



Pollution Prevention News

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Editor's Corner

Environmental Labeling: An Overview

**Bruce Weddle, Acting Director
Municipal Solid Waste Program
EPA Office of Solid Waste**

Over the last year, interest in environmental marketing — the use of environmental benefits to sell products and services — has mushroomed. At the same time, concerns have grown over the potential for confusing and misleading terminology and claims. A variety of efforts are underway to address these issues.

There are two related but distinct aspects to

environmental marketing. The first aspect involves standards or criteria for the use of certain terms, such as "recycled," on product labels. The second and broader aspect is the labeling and promotion of products as environmentally "friendly" or preferable.

Several states are making efforts to address the first issue of terminology. For example, Rhode Island, New York, Connecticut, and New Hampshire have passed legislation that will regulate the use of a recycling logo. The regula-

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Forum

The Green Revolution: An Opportunity Too Important to Waste

**Hubert H. Humphrey, III
Minnesota Attorney General**

Earth Day brought one message home: Americans are profoundly concerned with this nation's mounting environmental problems. As individuals, we are more willing to do something about them. We have started separating our garbage for recycling and reducing our individual waste. We have started thinking about how the products we buy affect the environment.

Industry has been quick to cash in on this change in public attitudes by introducing products claiming to be "environmentally friendly." Unfortunately, some marketers are unfairly taking advantage of unwary consumers. Some environmental claims on products are confusing and vague — consumers can't tell from reading the labels just how these products are better

for the environment. Some claims are simply trivial, offering no environmental benefit of any consequence. And some claims are downright misleading and fraudulent.

The mounting confusion surrounding environmental claims is of great concern to both state and federal officials. Companies should be encouraged to develop products that are better for the environment and to relay that information to consumers. But if industry continues to make misleading claims, consumers will become hopelessly confused and give up on figuring out which products are truly better for the environment.

As Minnesota Attorney General, I am working with the Attorneys General of California, Massachusetts, Missouri, New York, Texas, Washington, and Wisconsin in investigating en-

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Forum on Environmental Marketing (Cont'd)

Green Seal: Mobilizing Environmental Consumers

Norman L. Dean
Executive Director, Green Seal

Consumers increasingly are facing a blizzard of claims that one or another product is environmentally superior. One product states that it is "environmentally friendly." Another claims that it is "recycled." A third asserts that it is "biodegradable." But are they? How is the consumer to know for sure?

A recent poll by the Gallup organization for *Ad Age* magazine found that 90% of women and 70% of men would be willing to pay more for products or packaging made environmentally safer. Yet few know which products demonstrably are better for the environment.

To assist consumers who want to make purchasing decisions based on the environmental impacts of products, the leaders of several of the nation's major environmental and consumer organizations have formed a new non-profit organization to label products that are *truly* environmentally acceptable. Led by Earth Day 1990 Chair Denis Hayes, Green Seal will offer an unbiased

analysis of consumer products' environmental impacts.

Starting this summer, Green Seal will begin to establish environmental standards for major categories of consumer products. Suppliers of products—including manufacturers, retailers, and importers—who meet or exceed those standards will be eligible to license the use of the Green Seal on their products and in their advertising. Consumers will be able to buy those products with the confidence that they have been found environmentally preferable to alternative products by an independent group of scientists and other experts.

The Green Seal program will be conducted to achieve three specific objectives: technical accuracy, public credibility, and openness.

- **Technical Accuracy.** A primary objective of the Green Seal program will be to bring the best available technical skills and methods to bear on the task of assessing the environmental impacts of consumer products through their entire life cycle. To ensure first-rate technical work, Green Seal will convene a diverse, high powered and balanced group of scientists and other experts to supervise this environmental impact assessment and standard setting process.

- **Public Credibility.** In order to assure unbi-

ased decisions and thereby inspire consumer and business trust in Green Seal, the organization will conduct its operations under a strict Code of Ethics. This code will, among other things, prohibit anyone with a direct financial interest in firms that might benefit from the Green Seal from participating in the decision making process.

- **Openness.** To ensure that its decisions are fully informed, Green Seal will conduct its decision making process in the open and invite the participation of industry, government agencies, consumers, and environmental organizations. Proposed environmental criteria for categories of consumer products will be published for public comment, and public hearings and meetings will be held on important issues affecting the labeling program.

