization.
  - A quote should come from someone higher up in your organization.
- Daily emails, Facebook post, and Twitter feeds
  - Day1: P2 and Clean Air
  - Day2: P2 Results
  - Day3: EPA and Greenhouse Gases
  - Day4: Energy Efficiency and Renewables
  - Day5: Climate Change
  - Day6: Cost Efficiency

Webinar - Thursday, September 18th at 3 - 4 EDT

Successful Grant Writing & Reporting
Facilitator: Lissa McCracken, Kentucky Pollution Prevention Center
Presenters: Pam Swingle, EPA Region 4; Kathy Davey, EPA HQ; Roger L. Price, PennTAP
Registration: https://attendee.gotowebinar.com/register/8219457807837228546

This webinar is designed to provide technical assistance providers (TAPs) with information to assist in preparing a grant proposal application and reporting the results. The grant writing process is becoming more competitive with fewer grants available for even less funding. Grant writers need to key in on every available opportunity to score as high as they can in the competitive process.

Websites to Use as References

- www.p2.org
- www.epa.gov/p2week/
- www.dtsc.ca.gov/PollutionPrevention/P2Week/upload/P2_FLY_Press_Release.pdf - P2 Week Press Release Tips and Ideas
- Organization specific

P2 Week Posters

- Annual P2 Week posters are available at http://www.p2.org/p2-week/p2-week-posters/

Day 1
Pollution Prevention and Clean Air

Focus

- On Day 1, we will take a closer look at how pollution prevention and clean air goals are unified.
- A look at past actions and policy that bridges these areas

Daily Tweet, Email and Post Ideas

- Ozone, particulate matter, carbon monoxide, sulfer oxides, nitrogen oxides, and lead are 6 of the most common air pollutants.[i]
- The main cause of indoor air pollution is usually the lack of proper ventilation inside your home or office. The lack of air circulation enables indoor air pollutants to accumulate and cause damage to your health.[ii]
- Between 1970 and 2006, the Clean Air Act has successfully reduced pollutant emissions.[iii]
    - Carbon monoxides emission fell from 197 million tons to 89 million tons, nitrogen oxides fell from 27 million tons to 19 million tons, and sulfur oxides fell from 31 million tons to 15 million tons.
- Reducing dependence on central air conditioning, which releases harmful air pollutants, and using natural ventilation from fans and open windows can have significant improvements on air pollution.[iv]

Web Resources

- http://www.politico.com/story/2014/06/supreme-court-epa-early-greenhouse-gas-rules-108181.html -- Background on establishment of the EPA's role in air pollution prevention
- http://www.epa.gov/NSR/actions.html -- List of EPA regulations required by the Clean Air Act
- http://www2.epa.gov/toxics-release-inventory-tri-program -- EPA database for industries reporting toxic chemicals by community
- http://www.epa.gov/opptintr/greenengineering/pubs/textbook.html -- Link to EPA's Environmental Engineering Textbook (available for purchase and with chapters accessible online)
- http://www.epa.gov/airtrends/2011/ -- Report on US Air Status and Trends in 2012

Day 2
P2 Results

Daily Tweet, Email and Post Ideas

- Within 26 seconds after exposure to chemicals such as those found in cleaning products, traces of these chemicals can be found in every organ in the body.[v]
- More than 2,700 household and industrial cleaning products carry the EPA's Design for Environment (DfE) logo, which ensures that the product is harmful neither to personal health nor to the environment.[vi]
- The process that produces pressure treated wood has traditionally involved the use of chromium and arsenic.[vii]
- Estimates indicate that the weight of chemicals and fossil fuels required to make a computer chip is 630 times the weight of the chip.[viii]
- Approximately 2.7 percent of all crude oil is used to generate synthetic polymers or plastics.[ix]

