

Public Choices for a Healthy Harbor

US EPA

Collaborative Science & Technology Network for Innovation

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Industrial Ecology, Pollution Prevention & the NY-NJ Harbor



Goals of Project

- # **Identify** sources, pathways and sinks for five contaminants affecting the harbor
- # **Track** flows of each contaminant through the regional economy & environment to identify where pollution prevention would contribute to reductions in loadings
- # **Develop** practical strategies to reduce toxicant release & emissions
- # **Promote** implementation of the recommended actions by integrating stakeholders into the research and policy process



Why a consortium?

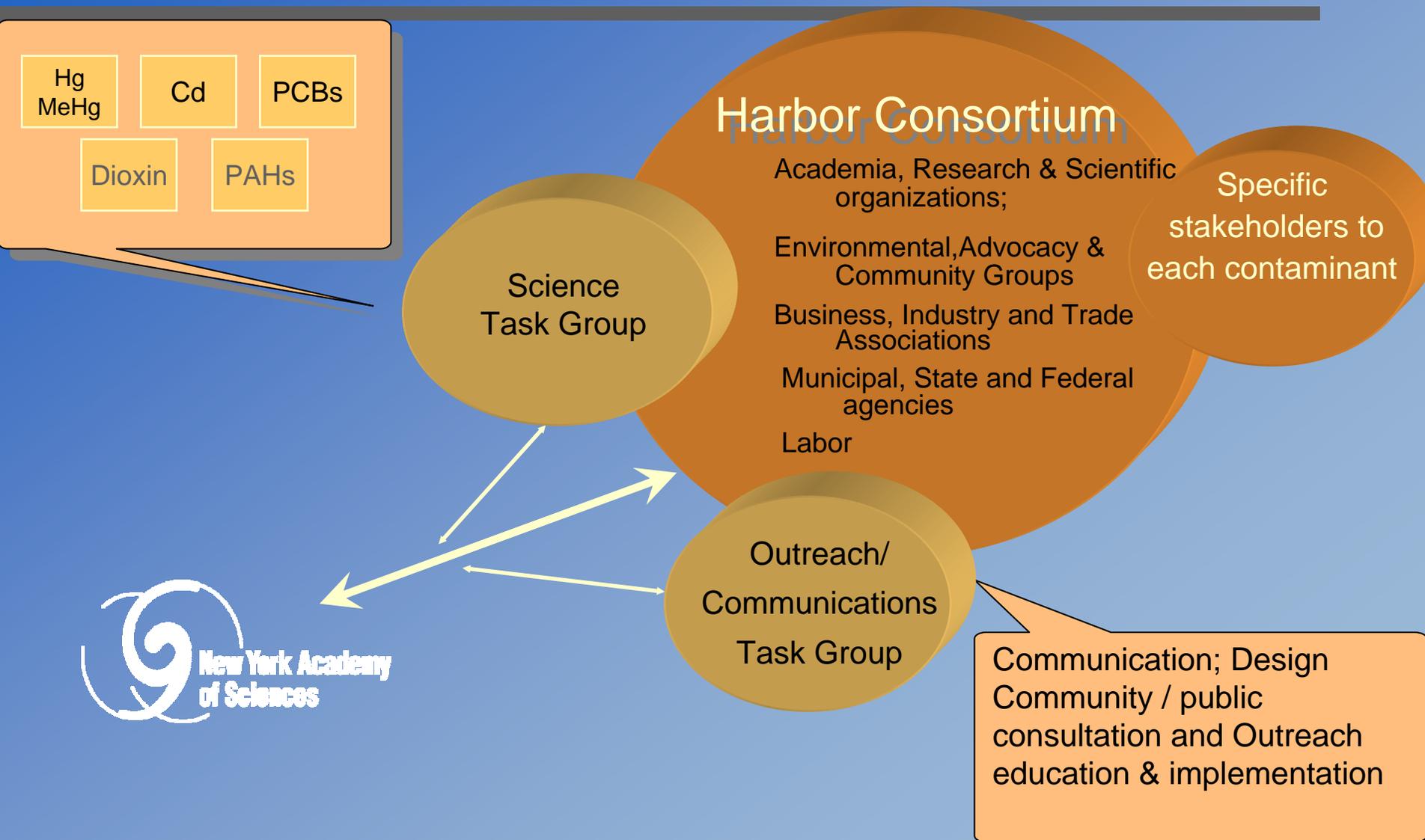
- # Emphasizes public involvement and communication:
 - New Paradigm: Inform, Include, Decide
- # Benefits of engaging the public:
 - participants provide valuable information and guidance
 - promote implementation of recommended strategies
- # Open process acts as educational forum
 - Ensures continuity in participation
- # Alternative valuation process
- # Diversity of sponsors

