

# **Partnerships for Sustainable Development**

**Government-University-Industry  
Research Roundtable**

**October 10, 2007**

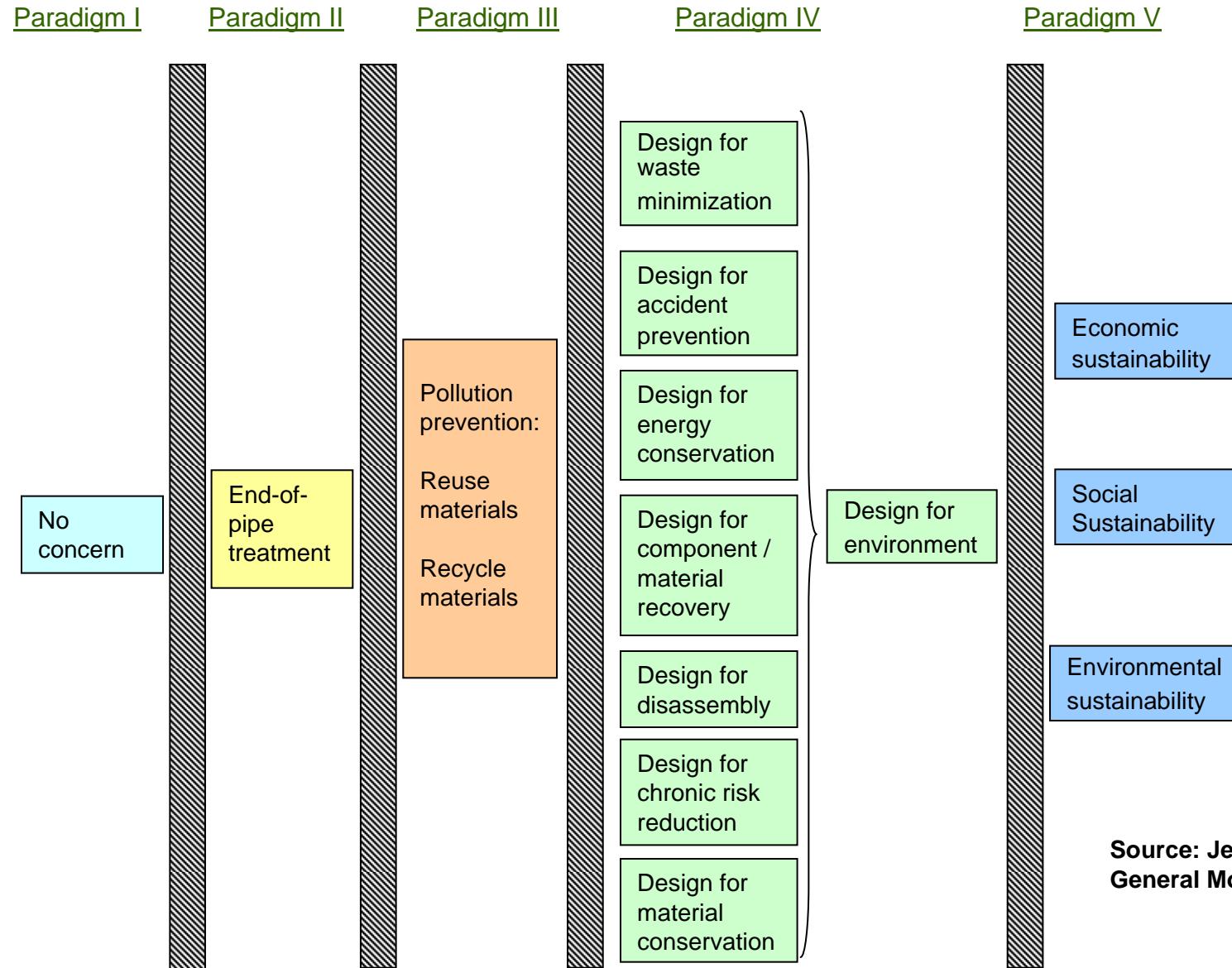
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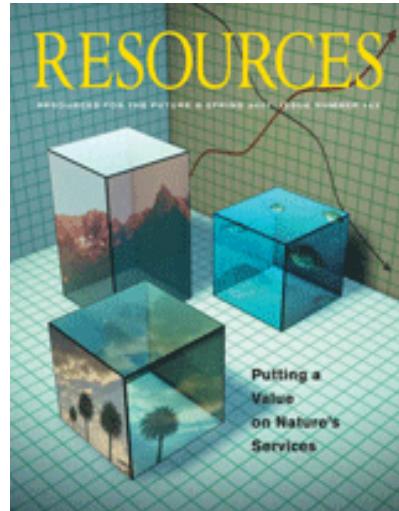
# Outline

