

Innovation & Getting Past Being Regulated

Presented By

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*Hazardous Waste & Pollution
Prevention Programs*





Presentation Topics

- The Trouble with EMSs
- Sustainability - More than Just a Buzzword
- Beyond Compliance - Where Innovation Is
- Rejuvenation, Inc & DEQ Sustainability EMS Project



The Trouble with EMSs

“You could get a flat concrete slab ISO certified as a life boat as long as you have the procedures to notify the next of kin”

- Somebody somewhat famous



The Trouble with EMSs

- Proceduralizing any business activity tends to minimize strategic thinking
- Environmental concerns tend to be reduced to a binary question: "Are we certified or not?"
- An EMS can provide tremendous real business value, but only if it is focused on key business processes

Sustainability - More than Just a Buzzword

- My Scare Tactics:
 - A Law of Physics: there is no “away” to “throw” stuff.
 - We may run out of the biosphere to put carbon residual (exhaust) before we run out of the oil.
 - Cyclic: we over consume to fill the emptiness derived from the emotional void created by over consumption

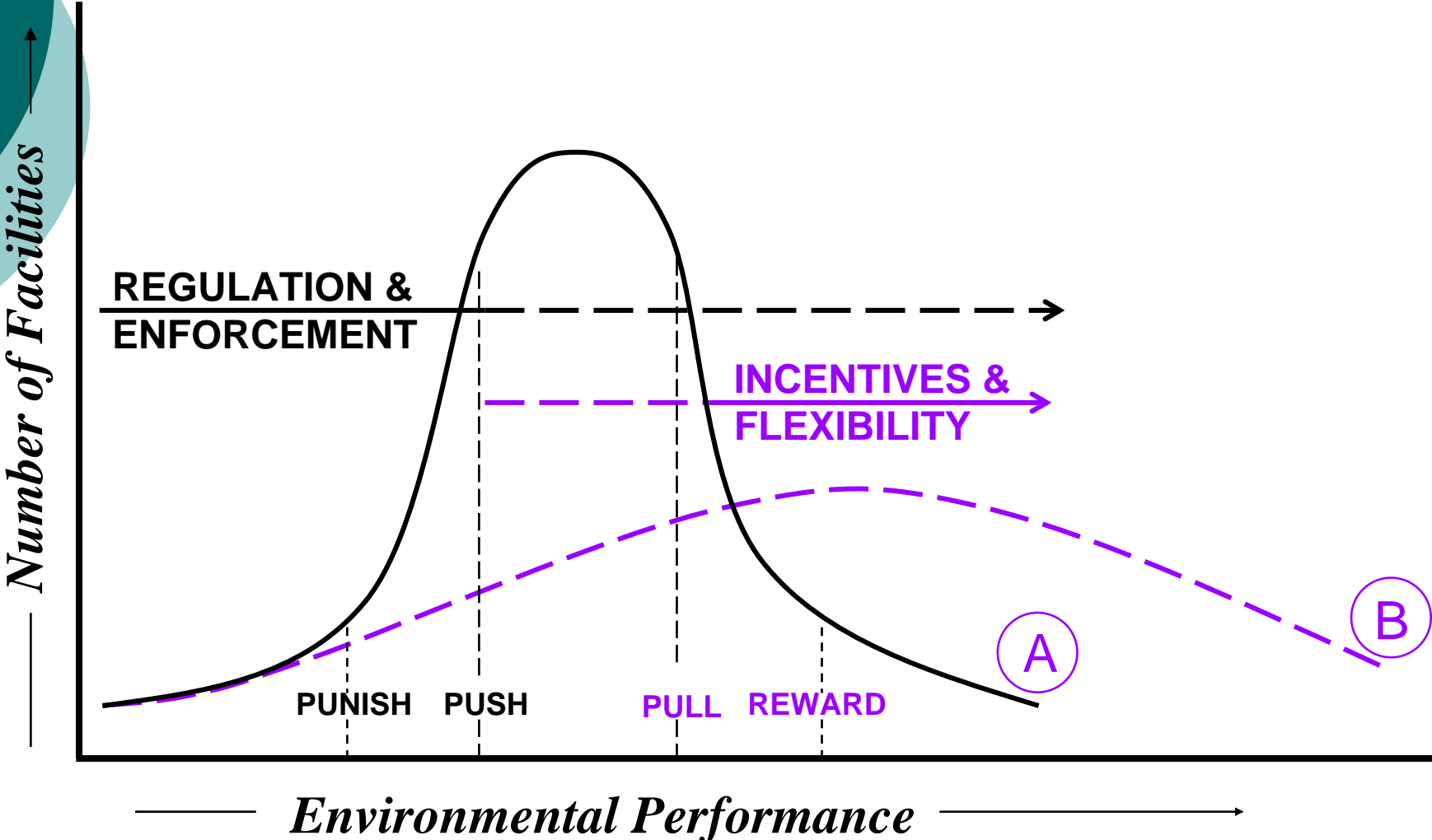
Sustainability - More than Just a Buzzword

