

Business-Government Relationships: Fostering Innovation and Stewardship with Accountability

Derry Allen
U.S. Environmental Protection Agency

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The Context:

Administrator Johnson's Action Plan

“President Bush has charged EPA with accelerating the pace of environmental protection while maintaining our nation’s economic competitiveness, and I am committed to meeting this challenge.”

Principles: Results and Accountability
Innovation and Collaboration
Best Available Science

Priorities: Cleaner Air and Affordable Energy
Clean and Safe Water
Healthy Communities and Ecosystems
The Global Environment
A Stronger EPA

The Action Plan: Reflections

- Includes regulatory and non-regulatory approaches
 - Regulatory commitment remains strong
 - Focus on results and accountability
 - Innovative/collaborative approaches are growing
 - Regulatory & non-regulatory approaches being combined
 - Environmental Stewardship
- Approaches require appropriate business-government relationships

More Context: A Vision – NEPA (1970)

The Congress, recognizing the profound impact of man's activity on the interrelations of all components of the natural environment, particularly the profound influences of population growth, high-density urbanization, industrial expansion, resource exploitation, and new and expanding technological advances and recognizing further the critical importance of restoring and maintaining environmental quality to the overall welfare and development of man, declares that it is the continuing policy of the Federal Government, in cooperation with State and local governments, and other concerned public and private organizations, to use all practicable means and measures, including financial and technical assistance, in a manner calculated to foster and promote the general welfare, to create and maintain conditions under which man and nature can exist in productive harmony, and fulfill the social, economic, and other requirements of present and future generations of Americans. (NEPA Section 101(a), underlines added)

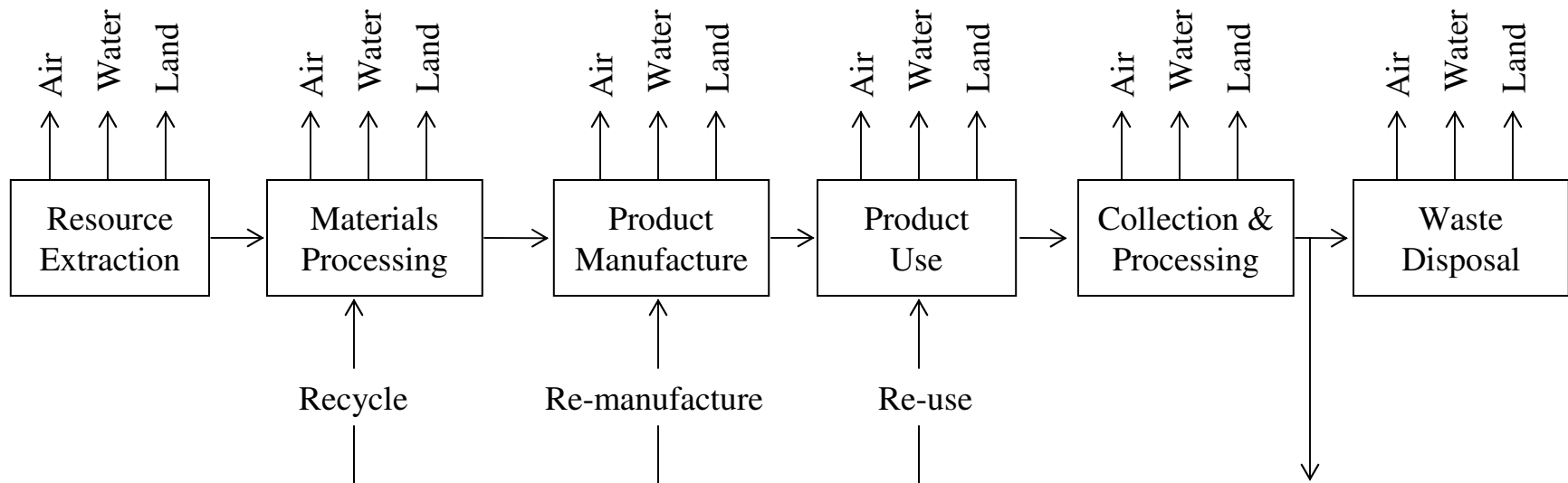
Since 1970

- Much environmental improvement
- But very oriented to the present
- 21st Century challenges
- Something is changing
- Why and so what?

Example of a 21st Century Challenge: Materials

- Recent report card (by World Resources Institute):
 - materials used/waste generated going up
 - materials used/capita up, materials used/GDP down
 - outputs of harmful materials - mixed
 - most resources returned to env. as wastes within one year
 - atmosphere is biggest dumping ground for wastes
- Materials challenge: use materials more efficiently, throughout the total resource cycle, and shift to environmentally preferable materials
- The life-cycle approach requires collaboration – responsibility and incentives are scattered
- Regulations are an important tool, but not sufficient to meet the challenge; implies new business-government relationships

The Flow of Materials



12 Ways To Manage Materials

Within each stage:

1. Improve/minimize extraction/harvesting.
2. Process materials efficiently - reduce waste/energy use.
3. Improve product design/manufacture, incl. materials choices.
4. Improve use of product.
5. Increase reuse, remanufacture, recycling.
6. Discourage use of waste disposal facilities.