- Changing nature of environmental problems
- Convergence of business strategies and public policy on sustainability
- Partnership models and lessons learned

# Changing Nature of Environmental Protection



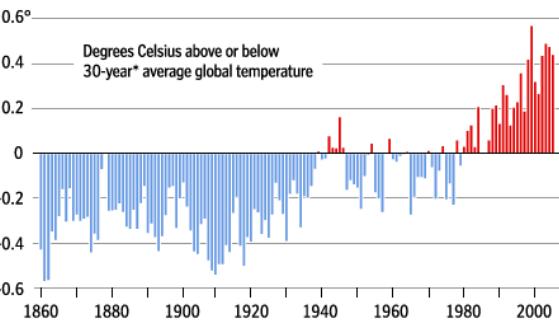
## *EPA Administrator Stephen Johnson Calls for “Holistic Approach” to Environmental Challenges*



I believe America is moving into a new phase of environmental protection ... evolving from pollution control to pollution prevention to sustainability.

— Stephen L. Johnson

# Convergence of Business Strategies and Public Policies



Global Trends/  
Societal Pressure



Risk  
Management  
/Insurers

Regulations/  
Regulators

Finance/  
Investors

UN/Global  
Society

**Business  
Strategy**

**Sustainable  
Development**

**Public  
Policy**

# Risk and Sustainability

Unsustainable development  
increasingly needs to be understood  
as having the potential to substantially  
change the risk landscape.

—Swiss Re *Sustainability Report*, 2004

# Stimulating Sustainability Policy and Research

## EU Directives

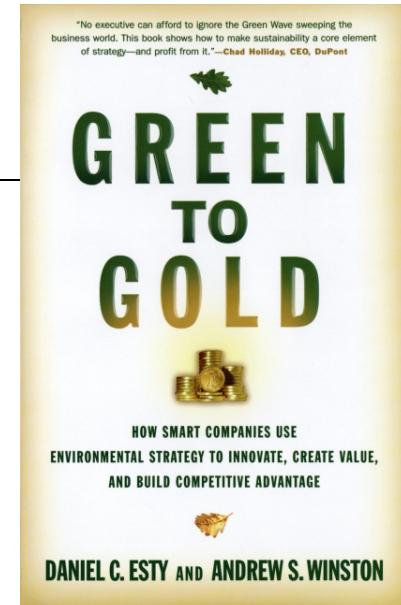
- Restriction of Hazardous Substances Directives (RoHS)
- Waste Electrical and Electronic Equipment (WEEE)
- Registration, Evaluation and Authorization of Chemicals (REACH)

## Implications

- Regulate products (input) not outputs
- Manage material not waste (RCRA 2020)
- Life-cycle assessment, cradle-to-grave management
- Apply green engineering and green chemistry
- Shift burden of proof to industry (stewardship)
- Measure future financial risk and liabilities

# Control Environmental Risks

- Anticipating environmental issues and addressing them
- Staying ahead of new regulatory requirements
- Managing government mandates to gain relative advantage in marketplace



