

EXECUTIVE SUMMARY



BEYOND
ENVIRONMENTAL
REGULATION:

INDUSTRY
TAKES THE
INITIATIVE

Environmental Agency

1000 North Street
Chicago, IL 60604 00604



POLLUTION PREVENTION PAYS

POLLUTION CONTROL AT A PROFIT

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Not the sales pitch of a Federal Regulatory Agency or a manufacturer of pollution control equipment. Rather, the slogans of two leading industrial firms, 3M Company and Dow Chemical. Both firms have, within 18 months, realized over \$10 million in savings through pollution control programs.

These firms are but two of a growing number of companies that are looking at new approaches to controlling pollution—approaches emphasizing better research, better engineering and design, and better manufacturing practices that eliminate tack-on pollution control devices and at the same time cut production costs and save resources.

Impressed by the initiative of these and other Midwest firms, the U.S. Department of Commerce and the U. S. Environmental Protection Agency co-sponsored a unique government-industry conference January 17 & 18, 1977 at the Hyatt-Regency O'Hare in Chicago. The conference had three objectives:

1. to recognize those firms which have taken the lead in establishing pollution prevention programs;
2. to share this approach with others;
3. to make government officials, business leaders and lawmakers advocates for profitable pollution prevention.

Over 350 Midwestern companies attended the two-day meeting. As one of the participants observed, "This conference should have been held 10 years ago, but it couldn't have. I think a new Chapter in the quest for environmental quality has been unfolding here as industrialist and government officials confer for the first time on ways in which pollution control can be made to yield profits and conserve resources."

conference proceedings

DAY I of the two-day conference was geared toward corporate decision-makers. Principals included:

government

Federal— Elliot L. Richardson
U.S. Secretary of Commerce

Russell E. Train, Administrator
U.S. Environmental Protection Agency

State— Anthony Earl, Secretary
Wisconsin Department of Natural Resources

industry

Lewis W. Lehr, President
U.S. Operations, 3M Company

Dr. Earle Barnes, Exec. Vice President
Dow Chemical Company

John Lowey, Exec. Vice President
Republic Steel Company

C. V. St. John, Senior Plant Manager
Eli Lilly & Company

congress

Honorable James J. Florio
Rep, D-New Jersey, member House Subcommittee on
Health and the Environment

Steve Connolly, Staff Counsel
House Subcommittee on Health and the Environment

media

James Bishop, *Newsweek*, Michael Sheldrich, *Businessweek* and
Gladwin Hill, *N.Y. Times*—panel moderators.

DAY II covered specific technical approaches, featuring the most advanced information available and was aimed at environmental directors.

To obtain comments and counsel of participants as fully as possible, the day's agenda included three workshops:

**SELECTION AND IMPLEMENTATION OF
POLLUTION ABATEMENT PROGRAMS**

Chairman: George A. Travers,
Assistant to the Executive Vice President,
Commonwealth Edison

**MANAGING AND MONITORING FOR
ENVIRONMENTAL PERFORMANCE**

Chairman: Tom Zosel,
Environmental Engineer,
3M Company

**INDUSTRIAL-MUNICIPAL WASTE
TREATMENT INTERFACE**

Chairman: Dr. James W. Patterson,
Pritzker Department of Environmental Engineering,
Armour College of Engineering,
Illinois Institute of Technology

conference materials available

- Prepared remarks of the key note speakers.
- Tapes of the two-day proceedings.
- List of participants with addresses.
- Personnel to advise individual firms on pollution prevention programs.
- Technical data on toxic guidelines.

conclusions

1. Pollution is largely a wasted resource.
2. Process change often is a more economical approach to pollution prevention than add-on devices.
3. Increased regulatory efficiency and flexibility are required to accommodate new approaches to pollution prevention.
4. Pollution prevention programs require top corporate support and involvement.
5. The potential for pollution prevention and concomitant resource conservation is enormous since the U.S. with only 5.6% of mankind consumes 40% of the world's primary resources.

recommendations

1. Use economic incentives to control pollution.
2. Review current subsidies such as investment tax credits, accelerated depreciation and industrial revenue bonds in order to provide increased resources toward pollution control. (Congress)
3. Interpret the tax statutes so that process changes are not discriminated against. (IRS)
4. Increase the quality and standardization of testing procedures.
5. Develop a conservation-oriented society, a conservation-oriented economy and a conservation-oriented value system through education.