Between the stages:

7. Reuse the product.
8. Remanufacture the product.
9. Recycle the product or byproduct.
10. Locate/move facilities to minimize the transportation

Across all stages:

11. Measure material flows (What gets measured gets managed.)
12. Focus on needs/solutions, not the products themselves.

Sustainability and Stewardship

- The origin of environmental problems – choices that are made every day
- Sustainability – the goal (natural systems)
- Stewardship – the means (governance)
- The vision – 1970, 2006
- Implications for business-government relationships

Everyday Choices: Opportunities for Environmental Stewardship

- Report to Administrator Stephen L. Johnson from the EPA Innovation Action Council (IAC), November 2005
- Charge to the IAC:
 1. Explore and better define EPA's vision of environmental stewardship and the role of stewardship in the future of environmental protection;
 2. Assess EPA's current environmental stewardship activities to determine effectiveness and opportunities for improvement; and
 3. Recommend options and priorities for how EPA, in partnership with states and tribes, can encourage stewardship that addresses environmental priorities and achieves results.

Environmental Stewardship Vision

[from *Everyday Choices*]

“As our population and economy continue to expand, the U.S. can accelerate environmental progress while simultaneously strengthening our global competitiveness. In short, we have exciting opportunities to create a more sustainable future in this country and with our partners around the world. However, this bold goal cannot be accomplished by government alone; rather it requires the active engagement of all people. **To this end, we have a vision of environmental stewardship – where all parts of society actively take responsibility to improve environmental quality and achieve sustainable results.**”

(emphasis added)

Environmental Stewardship

- The report indicates that EPA has a number of environmental stewardship efforts underway, and that there is opportunity to develop them further.
- The report identifies six important natural resource systems for which sustainable outcomes should be sought: air, ecosystems, energy, land, materials and water.
- The report also identifies four key audiences for the stewardship message: individuals, companies, communities and government organizations.

Options and Priorities

The report suggests five major categories of options for EPA to enable and encourage environmental stewardship among the key audiences:

1. Focus on priority environmental problems where stewardship has greatest potential
2. Engage individuals in environmental stewardship
3. Showcase best practices and accomplishments
4. Lead by example
5. Mainstream stewardship in EPA decision processes

EPA Implementation Plan

Many Significant Activities Already in HQ & Regions

Action Areas	Examples
1. Focus on priority environmental problems	Energy Star Federal Electronics Challenge Greening the Supply Chain National Clean Diesel Campaign Sustainable Sandhills Collaboration with DOD
2. Engage individuals	Great American Woodstove Changeout Program Recycle on the Go National Environmental Education Grant Program
3. Showcase best practices and accomplishments	State EPA symposium to share experiences and successes Best Workplaces for Commuters Collaborative Science. & Tech. Network for Sustainability
4. Lead by example	EPA facilities (100% green power, READ contract, green buildings) Stewardship/Sustainability Training
5. Mainstream environmental stewardship into EPA decision processes	EPA Strategic Plan Sustainability Research Strategy

EPA Implementation Plan

Some new priorities – some in early stages

Action Areas	Examples
1. Focus on priority environmental problems	Sustainable products Clean transportation Ecosystem protection Community stewardship
2. Engage individuals	Agency-wide Environmental Education Strategy Potential for bold ad campaign and web outreach
3. Showcase best practices and accomplishments	Online portfolio of EPA environmental stewardship activities New commitments - Performance Track, Smart Growth, Sectors
4. Lead by example	Bold EMS goals for EPA and Agency-wide training Assistance to other Federal agencies (technical/procurement)
5. Mainstream environmental stewardship into EPA decision processes	NACEPT study on stewardship & Cooperative Conservation Develop sustainability measures – outcomes & indicators Annual planning and budget process

Stewardship/Sustainability @ US EPA

- The concepts are compelling and gathering recognition; partial implementation at present
- How to implement fully is not obvious
- Full implementation will take time
- Advice is welcome

Stewardship/Sustainability @ Ohio EPA

- Vision: “The Ohio EPA is a trusted leader and environmental steward using innovation, quality service and public involvement to ensure a safe and healthy environment for all Ohioans.”
- Mission: “To protect the environment and public health by ensuring compliance with environmental laws and demonstrating leadership in environmental stewardship.”
- Core Values include “Making Ohio a better place for current and future generations.”

Business-Government Relationships on Environment and Sustainability

Stewardship Vision:

All parts of society actively take responsibility to improve environmental quality and achieve sustainable results.

- How does the vision apply in Ohio? Your organization?
- How might Ohio/your organization move in this direction?
- How should we balance requirements/accountability and innovation/collaboration?
- What are the other challenges?
- What should companies do? What should others do?
- What would companies and other stakeholders like EPA to do to promote stewardship and sustainability?
- Can we move beyond incrementalism to sustainability?