# Partnership Models, Lessons Learned

- Avoid and/or anticipate regulatory issues
  - (EPA Sectors Programs, Computational Toxicology)
- Achieve cost-effective and innovative solutions
  - Wal-Mart-EPA
- Help decision makers make sustainable decisions
  - SEQL, CNS
- Enhance transparency and public support
  - IKEA - Rainforest Alliance
- Promote behavioral changes
  - Green Campuses
- Address global issues
  - UN Partnerships

# EPA Partnership Programs

[www.epa.gov/partners/index.htm](http://www.epa.gov/partners/index.htm)



National  
Environmental  
Performance Track

U.S. Environmental Protection Agency

Recognizing and Driving Environmental Excellence



U.S. Environmental Protection Agency



## WEST COAST COLLABORATIVE

Public-private partnership to reduce diesel emissions

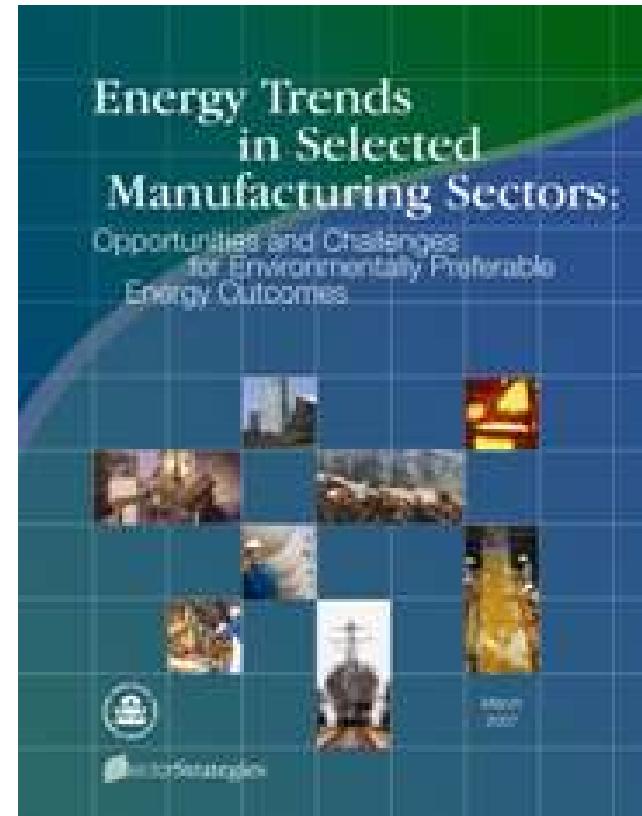
A stronger economy.  
A healthier environment.



