

ICP

IDAHO CLEANUP PROJECT

Incorporating Community Outreach and Collaborative Partnerships into a P2 Program

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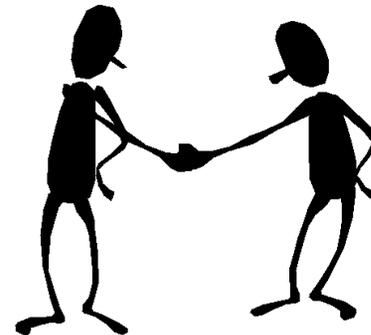
SAFELY PLAN • MOTIVATE • DELIVER

- ◆ Defining community outreach
- ◆ Regulatory directives and authorization
- ◆ Bridge building
- ◆ The role of experience
- ◆ Community benefits
- ◆ Agency & company benefits
- ◆ Other consequences of outreach



What is Community Outreach?

- ◆ An organization's effort to *connect* its ideas or practices to the efforts of other organizations, groups, or the general public.
- ◆ Providing programs, services, activities, and/or expertise to those outside the organization or typical associations.
- ◆ Unlike marketing, outreach does not inherently revolve around a product or strategies to increase market share
- ◆ Often an educational/informative component; can develop into a two-way collaboration relationship



- ◆ EO 13148 – *“Greening the Government Through Leadership in Environmental Management”* (revoked by EO 13423)
 - Encourages agencies to establish a process for *local community advice and outreach* for its facilities relevant to aspects of this and other related Greening the Government Executive orders

- ◆ EO 13423 – *“Strengthening, Federal Environmental, Energy, and Transportation Management”*
 - Consolidates and strengthens five executive orders and two MOUs and establishes new and updated goals, practices, and reporting requirements for environmental, energy, and transportation performance and accountability (OFEE Fact Sheet).

- ◆ DOE O 450.1 - (Env. Protection Programs): Goals (Attach. A)
 - Protect environment and enhance mission accomplishment through:
 - ◆ Waste Prevention - *Participate in voluntary environmental partnership programs where there is a programmatic benefit from doing so (community outreach, technology transfer, regulatory incentives, etc.)*
 - ◆ Reduction Of Environmental Releases - *Participate in...*
 - ◆ Environmentally Preferable Purchasing - *Participate in...*

- ◆ DOE 430.2 – (Dept. Energy, Utilities And Trans. Mgt.): Section 4(h)
 - Personnel Management - Implement outreach programs to *motivate* employees to become more efficient in their use of energy, water, and green products and services, and to minimize waste.



- ◆ *INL Site Pollution Prevention Plan and Program Description:*
 - Participate in community activities
 - Participate in voluntary environmental partnership programs (e.g., FEC "Partner") where there is a programmatic benefit from doing so (community outreach, technology transfer, regulatory incentives).



- ◆ Environmental regulatory obligations (e.g. CERCLA, RCRA, CWA, CAA) gives an agency a significant amount of *experience and expertise*
 - Environmental compliance
 - Pollution Prevention Opportunity Assessments (P2OA)
 - Waste minimization plans & strategies for source reduction
 - Product reformulation, process modifications, inventory control
 - Lessons learned
 - Training
- ◆ Experience can expand the role and agency plays in the community
 - Collaborate, partner, team development, information exchange
 - Mentor, advisor, facilitator
 - Demonstrate leadership and direction

Bridge Building...

- ◆ Internal communications (Provide information, solicit volunteers, communicate successes)

INL Site POLLUTION PREVENTION December 2007
Pollution Prevention Fact Sheet

The new Saturn Hybrid joined the Site vehicle fleet. It is one of only three being tested in the Western United States. It will help reduce gasoline consumption and control emissions.

Going Green: Exploring and Expanding Alternative Fuels and Alternative Fuel Vehicles at the Idaho National Laboratory

Internal Communications Tools

Get the word out!

iNotes

IClips Daily information for all ICP employees

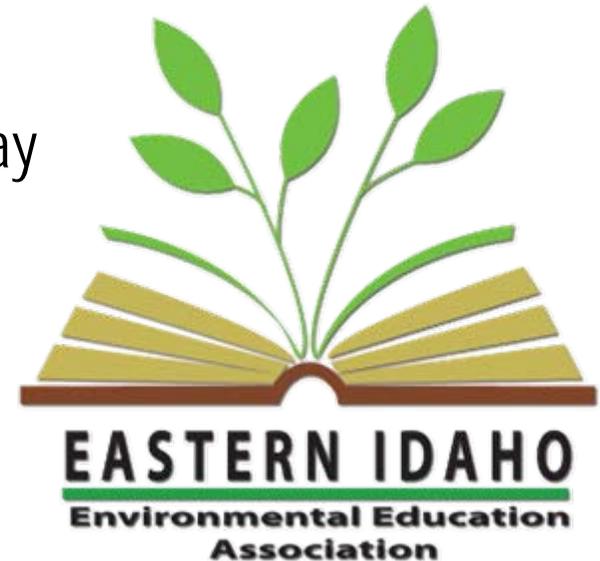
Bridge Building...

- ◆ Sponsorship of Community events
 - Earth Day (> 4,500 attendees)
 - Household Hazardous Waste Collection (1,500 cars/trucks)
 - Water Festival (900 school kids)



Bridge Building...

- ◆ Community Programs and Groups
 - Community Clean-up and Adopt-a-Highway
 - Educational outreach
 - Community Bike Paths group
 - Other Non-profits



Community Benefits of P2 Outreach

- ◆ Safeguarding the Environment
- ◆ Business Development and Investment
- ◆ Property and Real Estate Value
- ◆ Recreational Opportunities and Tourism
- ◆ Civic pride and involvement



Company/Agency Benefits of Outreach



- ◆ Forge new collaborations with local companies, community groups, government
- ◆ Good business sense – opportunity to bring other businesses, volunteers, and financial support to the company/agency
- ◆ Demonstrate continual improvement and compliance (e.g. ISO-14001)
- ◆ Positive recognition about awards or accomplishments that may not be known outside the company/agency (FEC Award, CTC, P2 Award)
- ◆ Recognition from sponsorships or programs that may not be known outside the company/agency (educational outreach, community cleanup)
- ◆ Enhance relationships with regulatory agencies based on common goals and objectives beyond site
- ◆ Gives employees a positive image about their employer and motivates involvement and volunteerism



- ◆ *Sharing and teaching the methods, serving as mentor, and inspiring others to move beyond what they thought themselves capable.*
- ◆ *Leadership brings with it responsibility as well as recognition.*