



EPA

United States
Environmental Protection
Agency

POLLUTION PREVENTION, GREEN PRODUCTS & SUSTAINABILITY

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P2 & Sustainability Strategy

- EPA Administrator Jackson asked OCSPP to lead a cross-Agency effort to develop recommendations on how EPA can:
 - More fully integrate P2 in our programs
 - Enhance collaboration
 - Focus our resources more effectively, and
 - Use our information tools to better document progress in pollution prevention
- Agency workgroup of senior managers actively engaged

P2 & Sustainability (cont'd)

- P2 is a means to effectively lead us to sustainability
- EPA is considering areas such as:
 - Information as a driver
 - P2 in regulations and permits
 - P2 in communications/outreach
 - Governance /management structure – One EPA
- Recommendations due to the Administrator by March 1, 2011

Defining EPA's Role in Green Products

- Green and sustainable products have become an important issue for EPA, other federal agencies, business, consumers, and others
 - Increasing demand for greener products
 - Confusion in the marketplace
 - Growing recognition that federal leadership could deliver significant environmental results
- EPA Deputy Administrator's charge to develop recommendations on EPA's role in advancing green and sustainable products

EPA Ecolabels/Programs

- **Design for the Environment (DfE)**
 - Promotes design of safer consumer, industrial and institutional products
- **WaterSense**
 - Promotes water efficiency and larger markets for water-efficient products, programs and practices
- **Energy Star**
 - Saves money and promotes environmental protection through energy efficient products and practices
- **Federal Electronics Challenge & EPEAT**
 - Stewardship program using EPEAT evaluation tool to select electronic products based on environmental performance
- **SmartWay Vehicle Certification**
 - Promotes reduced GHG and criteria emissions in goods movement and passenger transport
- **Environmentally Preferable Purchasing (EPP)**
 - Provide guidance to federal purchasers
 - Multi-attribute, life cycle approach

Engaging Stakeholders

- EPA published a Federal Register notice and opened a public docket on September 16 on sustainable products
 - Received over 100 comments
- Held a Listening Session on September 24 to solicit individual stakeholder input on key questions
 - Over 60 participants
- EPA is using comments to inform development of options, building on EPA's experience

Key Questions

1. What do you see as the major policy and research challenges, opportunities and trends impacting the development, manufacture, designation and use of sustainable products?
2. What do you see as EPA's overall role in addressing these challenges and opportunities?

Key Questions - continued

3. In particular, how do you see EPA's role in:

- Assembling information and databases
- Identifying sustainability “hotspots” and setting product sustainability priorities
- Evaluating the multiple impacts of products across their entire life cycle
- Defining criteria for more sustainable products
- Generating eco-labels and/or standards
- Establishing the scientific foundation for these eco-labels and/or standards
- Verifying that products meet standards
- Stimulating the market
- Developing end-of-life management systems (reuse, recycling, etc.)
- Measuring results, evaluating programs

Engaging Federal Agencies & Others

- Meeting with Federal partners, including
 - Departments of Agriculture, Commerce, Defense, and Energy
 - Federal Trade Commission
 - General Services Administration
 - Food and Drug Administration
 - U.S. Trade Representative
 - Consumer Product Safety Commission
- Federal information sharing, collaboration, & coordination
 - FTC Green Guides
 - GSA implementation of E.O. 13514 to green Federal supply chain
 - USDA Bio-preferred Program
- Discussions with the Keystone Center's Green Policy Roundtable (re policy), the Sustainability Consortium (re measurement), and the Packard Foundation/Walton Foundation/Mars (re science)

Objectives & Timing

- Become better informed so EPA can participate most effectively in national dialogues
- Green and sustainable products standards/criteria need to be credible and verifiable to help ensure that:
 - Consumers and the environment are protected
 - Purchasers get what they expect and pay for
- Shift toward sustainable products/purchasing is an opportunity for measurable benefits to human health and the environment
- Recommendations due to the EPA Deputy Administrator by late spring/early summer 2011

DfE – Examples of Moving Toward Sustainability

- EPA's Design for the Environment (DfE) program
 - Safer Product Recognition
 - Alternatives Assessments
- Helping to move manufacturing processes and products closer to sustainability

DfE Safer Product Labeling Program

- More than 2,000 products meet rigorous DfE standard
- EPA reviews every ingredient
- EPA requires partnership agreement & audits
- Proposed enhancements to standard
 - Packaging
 - VOCs , flammability, enzymes
 - Dermal contact products
 - Ingredient disclosure/communication



DfE Alternatives Assessments

- Evaluates chemicals of concern and potentially safer alternatives
- Involves wide spectrum of interested parties
- Provides the best information on hazard from literature and models
- Report covers process, uses, life-cycle concerns, alternatives, costs and economic impacts
 - Helps manufacturers choose safer chemicals to use in products for consumers
 - Helps minimize the potential for unintended consequences by reducing the likelihood of moving to alternatives that could pose a concern

DfE Alternative Assessments (cont'd)

- DfE plans to conduct alternative assessments for:
 - Bisphenol A (BPA)
 - Decabromodiphenyl ether (decaBDE)
 - Hexabromocyclododecane (HBCD)
 - Nonylphenol & nonylphenol ethoxylates (NP/NPE)
 - Phthalates
 - Others

Resources

- Pollution Prevention & Sustainable Products:
<http://www.epa.gov/p2/>
- DfE Safer Labeling Program:
<http://epa.gov/dfe/pubs/projects/formulat/saferproductlabeling.htm>
- DfE Alternatives Assessments:
http://epa.gov/dfe/alternative_assessments.html