By furnishing advice to consumers on environmentally acceptable products, Green Seal has the potential to bring about sweeping changes in consumer purchasing habits and, through such changes, dramatic improvements in the quality of the environment. Green Seal invites industry, consumers, and environmentalists to join in this important new venture.

For more information write: Green Seal, 1733 Connecticut Ave. NW, Wash., D.C. 20009.

Green Revolution

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environmental marketing claims. The eight-state task force is approaching environmental marketing in two ways. First, as public officials charged with enforcing our state laws prohibiting consumer fraud and deceptive advertising, we are investigating claims that may violate those state laws. At the same time, we are bringing together the forces that ignited the "green revolution" in the first place: consumer interest in using purchasing power to help protect the environment and the ability of business to convey information about the products they produce.

As a first step in that process, the eight-state task force hosted an unprecedented national public forum on March 14 and 15 in St. Paul, Minnesota, focusing on the promotion of products as "environmentally friendly." Joined by key officials of the

Federal Trade Commission and a representative of the EPA's Office of Pollution Prevention, we invited businesses, environmental groups, and consumer groups to provide insight into trends in environmental marketing, the potential for exploitation of consumers in the making of environmental claims, and ways to keep the "green revolution" on course.

The forum exposed disagreements on several issues such as the role and marketing of degradable plastics. Far more important, though, was the wide degree of consensus among businesses and environmental groups alike. Significantly, almost every organization testifying at the public forum urged the development of standards, guidelines, or definitions for business—standards for environmental claims that consumers can understand.

The standardization of environmental marketing claims will be a complex and difficult process. For standards or guidelines to

be effective, they must be based on a thorough understanding of the scientific and technical issues underlying existing and emerging products as well as changes in municipal waste management. Ultimately, despite the best efforts of public officials, businesses, and environmental groups, it may prove impossible to develop comprehensive standards for environmental claims. A major and possibly fatal hurdle will be developing standards that are flexible enough to respond to desirable innovations in products as well as waste management.

Despite all the potential roadblocks, this is one task we must pursue. The states and the federal government received a clear mandate at the Public Forum to develop uniform national guidelines for environmental marketing. To succeed in this task, the states and the federal government must work in partnership. The promise of the Green Revolution is an opportunity we cannot afford to waste.

Environmental Marketing Projects

The Green Cross Program

On April 13th, four retail and supermarket chains serving the western United States announced a comprehensive "Green Cross" program for dealing with environmental product claims. Participating chains are ABCO Market, Inc. (75 supermarkets in Arizona); Fred Meyer, Inc. (125 stores in seven western states); Raley's (58 stores in northern California and northern Nevada); and Ralphs (143 stores in southern California).

Under the Green Cross program, products containing "the maximum practical, state-of-the-art level of recycled content" will receive the Green Cross Recycling Seal of Approval. Manufacturers' claims will be certified by a third party, the non-profit Green Cross Certification Company, a division of Scientific Certification Systems, Inc.

The first recycling seal will be awarded this month to the kraft paper grocery bag, made with 38-40% recycled content using a state-of-the-art triple layer manufacturing process which preserves the strength of the

bag. The Green Cross definition of recycling includes consumer and industrial waste, but excludes industrial scrap; Green Cross has also reached agreement with the paper company to remove environmental claims from their grocery bags relating to biodegradability, recyclability, and the non-toxicity of the ink used.

According to Star Rhodes, President of Green Cross, most claims of manufacturers of 100% recycled content are likely to drop to about 30% when evaluated under Green Cross's stringent certification standards. Nevertheless, there is considerable interest in the program — in the last 30 days, Green Cross has been contacted by 100 manufacturers. Green Cross expects to concentrate its initial recycling certification efforts on paper goods such as napkins and paper towels.

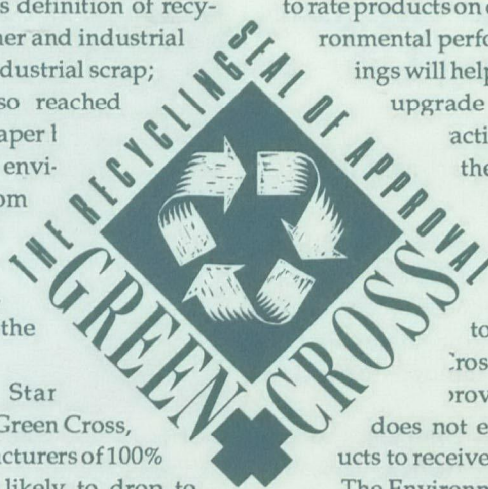
On a larger scale, Green Cross and the participating stores are developing an Environmental Performance Ranking program

to rate products on different factors in environmental performance. Product rankings will help spur manufacturers to upgrade their environmental practices and will be used by the retail store buyers in choosing products to stock.

