

Ecology's Business Assistance and Incentive Program

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Timeline

- 05-07 Legislative appropriation for business incentives program
- Aug 06 Hired consulting team
- June 07 Program framework designed

Emerging Program Addresses 8 BW Recommendations

- Sector work (IND1)
- Low-interest loans (IND7)
- Negotiate with EPA (IND8)
- Incentives (IND10)
- Encourage new sustainable businesses (IND11)
- Support EPA efforts (Performance Track) (IND13)
- Assist locals with implementing haz waste plans (CESQG) (MRW9)
- Ensure MRW facilities are in compliance (MRW 10)

Program Goals & Parameters

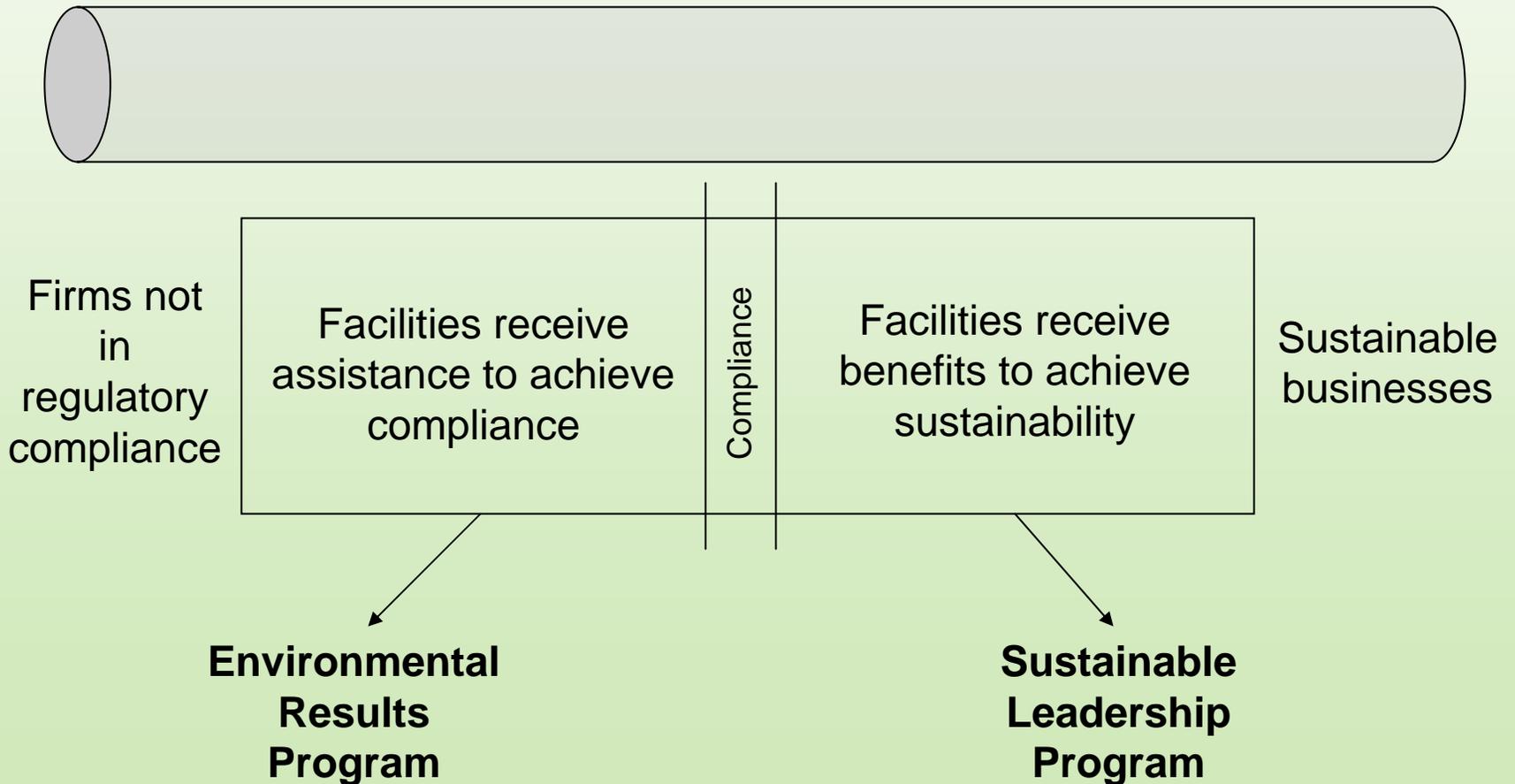
- Stimulate behavior change
- Generate measurable results
- Educate participants
- Foster systems and continuous improvement
- Targets small businesses but open to all
- Meaningful and relevant to targeted sectors
- Affordable and feasible to administer
- Complements other initiatives and links to existing leadership efforts

Program Elements

- ERP Tool: Bring businesses into compliance
- Move businesses beyond compliance toward sustainability through leadership levels
- Sector based track
- Generic business track-small and large businesses
- Technical Assistance and information
- Incentives: Financial, Regulatory, Recognition, Administrative

Business Assistance & Incentive Program

The Sustainability Pipeline

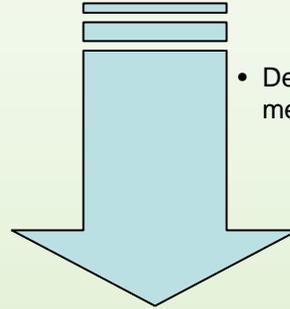
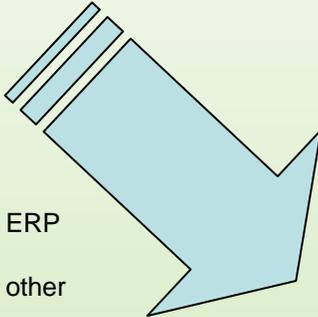


Design & Development Approach

Ecology Vision & Desired Outcomes

Experience Elsewhere

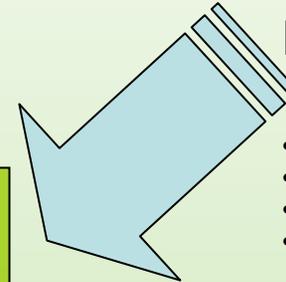
- Research into ERP programs
- Research into other state VLPs
- Research into regional leadership programs



- Design and development meetings

Stakeholders & Participant Interests, Needs & Expectations

- Phone interviews
- Focus groups
- Stakeholder meeting
- Conversations with partners
- Internal buy-in



**BW Performance &
Leadership Program**

MARKET RESEARCH KEY FINDINGS

- **Facilitate/foster an information network**
- **Provide specific guidelines**
- **Offer choice and flexibility**
- **Offer a variety of incentives**
- **Make reporting easy and short**
- **Capitalize on new technologies & the Internet**

Envirostars: Closest Fit of Existing Programs

- Closest fit with Ecology's goals and audience
- Industry-tailored assistance to drive behavior change
- Over 600 participants in 5 counties & 59 cities
- Sustainable practices integrated at higher levels
- Regional program implemented by local governments with key partners
- Opportunity to build on and enhance an established effort

We want to partner with local MRW programs

- 1 or 2 sectors developed for launch in 10 counties where local toxics control specialist (LTCS) will be placed
- Ecology assembles sector team(s) to develop ERP tools
- LTCS conduct verification inspections
- Partner with locals to develop workshops, give TA and potentially assist with verification inspections.

Climbing the Mountain of Sustainability

Climbing the Mountain						
UNSUSTAINABLE			SUSTAINABLE		METRICS	
Product to Service	Pathways		Top of the Mountain		Product Percent of products produced that are durable, repairable or readily recyclable	
	Sell product	Product Stewardship	Extended Producer Responsibility	Lease Service	People Employee, consumer, community awareness benchmarks	
Workers and Community	Valley		Foothills		Transportation Energy used and emissions generated per unit of work or product shipped	
	Unaware	Access to Information	Environmental Education & Training	Forum for Meaningful Involvement	Management Quantitative assessment of performance	
Transportation	One-person car commuting		Hyper car/mass transit		Toxics Reduce toxics used, hazardous waste generated, toxics emitted per unit of product	
	Truck shipping	Carpool	Decreased product weight	Local products/consumption	Raw Materials Amount of non-renewable/toxic materials used per unit of product	
Environmental Management	Compliance & Remediation Driven		Employ tools, EMS, Life-cycle Analysis, etc.		Emissions Air emissions per unit of product, water discharge per unit of product	
	Toxics used	Pollution Prevention	Substitute less toxic materials	Environment part of Core Business Values/Strategic Business Planning	Waste Solid waste/hazardous waste per unit of product	
Inputs, Raw Materials & Products	Take-Make Waste		Minimize Material in Product		Energy Total energy used, percent of renewable energy used, and carbon emitted per unit of product	
	Reduce volume	Maximize Value-added	Eliminate toxics	Closed loop		
Air and Water Emissions	Toxic and Conventional Emissions Controls		Beyond Compliance			
	Make Waste	Prevent Waste	Reduce/Reuse/Recycle	Zero Discharge/Harmless Emissions		
Solid Waste	Zero Waste Generated/ Create Only Harmless Waste					
	Fossil Fuels Coal → Oil →	Biomass Hydropower Natural Gas	Efficient Energy Use	Minimize Energy Used	Hydrogen	Wind Solar

Next Steps

- Spring 07 Research & Design with stakeholders
- June 07 Program framework designed
- Jan 08 1-2 Business sectors developed
 - » 10 (local govt FTE) toxics specialists on board to help

Thank You

I invite your feedback

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