- All state agencies are currently struggling to find long term approaches to supporting the biosphere
- No money is directly budgeted but a few staff have some activities in job description
- DEQ:
 - Reuse Project
 - Diesel
 - Mercury
 - Internal

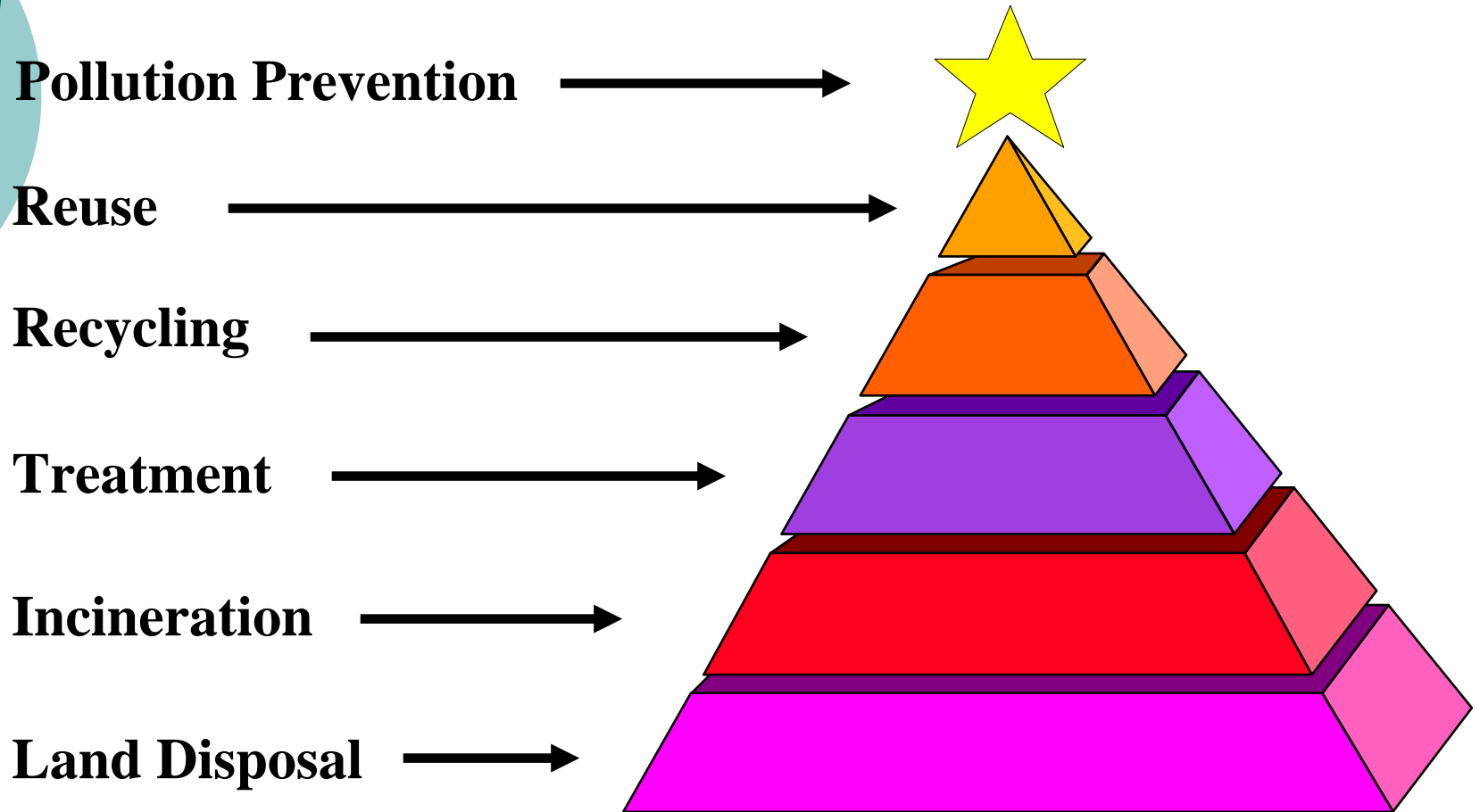
Sustainability - More than Just a Buzzword