SmartWay Transport Partners **DELIVER.**

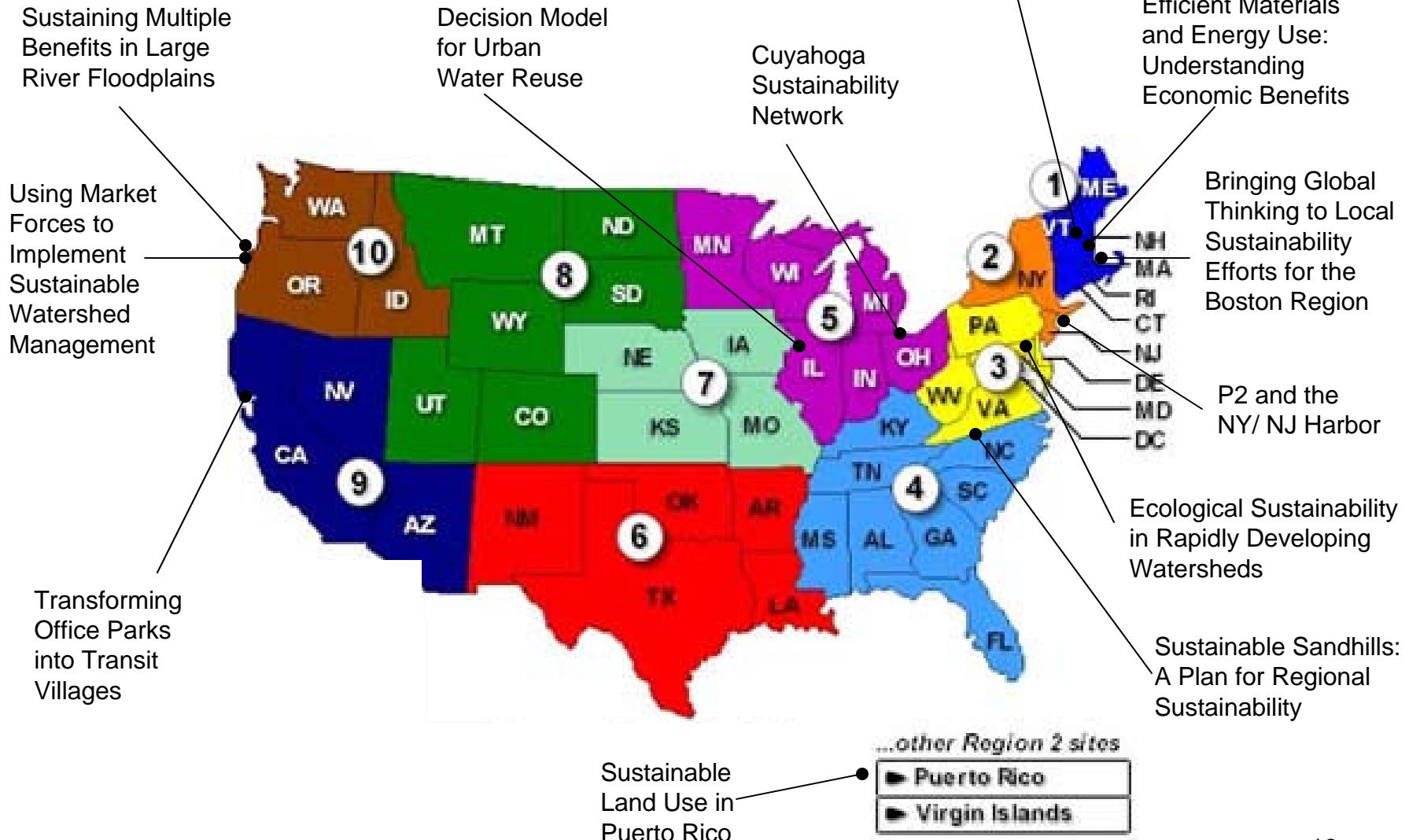


- Agribusiness
- Cement Mfg
- Chemical Mfg
- Colleges and Universities
- Construction
- Forest Products
- Iron and Steel
- Metal Casting and Finishing
- Oil and Gas
- Shipbuilding and Ship Repair
- Paint and Coatings
- Ports

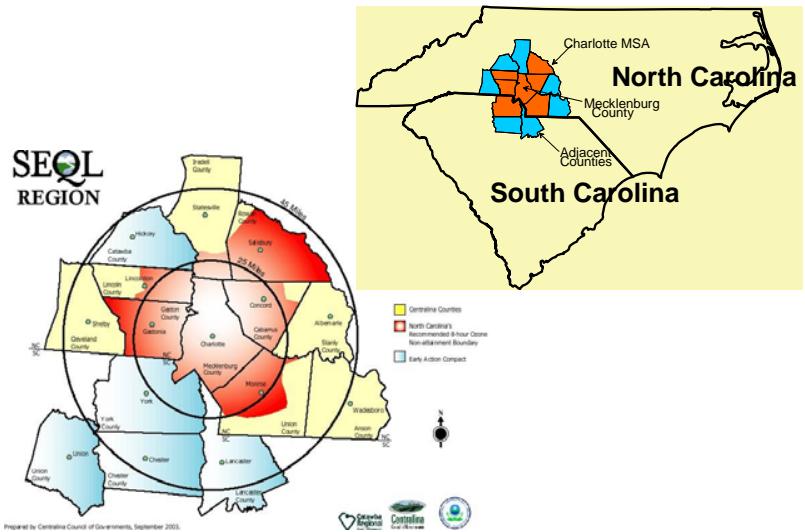


# CNS: Selected Projects

*(Collaborative S&T Network for Sustainability)*



# What is SEQL?



- Sustainable Environment for Quality of Life
- Promotes integrated planning to protect the environment and quality of life while promoting economic win-wins
- Landmark regional partnership for integrated planning
- One of the first programs of its kind in the nation

**SEQL** | *SUSTAINABLE  
ENVIRONMENT  
for QUALITY of LIFE*



# EPA and Wal-Mart



***To be supplied 100% by renewable energy***

- Existing stores 25% more efficient in 7 years; new stores 30% more efficient in 4 years
- Trucks 25% more efficient in 3 years; 50% in 10 years



***To create zero waste***

- 25% reduction in solid waste in 3 years
- All private brand packaging improved in 2 years



***To sell products that sustain our resources & environment***

- Align supply chain around sustainable product innovations

## Wal-Mart EPA Contacts

- Climate, Energy, Global Logistics – OAR
  - SmartWay shipping partner
- Packaging and Waste – OSWER
  - EPA Waste Reduction Model (WARM)
- Chemical Products – OPPTS
  - Preferred Chemical Principles
- Electronics OSWER – OPPTS
  - Recycling used electrons



## *Citizen groups*

*Growth of  
the Internet  
and other  
technologies*



### **GFW Countries**

Cameroon  
Canada  
Gabon

Brazil  
Chile  
Indonesia  
Russia  
Venezuela

### **Interactive Maps**

Cameroon  
Canada  
Gabon



*New partnerships between businesses  
and environmental groups*

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**Global Forest Watch**  
*Linking forests & people*

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Global Forest Watch is an international data and mapping network that combines on-the-ground knowledge with digital technology to provide accurate information about the world's forests.

### **Forests of the World**



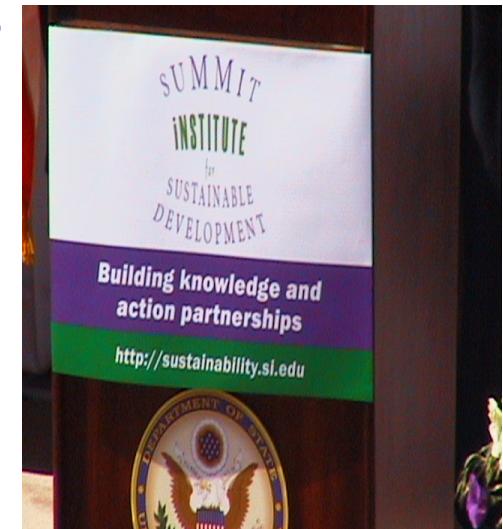
# *Newsweek*, August 27, 2007

As more schools get serious about going green, college presidents say sustainability is no longer an elective.



# UN Partnerships Addressing Global Issues

- Launched at WSSD
- Resistance at first—evolved to new way of doing business
- Business–NGO–Government partners
- Shift UN focus from negotiation to concrete outcomes
- New culture of transparency/ public accountability
- Web-based monitoring of results



# The Need for Sustainable Development



- 2.8 billion people live on less than \$2/day.



- 42 million people live with HIV/AIDS;  
8.8% of Sub-Saharan African adults are HIV-positive.



- 1.1 billion people lack safe drinking water;  
2.3 billion people lack access to sanitation.