Web Resources

- http://www.acs.org/content/acs/en/greenchemistry/about/principles/12-principles-of-green-chemistry.html -- American Chemical Society's 12 Principles of Green Chemistry
- http://www2.epa.gov/green-chemistry/benefits-green-chemistry -- List of the benefits of green chemistry
- http://www.americanchemistry.com/Innovation/Environment -- American Chemistry Council's assessment of the chemical industry's potential for minimizing greenhouse gas emissions (and a link to the 2009 report on which it is based: http://www.americanchemistry.com/Policy/Energy/Climate-Study/Innovations-for-Greenhouse-Gas-Reductions.pdf)
- http://www2.epa.gov/green-chemistry/information-about-presidential-green-chemistry-challenge -- Information on EPA's Presidential Green Chemistry Challenge
- http://www2.epa.gov/sites/production/files/documents/award_recipients_1996_2012.pdf -- Index of EPA's Presidential Green Chemistry Challenge award winners
- http://www.epa.gov/dfe/pubs/projects/formulat/about.htm -- Steps for manufacturers to get the EPA's Design for the Environment label on their products

Day 3
E P A a n d G r e e n h o u s e G a s e s

Daily Tweet, Email and Post Ideas

- Carbon Dioxide is the most prevalent greenhouse gas, composing roughly 99.5% of all greenhouse emissions.[x]
- In 2012, 32% of greenhouse gas emissions came from electricity production, and 70% of our electricity comes from burning fossil fuels.[xi]
- One of the best ways to reduce greenhouse gas emissions is to grow your own food, which decreases the amount of food miles (miles traveled to deliver the food to your door).[xii]
- Using latex paint and water solvent oil-based paint improve greenhouse gas reduction by eliminating the release of harmful VOCs while drying.
- Look for the "Energy Star" logo on appliances; this company devotes itself to appliances that are manufactured through methods which reduce greenhouse emissions.

Web Resources

- http://homeguides.sfgate.com/ways-reducing-greenhouse-gas-levels-79295.html -- Article explaining ways to reduce greenhouse gas emission around the home
- http://www.eoearth.org/view/article/153146/ -- Scientific explanation of the Greenhouse Effect
- http://www.epa.gov/climatechange/ghgemissions/global.html -- EPA data on global greenhouse gas emissions
- http://www.npr.org/blogs/thetwo-way/2014/06/02/318151240/epa-to-unveil-new-proposal-targeting-greenhouse-gases -- Article on EPA initiatives and goals in greenhouse gas reduction
- http://energy.gov/eere/femp/greenhouse-gas-mitigation-planning -- Step plan for federal agencies to achieve greenhouse gas emission control
- http://www.epa.gov/ghgreporting/index.html -- EPA website devoted to report and data collection for greenhouse gas emissions

Day 4

Energy Efficiency and Renewables

Daily Tweet, Email and Post Ideas

- Instead of plugging appliances straight into the outlet, use power strips that you can turn off at night to save energy. [xiii]
- Compact fluorescence bulbs (CFLs) can save up to $50 during their lifetime.[xiv]
- For the fourth year in a row, California stands as the most energy-efficient state in the US, followed by Massachusetts and Oregon.[xv]
- The wind energy market is the fast growing energy source in the US, contributing to job creation and energy price reductions.[xvi]
- If every home in the US replaced one light bulb with an Energy Star efficient bulb, the energy save could light more than 3 million homes for a year.[xvii]
- As of 2012, using energy efficient electricity as opposed to baseboard electricity can save houses over $2000 yearly.[xviii]

Web Resources

- http://www.energy4me.org/energy-facts/ -- Resource explaining the advantages of different types of energy sources
- http://www.epa.gov/cleanenergy/energy-and-you/how-clean.html -- Link to EPA's "Guide for Conducting Energy Efficiency Potential Studies" which allows users to find the right method of clean energy
- http://www.epa.gov/cleanenergy/energy-resources/calculator.html -- Link to EPA manual chapter on Energy Efficiency Portfolio Standards
- http://www.ase.org/resources/top-5-reasons-be-energy-efficient -- Article from the Alliance to Save Energy giving the top reasons for energy efficiency
- http://energy.gov/eere/femp/assessing-renewable-energy-options -- Report from the Department of Energy detailing the process for finding energy efficiency solutions
- http://energy.gov/eere/buildings/commercial-buildings-integration -- Methods for commercial buildings to implement energy efficient projects
- http://www.epa.gov/cleanenergy/energy-resources/renewabledatabase.html -- Link to the EPA Renewable Energy Cost Database Calculator
- http://www.epa.gov/greenpower/buygp/types.htm#utility -- List of green power products available to local governments and organizations