Eventually, some products are expected to qualify for the Green Cross Environmental Seal of Approval, although Rhodes does not expect any major products to receive this seal for some time.

The Environmental Seal of Approval will be awarded based on a product's total environmental impact. Criteria for the seal include at least 50% sustainable or recycled materials content in the product and its packaging; a solid waste disposal plan that demonstrates zero environmental burden; and zero tolerance (no detected residues) for cancer-causing chemicals and reproductive toxins in all effluents and emissions associated with the product and packaging.

For more information, contact Linda Brown at Green Cross, 800-829-1416.



Consumer Product Comparative Risk

Tim Mohin
EPA Office of Air Quality Planning and Standards

Most of the products that we as consumers buy are the culmination of complex manufacturing, transport, distribution, and marketing systems that have a variety of effects on the environment and natural resources. The concept of grass roots action to protect the environment through the power of the marketplace is powerful and exciting. However, unfortunately, at present neither consumers, producers, nor retailers have a consistent, reliable method for assessing the total impacts of a product on the environment throughout its lifecycle. In order to fully evaluate the true comprehensive environmental consequences of a consumer product, it is necessary to examine all of the phases of the lifecycle of the product from raw materials to final disposal.

One of the projects funded by EPA's 2% pollution prevention awards competition is based on the concept of lifecycle analysis of consumer products. The Consumer Product Comparative Risk (CPCR) project will be conducted as a joint effort of EPA's Office of Air Quality Planning and Standards, Office of Solid Waste, and Office of Research and Development. The goal of the project is to develop a methodology with which to evaluate the environmental and public health consequences of consumer products throughout their lifecycles and to develop a mechanism to provide this information to consumers.

The work plan for the project includes five main tasks: (1) selection of a peer-review group; (2) developing a method for analyzing lifecycle impacts; (3) selecting products for initial evaluation using the method; (4) conducting the analysis and refining the method; and (5) developing a communications strategy. The project is scheduled to begin in early July 1990 and is funded through October of 1992.

With all of the interest in the area of environmentally friendly products there is a risk

that consumers will receive either too much or too little information. The CPCR project will provide a technically feasible and scientifically sound method for analyzing the lifecycle impacts of a variety of products. With this type of method, labeling or other consumer awareness programs will have a solid foundation for providing useful and consistent information to consumers.

Draft Labeling Report Available

EPA's Pollution Prevention Division has developed a draft report entitled "Environmental Labeling in the United States: Background Research, Issues and Recommendations." The report summarizes the environmental labeling experiences of other countries and describes a possible structure and function for a voluntary program in the United States. The draft report was prepared for EPA but has not been endorsed by the Agency. For a copy of the draft report, contact Lena Hann at 202-245-4164.

In the States: Oregon

Implementing Oregon's New Planning Law

Fred Hansen

Director, Oregon Department of Environmental Quality

With the recent passage of the landmark Toxics Use Reduction and Hazardous Waste Reduction Act, Oregon became one of the first states in the nation to mandate pollution prevention planning through toxics use reduction.*

The statute requires companies to develop and implement reduction plans, and to report annually on progress toward achieving reduction goals. This approach — affecting virtually all businesses in Oregon which use toxic chemicals or generate hazardous waste — will address chemical use from purchase to disposal.

An introductory policy statement for the Act encourages reduction in the use of toxic substances and generation of hazardous waste whenever "technically and economically practicable" without shifting risks from one part of a process, environmental media, or product, to another. It also gives priority to toxics use reduction techniques over hazardous waste reduction techniques in the planning process, focusing on in-plant changes that reduce toxic chemical use and eliminate hazardous waste generation.

At this time, the Department of Environmental Quality (DEQ) is estimating that roughly 1,000 businesses will come under the jurisdiction of the new Act. These businesses include "large users" who report toxic chemical releases under section 313 of the federal Emergency Planning and Community Right-to-Know Act, and regulated generators of hazardous waste under the federal Resource Conservation and Recovery Act. The first plans are due September 1, 1991, from large users and fully regulated generators of hazardous waste, and September 1, 1992, from small quantity generators.



