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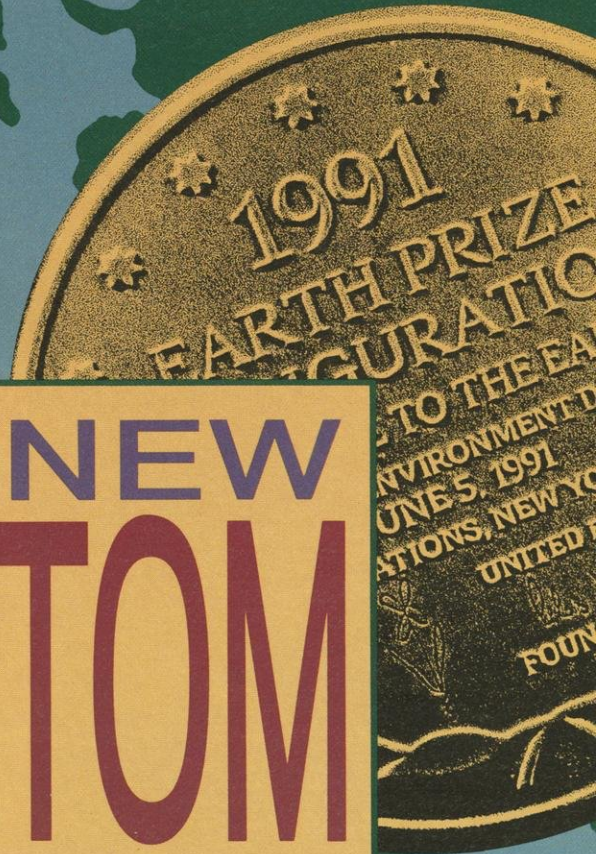
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THE NEW BOTTOM LINE



Factoring the environment
into Wisconsin's economy

Act one

As any good playwright knows, there's nothing like a villain to enter stage right and whip the audience into a frenzy of utter disgust. For the past several decades, business and industry wore the villain's mask in the environmental passion play sweeping the planet. "YOU polluted the earth," howled the upper balcony. "YOU degraded the environment," cried the mezzanine. Imagine the audience's surprise when the villains removed their masks to reveal mirrors — mirrors that reflected the faces of the crowd. Could it be that villains also lurked in the audience?

Like it or not, we're all part of the same cycle of production and consumption. What is made, we buy, use and discard.

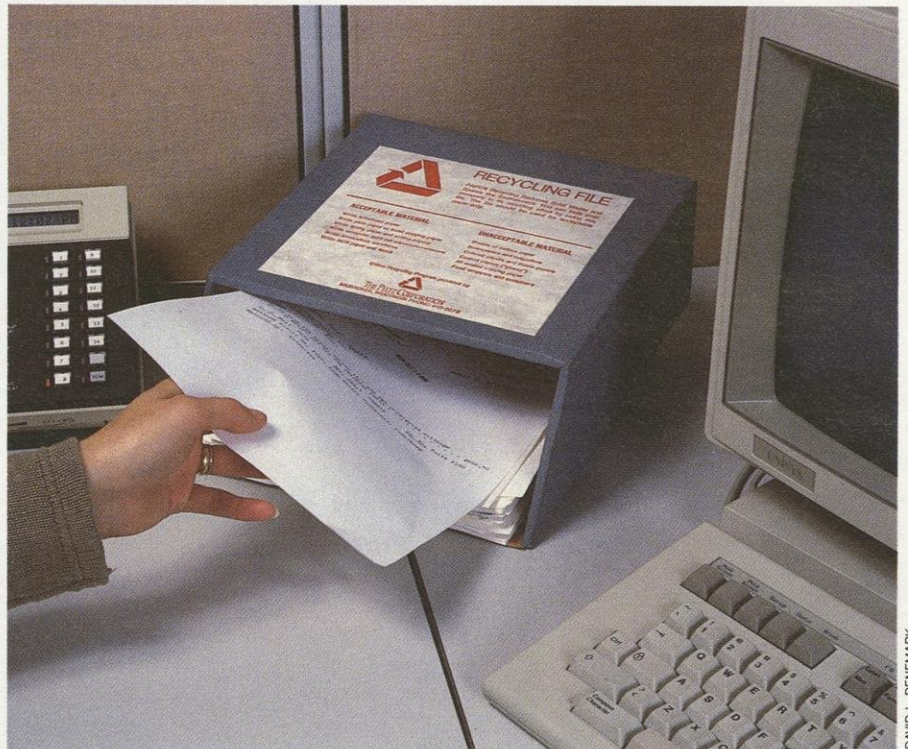
Increasingly, both business and the public refuse to play the villain's role. Environmental concerns have taken a front seat in boardrooms and town halls as people cross the chasm of blame and shoulder responsibility together.

In this supplement, you'll get a tour of several Wisconsin companies that added the environment to their economic equations. Some acted out of principle, others out of profit — but all produced less waste and fewer pollutants as a result of their actions. You'll also travel to a small Wisconsin community where practically everyone is in the business of recycling; meet a local man who puts a global spin on the environment; and find out what industry is doing to help regulate itself. Although the companies mentioned are located in the Milwaukee area, the problems and successes they share are applicable statewide.

Even in this environmentally aware era, many businesses continue to operate without regard for environmental consequences. We hope the companies highlighted here will serve as examples to show that environmental savvy makes good business sense.

Coming full circle

How two brothers built a recycling empire on bundles of old newspapers.



DAVID L. DENEMARK

It was 1953. The Braves had just arrived in Milwaukee when brothers Nathan Pelz and Joe Peltz (their surnames are different, changed from the original Pelc when they arrived in the U.S. from eastern Europe) opened a single 5,000-square-foot warehouse on the northwest side and began accepting old newspapers, cardboard, copper, brass, scrap iron and rags.

A community with a strong desire to save fueled the fledgling corporation. Salvaging waste for future use was a common practice, a lesson well-learned from years of rationing during World War II. PTA's and Boy Scout troops cashed in on paper drives. Kids rummaged through trash bins for discarded soda pop bottles, returning them to beer depots for pennies.

The Peltz's built their business by gathering cast-offs from factories and alleys. Along with their small crew of workers, the brothers spent hour after hour hand-tying bales of newspaper and cardboard to be shipped to paper mills for processing — a tedious task, but one that would pay off later in contacts and contracts with mills all over the world.

Two decades devoted to convenience smothered the household salvaging ethic, but the Peltz Brothers remained in busi-

ness, adapting to the ebb and flow of various waste commodities. By the time the Brewers arrived in Milwaukee in 1970, returnable bottles had been eclipsed by throwaway glass, aluminum cans and plastic jugs. Reports of glutted garbage dumps periodically snuck into the headlines, raising public concern about landfill space for the future. The Peltz's recognized the potential for new markets and added glass, aluminum and plastic to their operations.

Which brings us to the 1990s. The Brewers are still around, and so are the Peltz boys — Harry Pelz and Arnie Peltz, that is, the sons of Nathan and Joe. The younger Peltz's have entered a new field, however: They're out of the salvaging business and into the recycling industry.

Collecting more than the sports page

With its two Milwaukee plants and paper processing operations in Janesville, Madison, Appleton and Green Bay, the Peltz Group is the largest recycler of wastepaper in the Midwest and a leader in the national recycling industry. Equipped with state-of-the-art sorting and baling equipment, each Peltz plant can process more than 20 tons of paper an hour.

The company has coordinated office paper recycling programs for dozens of businesses. "The average office worker throws away about a half-pound to a pound of paper every business day," says Joyce Harms, director of program development for the Peltz Group. "Instead of tossing paper in the waste basket, Peltz provides companies with a desktop tray for each employee. When the tray is filled, employees bring the wastepaper to larger bins, which we service regularly."

Peltz recently launched a corrugated cardboard recycling service for small businesses such as liquor and convenience stores. Peltz provides the containers and sets up regularly scheduled pick-ups, offering small business owners an easy, efficient way to recycle.

Harms notes that the key to a successful recycling program is the ability to market the recyclable material. The Peltz Group has two brokerage offices — Milwaukee Recycling Services in Milwaukee and Trans American Fiber in Oak Brook, Ill. — to handle the flow. Peltz supplies wastepaper to more than 150 mills across the country and is a partner in the Newark Group, which redirects wastepaper to mills from Massachusetts to California and overseas.

"In the rapidly developing wastepaper processing field, being able to offer mills a consistent supply is crucial to our success," says Harms. "We keep looking for untapped sources of wastepaper."

Far left:

Convenience encourages recycling. The Peltz Group provides customers with a desktop container for office paper.

Below:

Peltz's Joyce Harms teaches the fine art of can crushing to a recycling recruit at the Milwaukee Zoo. "Businesses need to reach out to communities," she says.



STEVE SALUCK

The chance of a lifetime

One bold decision by a Wisconsin corporation infuriated industry, but enriched the environment.

Chlorofluorocarbons: Still unpronounceable, but more notorious today than in 1975, when scientists first began to suspect the aerosol propellants might be the vandals responsible for poking holes in the upper ozone layer.

Back then, chlorofluorocarbons, or CFCs, put the spritz in everything from hair spray to furniture polish. Consumers welcomed the easy, even application aerosols provided; many enjoyed using modern products unlike any manufactured before. The notion that aerosol spray deodorant could have global consequences made a lot of people laugh.

One man who failed to see the humor in CFCs was Samuel C. Johnson, then-president of S.C. Johnson and Son, Inc., better known as SC Johnson Wax — one of the world's largest manufacturers of household aerosol products. Although the scientific evidence implicating CFCs as ozone depleters was inconclusive, Johnson announced on June 17, 1975 that his Racine-based company would voluntarily remove all CFCs from its products worldwide.

"The action preceded the 1978 federal ban on CFC use in aerosols by three years," says Jane Hutterly, S.C. Johnson and Son's director of environmental action—worldwide. "Sam Johnson's decision was very unpopular with some of our industry peers. But he believed that we needed to lead the search for a solution to the ozone problem. He demonstrated that industry could — and should — act as a matter of conscience rather than out of compliance."

Taking the high road didn't guarantee an easy ride. Because of Johnson's decision, the company experienced a series of financial setbacks and had to close its British personal products division. A large inventory of CFC propellants collected dust in manufacturing facilities while company researchers tackled the technological challenge of packaging products without CFCs.



Aerosol products without CFC propellants roll off the Waxdale line in Racine.

SC JOHNSON WAX

The research led to new low-reactivity hydrocarbon propellants. While they're not the perfect environmental solution (hydrocarbons, mostly from automobiles, can form ground-level ozone or smog on hot, sunny days), the new aerosol propellants are a good alternative to CFCs.

"Sam's example encouraged company management and employees to weigh the environmental impact of their decisions," Hutterly says. "Many discovered that good environmental decisions were also good business decisions." The company now uses plastic containers that fit into existing recycling streams. It has reduced steel and tin use by 35 percent and plastic use by 40 percent over the past five years. Air emissions from Racine's Waxdale, the company's largest manufacturing plant, have been reduced up to 90 percent through the use of a unique bioreactor during summer "ozone alert" months. At Europlant, the company's primary European manufacturing facility in the Netherlands, almost all the processing water is captured and reused.

In the mid-1950s, SC Johnson Wax pioneered the use of water rather than solvents in its product bases. By sharing the results of its water-based research with other industries over the years, the company helped bring water-based paints, inks and other safer, less polluting coatings to the marketplace.

The commitment continues

In 1990, the company established the Office of Environmental Action - Worldwide to weave environmental concerns into the corporate strategic plan. The plan now stresses improving the formulation, packaging, application and disposal of SC Johnson Wax products. Concrete goals stated in the plan, such as reducing waste disposal 50 percent by 1995, challenge employees from the boardroom to the mailroom.

"We made a commitment to do as much as possible to promote clean air, water and earth," says Hutterly. "But environmental goals can be achieved only through employee effort."

Bringing that environmental message to 14,000 employees speaking 22 different languages at 48 subsidiaries around the world was no small feat. "We wanted everyone to know this environmental policy was being taken very seriously at the top," Hutterly says. Videotapes of S.C. Johnson and other senior managers were dubbed so workers in Spain, the Soviet Union, Germany, the People's Republic of China and other countries could listen in their own languages. Each employee also received a portfolio detailing the new environmental policy.

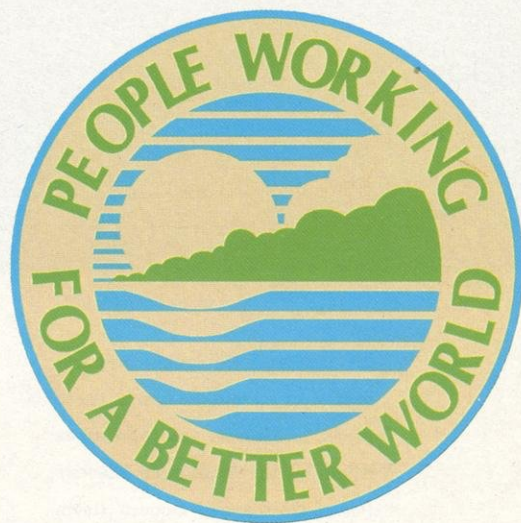
To encourage participation, the company's slogan — "People Working for a Better World" — was chosen from hundreds of employee suggestions. It appears on a number of SC Johnson Wax products. Workers recycle office paper and also can bring their home recyclables to drop-off sites conveniently located at the plant or office. Says Donna Besch, administrative secretary: "With the on-site recycling programs, the company helps me feel like I can and do make a difference."

Corporations are "organizations of people," observes Hutterly. "Our employees are just as concerned about pollution as anyone else. What better place to show concern for the environment than the workplace?"



SC JOHNSON WAX

Environmental stewardship is high on the agenda of Samuel C. "Sam" Johnson, chairman of the largest privately held corporation in Wisconsin.



The S.C. Johnson and Son, Inc. slogan, chosen from hundreds of employee suggestions.

In high esteem

Customers appreciate the advantages of a clean, versatile energy source.



WISCONSIN ELECTRIC POWER CO.

It's 1914 and Milwaukee prepares to take a step into the future. These pipes, laid under the Milwaukee River by the Wisconsin Electric Power Co., carried modern steam heat to customers who'd had enough of oil fumes and coal dust. Steam reaches customers through a new tunnel under the river today.

which steam lines are laid) and 3.5 miles of tunnels are discreetly tucked underneath Marquette University, the Bradley Center, The Grand Avenue Mall and other Milwaukee landmarks.

More than hot air

Steam for Milwaukee is generated in the Menomonee Valley at Valley Power Plant — the nation's largest cogeneration facility. The plant is capable of producing 280 megawatts of electricity and 1.3 million pounds of steam per hour. Unlike the multitude of energy sources cranking soot into the air in the early 1900s, pollutants can be controlled and stringent environmental regulations can be met at Valley.

Cogeneration is an efficient process that simultaneously produces two kinds of energy — electricity and steam — when one kind of energy, coal, is burned. "Less total energy is used than if steam and electricity were produced independently," says Al Mihm, Valley's manager of engineering. "Less fuel is consumed, and that means less pollution and better air quality." The Valley Plant burns low-sulfur coal, which helps to reduce sulfur diox-

Downtown Milwaukee's skyline has 500 fewer smokestacks, thanks to Wisconsin Electric Power Company's (WE) steam service system.

"If there were no steam system in Milwaukee, the nearly 500 customers we serve would need to come up with their own methods of heating water and buildings," says Tom Ventimiglia, WE's steam services manager. "A lot more pollution would be entering the skies."

Steam service evolved from an early demand for clean energy. Customers at the turn of the century wanted an alternative to on-site soot-belching coal furnaces and boilers, which required stacks, piping and other costly equipment, plus space for dusty coal piles. A network of tunnels was built beneath downtown Milwaukee to carry pressurized steam heat.

Today, the system's 19 miles of trenchboxes (the housings in

ide emissions — the primary cause of acid rain.

Steam service customers don't have to worry about ruptured fuel oil storage tanks, balky boilers or other headaches associated with on-site heating plants. Steam piped right into offices, hotels, factories and shops eliminates the need for equipment and maintenance.

WE has spent \$13 million on steam system improvements since 1980 and plans to invest another \$4.5 million through 1993 in steam. Virtually all new buildings constructed in downtown Milwaukee use the steam system.

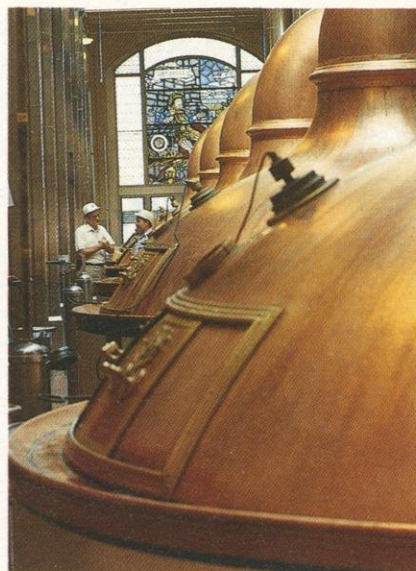
"The cleanliness of our steam is important to our customers," notes P. Frank Byrne, WE's administrator of steam marketing. "We purify the water used to generate steam to help stop corrosion in our own power plant equipment."

The steam is so clean it is used in bakeries, where it comes in contact with breads and other baked goods. Steam cooks grains, washes bottles and pasteurizes beer at the Pabst Brewing Company. Marquette University injects steam into the water to heat the school swimming pool. Many customers humidify their buildings in winter with steam.

Condensate — the by-product of steam — is simply clean water, and some WE customers make the most of it by capturing and using its heat. "The condensate must go into drains at temperatures no greater than 140°F, so our customers run it through heat exchangers in the winter months to heat the air and water in their buildings," Byrne says. Once used, the clean condensate is routed to the city's sewer system.

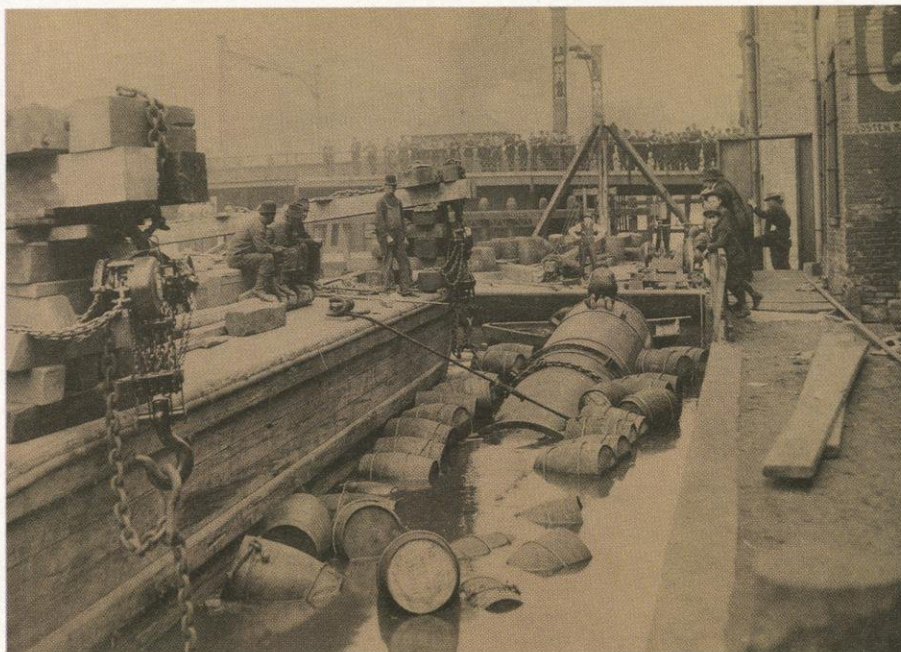
WE investigates new technologies that will make steam service even more valuable to its customers. "Two downtown Milwaukee companies use our steam to air-condition their buildings," says Byrne. "They use steam-driven absorption chillers filled with lithium bromide (a salt solution) in the cooling process. Steam replaces electricity as the energy source." Unlike chlorofluorocarbons, lithium bromide is an environmentally benign coolant that will not damage the ozone layer.

Although it can't be used statewide — the cost of laying pipe would be prohibitive — steam is an environmentally advantageous energy source for Milwaukee. "It's important for downtown Milwaukee to remain as clean and vibrant as possible to attract and retain businesses," says Ventimiglia. "Using steam helps our customers lower their energy costs, remain competitive and eliminate the environmental concerns they would otherwise have if they had to produce energy at their own facilities."



STEVE JENSEN

Brewer's grains bubble in kettles heated by steam at the Pabst Brewing Company.



WISCONSIN ELECTRIC POWER CO.

Sections of the Oneida St. (now E. Wells St.) Tunnel are lowered gently into place while onlookers young and old prepare to offer advice. Steam pipes bring downtown Milwaukee a clean, efficient source of energy.

Use it or lose it

Business can profit from reusing waste or by eliminating it altogether.

If they were pork producers, you'd say that the Miller Brewing Company and the Briggs & Stratton Corporation used every part of the pig but the squeal.

Beer and small engines are the products these two large Wisconsin concerns produce, but the way each reuses manufacturing by-products and minimizes waste would do any frugal farmer proud.

"Miller recycles everything from office paper, corrugated cardboard, plastics and metals to brewer's grain, yeast, and excess carbon dioxide," says Joanne Mendes, manager of industry and environmental affairs. "We even recycle our old hard hats into plastic products."

Manufacturing by-products from Miller breweries are found in bakeries and on supermarket shelves. Miller supplies bakeries with Barley's Best, a high-fiber flour made from brewer's grain that's used in pastries and baked goods. Brewer's yeast is added to processed foods such as soup, canned gravies and frozen entrees. Excess carbon dioxide from the brewing process is sold to food processors to refrigerate meat and bakery products.

The company's cans are made with 60 percent recycled aluminum, and new bottles contain up to 40 percent recycled glass. At Miller plants on the West Coast, all the packaging is made from recycled paper, and the company intends to increase its use of recycled packaging materials as more recycled paper becomes available.

Miller works with many of its suppliers to standardize plastic strapping and wrapping materials for easier recycling. Suppliers also are encouraged to use more water-based inks, cleaning solvents and coatings.

Over the years, Miller Brewing systematically reduced the amount of waste going to landfills. The company has embarked on a three- to five-year project aimed at eliminating use of landfills whenever possible.

Says Mendes: "Miller's strong environmental commitment is a healthy combination between what makes cost-efficient business sense, the public's greater awareness of the environment, and the need for all industries to become more environmentally responsible."

A conscious effort

Briggs & Stratton, a manufacturer of small, air-cooled engines and locking systems for automobiles and other vehicles, focuses its environmental efforts on reducing hazardous wastes.

"Being environmentally conscious is our way of doing business," says Alan Haase, the company's chemical and environmental manager. "If you wait until you're required by law to min-



MILLER BREWING CO.

imize an industrial waste, then costs are more expensive and manufacturing is disrupted.”

Briggs & Stratton was recognized for its forward-thinking approach when it won the 1991 Governor’s Award for Excellence in Hazardous Waste Reduction. The company was honored for eliminating volatile solvents from its manufacturing processes.

The solvents, used to clean oil, grease, dirt and metal chips from finished engine parts, read like a toxic alphabet: Hot vapor degreasers sprayed TCE (trichloroethylene) and MCF (methyl chloroform) on the new engines, and parts were dipped in or wiped with MCF and Stoddard Solvent — an odorless mineral spirits.

TCE, a suspected human carcinogen, is no longer used as a solvent at Briggs & Stratton. Stoddard Solvent and MCF, which produce volatile organic compounds (VOCs) that pollute the air, have been removed from dip tanks and replaced by high-flash naphtha. Similar to kerosene, naphtha is less flammable and is not considered a hazardous substance. The waste naphtha is burned as a fuel oil to produce steam at the plant.

MCF is still used in three vapor degreasers, but Briggs & Stratton plans to stop using the solvent by June 1992 and replace it with water-based cleaners in new water washers.

Cardboard boxes and plastic wrap get another go-round at Miller Brewing Co. The company works with its suppliers to standardize packing materials for easier recycling.

Dipping flywheels into solvent is the old-fashioned way of cleaning engine parts. Water-vapor degreasers do a better job, Briggs & Stratton discovered, and don't contribute to air or water pollution.



DOUBLE D ASSOCIATES

The spray paint used on those spanking new engines created pollution problems for the company, too. Exhaust from the spray room carried metals and VOCs. Metals also turned up in waste paint sludge.

“Environmental regulations can be the force driving new technology,” says Haase. “Our pollution controls for conventional paints kept us in compliance with the law, but they were costly to operate. We had to find a better way.”

By encouraging its paint supplier to develop a better-quality coating, Briggs & Stratton was able to cut costs and produce a more environmentally sound product. Although the new paint is more expensive, the company only uses half as much paint as it did before, because the new paint is thicker and adheres to metal better. The new paint proved to be twice as durable as the old stuff, and has the added advantage of being metal-free. “We’re always looking for ways to reduce the amount of waste we produce,” says Haase. “It’s the only way to do business today.”

Need help getting started?

Rent or purchase DNR's "Business and Commercial Recycling: A Win-Win Proposition," a 22-minute VHS tape exploring business recycling in the state. Call 1-800-362-6888 for price and order information, or borrow a copy through your local library's Inter-Library Loan System.

To complement the video, read "Business and Commercial Recycling: A Guide to Recycling in the Workplace," a handbook with additional information on solid waste management. It includes a worksheet for calculating recycling costs and savings. Send a check or money order for \$3 plus 5½ percent state sales tax (and county tax where applicable) to: Wisconsin Department of Administration, Document Sales and Distribution Unit, P.O. Box 7840, Madison WI 53707-7840. Please make your check payable to Document Sales and ask for the "Business and Commercial Recycling Handbook," publication number SW-128.



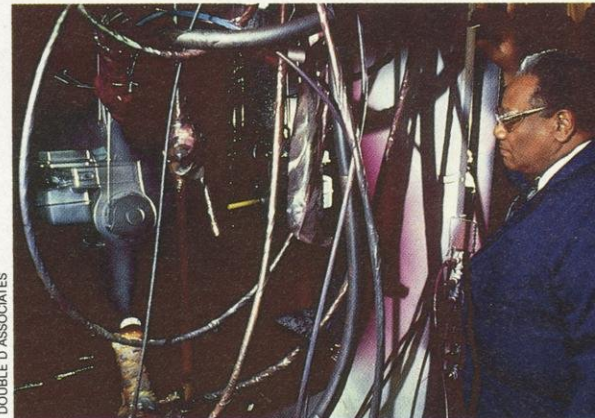
Environmental audits

Just about every company or business undergoes an annual financial audit to check the accuracy of its books and accounts. Lately, businesses have found that environmental audits can make a significant difference in the bottom line as well.

To conduct an environmental audit, a company assembles an in-house staff of experts or hires consultants to look at every aspect of the business, from the solvents used on the production line to the notepads and lightbulbs used in the office. When all the information is in, the auditors offer suggestions for cutting back on waste and propose ways to eliminate or control pollution.

"Companies engage in environmental audits to minimize their potential liability," says Ken Hollenzer, project manager in the Wisconsin Department of Natural Resources' Bureau of Community Assistance. "They want to find out where they're having problems and do something to correct those problems before they fall out of compliance with state and federal regulations."

Beyond keeping a company on the right side of the law, an environmental audit can increase overall efficiency. "An audit might show how a company could reuse an expensive coolant, capture lost heat for energy, or make better use of raw materials," says Hollenzer. "The idea is to make a closed circle — using and reusing until there's very little, if anything, going to the landfill or wastewater plant."



DOUBLE D ASSOCIATES

Finishing engineer George Bryant inspects the engine painting line. Better-quality paints made without toxic metals allow the company to manufacture a more environmentally sound product.

Small-town operators

A community embraces recycling and discovers there's no business like throw business.

THE GARBAGE MYTH

Participants in a recent opinion poll conducted by S.C. Johnson and Son, Inc. believed these items were the top four contributors to landfills:

- Disposable diapers • Plastic packages
- Plastic bottles • Aerosol containers

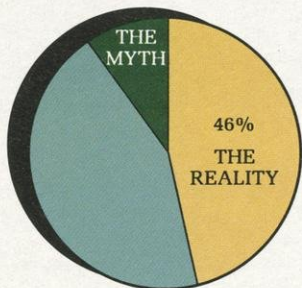
In actuality they constitute only 10 percent of landfill waste.



When asked to identify the smallest contributors, people mentioned:

- Waste paper • Paper plates
- Food scraps • Yard waste

This group takes up 46 percent of landfill space.



"Paper waste, food scraps and yard waste are most under the control of the individual," says Jane Hutterly, the company's director of environmental action. "People tend to wait for the government and for business to make environmental decisions, then follow. We need to encourage people and make it easier for them to take individual action as well."

Like cartoons and pancakes, recycling is part of the Saturday morning routine for the 3,000 residents of Ottawa in Waukesha County. As a result, the business of providing waste disposal services has become a much less expensive proposition for the community.

"Twenty-five percent of the garbage we accumulate annually is diverted from the landfill," says Ruben Barsamian, retired businessman, organizer and chairperson of the town's recycling committee. "We've been able to extend the life of the landfill and make money selling recyclables. We've achieved this success because of our most important asset — the people of Ottawa."

In 1988, Ottawa was one of several townships seeking to institute a recycling program. After much investigation and fact-finding, the committee determined that a central drop-off location for recyclables would best suit the needs of the town. The town board enthusiastically approved the plan and subsidized initial costs.

Equally as enthusiastic were the townspeople, 35 of whom volunteered to operate The Ottawa Township Recycle Center: A 42-foot trailer, a few 50-gallon steel drums and a couple of boxes set up in the parking lot behind the town hall. The volunteers stomped aluminum cans, cut cardboard with pocket knives and broke glass with hand tampers.



STEVE JENSEN

"We noted a 10-12 percent reduction in the trash flow," Barsamian said. "Within six months, we realized we needed a building and equipment if we wanted that percentage to increase."

With the help of a local cement and block contractor, the floor and walls of the new structure were built at cost. Forty people pledged a weekend of work to complete the 40-by-50 building — a community event echoing an old-fashioned barn raising.

The building itself is recyclable: Equipped with plumbing and electricity, it can easily be converted into a new town hall, police or fire station should the town's future recycling needs change. The building houses an all-purpose baler and glass breaker, purchased with help from state and county grants. Goodwill built a permanent shed on the site to collect clothing, furniture and other usable objects.

"We're proud of our accomplishments," says Barsamian. "We've been able to eliminate the second trash compactor that we previously needed each week as well as five compactors and dumpsters that we filled on trash days.

"We're saving approximately \$13-14,000 a year," he continued. "When you compare our program to the costs of a curbside collection service, the savings are even greater. