

2017 Triple Regional Pollution Prevention Roundtable

Essential Elements Roundtable Discussion

Benefits of P2

- Reduce household hazardous waste (HHW) as total solid waste reduction
- Economic Development & job creation
- Trust builds with time and projects get implemented
 - TAPs build relationships over time with client companies
 - Companies learn to trust P2 interns
- Loans for equipment or other changes
- We meet businesses where they are – incremental improvement
- Know where to get resources for business
- Face-to-face interactions
- TAPs are persistent
- Society can continue
- Data on unit processes drive change (data loggers)
- Compliance with benefits

BENEFITS

Reduce HHW ^{as total solid waste reduction}

Econ Develop & Job Creation

Trust builds with time - interns, Relationships & projects get implemented

Loans for equipment or other changes

We meet businesses where they are - incremental improvement

Know where to get resources for Businesses

BENEFITS

Face-to-face interactions
PERSISTENCE

Society can continue

Data on unit processes drive Change (data loggers)

Compliance with benefits

Barriers to P2 Adoption

- Time – P2 TAP has little time (mentioned multiple times)
- Credibility of interns
- Value recognition of assistance
- No perceived need to change chlorinated solvent (no safety issue, no financial incentive)
- Perception that recycling = P2 (need to teach people that recycling is not P2)
- Some businesses perceive that we want to take away their business
- Need to meet customer specs
- MACT – Once in, always in
- Lack of expertise in TAP (mentioned multiple times)
- Funding (mentioned multiple times)
- Lack of published P2 literature
- Funding for tribes (mentioned multiple times)
- Engage more businesses – time is precious
- Time to put together success stories/case studies to share with others
- Implementation time is longer than grant cycle – how do you capture long-term metrics?
- Communicating benefits
- Hard to identify potential champions, especially in food waste
- Need data for total cost
- 50% match for STAG
- How to get more programs (TAPs) to apply for P2 grants
- Public perception against helping non-consumer businesses
- Businesses need education, have little time
- Language
- Time to get education
- Overcoming resistance to change
- World view (mentioned multiple times)
 - People don't share a world view
 - Can't talk about it
- Hard to get people's attention (too much noise)

BARRIERS

* TIME - P2 TAP HAS little time

- Credibility of Interns,
- Value recognition of Assistance
- ~~Perce~~ No. Perceived need to ^{No safety issue} ^{No financial incentive} Change chlorinated solvent
- Teach that recycling is not P2
- Some biz perceive we want to take away their business
- need to meet customer specs
- once in always in - MACT

BARRIERS

* LACK OF EXPERTISE IN TAP

* FUNDING
Published P2 literature

* FUNDING FOR TRIBES
Engage more businesses - time is precious
Time to put together story to share with others

Implementation time is longer than grant cycle - how do you capture long-term metrics?

- Environmental staff at businesses don't have enough time
- Hard to get corporate permission
- Some businesses don't want recognition

BARRIERS

Communicating benefits

Identify internal champion - especially in food waste

Need data for total cost

50% match for STAG

How to get more programs to apply

Public perception against helping non-consumer businesses

Biz need education, have little time

Language

Time to get education

BARRIERS

Overcoming resistance to change

*World View - People don't share a world view

- Can't talk about it

*Get people's attention (too much noise)

Env. Staff @ Biz doesn't have time

Hard to get corporate permission

Some Businesses don't want recog.

Audience (Customer) and Hook

- Small, rural businesses – Grant money
- Wastewater treatment plant projects – Good use of government funds
- Small businesses using degreasers – Free trials overcome fear of ineffective green product
- 34 tribes – Part of their culture to respect the earth
- Healthcare & K-12 – Public relations
- Businesses – Risk avoidance, avoid climate disasters
- All businesses in state or area – Free, confidential technical assistance
- Businesses – Supply chain standards
- People – What makes sense to them
- Businesses – Awards/recognition
- Businesses – Regulatory flexibility, regulatory communication

AUDIENCE (CUSTOMER) & HOOK

Small, rural biz – Grant \$
through wastewater ^{plants} good use in govt. funds

Small biz using degreasing – free trials overcome fear of ineffective "green" product

34 tribes – part of their culture to respect the earth

Healthcare & K-12 – P.R.
↳ P.R.

Businesses – Risk Avoidance – Climate Disasters

CUSTOMER - Hook

* All businesses - free, confidential in state or area tech. assist.

Biz - supply chain standards

People - what makes sense to them

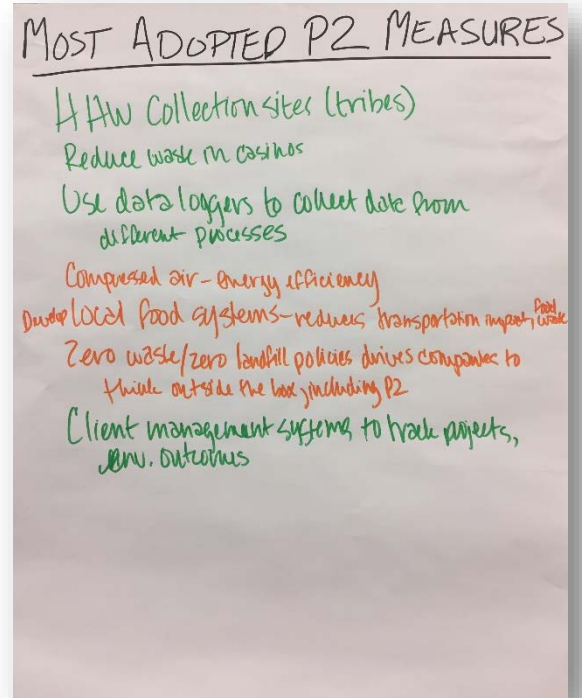
Businesses - Awards/Recognition

Business - Peer Pressure

Business - Regulatory flexibility
" communication

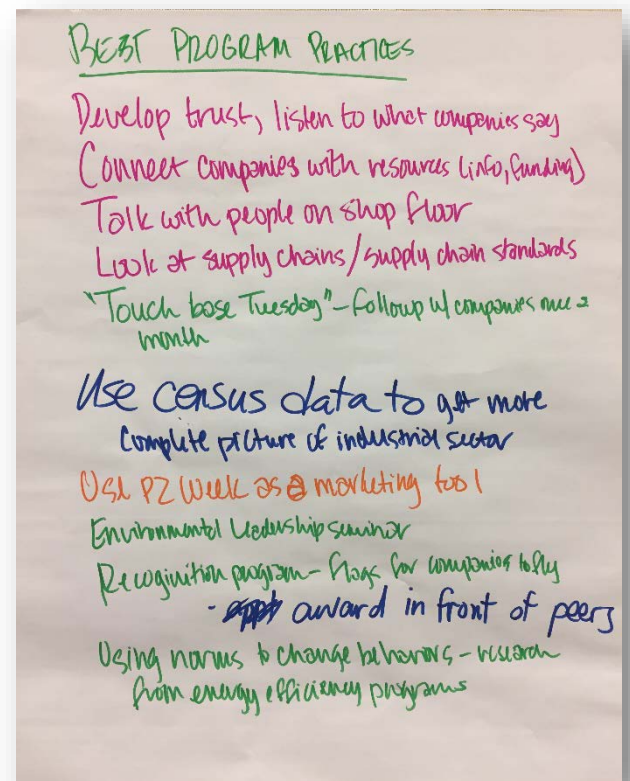
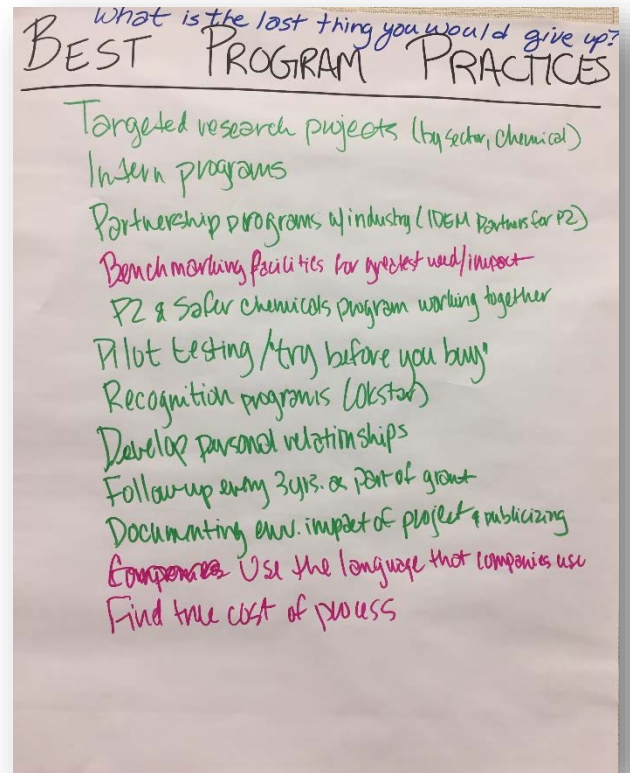
Most Adopted P2 Measures

- Household hazardous waste (HHW) collection sites (tribes)
- Reduce waste onsite
- Use data loggers to collect data from different processes
- Compressed air – energy efficiency
- Develop local food systems – reduces transportation impact, food waste
- Zero waste/zero landfill policies drive companies to think outside the box, including consideration of P2 options
- Client management systems to track projects, environmental outcomes



Best Program Practices (What is the last thing you would give up?)

- Targeted research projects (by sector, chemical)
- Intern programs
- Partnership programs with industry ([Indiana Department of Environmental Management Partners for Pollution Prevention](#))
- Benchmarking facilities for greatest use/impact
- P2 and safer chemicals programs working together (Minnesota)
- Pilot testing/"try before you buy"
- Recognition programs ([OKStar](#))
- Develop personal relationships
- Write follow-up into P2 grant every three years
- Documenting the environmental impact of projects and publicizing
- Use the language that companies use
- Find the true cost of processes
- Develop trust/listen to what companies say
- Connect companies with resources (info, funding)
- Talk with people on shop floor
- Look at supply chains/supply chain standards
- "Touch Base Tuesday" – Follow up with companies once a month (MnTAP)
- Use census data to get more complete picture of industrial sectors
- Use P2 Week as a marketing tool
- Environmental leadership seminar
- Recognition programs – flags for companies to fly, present awards in front of peers
- Using norms to change behaviors – lots of research available from energy efficiency programs



Other

- Other funding sources
 - Rural Energy for America Program grants (USDA)
 - SBEAP loans to small business to purchase equipment (MN)
 - USDA Rural Business Development Grants
- How to align P2 with other state priorities?
- Midwest Food Recovery Summit – September 6-8, 2017 in Des Moines, IA
- Companies call P2 other things
- Learn how to overcome constraints in place
- P2 Week – Week of September 18, 2017