- Amory Lovins' basic idea: we need radical innovation and huge efficiency increases to even approach sustainability
- The false focus on "systems standards" only reinforces inefficient, non-performing practices, taking us away from a sustainability vision

Beyond Compliance - Where Innovation Lives

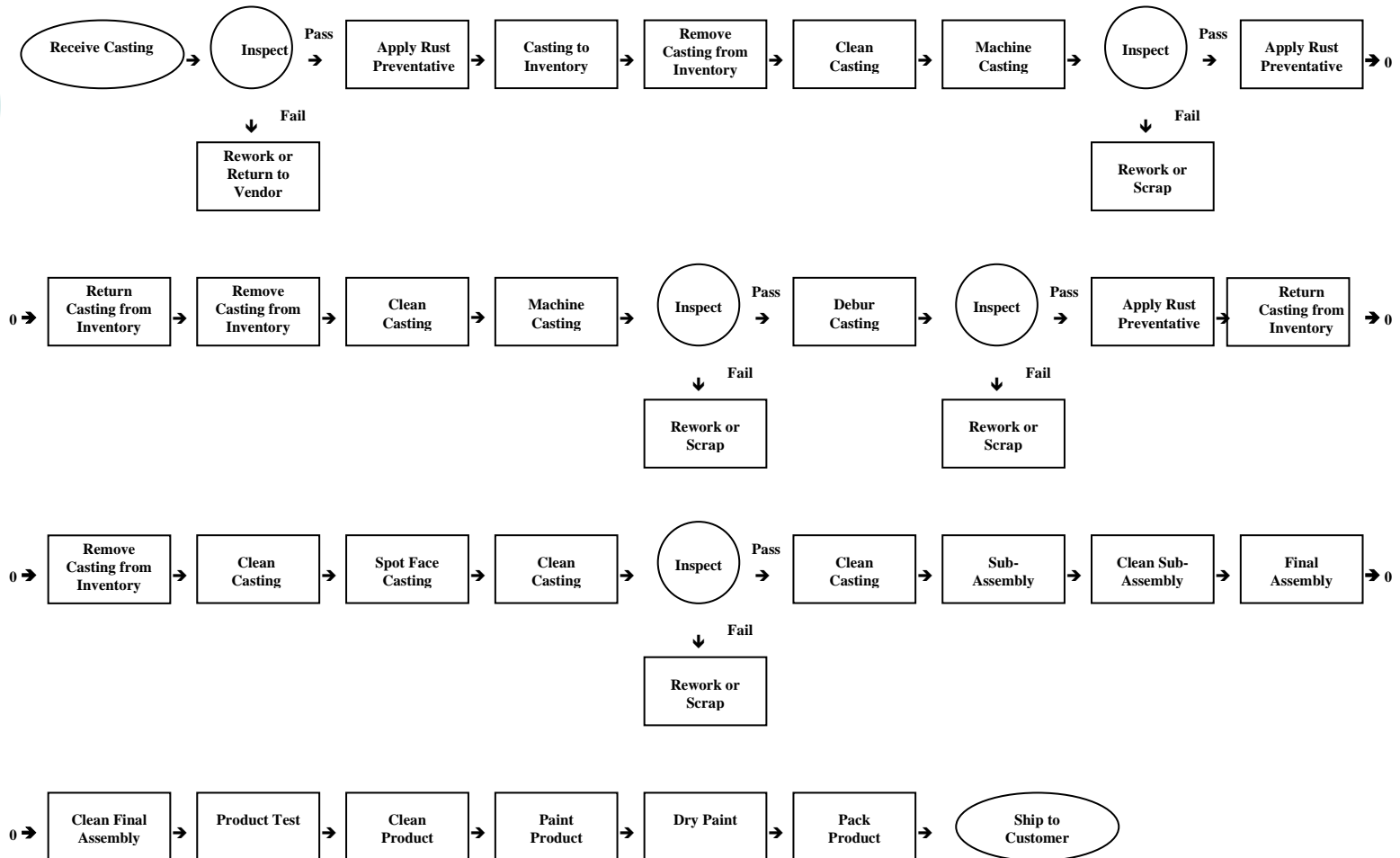


Beyond Compliance - Where Innovation Lives



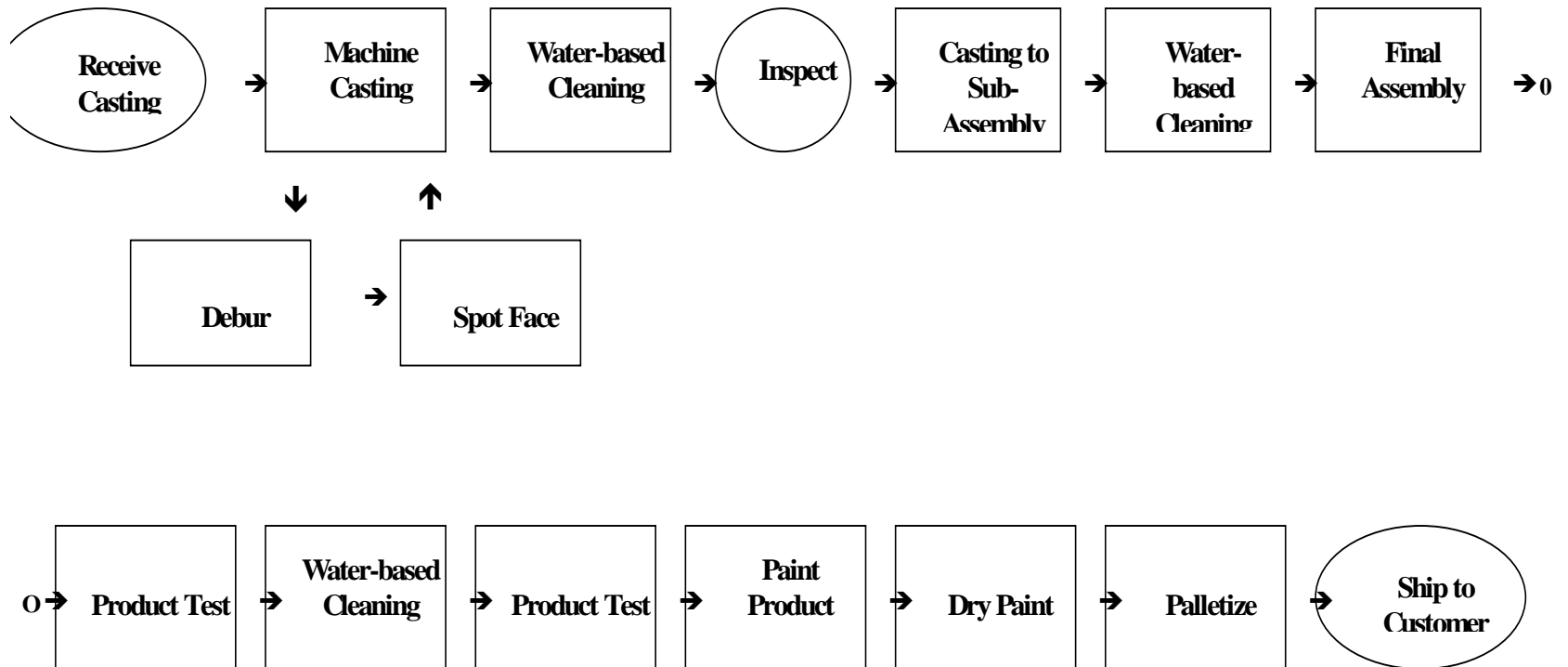
Stanley Hydraulic Tools

Diagram of Old Process



Stanley Hydraulic Tools

Diagram of New Process



Beyond Compliance - Where Innovation Lives

- Proactive EMSs:
 - Use standards driven by
 - Owner's values, customers, community and analysis
 - Develop more efficient processes
 - Back cast design solutions
 - Utilize pollution prevention techniques

Beyond Compliance - Where Innovation Lives

- The Natural Step Four System Conditions:
 - **Substances from the Earth's crust must not systematically increase in nature**
 - **Substances produced by society must not systematically increase in nature**
 - **The physical basis for the productivity and diversity of nature must not be systematically diminished**
 - **Just and efficient use of energy and other resources.**



DEQ & Rejuvenation, Inc Sustainability EMS Project

- **Goal: Measure the impacts on the biosphere from activities on the manufacturing floor**
- **Objective: Integrate TNS into an EMS**
- **Motivation – Ethic, Regs, P2, TNS, Incentives**
- **Structure - Technical Team, Business Team, Consultant, TNS Work-groups**
- **Participants - Rejuvenation Inc, DEQ, City, Consultant, TNS Network,**



DEQ & Rejuvenation, Inc Sustainability EMS Project

- Rejuvenation, Inc. First to incorporate TNS into EMS.
- Aspects Analysis rates 9 Operational categories to the level of attaining TNS system conditions.
- Highest Aspect Scores are focused on, goals set, actions taken
- Operational Plans directly reflect Aspects Analysis



The End