

NEETF

The Institute for Corporate Environmental Mentoring

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NEETF Launches National EMS Assistance Initiative For Small Business

NEETF, through its Institute for Corporate Mentoring (ICEM), is convening a National Environmental Management Systems (EMS) Assistance Strategy Workshop, January 11-12, 2001, in Washington, D.C. The purpose of the workshop is to discuss the best methods of promoting EMS and assisting small businesses in its implementation. Two regional workshops will follow and a set of strategies and recommendations will emerge from these meetings to guide assistance-providers and policy-makers in designing future initiatives. A National EMS Assistance Strategy will be compiled and published using the recommendations and information generated by these workshops.

Government, business, and non-governmental organizations increasingly view EMS as a promising tool for promoting compliance and superior environmental performance. Many larger businesses and organizations use or are developing EMS. Implementing EMS in smaller businesses and organizations, however, can present a major challenge.

The Washington workshop will be limited to 60 participants who will explore various tools for EMS assistance, techniques for outreach and training, provider networks and programs, and drivers and barriers to EMS implementation. A steering committee of leading EMS Assistance experts designed the national workshop to include the most informed speakers and the most productive agenda. The workshop series is funded by the

U.S. EPA's Office of Policy, Economics and Innovation.

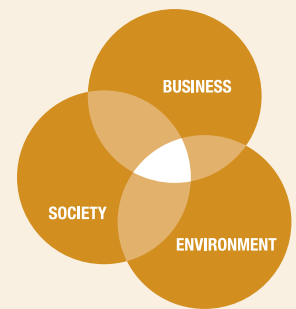
NEETF Report Highlights Changing Role of Trade Associations

Trade associations are increasingly taking an active roll in improving the environmental performance of their respective commercial and industrial sectors, according to a NEETF report released in early November that focused on a national forum held in Washington, D.C last March. Trade associations are becoming catalysts for greater environmental accountability, improvement and sustainability, the report notes. Through the development of "codes of conduct," associations are increasingly requiring member organizations to adhere to a set of environmental standards.

"This report provides an informative discussion of how voluntary, private sector efforts are being designed to stimulate an industrial or commercial sector to improve their prior environmental track records," comments Walt Tunnessen, Senior Director, Business & the Environment, NEETF. "Trade associations

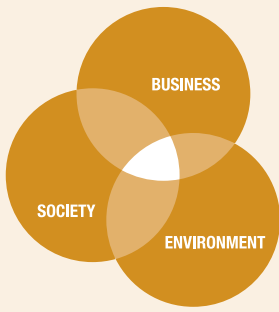
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Business & the Environment is a news service published periodically by NEETF's Institute for Corporate Mentoring (ICEM) to help build sustainable businesses. Further information on all articles is available from Christine Coughlin, Business & the Environment Program Associate or Walt Tunnessen, Business & the Environment Program Senior Director. Contact either by phone: 202/833-2933; or by email; last name@neetf.org



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Interest in B-2-B environmental mentoring is becoming more evident as people discover that working together brings mutual benefit.

Report Highlights

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are becoming more proactive on environmental performance and they might take whole business sectors with them.”

The report’s first distribution occurred at a special EPA workshop for associations held in Washington, D.C. (“Increasing Small Business Competitiveness Through Environmental Management Systems: A Workshop on the Role of Associations”)

To request a Forum report, contact the Business & the Environment Program (*see box on page 1*).

Management Association Offers ICEM Workshop

The National Association for Environmental Management (NAEM) opened its eighth Annual Management Forum in New Orleans, La. with a one-day primer workshop focused on Strategic Environmental Management Systems (EMS). The workshop was led by Richard Anderson, Executive Director, Maryland Environmental Business Alliance, a nationally recognized expert in the field and a consultant with considerable experience in environmental, facility and energy policy management. He is developing NEETF’s business training program to be launched at community colleges around the country.

NEETF Formalizes Partnership with Community College Environmental Network

ICEM and the Partnership for Environmental Technology Education (PETE) have forged an agreement that will result in environmental training programs for small and medium-sized business owner/operators through the national network of 1,200 community colleges. The nonprofit PETE network is a consortium of more than 400 community colleges that

share curricula and provide teacher training on environmental and technological topics. Through this new partnership, ICEM and PETE will help business people gain access to EMS training, corporate mentoring and other training opportunities that will enable them to build stronger, more sustainable businesses.

