

## Trade Associations Help Members Go Green

NEETF convened a national forum of business-related associations on March 28<sup>th</sup> in Washington, D.C. to discuss a new trend developing in environmental management. Eighty participants, including representatives from forty-five associations, examined commercial and industrial “codes of conduct” and explored issues that affect environmental performance and daily operation of environmental management programs. Presenters from the Chemical Manufacturers Association, the American Textile Manufacturers Institute and the American Furniture Manufacturers Association, among others, were included.

A cadre of trade associations has emerged promoting change and calling for environmental improvements in their respective commercial and industrial sectors.


Once protective of their members, these trade associations are now moving companies in the direction of environmental accountability, improvement and sustainability.


NEETF Senior Director of Business & Environment Programs Walt Tunnessen notes that this forum was the first major event held by trade associations in support of commercial environmental initiatives. “The association community shows great interest in voluntary programs to improve corporate environmentalism,” says Tunnessen.

A forum report will be available in June. Contact Christine Coughlin, 202/261-6469, [coughlin@neetf.org](mailto:coughlin@neetf.org).

## Environmental Mentoring Reports Released

With support from U.S. EPA, ICEM has developed two new reports that focus on environmental mentoring to support NEETF’s corporate environmental initiative: ***The Mentoring Handbook – A Guide to Environmental Mentoring for Companies, Nonprofits and Regulators*** and a companion report, ***Environmental Mentoring – Benefits, Challenges and Opportunities***.

 *Environmental Mentoring* explains the value of corporate mentoring in gaining efficiency, reducing waste and saving money. The manual profiles six mentoring programs, compares and contrasts the various models and recommends programs underway to encourage mentoring.

 The *Handbook* describes the mentoring “tool kit” and provides forms, checklists and samples to get started. All cases reported in the guidebooks effectively reduce pollution and return economic benefits to the companies involved.

Reports may also be downloaded as PDF files, available at [www.neetf.org/business/reports.html](http://www.neetf.org/business/reports.html).

## ICEM Forges New Partnerships

ICEM has launched partnerships with The Center for Small Business and the Environment (CSBE), Washington, D.C., and Materials Productivity (MP), St. Paul, Minn., in an effort to build stronger ties to the corporate community and develop targeted support material to expand the scope of environmental mentoring:

**CSBE**, a non-profit advocacy group helping businesses reduce environmental impact and streamline operations, has joined with NEETF to create a series of case studies that will be used in ICEM’s Industrial Ecology manual, curriculum and mentoring initiative. The case studies – called “green gazelles” by CSBE Executive Director Byron Kennard — demonstrate successful small business environmental initiatives and the resulting net benefits.

**MP** and NEETF have formed a partnership to research supply chain environmental management programs. This research project will explore reasons why companies develop programs to mentor their supply chains, a variety of available program designs and features, issues characteristic of these mentoring relationships and how training supports environmental learning necessary to the efforts. “Our report will provide a primer on how companies can transfer environmental management information through their supply chains,” declares Senior Director Walt Tunnessen.

For more information about the supply chain research project: Christine Coughlin, 202/261-6469, [coughlin@neetf.org](mailto:coughlin@neetf.org)

## Pilot Strategic Environmental Management Workshops Attract East Coast Business Leaders

For two days last December, twelve companies and organizations sent 20 participants to the first Industrial Ecology Mentoring Project workshop to receive training in the development of pro-active environmental management strategies, held at The Community College of Baltimore County at Catonsville. The workshop, “Strategic Environmental Management Systems & Principles,” emphasized mentoring as an effective technique in transferring useful environmental knowledge from one company to another.

A follow-up mentoring session held in February enabled participants to discuss how they have applied the principles they learned to the actual

development of strategic environmental management plans at their respective facilities.

On March 8<sup>th</sup>, ICEM convened a shorter strategic environmental management luncheon seminar, in partnership with York Technical College, Rock Hill, S.C. The event attracted 65 people from companies around Rock Hill and as far away as Charlotte, NC. ICEM Co-Chair Art Gibson of R.R.Donnely & Sons Co., Chicago, Ill., delivered the keynote.

An additional pilot test workshop is planned this summer in Connecticut. Future workshop test sites include Texas, Illinois, Michigan, and Virginia.

## Green Business Magazine Features ICEM in its Second Issue

*Green@Work*, a new bimonthly magazine that advocates green businesses, gets to know NEETF's corporate mentoring program in its March/April issue. "RX for Environmental Learning" showcases NEETF's Institute for Corporate Environmental Mentoring (ICEM) and highlights the fact that environmental initiatives strengthen businesses by maximizing efficiency and reducing waste. This second issue circulated to 28,000 subscribers.

NEETF President Kevin Coyle told *Green@Work*, "We have concrete examples of how incorporating sound environmental management practices into the daily operations of a business have improved the bottom line." In addition to better bottom lines, Coyle stresses that conditions for employees improve along with the environmental health of many communities where mentoring businesses are located.

Jeff Adrian, Environmental Director at The John Roberts Co., St. Paul, Minn., also an ICEM Steering Committee Member, has helped many smaller companies develop their own environmental management programs. The 78<sup>th</sup> largest printing company in the U.S., Roberts employs 385 people and boasts sales of \$68 million in 1999. Adrian tells readers that all aspects of an environmental mentoring program must tie in to the bottom line to build support and enthusiasm, from implementation staff to upper management.

## New Research Illuminates Industrial Ecology

Over twenty companies and non-profit organizations responded to questions about environmental performance, attitudes and issues through interviews conducted by ICEM staff in concert with the Environmental Technology Task Force at the White House Council on Environmental Quality (CEQ). The research probed the mutual interests of pro-active, innovative companies that go beyond compliance to integrate environmental factors, product and facility design and business strategy.

The central focus of the survey was to examine barriers to and incentives for Industrial Ecology and initiatives that result in the development of eco-parks (shorthand for ecologically-friendly industrial parks). Participants also responded to questions about the incentives or barriers inherent in current environmental regulation.

Summarized findings will be released later this year. A forum to discuss the findings and explore related policy issues is also planned.

## ICEM National Steering Committee

<b>Jeffrey Adrian</b> , The John Roberts Company	<b>Lee Anne Jillings</b> , Voluntary Protection Programs Participants' Association
<b>Braden Allenby</b> , Co-Chair, AT&T	<b>Byron Kennard</b> , Center for Small Business and the Environment
<b>Richard Anderson</b> , Maryland Environmental Business Alliance	<b>Suellen Terrill Keiner</b> , Environmental Law Institute
<b>John Atcheson</b> , U.S. Department of Energy	<b>Clair Krizov</b> , AT&T
<b>Darryl Banks</b> , CH2M Hill	<b>Richard Lemaire</b> , U.S. Department of Defense
<b>Jay Benforado</b> , Office of Policy, Economics and Innovation, U.S. EPA	<b>James C. Martin</b> , Mobil EHS Global Professional Services
<b>Joan Bready</b> , U.S. Small Business Administration	<b>Woodrow McCutchen</b> , Association of Small Business Development Centers
<b>Karen Brown</b> , Small Business Ombudsman, U.S. EPA	<b>James McKenney</b> , American Association of Community Colleges
<b>Rick Bunch</b> , World Resources Institute	<b>Carol Singer Neuvelt</b> , National Association for Environmental Management
<b>Bill Byers</b> , CH2M HILL	<b>David Rejeski</b> , President's Council on Environmental Quality
<b>Thomas S. Davis</b> , Tom Davis Associates	<b>Jackie Prince Roberts</b> , Alliance for Environmental Innovation
<b>Daniel Eddinger</b> , Nebraska Department of Environmental Quality	<b>Walter Rosenberg</b> , Compaq Computer Corporation
<b>Robert F. Ehrhardt</b> , GE	<b>William Shapiro</b> , Volvo Cars of North America, Inc.
<b>Stanley W. Eller</b> , Maine Manufacturing Extension Partnership	<b>Joseph Shimsky</b> , Pitney Bowes, Inc.
<b>Barbara Ennis</b> , Lucent Technologies, Inc.	<b>Kenneth A. Strassner</b> , Kimberly-Clark Corporation
<b>Stephen Evanoff</b> , Lockheed Martin Corporation	<b>Deborah Thomas</b> , Environmental Leadership Program, U.S. EPA
<b>Chris Fox</b> , Community College of Baltimore County - Catonsville	<b>Gregory Waldrip</b> , National Institute of Standards and Technology
<b>Sandy Germann</b> , Office of Policy, Economics and Innovation, U.S. EPA	BP Amoco
<b>Arthur Gibson</b> , Co-Chair, R.R. Donnelley & Sons Company	
<b>Stuart Hart</b> , Kenan-Flagler Business School, University of North Carolina	

## Welcome New Steering Committee Members

**Kenneth Strassner**, Vice President, Environment and Energy, at the Kimberly-Clark Corp. assumes a position on the ICEM Steering Committee along with **Byron Kennard**, Executive Director for the Center for Small Business and the Environment.

**Stephen Evanoff**, Lockheed Martin's Corporate Manager for Environmental Safety & Health replaces David Weiland on ICEM's Steering Committee.

Welcome to all three new committee members.



BULK RATE  
POSTAGE PAID  
Merrifield, VA  
PERMIT #6252

The National Environmental Education & Training Foundation  
1707 H Street, NW, Suite 900  
Washington, DC 20006-3915