



# P2Post

## National Pollution Prevention Roundtable

January/February 2012

### Special points of interest:

- Cloud Systems Save Energy for Business
- Consumers 'Greener' now than 1990

### Inside this issue:

|   |   |
|---|---|
| Report Tracks Progress of LEED Rankings             | 2 |
| Coca-Cola and UPS Use Greener Trucking              | 2 |
| Hasbro Announces CSR and Sustainable Packaging Plan | 3 |
| UL Environment Releases New Sustainability Standard | 3 |
| Looking Forward to 2012                             | 4 |
| P2 Article Contest                                  | 4 |

### CLOUD SYSTEMS SAVE ENERGY FOR BUSINESS

Worldwide spending on cloud computing services will grow from \$25.5 billion in 2011 to \$160 billion in 2020. Research from the CSC evidences that the rise of cloud computing may save energy and reduce waste for companies. The CSC survey found 64 percent of businesses cut their energy use and reduced waste, after the shift to cloud services. The cloud system allows a single

server to operate multiple operating systems, reducing the overall footprint. The pay-per-use nature of cloud services encourages users to only use what they need and reduces energy use. Cloud computing also creates economies of scale in energy use by combining demand patterns across businesses. This can reduce the need for extra

infrastructure for businesses.

The businesses also reported an improvement in IT performance, increased data efficiency, lower operating costs, and lower costs after introducing cloud. Recently, Google released information about its cloud system which demonstrated the large-scale computing can be both energy and cost efficient.

### CONSUMERS 'GREENER' NOW THAN 1990

A new study evidences that Americans are more committed in 2011 to preserving and protecting the environment, than in 1990. Today, 75 percent of Americans say they feel good about taking steps to help the environment and 73 percent say that they know a fair amount about environmental issues and problems, up from only 50 percent in 1990.

The recent study is the 20th anniversary study of *The Environment: Public Attitudes and Individual*

*Behavior*, which researched whether or not it was possible to change consumer behavior and action to be more green. The most recent study demonstrates that behavior change is possible. Today, twice as many people take active steps to protect the environment, as compared to 1990. Currently, 58 percent of Americans recycle, 29 percent buy green products regularly, and 18 percent commute in an environmentally friendly manner.

Businesses and government have played a major role in this transition by facilitating a leadership role and providing the right tools, products, and processes. Although the study shows that there has been progress, there is still more progress necessary. Consumers today are more interested in the convenience factor, rather than the environmental impact of a product, which is challenge that both businesses and consumers need to overcome.

## REPORT TRACKS PROGRESS OF LEED STANDARDS

GreenBiz recently released its annual Green Building Market and Impact Report, which reports on the progress of registration and certification under the Leadership in Energy and Environmental Design (LEED) standards. The report, which began in 2008, finds that LEED certification is increasing dramatically

internationally but growth is slowing in the U.S, despite the economic recession.

The report tracks the current and future impacts by measuring CO<sub>2</sub>, amount of construction waste diverted, and reductions in the amount of miles travelled by commuters. The report estimates that LEED certification will reach

2 billion square feet in 2012.

The overall growth of LEED, including domestically and internationally, was 45% in 2011, a high growth rate but lower than previous years. Internationally, the growth rate was 53% and domestically the rate was 39%. In terms of certifications, or the number of projects that complete the

ratings process, is about 35% and grew by 2.6% in 2011. This number fell below the projected estimate for certification in 2011. Despite the mixed results and economic recession, LEED continues to present progress and the report demonstrates that green building is becoming more statistically significant both in the U.S. and abroad.

## COCA-COLA AND UPS USE GREENER TRUCKING

Recently, Coca-Cola, UPS, and the Rocky Mountain Institute (RMI) implemented projects for greener trucking and transport. Coca-Cola added six new vehicles to its fleet of over 700 alternative fuel vehicles. UPS began to utilize vehicles with ABS plastic that may increase fuel efficiency by 40%. RMI is pushing for greener transport in the U.S. in conjunction with its national "Reinventing Fire" campaign that aims to reduce the use of coal,

oil, and nuclear in the U.S.

Coca-Cola and UPS are a major force for greener transport and both companies are members of Obama's National Clean Fleets Partnership. Coc-Cola's trucking project is part of a larger sustainability initiative that includes water management, greener refrigeration, and recycling. UPS recently launched efficiency methods that include exacting logistics management using telematics and set up

carbon neutral shipping and responsible packaging programs. In terms of transportation, UPS has a fleet of alternative fuel vehicles that utilize propane, natural gas, hybrid electric, hybrid hydraulic, and electricity.

The challenges with alternative fuel trucking are that a variety of sources are necessary for each type of transport environment and the trucks can cost two to three times as much as a gasoline or diesel-powered vehicle.

Therefore, companies are not able to replace an entire fleet of vehicles with alternative fuel models at once.