Day 5
Climate Change

Daily Tweet, Email and Post Ideas

- In 2011, there were 3.4 million Green Goods and Services jobs, comprising 2.6% of total employment in the United States.[xix]
- The highest number of green jobs can be found in the manufacturing and construction industries, where a combined total of nearly one million people are employed.[xx]
- Organic farming requires 2.5 times more labor than conventional farming, but can bring in 10 times as much profit.[xxi]
- As of 2011, the renewable energy industry provided between 850,000 and 950,000 jobs in the United States.[xxii]
- According to the Bureau of Labor Statistics, 73% of green jobs are found in the private sector.[xxiii]

Web Resources

- http://www.fastcompany.com/1129671/ten-best-green-jobs-next-decade -- List of top ten green jobs for the next decade
- http://www.forbes.com/sites/jacquelynsmith/2013/05/07/the-top-10-cities-for-green-jobs-2/ -- List of top ten cities for green jobs
- http://www.brookings.edu/research/reports/2011/07/13-clean-economy -- Link to Brookings Institute report on "Sizing the Clean Economy"
- http://dsc.discovery.com/tv-shows/curiosity/topics/10-sustainable-farming-practices.htm -- List of sustainable agriculture practices
- http://www.nrdc.org/buildinggreen/leed.asp -- Information on green construction and the LEED Certification Program

Day 6
Cost Efficiency

Daily Tweet, Email and Post Ideas

- WaterSense fixtures and ENERGY STAR appliances can save the average family $350 off of a $1,100 yearly water bill. [xxiv]
- Taking measures to improve gas mileage can result in savings. Keeping your car tires properly. inflated can save you up to $0.11/gallon and keeping your engine tuned can save you up to $0.14/gallon.[xxv]
- Obtaining LEED certification for a building can reduce energy and water bills by up to 40%.[xxvi]
- Using the sleep mode or power management feature on your computer can save you up to $30 per year on your electricity bill.[xxvii]

Web Resources

- http://www.worldwatch.org/resources/go_green_save_green -- List of 10 ways to go green and save money
- http://info.era-environmental.com/blog/bid/40372/Sustainability-Solution-Step-One-To-Saving-Money-The-3-R-s -- Three easy steps for businesses to save money through sustainable practices
- http://web.mit.edu/newsoffice/2013/companies-profit-from-embracing-sustainability.html -- Article on results of an MIT report on the growing use of sustainable business practices
- http://income.com/2132/how-to-earn-and-save-money-from-sustainable-practices/ -- Tips for businesses on how to earn and save money through sustainable practices

P2 Week Press Release Announcement

*The information in **blue** should be updated for your organization.*

PRESS RELEASE

IMMEDIATE RELEASE

DATE

ORGANIZATION Celebrates:

Pollution Prevention Week

LOCATION – Pollution Prevention Week (P2 Week) is the third week of September, September 15th – 21st, 2014. P2 Week is the time when businesses, government, environmental groups and citizens can join forces for a common cause. The 2014 P2 Week theme is "Pollution Prevention: The Clear Choice for Environmental Sustainability". Pollution Prevention (P2) is recognized as an effective tool for protecting the environment and the economy by eliminating pollution at the source before it is generated.

"Pollution Prevention: The Clear Choice for Environmental Sustainability" embodies a national effort to connect the environment, energy, and the economy through topics such as green engineering, green products, green chemistry, and energy management systems. Using these tools in all sectors, including government, business, industry, nongovernmental organizations, as well as the general public will lower costs, improve processes, and promote green jobs.

QUOTE and SOMETHING ORGANIZATION SPECIFIC

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P2 Week Press Release Announcement

*The information in **blue** should be updated for your organization.*

PRESS RELEASE

IMMEDIATE RELEASE

DATE

MVP2 Award Presentation

WASHINGTON, DC – The 2014 Most Valuable Pollution Prevention (MVP2) awards presented by the National Pollution Prevention Roundtable (NPPR) celebrate the successes of innovators in the areas of pollution prevention and sustainability. The MVP2 awards are presented annually during National Pollution Prevention (P2) Week. Since P2 Week became a national event in 1995, NPPR has been advancing pollution prevention awareness by encouraging and promoting widespread participation during this week.