Employees at East Side Plating, Inc. use Oregon's Generator Checklist to evaluate the use of toxic chemicals. Parts waiting to be plated are in background. Photo: Light Graphics

Planning Process

The planning process outlined in the law requires companies to examine their chemical usage, production processes, and waste generation and find opportunities for use and waste reduction. The planning efforts, at a minimum, would focus on those toxic substances and hazardous waste streams for which performance goals must be set, although the plan could cover a broader range of chemicals and wastes if a company chose to do a full assessment.

Drawing on available technical literature or assistance from DEQ or other industry experts, a company must identify opportunities for use and waste reduction. The analysis must distinguish between toxics use reduction and waste reduction methods and demonstrate that the former were given priority wherever technically and economically practicable. A company must then develop a schedule for implementation, setting measurable performance goals for certain chemicals used and waste-streams generated. For now, decisions about actual performance goals are left to individual companies.

After developing an original plan, companies are next required to send annual reports to DEQ. Plans and progress reports are not considered public records and will be kept at the facility. Instead, DEQ employees are allowed to request and review this information to monitor each business's progress in implementing the law. If the plans or progress reports are found inadequate according to the planning guidelines and the business fails to correct the deficiencies, then the results of the DEQ review will be made public and the Department can order the

company to develop a plan. This threat of negative publicity, coupled with the economic benefits of reduction planning, provides strong incentives for a business to comply with the law.

Technical Assistance

The legislature expanded DEQ's existing waste reduction technical assistance program to help businesses develop and implement reduction plans. Other functions will also be expanded, including information exchange, technical workshops, and development of a public recognition program for businesses that are successful in their use and waste reduction efforts.

Another key component of the program deals with conditionally exempt generators of hazardous waste. These types of businesses — drycleaners, vehicle repair shops, print shops, commercial painters, and the like — are often overlooked. Although they are not required to develop plans, the Department is explicitly directed to provide technical assistance to them in their use and waste reduction efforts.

To alleviate business concerns about having the technical assistance program within the state regulatory agency, businesses that participate in the on-site technical assistance program are indemnified from inspection or other enforcement actions for violations found by the state, unless there is reasonable cause to believe that a clear and imminent danger exists to the public health, safety or the environment.

Funding for expanded technical assistance will primarily come from two sources: existing general fund revenues and a new hazardous substance user fee. The fiscal year 1989-91 biennium budget for the program is \$675,000, which will fund seven staff positions over two years and provide additional funds for technical training.

Over the past few years, a number of companies have implemented effective and comprehensive toxics use and hazardous waste reduction programs. With the help of the Oregon toxics use reduction law, our next challenge is to get *all* companies to do so.

For more information on Oregon's program, contact Marianne Fitzgerald at 503-229-6352.

Excerpted and updated from "Pollution Prevention Planning," The Environmental Forum © 1989. Reprinted with permission.

* Bills in Massachusetts and Oregon were both signed into law on July 24, 1989. The Massachusetts toxics use reduction program was discussed in the February 1990 Pollution Prevention News. Washington and California have also enacted laws requiring hazardous waste generators to prepare source reduction plans.

In the States: New York

New York's Many Roads to Source Reduction

Leslie Stephenson
Bureau of Pollution Prevention,
NYSDEC

Guided by the principle that hazardous waste is best reduced at its source, New York State is pursuing a wide range of approaches in regulatory and assistance programs. According to Tom Jorling, Commissioner of the New York Department of Environmental Conservation (DEC), "we intend to develop waste reduction regulations that are the most stringent of any in the country to safeguard the health of our residents and prevent the mistakes of the past from happening again."

A state law enacted in 1987 establishes a hierarchy among preferred waste management techniques, with source reduction ranking at the top. In pursuing source reduction, DEC has implemented the following:

- **Waste Reduction Impact Statements.** Hazardous waste generators that own and operate facilities subject to state permitting must submit Waste Reduction Impact Statements. The statements disclose: amounts and types of waste generated; sources of waste; feasible waste reduction techniques, including any implemented since 1984; and schedule for future implementation.

Such statements are required only for RCRA hazardous waste at present, but DEC plans to expand the requirement to include other waste types.

- **Annual reporting.** Manufacturers and treatment, storage, and disposal facilities handling hazardous waste must submit annual reports describing steps taken to reduce volume and toxicity of wastes.
- **Technical assistance.** DEC assists hazardous waste generators in several ways:

— The *New York State Waste Reduction Guidance Manual* published by DEC in 1989 provides guidance to generators in conducting waste reduction audits and assessing the feasibility of waste reduction options.

