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Vol. 5, Iss. 12

In this issue...

Addressing the Implementation Gap for Pollution Prevention and Energy Efficiency Projects

Holiday Schedule

Newsbits

- Energy Efficiency Work in Scott County Schools Tops \$1 million in Reduced Costs
- New and Expanded Manufacturing Plants: Capturing Energy Efficiency from the Start

Upcoming Training, Events and Conferences

- Energy Star webinars in January
- Webinar - P2 Greenhouse Gas (GHG) and Cost Savings Tools, January 16, 2:00 - 3:00 p.m., ET
- Webinar - Beyond Energy Efficiency:

Addressing the Implementation Gap for Pollution Prevention and Energy Efficiency Projects

Collaborating with the Pollution Prevention Resource Exchange (P2Rx), a national partnership of regional centers that advance pollution prevention, Greenbiz.com publishes a regular column, [P2 Pathways](#), featuring a series of articles submitted by P2 technical assistance centers, business resource centers and businesses with direct experience in implementing P2. The December edition features an article by KPPC Executive Director Cam Metcalf which discusses strategies for successfully implementing pollution prevention and energy efficiency initiatives. Excerpt:

In a global economy, sustainability has become an essential part of business strategy. Leading organizations worldwide understand that sustainability is a key factor in lowering costs, opening new markets and driving efficiency and innovation throughout an organization. A cornerstone of sustainability is pollution prevention, or P2. Through the effective implementation of P2 and energy efficiency (E2) strategies, businesses can incorporate sustainability into day-to-day operations in ways that promote long-term cost savings and improved environmental performance.

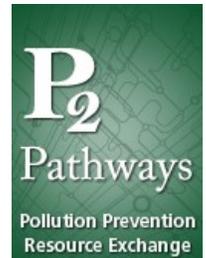
Successful implementation of pollution prevention and energy management initiatives is often a direct result of an organization's ability to identify and assimilate relative information, recognize the relationship of environmental performance to the business model and focus existing systems and resources towards specific goals. The full support of management is essential in planning, structuring and implementing sustainability efforts within a business framework.

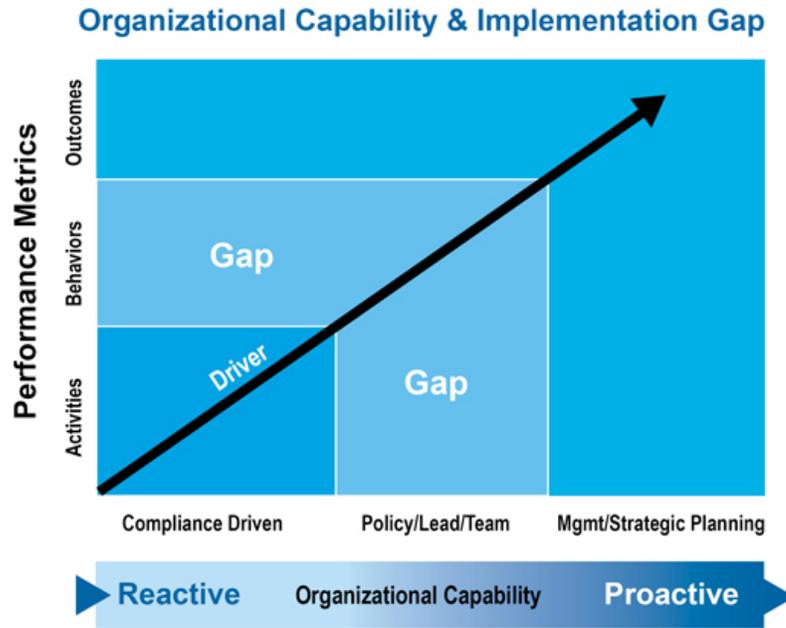
Organizations must have both the ability and the desire to systematically implement pollution prevention and energy efficiency opportunities into business operations. An organization that is committed to achieving P2 and E2 outcomes will need to integrate into its day-to-day operations strategies that include eliminating or reducing pollution at its source.

Proactive and Reactive Organizations

An organization's ability to achieve improved environmental performance often directly relates to whether its management is reactive or proactive. A reactive organization is typically driven primarily by regulatory compliance or by trying to correct problems that could have been prevented through proactive planning. A proactive organization is driven by strategic planning and long-term commitments to improving its operations.

Whether a business operates in a reactive or proactive manner is an indicator of organizational capability. The more proactive a company is, the better positioned it will be to respond effectively to implementing P2 opportunities and achieving sustainable practices. Strategic planning and effective management systems are key elements of a proactive organization.





The Implementation Gap

Organizations that resist change make implementation of pollution prevention and energy management opportunities a challenge. By adopting a systematic approach, such as the Energy Star Seven-Step Process, organizations that struggle to overcome built-in barriers and a lack of basic knowledge about sustainability strategies can begin to plan and implement a successful program through an established process. By making a commitment to improved environmental performance, assigning a leader and assembling a team, organizations can establish and strengthen behaviors to achieve long-term success with sustainability efforts.

The framework of the Energy Star Seven-Step Guidelines for Energy Management has been proven to be an effective way for organizations to systematically get to P2 and E2 outcomes.

[Read the full article at Greenbiz.com.](#)

[back to top](#)

Holiday Schedule

Due to the University of Louisville's administrative holiday shutdown, KPPC offices will be closed between December 24, 2012 and January 1, 2013.