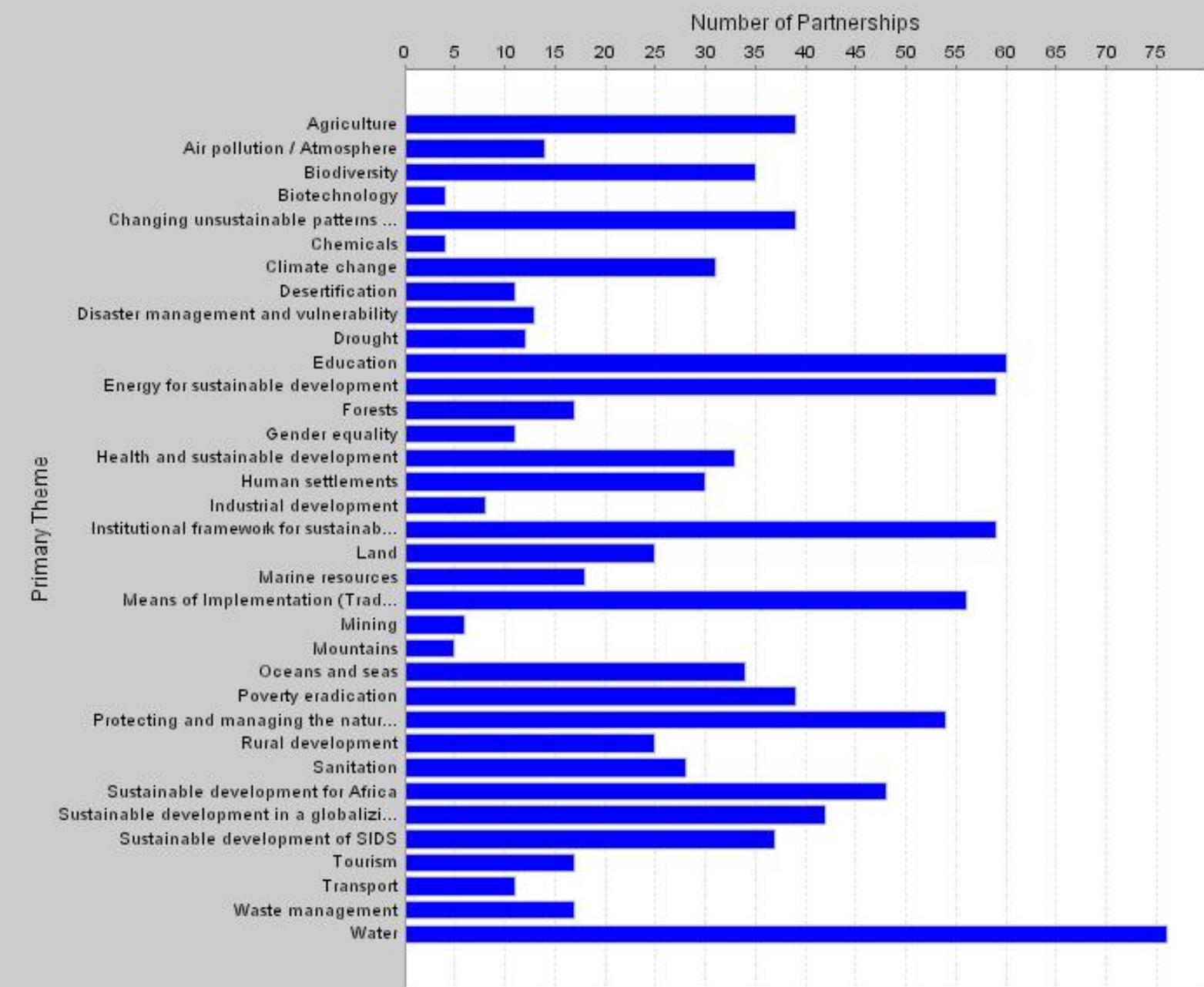


- 2 billion people lack access to modern energy supplies.