Success Story: Air Emissions Cut 93% in IBM Manufacturing Process — Endicott, NY

Before: IBM's Systems Technology Division used the solvents methylene chloride and methyl chloroform in manufacturing a high-volume circuit panel for disk storage units and controllers for IBM's high-end computers. The organic solvents were a costly part of the process.

After: IBM substituted water-based sodium carbonate and sodium hydroxide for the organic solvents. At the same time, the company improved the maintenance of pollution control systems components, such as flanges, valves, pump seals and connectors, and instituted conservation measures such as turning off idle equipment.

Benefits:

- 93% reduction in solvent emissions
- Waste treatment byproducts reduced
- Need for air emission abatement equipment and distillation/recycling equipment reduced
- Liquid chemical wastes reduced
- O&M costs reduced

Source: Success Story Fact Sheet, NYSDEC, April 1990

— DEC's annual hazardous waste conferences are attended by representatives from industry, government, and educational institutions.

— Through DEC's information clearinghouse, staff provide telephone and written assistance using a prevention and recycling library. Abstracts from the library's collection are stored in a computer data base and are accessible by waste type, industry, process, or waste reduction type.

— DEC develops case studies of indus-

tries that have successfully implemented waste reduction techniques (see box above).

— Small quantity generator workshops are conducted for businesses such as vehicle maintenance facilities, dry cleaners, and printers.

Using an EPA Source Reduction and Recycling Technical Assistance Grant, DEC plans to conduct additional workshops for specific industrial groups or waste streams. Participants will include representatives of

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Innovative Research

The New York State Center for Hazardous Waste Management is currently supporting the following research:

- A demonstration project to utilize a rule-based expert system for minimizing industrial hazardous waste.
- Use of metal adsorbing compounds to mitigate heavy metal toxicity in suspended growth systems.
- Metal ion separations from hazardous waste streams by impregnated ceramic membranes.
- Development of oxides of iron as sorbents for the control, separation and recovery of inorganic hazardous waste components.
- Electrocoagulation for hazardous waste management: fundamental aspects, applications and economic benefits.

In the States: Mississippi

Mississippi's State/University Partnership

Dr. Caroline K. Hill
Technology Transfer Specialist,
MISSTAP

In a unique partnership, Mississippi's Department of Environmental Quality and Mississippi State University's Department of Chemical Engineering and Department of Home Economics have teamed up to provide technology transfer and technical assistance to Mississippi industries, businesses, municipalities, and residents.

The non-regulatory MISSTAP (Mississippi Technical Assistance Program for waste minimization) was established in late 1988 at Mississippi State University and offers an information clearinghouse with services such as library resources, computer bulletin board, hotline with the Southeast Regional Resource Center, and computer searches of databases. MISSTAP publishes a newsletter every other month and holds conferences, including 1-day industry-specific conferences offered at different locations around the state.

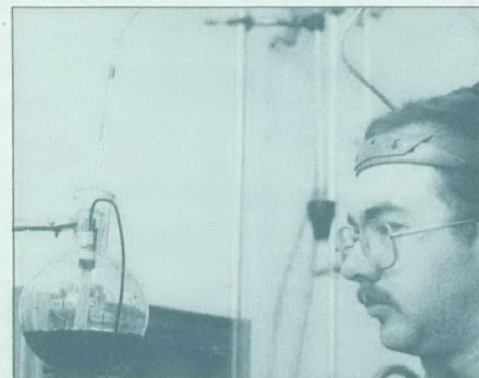
Technical assistance projects have been initiated with 16 companies. One demonstration project funded by the Appalachian

Regional Commission and MSU is nearing completion and is expected to achieve significant reductions in hazardous waste at a metal-finishing company (see box).

In January of this year, another new program called MSSWRAP (Mississippi Solid Waste Reduction Assistance Program) was initiated. This program concentrates on solid wastes and will be offering a computerized waste exchange in the near future, covering materials such as plastic and rubber, solvents, and oils. The first MSSWRAP newsletter was mailed out in March and a 3-day conference is being held in June.

