MEDIA GUIDE TO NATIONAL ENVIRONMENTAL PERFORMANCE TRACK

CONTENTS **PAGE**

Performance Track Overview……... 1
Program History…… 2
Program Criteria…… 3
Program Results…… 4
Program Integrity…….. 6
Corporate Leaders Designation……. 7
Glossary…….8
Resources…….. 9

April 30, 2008

PERFORMANCE TRACK OVERVIEW

Performance Track recognizes and drives environmental excellence.

Performance Track is contributing to EPA's mission of protecting human health and the environment. Since the 2000 launch of this program, Performance Track members have collectively reduced their water use by 5.2 billion gallons, conserved more than 16,809 acres of land, increased their use of recycled materials by 559,991 tons, and reduced greenhouse gas emissions by more than 309,780 metric tons of carbon dioxide equivalent.

Even with the existence of regulations to control the environmental impact of facilities there will always be room for facilities to improve their environmental performance. Performance Track supplements EPA's existing regulatory activities by encouraging facilities with strong environmental records to work toward goals that are higher than legal requirements. In exchange, Performance Track members receive benefits, including recognition.

The environmental goals Performance Track members set often extend into areas not covered by current regulation. For instance, no federal laws require facilities to set aside land for habitat conservation or reduce water usage. Nevertheless, Performance Track members choose to reduce these and other environmental impacts—voluntarily—as part of their membership in the program.

This media guide provides background for journalists interested in reporting on EPA's Performance Track program. It provides an overview of the purpose of the program, its history, how the program works and how together Performance Track members are making a measurable difference in every aspect of the environment—improvements in the quality of our nation's air, water, and land.

PROGRAM HISTORY

Performance Track was built on lessons learned from earlier initiatives which showed that it was possible for government to encourage public and private facilities to do more for the environment than what is legally required. EPA's initial proposal to develop "a performance track" was published in its July 1999 report, *Aiming for Excellence*. The Agency consulted extensively with environmental groups, industry representatives, members of the private sector, and state environmental agencies to develop and refine the proposal. In June 2000, after EPA officially approved Performance Track, Clinton Administration EPA Administrator Carol Browner launched the program with an initial group of 228 charter members.

Today the program boasts more than 500 members in 49 states. These facilities were chosen because they embody Performance Track's core values: integrity and quality, continuous improvement, environmental stewardship, collaboration and partnership, and innovation. Although launched by Administrator Browner, Performance Track has been supported by the three EPA administrators that succeeded her.

Performance Track members include facilities from virtually all manufacturing sectors, including those from leading corporations such as Johnson & Johnson, Coca-Cola, and Toyota, among others. Public-sector facilities from major government agencies such as NASA, the Department of Energy, and the Department of Defense are also members of Performance Track.

While Performance Track was launched as a facility-based membership program, four companies have taken the extra step of becoming Performance Track Corporate Leaders, a designation created in 2004 for companies that set corporate-wide goals that apply to multiple member facilities (see page 7).

National Environmental PerformanceTrack
U.S. Environmental Protection Agency

PROGRAM CRITERIA

Performance Track members can be facilities of all types, sizes, and complexity, public or private, manufacturing or service-oriented. The period of membership is three years. During that time members work toward achieving environmental goals they have set and report annually on progress made.

To be eligible for Performance Track membership a facility must demonstrate that they meet the following criteria:

- **Environmental Management System (EMS).** Applicants must have an EMS in place for at least one completed Plan-Do-Check-Act cycle (typically one year), and their EMS must have undergone a comprehensive independent assessment. An EMS is a set of policies, processes and practices that enable a facility to reduce its environmental impacts and increase its operating efficiency.

- **Sustained Compliance.** Applicants must have a sustained record of compliance with environmental laws. They also commit to maintaining the level of compliance needed to qualify for the program. EPA has developed specific compliance screening criteria to determine eligibility for the Performance Track program.

- **Continuous Improvement.** Applicants must set, depending on their size, between two and four quantitative goals for improving their environmental performance over the course of their three-year membership. Goals range from the beginning of the product life cycle, such as improving environmental performance of a facility's suppliers to the end of the life cycle, such as reducing a product's packaging or its lifetime energy use. Members complete an Annual Performance Report for each year of their membership, describing and quantifying to EPA and the public progress toward their environmental goals during the previous year.

- **Public Outreach.** Applicants must remain involved and active in their communities, sharing their progress with the public and addressing any community concerns.

For more details on how Performance Track works, download the Performance Track Program Guide at www.epa.gov/performancetrack/downloads/PTprog_guide.pdf.