[back to top](#)

Newsbits

- **Energy Efficiency Work in Scott County Schools Tops \$1 million in Reduced Costs**
From the Kentucky School Boards Association (News Graphic, Georgetown, Dec. 18, 2012, By Dan Adkins).

A three-year-old effort to make Scott County schools more energy-efficient has led to total savings exceeding \$1 million, says the man who has guided the effort. Jim McClanahan, energy manager for Scott County Schools, said the district crossed the million-dollar mark a few weeks ago. The effort is aimed at reducing power consumption primarily by changing people's habits, McClanahan said: being mindful to turn off lights and furnaces when not in use.

The district also discovered savings by becoming more aware of available opportunities, McClanahan said. Such as making sure the district's all-electric buildings were receiving advantageous rates from Kentucky Utilities. "(Former school board chairman) Ron Wilhite got it started. He had a vast knowledge of energy," McClanahan said. Wilhite suggested the district perform a rate study in 2009, he said.

That led to the district's discovery that several buildings, such as Stamping Ground Elementary School, was not receiving the all-electric rate break. "Ron got our rates changed to the lowest we could, and we got refunds going back to 2000," McClanahan said. In all, the district got nearly \$160,000 in refunds on its all-electric schools. The district qualified for other reduced rates, which, in all, trimmed another \$500,000 or more from the bills, McClanahan said.

[Read the full article on the KSBA website.](#)

■ **New and Expanded Manufacturing Plants: Capturing Energy Efficiency from the Start**

From the Alliance to Save Energy. While most of the opportunities to improve energy efficiency in U.S. manufacturing are in the existing industrial base of approximately 200,000 plants (EIA, MECS, 2006), designing and operating both new plants and significant expansions to existing plants so that they prioritize energy efficiency could avoid significant amounts of energy use.



New Industrial Plant Construction/Expansion: What are the Drivers?

Recently, several announcements and analyses point to the possibility that the United States is set to experience a spurt of new manufacturing plant construction or expansions at existing plants. According to a report by the Boston Consulting Group, some U.S. manufacturers are likely to move production back to the U.S. as labor and energy costs in certain Asian countries increase to the point where it is more economical to manufacture in the U.S. The report estimates that this reshoring process could add 2-3 million jobs and \$80-\$120 billion to the U.S. economy during the next decade. Recent investments by U.S. companies like General Electric and NCR Corporation are indicative of this possible trend.

Another, and potentially more significant driver, is the long-term availability of relatively inexpensive natural gas, which is an important feedstock in the chemicals industry and is needed for ethylene-based plastics and other products.

[Read the full article on the Alliance to Save Energy website.](#)

[back to top](#)

Upcoming Training, Events and Conferences

■ **Join U.S. EPA's Energy Star Program for these free webinars in January (all times Eastern):**

- Designing and Implementing Successful Data Center Efficiency Programs, January 3, 1:00 - 2:00 p.m.
- Data Center Energy Efficiency Opportunities - What Managers Should Know, January 10, 1:00 - 2:00 p.m.
- The Basics of Benchmarking in Portfolio Manager, January 15, 2:00 - 3:00 p.m.



[Visit the Energy Star Training Center for more information.](#)

■ **Webinar - P2 Greenhouse Gas (GHG) and Cost Savings Tools
January 16, 2:00 - 3:00 p.m., ET**

Join this free webinar to hear how newly designed tools can demonstrate the unique multi-media perspective that pollution prevention (P2) brings to GHG reductions and cost savings. The tools include the following:

- **P2 Greenhouse Gas Calculator**
The P2 GHG Calculator calculates GHG emission reductions from electricity conservation, green energy, fuel and chemical substitutions with lower GHG-intensities, water conservation and improved materials and process management in the chemical manufacturing sector. This tool will assist program participants in submitting higher-quality data for the program measure and demonstrates the unique multi-media perspective that P2 brings to reduce metric tons of carbon dioxide equivalent (MTCO_{2e}).
- **P2 Cost Savings Calculator**
The P2 Cost Calculator assesses cost savings associated with reduced costs for hazardous inputs in a facility process, reduced costs for handling hazardous waste, reductions in annual air permitting fees that are based on actual emissions, reduced water discharge treatment costs based on gallons discharged, reduced charges for water usage, reduced fuel costs and reduced costs for electricity.

Understanding potential cost savings presents a big incentive for action and collaboration to program beneficiaries.

- **Gallons to Pounds Converter**

This is designed to provide conversions from units commonly encountered in business to units needed for P2 Program measures. It is not uncommon for hazardous materials to be measured in gallons for business purposes – gallons of paint or gallons of waste water, for example. For program purposes, all these gallon measures need to be converted to pounds of hazardous materials for the program measure “pounds of hazardous materials reduced.”

[Register for this free webinar](#) presented by the U.S. EPA's Office of Chemical Safety and Pollution Prevention, and hosted by the Pacific Northwest Pollution Prevention Resource Center.

- **Webinar - Beyond Energy Efficiency: Behavior Change Tactics for the Pollution Prevention Community**

January 17, 3:00 - 4:00 p.m. ET

Join Susan Mazur-Stommen, Director of Behavior and Human Dimensions Program at the American Council for an Energy-Efficient Economy (ACEEE), to discuss what behavior change research tells us about how people make decisions and what motivates them to make changes. The webinar will also examine how pollution prevention technical assistance providers can use that research to influence behavior change and improve implementation rates at the companies they work with.

[Register for this free webinar](#) hosted by the Great Lakes Regional Pollution Prevention Roundtable.