One of the most beneficial "side effects" of the MISSTAP/MSSWRAP program is the involvement of students in demonstration projects, seminars, and conferences. Faculty and students in the Home Economics Department are incorporating environmental issues into such courses as housing, textiles, and consumer economics; a recycling program for the campus is currently being planned. Engineering students in the university's Chemical Engineering Department attend MISSTAP conferences, work on demonstration projects, and are increasingly focusing on environmental problems in their own independent research.

For more information, contact Caroline Hill at 601-325-8454.



MSU student wearing face shield studies chrome III oxidation.

The demonstration project at Piper Impact, Inc. in New Albany, MS is expected to yield technologies and results that can be applied to other firms involved with metal finishing operations. The goal of the project was to reduce or eliminate the heavy metal and organic acid hazardous waste streams generated during the surface treatment of magnesium parts. The current factory process uses caustic, organic acid, chromic acid, water spray rinses, and constant overflow rinses to treat and finish the part surfaces, generating over 7,000 gallons of concentrated waste every three weeks and about 5,200 gallons of water requiring treatment every hour.

To reduce rinse water, a pilot plant has been constructed where counter-current overflow rinse tanks in series replace the spray and constant overflow rinse system. The process is expected to decrease the rinse water flow rate by 90%, bringing contaminated rinse water flow down to about 516 gallons per hour.

To eliminate the organic acid, two possible replacements are under investigation: hydrogen peroxide and a chromic acid-sulfuric acid mixture. Finally, replacement of the chromic acid treatment was studied, but no substitutes were found. Instead, electrolytic regeneration of the chromic acid is being pursued as an alternative. If successful, these approaches will move the company closer to the ultimate goal of zero discharges from hazardous waste processes.

New York's Many Roads

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industries that have successfully implemented pollution prevention strategies.

EPA's grant will also help DEC educate its staff in source reduction and recycling and will aid in expanding the information clearinghouse.

Additional source reduction efforts in New York include:

- DEC's household hazardous waste reduction program, which monitors and evaluates collection events and develops public information materials.
- The New York State Center for Hazardous Waste Management, which supports a research and development program and conducts outreach to promote technology transfer.

- The New York State Environmental Facilities Corporation (EFC), which compiles research and development information on methods for reducing, recycling and disposing of hazardous materials, researches available markets, develops technical information on methods and economic means of recycling, and provides technical assistance.
- The Northeast Industrial Waste Exchange, which receives funds from New York through the EFC. The exchange matches waste generators with waste users in order to recycle waste materials back into the manufacturing process.

For more information on New York's program, contact Leslie Stephenson at 518-485-8400.

Calendar of Events

Title	Sponsor	Date/Location	Contact
1990 National Solid Waste Forum on Integrated Municipal Waste Management	Assn. of State & Territorial Solid Waste Management Officials	July 16-18 Milwaukee, WI	Kerry Callahan 202-624-5828
9th National Recycling Congress Milestone Conference	National Recycling Coalition	Aug. 20-24 San Diego, CA	Annmarie Pittman 202-639-5080
28th International Solid Waste Exposition	Governmental Refuse Collection & Disposal Assn.	Aug. 20-24 Vancouver, BC	Patty Magill 800-456-4723
Prevention, Management & Compliance for Hazardous Wastes (Course)	American Institute of Chemical Engineers	Aug. 20-22/San Diego, CA Nov. 14-16/Chicago, IL	Registrar 212-705-7526
1st Int'l Symposium on Oil & Gas Waste Management Practices	U.S. EPA, others	Sept. 10-13 New Orleans, LA	Mike Fitzpatrick 202-475-6783
EnSol 90: Global Env. Solutions Conference & Exposition	CA Dept. of Health Services CA Env. Affairs Agency, U.S. EPA, Brits 2 Limited	Sept. 12-14 Santa Clara, CA	Rachelle Scheinbach 206-643-7410
Waste Minimization Seminar	Du Pont Company	Sept. 18-19/Williamsburg, VA Oct. 9-10/San Antonio, TX Nov. 14-15/Orlando, FL	Seminar Group 800-532-7233
Annual Regional Solid Waste Symposia	Governmental Refuse Collection & Disposal Assn.	Oct. 2-4/Virginia Beach, VA Nov. 6-8/Orlando, FL	Brad Roberge 800-456-4723
Haztech International '90	Institute for International Research	Oct. 2-4 Pittsburgh, PA	Neal Schwartz 800-468-7644
Hazwaste Expo Chicago '90	National Association of Hazardous Waste Generators	Oct. 15-18 Rosemont, IL	Robert McCarty 215-683-5098
7th Annual New Jersey Environmental Exposition	Environmental Expo Advisory Board	Oct. 15-17 Edison, NJ	Linda Siecke 201-782-0062
Hazardous Waste Pollution Prevention Strategies	Hazardous Waste Treatment Council	Oct. 25-26 Washington, DC	Jacqueline Scott 202-783-0870
Enviro Expo	Anchor Resources, Inc.	Oct. 30-31 Beaumont, TX	Jimmie Douglas 504-291-9996
Investment Recovery Conference	Investment Recovery Association	Oct. 30-Nov. 1 Williamsburg, VA	Jeff Wherry 216-899-0010
5th National Household Hazardous Waste Management Conference	U.S. EPA, CA Dept. of Health Services, CA Integrated Waste Management Board	Nov. 5-7 San Francisco, CA	Michele Sevigny 508-470-3044
HazMat West '90	Tower Conference Management, Inc.	Nov. 6-8 Long Beach, CA	Brenda West 708-469-3373
1990 Food Industry Environmental Conference	Georgia Tech Research Institute	Nov. 12-14 Atlanta, GA	Chuck Ross 404-894-3412
Pollution Prevention Strategies	American Ecology Services Inc./Geraghty & Miller	Nov. 15-16 Arlington, VA	Richard Miller 212-371-1620
2nd Annual Waste Equipment & Recycling Conf/Exhibition	Tower Conference Management, Inc.	Nov. 28-30 Rosemont, IL	Bill Harrington 708-469-3373