Richard Anderson, an architect of NEETF’s business training program, will oversee the PETE network’s environmental training courses.

Mentoring Interest Grows

Growing interest in business-to-business environmental mentoring is becoming more evident around the nation as business people discover that working together brings mutual benefit. Mentoring initiatives have been launched in Environmental Excellence programs in Virginia and South Carolina and will soon become an aspect of the EPA’s new Performance Track Initiative. ICEM continues to promote and support the use of business-to-business environmental mentoring:

- Mentoring presentations were given at the Annual Meeting of State Small Business Assistance Programs in Missoula, Mont, at the South Carolina Environmental Symposium in Mrytle Beach, and to a public/private partnership program in Maricopa County, Ariz.
- Helped launch York Technical College in Rock Hill, S. C., as a local peer-to-peer mentoring program.
- Surveyed members of the Wisconsin Environmental Initiative to explore feasibility of a mentoring program in Wisconsin.
- Surveyed EPA’s Small Business Energy Star Award recipients to gauge interest in mentoring.
- Published a chapter on mentoring in “Small and Medium Sized Enterprises

and the Environment,” a Greenleaf Press publication.

- Expanded the mentor-center.org website to include more resources and integrated the mentor center database into Greenbiz.com.

NEETF Examines New Trend in Corporate Environmental Stewardship

With support from EPA's Office of Policy, Economics and Innovation, NEETF is surveying original equipment manufacturers (OEM), i.e. large-scale manufacturing corporations that work with and manage a network of suppliers, to benchmark practices in supply chain environmental management (SCEM). This research is examining how companies like Volvo, Ford, General Motors and Hewlett Packard are developing new environmental management strategies that set environmental performance requirements, maintain environmental performance conformity within their supply chain, streamline operations, maintain employee safety and maximize profits.

The survey report, due out by the end of this year, will include information extracted through a series of interviews with corporate environmental managers and directors at roughly 20 corporations. This research will be useful to develop a report on SCEM, according to Senior Director Walt Tunnessen. “Proactive SCEM programs are an important aspect of environmental stewardship,” he says. “This report is intended to be a resource to support growing interest in SCEM initiatives.”

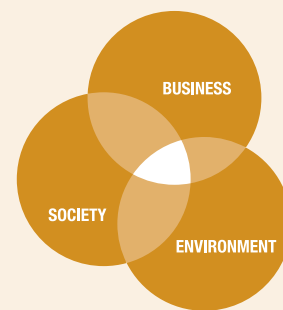
ICEM intends to develop case studies that highlight specific, effective EMS techniques. One case study prospect, the Ford Motor Company, has provided guidance documents and training to suppliers who are expected to comply with ISO 14001 standards.

Strategic Environmental Management Course and Mentoring Project Comes to Connecticut

As part of its mission to reach out to small business and offer strategic tools that enhance economic and environmental success, ICEM will offer a Strategic Environmental Management Systems and Principles Workshop on February 14 and 15, 2001, at Gateway Community Technical College, North Haven, Conn. The workshop is co-sponsored by ICEM Steering Committee members AT&T, General Electric, Kimberly-Clark, Pitney Bowes, R.R. Donnelly & Sons, along with CONNSTEP, Inc., the Connecticut Business and Industries Association, the Connecticut Dept. of Administrative Services Business CONNECTIONS Unit, the Connecticut Minority Suppliers Development Council and the Manufacturers Alliance of Connecticut.

Particular attention will be paid to the growing demand for EMS and ISO 14001 certification. Workshop participants can expect to learn how to use this trend to gain a competitive advantage and how to employ other strategic tools such as industrial ecology to help manage environmental risk, design more efficient products and production processes, work more effectively with suppliers and quantify financial gains. A follow-up session will be held to facilitate dialog, idea-sharing and mentoring among participants.

Contact the Business & the Environment Program for more information or a registration packet.



*Mentor-center.org
has expanded—
it includes more
resources and is
accessible from
Greenbiz.com*