RMI suggests collaboration on technology to bring down the cost of these vehicles and to transition to the new vehicles slowly to allow companies to test a variety of technologies and techniques.

## HASBRO ANNOUNCES CSR AND SUSTAINABLE PACKAGING PLAN

Hasbro launched its first formal Corporate Social Responsibility (CSR) report in December. With the release of the CSR, Hasbro announced that the first goal of the report will be sustainable packaging, specifically replacing PVC in all toy and game packaging with recyclable alternatives. Hasbro expects to begin this program in 2013.

In 2010, the company used 31 million pounds of PVC in their packaging and will utilize a holistic approach to eliminate this PVC.

Hasbro will begin to utilize the most cost-effective alternatives to PVC, which are PET and HPET. Because PET and HPET are more expensive than PVC, Hasbro will also

implement strategies to minimize initial cost increases. The company will also need to make packaging adjustments, including reducing size and amount of plastic used in packaging. Hasbro states that these adjustments must not raise the prices of goods for customers and ensure customer appeal.

In addition to eliminating PVC,

Hasbro CSR report includes increasing the amount of recycled used in paper and board packaging, reducing global greenhouse gas emissions, recycling 90 percent of its material waste by 2012, and reduce water consumption by 15 percent by 2012.

## UL ENVIRONMENT RELEASES NEW SUSTAINABILITY STANDARD

LG Electronics, Intuit, Igefa recently agreed to a new auditable global standard created by UL Environment and GreenBiz group that assesses sustainability practices. The standard, published in the UL 880: Sustainability for Manufacturing Organizations, forms the foundation of UL Environment's Sustainability Quotient (SQ) Program. The SQ program features a readiness assessment, analytics, and supply chain service.

The plan of the SQ program was to create an auditable certification program that would create a basic standardization over core sustainability markers and metrics. The standard has comprehensive certification in five major areas: environment, workforce, community engagement and human rights, customers and suppliers, and governance for sustainability. Companies can choose certification that

encompasses all five domains or partial certification that focuses primarily on one area. The developers hope that standard is ambitious, but attainable, with companies needing to attain 25 percent of the indicators prior to reaching the first level of the standard.

Although LG, Intuit, and Igefa signed the standard, each company will implement it in a different way. LG will use the program to measure its facilities against the standards,

Igefa will use the program to organize an internal sustainability program, and Intuit will create a sustainable supplier policy, utilizing the standard as a reference.

Prior to the release of the standard, the draft underwent several years of collaboration and comments from stakeholders. One of the changes allows the standard to be applied to both specific business units and to entire companies.

## LOOKING FORWARD TO 2012

With the beginning of the New Year, NPPR has many exciting projects going on in 2012!

January will mark the kick off of the Safer Chemistry Challenge Program (SCCP), State-EPA P2 Dialogue.

April 11—12 NPPR will be co-sponsoring the “2012 National Training Conference on the Toxics Release Inventory (TRI) and Environmental Conditions”.

May 8 Green Screen Training in Ann Arbor, Michigan, part of the Great Lakes Restoration Initiative (GLRI).

May 16 P2 101 training in Sacramento, California at the 2012 Used Oil + HHW + WSPPN Training and Conference.

Fall 2012 in Chicago, Illinois will be the safer chemistry conference under the GLRI

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## Pollution Prevention where sustainable practices begin!

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## P2 ARTICLE CONTEST

P2Rx is seeking an article to kick-off a monthly P2 column they are providing to GreenBiz.com

The article would be a piece describing the state of the P2 industry today. The article should not address P2 history but rather why P2 is still relevant after all these years and perhaps an argument about how P2 is an issue whose time has never left. It could also address how P2 has now become embedded in big companies and industry. Also, how does P2 relate to sustainability? It

should address cost savings for implementing P2 programs and elements of risk reduction. Perhaps include real life examples off successful implementation of P2 programs.

### Contest Rules

We are seeking a qualified professional to write a state-of-pollution-prevention article and the author would receive the by-line credit. This can be an individual or a group effort. Send article proposals to [dwalden@unr.edu](mailto:dwalden@unr.edu) by EOB January 6,

2012. Include a paragraph of the planned article theme, length, focus, topics covered and possible arguments. Include a short biography of the author including P2 experience. Article proposals will be judged by a review committee and the selected article is due by the end of January 2012. Other articles will be considered for the ongoing monthly column.

### GreenBiz.com Demographics

GreenBiz.com reaches an audience of senior

executives and company/organization management who actively advise and inform their companies and colleagues on issues related to sustainability. They have 240,000 unique users to their website monthly and boast 580,000 page views per month. GreenBiz Tweets are seen daily by more than 20,000 sustainability professionals on the Twitter network and GreenBiz Professionals include more than 20,000 members of GreenBiz's LinkedIn network, creating dozens of new discussions each week.