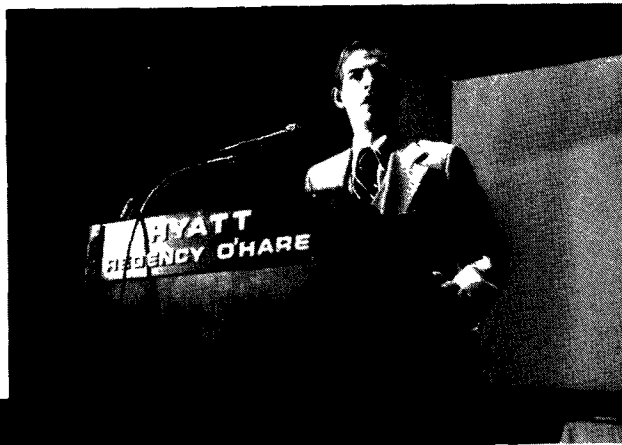
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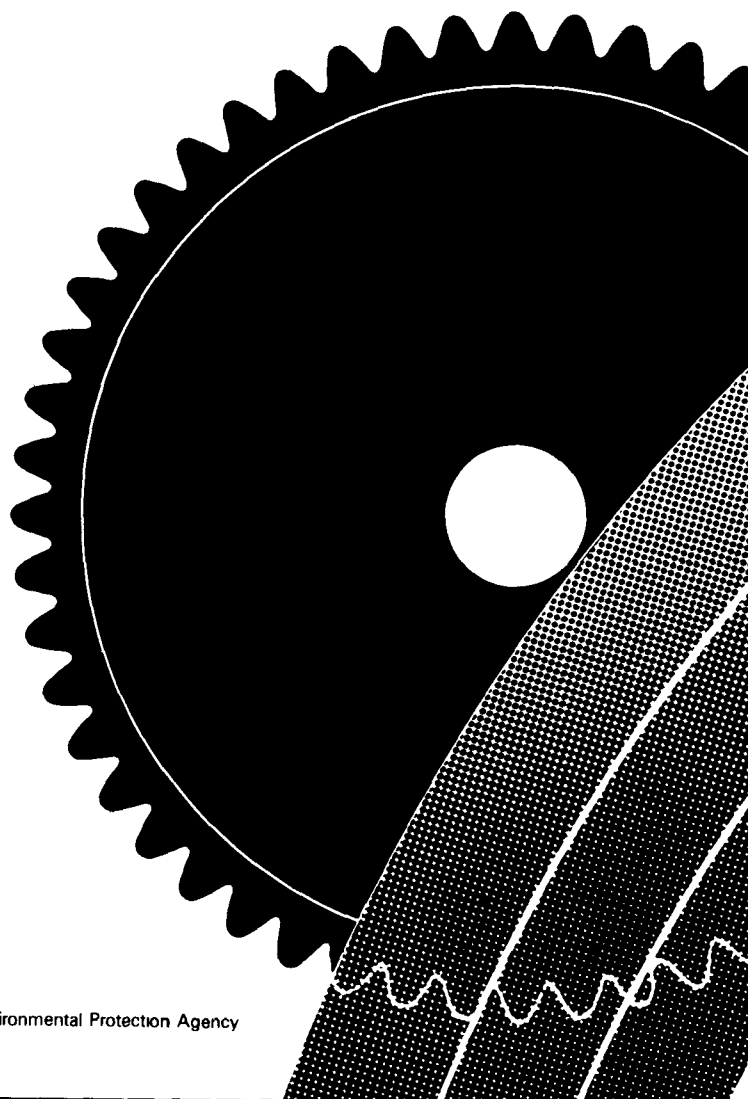


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