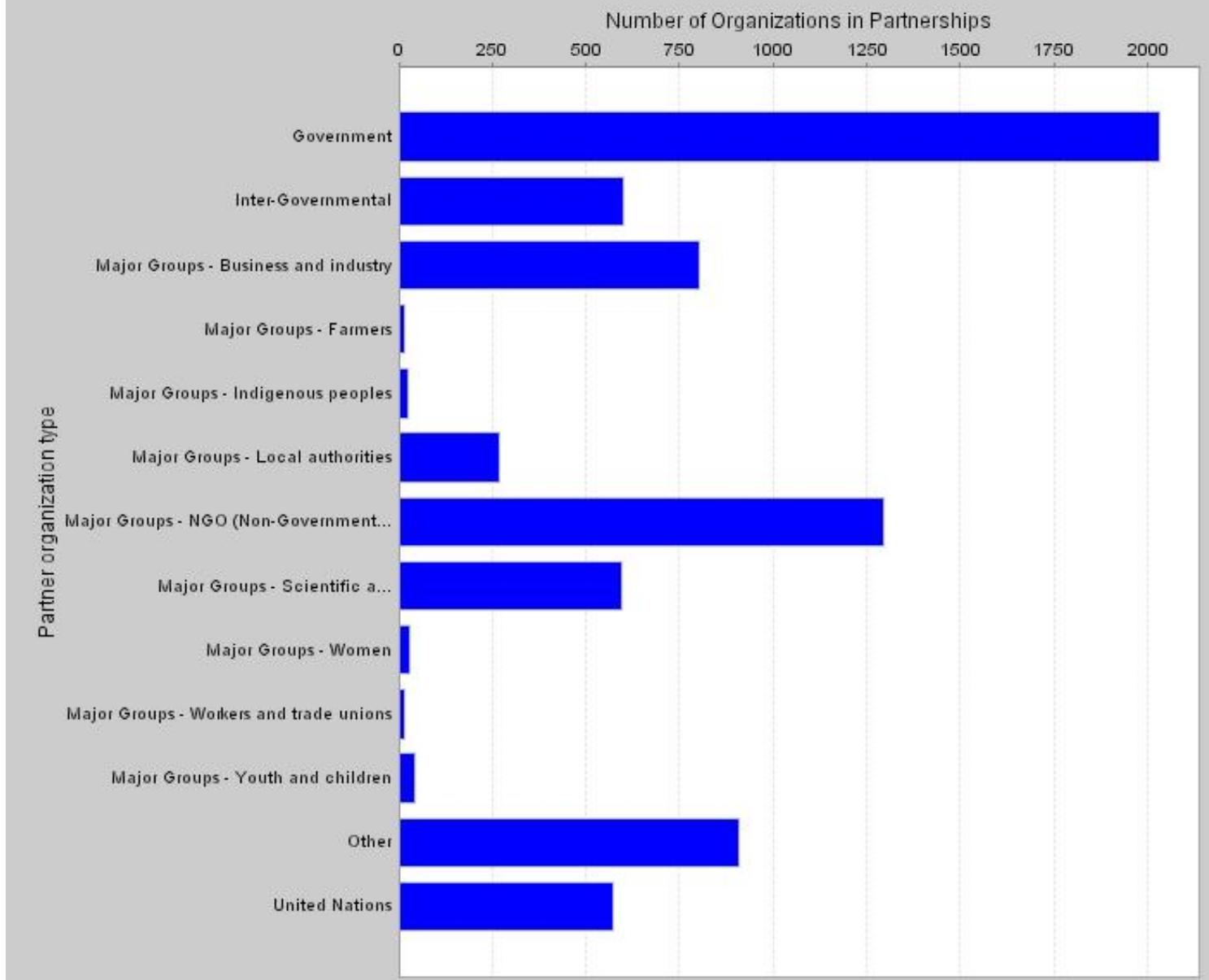


- 75% of the world's fisheries are fully or over-exploited;  
an area the size of Virginia is deforested each year.

## Primary Themes (10-09-2007)



## Partners (Organization type) (10-09-2007)



# ***Looking Ahead:*** **The Next Level of** **Environmental Protection**

# Roles of Regulators in Promoting Sustainability

- **Mandate:** Regulations, directives, standards, Executive Orders (“*Leading by Example*”)
- **Facilitate:** Policy, education, measure, and inform (*EPA Draft Report on the Environment*)
- **Partner:** Joint ventures, collaborative problem-solving (*EPA Performance Track, Design for the Environment, Climate Partnerships, Cooperative Conservation*)
- **Endorse:** Rewards and recognition (*President’s Green Chemistry Award, Malcolm Baldrige Award*)

# *Evolving EPA Governance*