The 2014 MVP2 recipients represent a broad range of backgrounds including academia, industries, non-profits and individuals that have demonstrated significant accomplishments in pollution prevention. Together, these programs and projects reduced hazardous materials by 2.2 million pounds, non-hazardous materials by 919,000 pounds, water use by 86.5 million gallons, air emissions by 2 million pounds, and energy use by 5.8 million kWh, saving these companies a total of over $3 million. These prestigious awards will be presented at a ceremony in Washington, DC on September 17, 2014.

Awards are presented in five categories. This year's winners for the Projects/Programs Award were Crown Equipment, Dassault Falcoln Jet, Eco Chemical, GM – Toledo, IBM Vermont, Massachusetts Toxics Use Reduction Institute, Madison Precision Products, Prince William County Fire & Rescue, PVI Industries, SABIC, Saint-Gobain Corporation, and Washing Systems.. Honorable Mentions went to Cintas Corporation, GOJO Industries, IBM Fishkill, Maryland Department of Environmental Protection, Phoenix Contact, Pratt & Whitney, and SABIC. Phyllis Strong with the Minnesota Pollution Control Agency took home the award for P2 Champion. Volunteer of the Year was awarded to Audree Miller, with the Arkansas Department of Environmental Quality. This year marks the first year of the Fred Granek P2 Ambassador Award, in memory of Fred Granek of the Canadian Centre for Pollution Prevention. The Fred Granek P2 Ambassador Award was awarded to Bruce Taylor of Enviro-Stewards, Inc.

For more information on the MVP2 Awards and NPPR, visit www.p2.org.

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[i] http://pollutionarticles.blogspot.com/2010/05/air-pollution-interesting-facts.html
[ii] http://www.epa.gov/airquality/urbanair/
[iii] http://www.epa.gov/air/caa/40th_highlights.html
[iv] http://www.cpsc.gov/en/Safety-Education/Safety-Guides/Home/The-Inside-Story-A-Guide-to-Indoor-Air-Quality/
[v] http://www.beyondtoxics.org/wp-content/uploads/2011/11/BT_FactSheet_Nov2011.pdf
[vi] http://esrconline.org/know-p2-facts/
[vii] http://esrconline.org/know-p2-facts/
[viii] http://esrconline.org/know-p2-facts/
[ix] http://www.chemistryexplained.com/Ge-Hy/Green-Chemistry.html
[x] http://www.esrl.noaa.gov/gmd/outreach/carbon_toolkit/basics.html
[xi] http://www.epa.gov/climatechange/ghgemissions/sources.html
[xii] http://www.onesimpleact.alberta.ca/docs/From-Farm-to-Fridge-Overview-and-Lesson-Plan.pdf
[xiii] http://www.carbonrally.com/challenges/10-save-energy
[xiv] http://www.tipmont.org/together-we-save/energy-efficiency/cfl-information
[xv] http://psb.vermont.gov/sites/psb/files/docket/7676/IOPA/VGS/ACEEEscorecard10.pdf
[xvi] http://www.ucsusa.org/clean_energy/our-energy-choices/renewable-energy/how-wind-energy-works.html
[xvii] http://www.energystar.gov/?c=cfls.pr_cfls_savings
[xviii] http://www.milliondollarjourney.com/saving-energy-with-a-heat-pump.htm
[xix] http://www.bls.gov/news.release/pdf/ggqcew.pdf
[xx] http://esrconline.org/know-p2-facts/
[xxi] https://www.dosomething.org/facts/11-facts-about-sustainable-agriculture
[xxii] http://esrconline.org/know-p2-facts/
[xxiii] http://esrconline.org/know-p2-facts/
[xxiv] http://www.ecooptions.homedepot.com/watersense-label-leads-to-water-energy-and-cost-savings/
[xxv] http://esrconline.org/know-p2-facts/
[xxvi] http://www.usgbc.org/leed
[xxvii] http://www.energystar.gov/?c=products.es_at_home_tips