Editor's Corner from page 1

tions define the minimum amount of secondary materials that must be contained in a product in order to be labeled "recycled" and the conditions under which a product may be labeled "recyclable" or "reusable." In order to work towards regional consistency in definitions, the Coalition of North-eastern Governors' Council on Source Reduction and the Council of State Governments' Northeast Recycling Council are also developing definitions for product and packaging attributes.

We are encouraged by these efforts towards achieving consistency. However, EPA believes that the federal government also has a role in seeing that accurate and consistent information is provided to consumers so that they can make informed decisions on the products they purchase. As a first step, EPA has published federal procurement guidelines for certain materials with recycled content: paper, used oil, building insulation materials, retread tires, and cement containing fly-ash.

In addition to the important issue of definitions and standards, there is the larger issue of labeling products based on environmental impacts over the life of the product. EPA believes that "environmental choice" labeling has the potential to be a powerful mechanism for increasing consumer awareness of the environmental effects of their purchases, and for encouraging manufacturers to reduce the environmental impacts associated with their products. EPA is tracking environmental choice labeling efforts

getting underway in the United States (see articles on Green Seal and Green Cross inside), and in other countries, including West Germany, Canada and Japan.

Among the most important issues in any environmental choice labeling effort is the method used for evaluating and comparing environmental impacts across products. Judgments and tradeoffs among environmental impacts must frequently be made. For example, is the energy used in the manufacture of a product more environmentally significant than the wastes produced? EPA is developing a methodology for conducting the sort of sophisticated product lifecycle assessments that are needed for a rational, equitable environmental labeling program (see article on page 3).

Finally, in considering the appropriate future federal role in environmental labeling programs, EPA is seeking wider discussions of these issues with states, private organizations, and a number of federal agencies with an active involvement in these matters, notably the Commerce Department and the Federal Trade Commission.

Coming Soon...

Coverage of EPA's
International Conference
on Pollution Prevention,
June 10-13, 1990.

Call for Papers — 1991 ACS Symposium on Pollution Prevention and Process Analytical Chemistry

Process analytical chemistry is an emerging area of interest to all segments of the chemistry community and holds great promise for pollution prevention. For a symposium at the national meeting of the American Chemical Society (April 14-19, 1991, Atlanta, Georgia), papers and posters are requested on the following areas:

- Chemical and Biochemical Sensors
- Robotics
- Engineering Process Controls
- Chemometrics
- State & Regional Programs on Toxics Use Reduction
- The Toxics Release Inventory and Process Analytical Chemistry
- Process Analytical Chemistry and Quality Assurance

Short and extended abstracts are required by September 15, 1990. Manuscripts will be required at the time of the meeting; all manuscripts will be peer reviewed prior to acceptance. For more information, contact the Symposium co-chairs: Joseph J. Breen, EPA Office of Toxic Substances, at 202-382-3569, or Michael J. Dellarco, EPA Office of Research & Development at 202-382-5794.

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