How to bring stakeholders together to understand problems & find solutions

- # Finding the right convener /coordinating party:
 - Credibility -Survey results -More about the mission of the Academy
 - Convener has established “traction”
 - Some parties participate only because they don’t want to be left out of a collective decision
- # Consortium chair:
 - Independent and unbiased party
 - Good Negotiating skills
 - Seeks to develop decisions by consensus
- # Identifying all key stakeholders
 - Convening all affected parties brings balance to the deliberation

Project Organization:

How can diverse parties make proactive decisions together





Steps to Develop P2 action plans

Research steps:

- Quantify contaminant pathways to the Harbor
 - Air, Water, Land (Mass Balance)
- Identify sources of contaminants through the region: products, processes and sectors that produce, use and/or release these contaminants.
- Develop inventory (material flow) for each contaminant, quantifying production, usage, and disposal rates (Industrial Ecology)
- Determine release pathways and impacts on Harbor (combine MB and IE)

Developing P2 strategies (continued)

Develop P2 strategies with consortium

- Integrate all key stakeholders and gather information
- Identify economic sectors, substitute materials, technologies and/or alternative practices that provide effective leverage for policy tools.
- Find leverage points for intervention. Determined costs (when feasible) associated with P2 plan
- Public Opinion Survey / Sector meetings

Implementation

- Identify implementers (relevant actors and sectors)
- Partner with action oriented groups
- Monitoring results

Goals of Communication

- # Assessing public opinion and bringing back findings to the Consortium to inform the process
 - invitations to participate in sector meetings and consortium,
 - surveys
- # Education/outreach about the project and its findings
 - Media and distribution of findings & reports:
 - Web Site, Hard copies, TV and cable, Newspaper articles
 - Outreach
 - Consortium members and participants
 - Outreach campaign to promote industry stewardship and green consumption (thru community organizations and schools)

What aids the process?

- # Systems approach (Industrial Ecology)
- # Stakeholder consultation and engagement
- # Diversity of consortium members
- # Communication experts
- # Non-confrontational setting

Challenges

- # How to include representatives from SQG, dispersed sources, or prohibited activities that have a large impact on the harbor
- # How to balance the influence of large interest groups
- # Disseminating findings widely
- # Ensure implementation of consortium's proposed action plan

For copies of documents and more information about our project:

<http://www.nyas.org/programs/harbor.asp>

“Pollution Prevention and Management Strategies for Mercury in the NY/NJ Harbor”

“Survey of Public Opinion: Opinions of Stakeholders on Issues that Concern the Future of the Harbor”

“Pollution Prevention and Management Strategies for Cadmium in the NY/NJ Harbor”

“Pollution Prevention and Management Strategies for PCBs in the NY/NJ Harbor”



Surveying Public Opinion

Conducted by Marist College Institute for Public Opinion and Zogby International

- Included NY/NJ residents of the NY/NJ Harbor and its watershed
- Several national questions included for benchmarking

2 Key Goals

- What can we learn about P2 recommendations?
- What can we learn about Outreach plans?

Survey Key Findings for P2

- Watershed residents more likely to recycle than counterparts around the nation.
- Watershed residents see the responsibility for pollution as shared by government, business, and to a lesser degree citizen groups and themselves.
- Only 17% of watershed residents attended a meeting on the environment in the past year
- Only 1% of respondents obtained information about the Harbor from meetings
- Scientists are most trusted to provide accurate information

Systems approach (IE) helps to ID stakeholders

