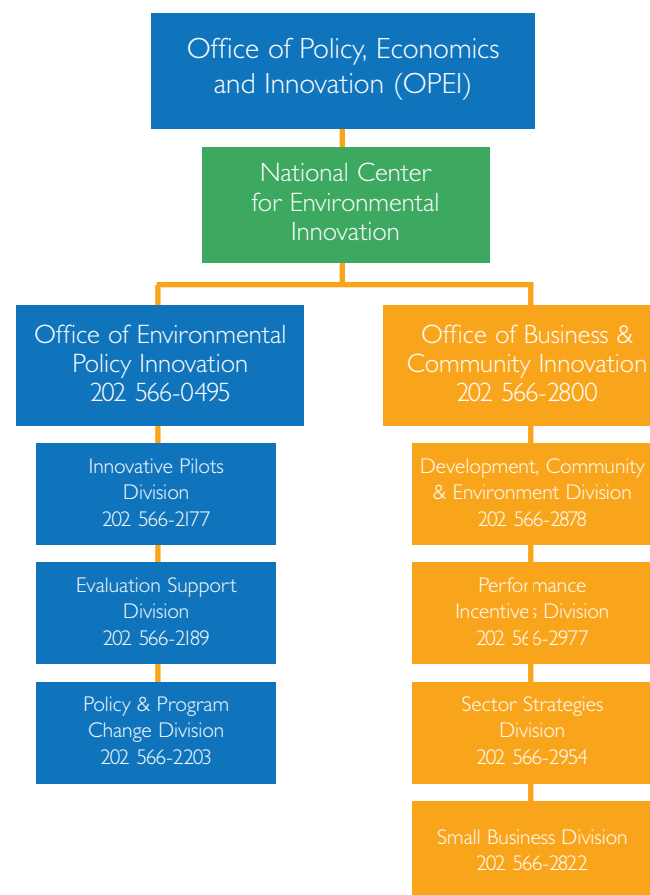


“The United States must continue to transform its environmental management system, not because innovation is good per se, but because the present system will not solve the most pressing of the nation's outstanding environmental problems.”

—Environment.gov, *Transforming Environmental Protection for the 21st Century*, a report by the National Academy of Public Administration, November 2000.



NCEI Organizational Structure and Contact Information



Contact Information

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Environmental Progress through Innovation



NCEI
NATIONAL CENTER FOR
ENVIRONMENTAL INNOVATION

WWW.EPA.GOV/INNOVATION

Environmental Progress *through* INNOVATION



Mission

The National Center for Environmental Innovation (NCEI) promotes new ways to achieve better environmental results. Working with EPA programs and with states, businesses, and communities, the Center seeks to solve challenging environmental problems through new ideas, creative partnerships, and sound analysis. To foster creative problem-solving, NCEI:

- ☀ Provides a testing ground for innovative ideas that advance environmental protection.
- ☀ Assists EPA's national programs and regions in adopting innovative approaches.
- ☀ Supports improved environmental performance in business; communities; and state, tribal and local governments.

NCEI is working to bring about the next generation of environmental protection, one that focuses more on results and less on process; emphasizes environmental protection, not just pollution control; and takes a comprehensive rather than piecemeal approach to problem-solving. This environmental protection system NCEI envisions—and is working toward—will use more

market-based incentives that link environmental and economic objectives. It will also provide better information and meaningful opportunities for public involvement in decision-making.

Key Programs

NCEI's Office of Environmental Policy Innovation strives to continuously improve environmental protection systems by:

- ☀ Testing innovative ideas that promise better environmental and public health protection than existing policies.
- ☀ Evaluating innovations to determine their potential for broader application.
- ☀ Encouraging adoption of successful innovations so their value can be realized on a broader scale.

NCEI's Office of Business and Community

Innovation manages a set of multimedia programs that strive to improve environmental performance. These programs focus on:

- ☀ Improving environmental performance in industry sectors by working with industry leaders, trade associations, and state and local governments.
- ☀ Assisting small business by providing the information and extra services they need to understand and successfully address environmental issues.
- ☀ Creating incentives to recognize and encourage top environmental performance and to create a more collaborative relationship between government and business.
- ☀ Minimizing the environmental impacts of development by working in partnership with states, local governments, developers, and nonprofit organizations to create sustainable practices that meet the needs of this and future generations.

