



Problem

The Pew Charitable Trusts, a leading national philanthropic foundation, was seeking to develop a market-based program to encourage U.S. manufacturers to reduce their use and release of persistent toxic chemicals. Pew was interested in developing a long-term solution that would lead to major systemic reductions in chemical use in U.S. manufacturing. Pew stated the primary goals for the cooperative program were to:

- Significantly reduce the use of persistent toxic chemicals.
- Instigate long-term organizational change by promoting the integration of pollution prevention methods into business decision making.

Solution

CEA worked with The Tellus Institute to design a national program to promote chemical use reduction as a long-term business strategy. Specifically, CEA:

- Reviewed best practices in pollution prevention nationally.
- Developed an innovative program based on mutual financial incentives for chemical suppliers and manufacturers to reduce chemical use.
- Analyzed several sectors to identify an appropriate industry for the pilot program.
- Engaged an advisory team to review the program design with representatives from the target industry, chemical suppliers, and environmental experts.
- Implemented the program with three pilot companies in the electronics industry.

Results

CEA secured more than \$1.7 million in funding to implement the pilot program and created the non-profit, Chemical Strategies Partnership (CSP). CEA successfully engaged three companies to participate in a pilot program, working with corporate staff and facility professionals to win project approval. CEA serves as the management team for CSP and created a membership arm, the CMS Forum.

CSP has collaborated with over a dozen companies to assist them in analyzing current chemical management costs and designing a chemical management services (CMS) program. CSP also serves as an information clearinghouse, disseminating the model and introducing CMS to new industrial sectors.