



PREVENTION *quarterly*

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Pollution Prevention and Behavior Change



Have you ever tried to get a smoker to stop smoking? Or a kid to start wearing a bike helmet? Changing behavior is both art and science, and much can be learned from others' attempts to change behavior. Understanding and applying the principles of behavior change is essential to promote pollution prevention (P2) and environmental change.

Many factors affect P2 implementation, especially willingness to make a change. Recently environmental professionals have written good, concise articles and reports on behavior change and environmental issues. The following publications give you ideas and

actions to be more effective in changing the P2 behavior of your target audience.

What can Gloria Steinem and turtles teach you about behavior change and pollution prevention?

Find out by reading, "**Behavior Change: Overcoming Barriers to Pollution Prevention,**" by Gail Savina, in the March/April 1997 newsletter of the Pacific Northwest P2 Resource Center. Learn why providing information, by itself, is not enough to change behavior, and learn who to ask for help in reaching your audience. You can read this article at: <http://www.pprc.org/pprc/pubs/newslets/news0397.html> [or contact the Office of Pollution Prevention (OPP) at (614) 644-3469 for a paper copy]. This excellent article concisely summarizes specific steps you can take to be more effective in changing the P2 behavior of your target audience. (Also in the March/April 1997 newsletter, you may want to read "Achieving Environmental Behavior Change" by Julie Colehour and Bob Frase.)

For an overview of behavior change literature, including practical applications for P2 and environmental activities, read "Changing

Behavior: Insights and Applications," by the Local Hazardous Waste Management Program, King County, Washington. Contact OPP to receive or borrow a copy, or call (206) 689-3050 for your own free copy. (Get this report if you want a great supplement to the Savina article.) Specific examples of environmental behavior change projects make the concepts in the report easy to understand. The report concentrates on P2 and the environment, and provides a summary list of behavior change principles and a checklist of action steps for planning behavior change projects. The King County team
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Printed on recycled and recyclable paper.

ENVIROPRINT Completes Project Evaluation

Do environmental compliance and pollution prevention manuals get used? Yes, according to the Printing Industry of Ohio (PIO). PIO has recently evaluated and updated its ENVIROPRINT project. ENVIROPRINT is designed to improve the environmental performance of printing operations through self-help guidance with strong emphasis on pollution prevention.

By collecting information through a series of printer focus groups and a state-wide telephone survey of printers, PIO was able to evaluate the impact of ENVIROPRINT on individual companies. In their report special emphasis is given to anecdotal responses from printers who had applied the ENVIROPRINT

guide to their operations. Numerous printers cited the ENVIROPRINT project as the impetus to incorporate pollution prevention by re-evaluating their process chemistry, evaluating new equipment from an environmental standpoint, and reorganizing their record keeping and procurement.

For example, comments from printers included, "We are reducing the use of all chemicals," and "Our trash pickups have been reduced from everyday to once a week." Actual pollution prevention practices implemented included eliminating alcohol, reclaiming silver, and installing automatic blanket washes. One printer even reported that their roller wash costs were reduced by more than 50 percent.

Supporting environmental purchasing agreements is an unanticipated benefit of the ENVIROPRINT project. The Limited Stores, headquartered in Columbus, is using ENVIROPRINT as the basis for a unique partnership program with their print vendors. Not only are their print vendors provided a copy of the ENVIROPRINT guide, but the Limited Stores also are requiring them to certify that they have completed the guide's environmental assessments and are in compliance with environmental regulations.

For further information on ENVIROPRINT, contact **William Stickney, PIO, at (614) 794-2300.**

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reviewed behavior change literature from many fields, and insights and recurring principles from this literature were condensed to write the report.

What motivates industry to do P2? Some answers to this question can be found in U.S. EPA's report "Study of Industry Motivation for Pollution Prevention," by Manik Roy and Ohad Jehassi, U.S. EPA, Pollution Prevention Policy Staff. To better understand how various factors motivate industry to implement P2, U.S. EPA surveyed more than 1,000 businesses to determine

how and whether environmental issues influence core business decisions. The report considers public policy, traditional environmental regulatory programs, technical assistance, and other factors that influence P2 implementation. OPP has a draft copy of the April 1997 report.

We hope the basic principles of behavior change discussed in these publications help you to be more effective in changing pollution prevention behavior. If you have questions or comments about these articles and reports, please contact **Andrea Futrell, OPP, at (614) 644-2813.**

P2 Loans Available

The State of Ohio continues to offer low-interest capital improvement loans to manufacturers with fewer than 500 employees for pollution prevention projects. Loans can cover up to 75 percent of a project. The loans range from \$25,000-\$350,000 and are fixed for the life of the loan at 2/3 the prime rate. There are many different types of projects that qualify, including manufacturing process modernization, source reduction, lighting retrofits and energy efficiency projects, and recycling projects. Contact **William Narotski, OPP, at (614) 728-1264** for more information.

NICE³ - National Industrial Competitiveness through Environment, Energy & Economics

Federal funding is available through the U.S. Department of Energy's NICE³ program to support the development of innovative energy-efficiency, waste minimization, pollution prevention and/or industrial cost competitiveness projects. These one-time NICE³ grants are available for up to 45 percent of the project cost or \$400,000 (whichever is less). Emphasis is placed on the following industries: aluminum, chemicals, glass, metal casting, forest and paper, oil refining, and steel. For more information, contact **John Greenway**, Ohio Department of Development's Office of Energy Efficiency, at (614) 466-6797.

Round VIII Timeline (FY 1998 Projects)

August 1, 1997 - Solicitation for full proposal opens

November 14, 1997 - Full proposals due to the Office of Energy Efficiency

December 10, 1997 - Solicitation Ends

February 1998 - Evaluations by National Renewable Energy Lab & Regional DOE Support Office complete

February 1998 - Selection Board meets

March 1, 1998 - Project Awards Announcement

Finance Training for Pollution Prevention and Energy Efficiency Projects

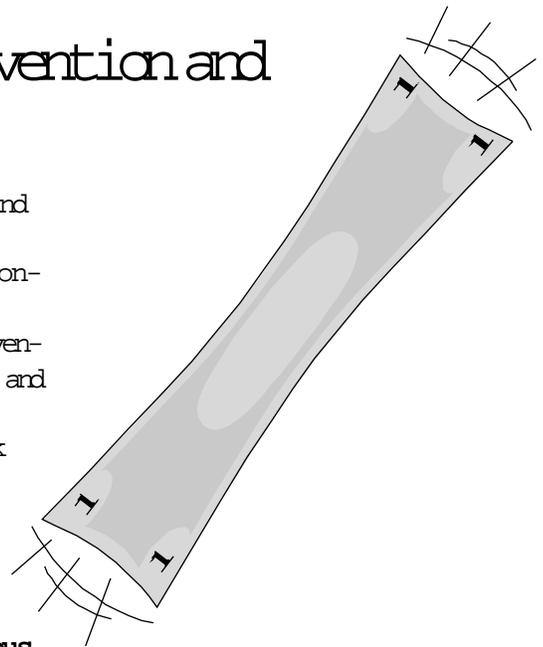
The Institute of Advanced Manufacturing Sciences (IAMS), Cleveland Advanced Manufacturing Program (CAMP), the Ohio Department of Development (ODOD) and the Wright Technology Network are cosponsoring three training programs dealing with financing for energy efficiency and pollution prevention projects. Topics covered include conventional and non-conventional loans, grants, utility credits & incentives, and tax incentives. Instructions will be provided on conducting total cost analysis. Full day workshops will be conducted by Dr. Robert Pojasek from Cambridge Environmental. The schedule is as follows:

October 14 - Eight-hour seminar at CAMP in Cleveland

October 16 - Eight-hour seminar at IAMS in Cincinnati

October 21 - Two-hour workshop at the Waste Expo in Columbus

For more information, contact **Judy Gillens**, IAMS (513) 948-2000.



Why Should You Use OPP's Web Site?

<http://www.epa.ohio.gov/opp/oppmain.html>

Technical Assistance Resources for Pollution Prevention (TARP2)

TARP2 saves you time searching for P2 information by putting links to the best P2 sites in one place. It contains links to energy efficiency, recycling, and sustainable development information, as well as links to government organizations and more.

Case Studies

Want to see what other companies are doing? Summaries of projects from the Governor's Awards for Outstanding Achievement in Pollution Prevention document the successes of Ohio's top pollution preventing companies. Read the stories behind the successes.

On-line Assistance

You can ask Ohio EPA's staff questions by e-mail. Receive information on setting up programs, implementing new ideas, the latest and greatest technologies, or request additional services at your facility. Links allow you to e-mail OPP easily.

Documents

Most of Ohio EPA's hundreds of documents are available on our WWW site or can be ordered by e-mail with our on-line order form. Information is organized by industry and/or process such as electronics, metal finishing, and painting/coating.

Project Funding

You can get all the forms for and information about Ohio's Pollution Prevention Loan Program. You can even apply on-line. Information on additional funding sources also is listed.



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