National Environmental PerformanceTrack
U.S. Environmental Protection Agency

PROGRAM RESULTS

The following highlights were taken from cumulative results of Performance Track members reported since the inception of the program (2000-2006). These results are presented in cumulative actual savings or, where noted, in terms of cumulative avoidance. Cumulative avoidance describes avoided environmental impacts assuming business as usual.

Water Use
Reducing water use decreases the need to draw on ground or surface water supplies, thus maintaining the health of aquatic environments and preserving precious water resources.

- Performance Track facilities *reduced their water consumption by* 5.2 billion gallons. If members had continued with business as usual instead of working toward their Performance Track goals, they would have used an additional 25 billion gallons of water.

Energy Use
Most of the energy in the United States is generated from fossil fuels such as coal, natural gas, and oil. These energy sources are the nation's dominant source of air emissions, including greenhouse gases.

- Performance Track members reported a non-transportation energy *decrease of 4,257,059 MMBtu*—equivalent to the annual energy use of approximately 46,000 homes.
- Many members *increased their use of energy produced by renewable sources*, resulting in lower emissions of air pollutants and greenhouse gases.

Materials Use
Reducing the quantity of materials used in manufacturing and other activities helps conserve natural resources. From aluminum to plastic, steel to paper, procuring and using materials affects the environment. For instance, manufacturing recycled paper uses only 26-45 percent of the energy needed to make virgin paper, and making aluminum from recycled material uses five percent of the energy needed to make virgin aluminum.

- Performance Track facilities reduced *their use of total packaging materials by 2,256 tons*. If members had continued with business as usual instead of working toward their Performance Track goals, they would have used an additional 5,998 tons of packaging materials.
- Through 2006, members *increased their use of reused-recycled materials by 559,991 tons*.

Land and Habitat Conservation
Preserving local ecosystems is vital to saving native flora and fauna and to creating healthy communities. The process of promoting local land and habitat conservation projects joins public and private stakeholders around a common goal, creating a stronger community and environment.

- Performance Track facilities have *conserved or restored 16,809 acres of land and habitat*.

Greenhouse Gases Emissions
Greenhouse gases, such as carbon dioxide, methane, nitrogen oxide, and ground-level ozone, are major contributors to climate change. Climate change is expected to have many adverse effects on human health, natural ecosystems, and the global economy.

- Performance Track facilities reduced their greenhouse gas emissions by *309,780 metric tons of carbon dioxide equivalent*, which is enough to offset the annual greenhouse gas emissions of approximately 57,000 cars for one year.

Waste Generation
Even when disposed of properly, hazardous and non-hazardous waste can pose a serious threat to human health and the environment. The transportation, processing, storage, and disposal of waste all have adverse impacts on air, water, and habitat quality.

- Performance Track members have reduced *their generation of hazardous waste by 52,266 tons*.
- Performance Track members have reduced their generation of *non-hazardous waste* by more than 1.21 million tons—equivalent to the amount produced by 553,000 households for one year.

Discharges to Water
The pollution of water resources can have far-reaching effects on the environment and human health. Pollution harms fish and other animals, disrupts ecosystems, and causes a reduction in biodiversity.

- Performance Track members *reduced biochemical oxygen demand, chemical oxygen demand, total suspended solids, nutrients, and sediments into water by 33,286 tons*.
- Members *reduced discharges of toxics into water by 2,995 tons*.

To read the full list of environmental achievements made by Performance Track members, visit www.epa.gov/performancetrack/results.

National Environmental PerformanceTrack
U.S. Environmental Protection Agency

PROGRAM INTEGRITY

Performance Track ensures integrity of the program in the following ways:

- **To ensure that program members represent the nation's environmental leaders, Performance Track has a strict screening and admissions process.** Before being admitted to the program, a facility's environmental compliance history is thoroughly screened by EPA, the states in which they are located, and the Department of Justice. Only applicants with a sustained record of environmental compliance pass this initial screening. Not only must applicants commit to continuous improvements in their environmental performance, but they also must demonstrate that they have the necessary management systems in place to achieve these goals.

- **Member goals—and achievements—must go above and beyond the legal requirements.** Members select these goals from a list that is consistent with the Global Reporting Initiative (www.globalreportinginitiative.org). Members typically make four three-year goals to improve their environmental performance in areas such as energy use, water use, greenhouse gas emissions, etc. Members are encouraged to set "stretch" goals rather than setting goals they will be able to meet comfortably. Under the Performance Track model, the measure of success is the environmental improvements that are realized. Members commit to make progress toward their goals, and are expected to make progress in at least three of their four goals.

