

# Th Eco-Babble.....

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eco-effectiveness, eco-  
design, eco-friendliness,  
technical nutrients, eco-  
performance, eco-audits,  
cradle-to-cradle,  
industrial ecology, The  
Next Step, biomimicry,  
Natural Capitalism,  
eco-blah blah blah, blah  
blah!

# Introduction

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- What is sustainability?
- The environment and the current administration
- P2 and Sustainability
- DoD focus
- Conclusions

# Sustainability?

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- One of my favorite sustainable words:

Biomimicry: Where industrial systems are redesigned so that the waste of one process becomes either the input for another or is returned to the environment as a nutrient\*

\* On Babies and Bath Water, Why Factor Four and Natural Capitalism Deserve a Careful Critique, Damian F. White, December 2000

- Or, try this one on for size\*\*

$$\text{Economic Viability} + \text{Social Acceptability} + \text{Environmental Performance} = \text{Eco-Effectiveness}$$

\*\* <http://www.epea.com/english/methods.html>

# Our Environmental Status

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- Complex nature of our society
  - discarded computers and cell phones to total 250 million and 100 million respectively by 2005
- Poor environmental records
  - 1998 and 1999 Ohio has ranked number one in toxic chemical releases in all of North America\*
  - 30% of the major facilities required to report were in violation of their [CWA] permits in Ohio\*\*

\*North American Commission for Environmental Cooperation

\*\*In Gross Violation Ohio Public Interest Research Group (PIRG)

# Our Environmental Status

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- Cancer New Boston, OH near 1 in 500 (usu. 1/10,000 to 1/1M)
- In 1996 the plant posted toxic release inventory numbers of 60 tons -- amended report 2 years later 5,357 tons released, with regular inspection by the EPA.

THE  
MERCURY  
IS RISING.

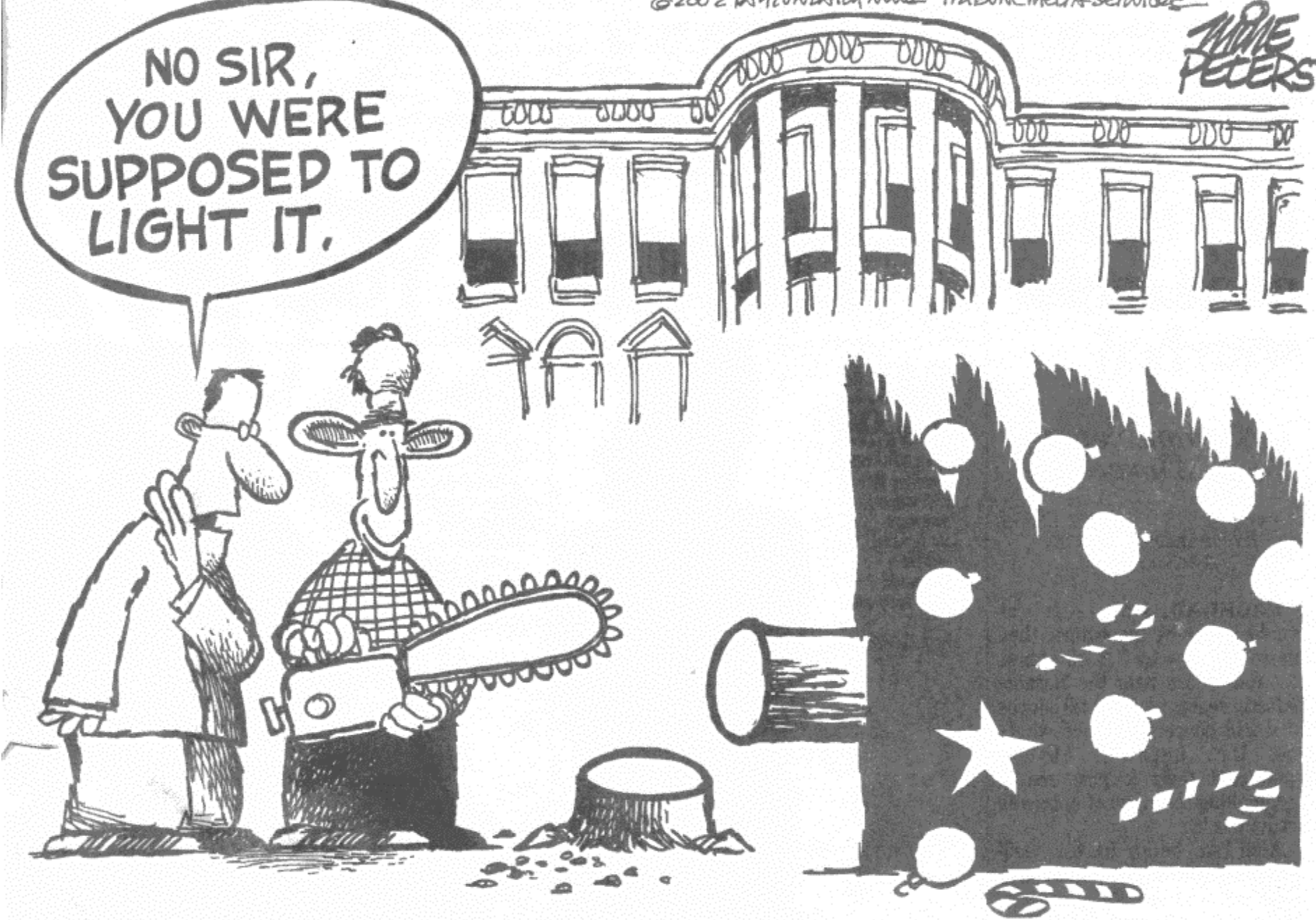
YOU MEAN  
IT'S GETTING  
WARMER?

HE'S  
TALKING  
ABOUT FISH

MIKE  
PETERS

MIKE  
PETERS

NO SIR,  
YOU WERE  
SUPPOSED TO  
LIGHT IT.



Bush Administration:  
Earth Day  
Sale





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- The Skeptical Environmentalist says we are getting better, just look at the statistics.
  - Benjamin Disraeli said "There are only three kinds of lies: Lies, Damn Lies, and Statistics."
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- OMB says: those regulations don't look to be very economical.
- The environmentalists say: but what about the ecological benefits?

# P2 *is* a basis for Sustainability

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## ■ Waste Equals Food\*

Minimizing toxic pollution and the waste of natural resources are not strategies for real change.

Designing industrial processes so they do not generate toxic pollution and "waste" in the first place is true change. Long-term prosperity depends not on the efficiency of a fundamentally destructive system, but on the effectiveness of processes designed to be healthy and renewable in the first place.

\*[http://www.mbdc.com/c2c\\_ee.htm](http://www.mbdc.com/c2c_ee.htm)

# DoD focus

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- Sustainable range management
  - Exemptions are not the answer
- Sustainable Buildings
  - LEED: 38 certified projects world-wide, with five in the Federal Government, two in the Department of Defense, now one in the Air Force.
- CTP2 to Sustainability: are we lost again?
  - Getting off track
  - Making a sustainable investment strategy

# Conclusions

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- See through the convoluted “eco-babble”
  - Material substitutions, process re-engineering and pollution prevention are the underlying values
- Accept the pragmatic solutions to sustainability
  - infuse renewed life into P2 efforts
  - GOTS/COTS technology - technology transfer
  - Vigorously pursue EO's 13101, 13148
  - EMS