- **Performance Track members must report their progress to the public annually**. Annual reports for every member can be found on EPA's Performance Track website at www.epa.gov/performancetrack. Facilities that do not provide Annual Performance Reports to EPA are removed from the program.

- **EPA reviews each member's Annual Performance Reports, rechecks their compliance records regularly, and conducts site visits with a limited number of facilities each year.** Performance Track members, like all other facilities, are regularly inspected on a schedule set out by law or regulation and are required to meet all statutory environmental standards.

National Environmental PerformanceTrack
U.S. Environmental Protection Agency

CORPORATE LEADERS DESIGNATION

Performance Track Corporate Leaders are companies that demonstrate an exceptional corporate-wide commitment to environmental excellence at all levels and have multiple facilities in Performance Track. EPA designates Corporate Leaders for a five-year term. Current Performance Track Corporate Leaders include:

Baxter Healthcare Corporation

- Baxter Health Care Corporation is a global medical devices, pharmaceuticals, and biotechnology company.
- 11 Baxter facilities are Performance Track members.
- Among Baxter's goals as a Corporate Leader are further reductions in energy use, further reductions in solid waste, and increasing the number of its key suppliers participating in EPA's Green Suppliers Network.

Johnson & Johnson

- Johnson & Johnson is a healthcare products and services company.
- 38 Johnson & Johnson facilities are members of Performance Track.
- As a Corporate Leader, Johnson & Johnson has pledged to further reduce its greenhouse gas emissions and water use, and increase its use of paper packaging derived from sustainably managed forests or with recycled content.

Rockwell Collins

- Rockwell Collins provides design, production, and support of communications and aviation electronics.
- 11 of its facilities are Performance Track members.
- As a Performance Track Corporate Leader Rockwell Collins aims to purchase the equivalent of 10,000 megawatt-hours of renewable energy per year in the form of green energy certificates, improve the environmental performance of key suppliers, and reduce its purchase of chemicals.

Xanterra Parks & Resorts

- Xanterra Parks & Resorts is the country's largest park concessionaire and operates lodges, restaurants and other concessions at national parks and state parks and resorts.
- 8 Xanterra facilities are currently Performance Track members.
- Xanterra's Corporate Leader goals include further reducing greenhouse gas emissions, reducing the amount of solid waste sent to landfills, increasing facility-level membership in Performance Track, increasing the number of suppliers that provide green or environmentally preferable products and services to the company, and doubling sustainable food purchases.

National Environmental PerformanceTrack
U.S. Environmental Protection Agency

GLOSSARY

Actual savings describe the amount of environmental improvement member have made. This does not take into account any increases in production.

Annual Performance Report is the report Performance Track members are required to submit to EPA to report on the progress made toward environmental goals.

Beyond compliance describes environmental improvements that go beyond what is required by environmental regulations. It also describes environmental improvements in areas that are not currently regulated.

Continuous improvement is a process through which a facility or other entity consistently makes good-faith efforts to further reduce its environmental impacts and minimize its environmental footprint.

Cumulative avoidance describes avoided environmental impacts assuming business as usual or if members had not worked toward their Performance Track goals, and assuming the environmental impact would have continued to occur at a constant rate per unit of production. In some cases presenting actual savings alone might imply that facilities had made no effort to improve their performance, when in fact they had avoided significant environmental impacts that would otherwise have occurred.

Environmental goals are the environmental improvements that Performance Track members set and make good-faith efforts to achieve over their three-year term of participation.

Environmental Excellence is behavior (at the corporate, facility, or individual level) that consistently embodies Performance Track's core values:
• Integrity and quality
• Continuous improvement
• Environmental stewardship
• Collaboration and partnership
• Innovation

Performance-based environmental programs are federal and state programs whose goal is to encourage continuous environmental improvements that extend beyond compliance. To accomplish this goal, these programs focus on reducing the environmental footprint of facilities, encouraging stewardship behaviors, transforming relationships, and introducing new ideas and practices that promote improved environmental performance.

National Environmental PerformanceTrack
U.S. Environmental Protection Agency

RESOURCES

World Wide Web

- Performance Track Web Site: www.epa.gov/performancetrack
- Performance Track Member Listing and Annual Progress Reports: https://yosemite.epa.gov/opei/ptrack.nsf//faMembers?readform
- Frequently Asked Questions: www.epa.gov/performancetrack/faq.htm
- Performance Track News Room: www.epa.gov/performancetrack/index.htm

Media Contacts

- Dave Ryan, Office of Public Affairs, EPA, (202) 564-4535 / ryan.dave@epa.gov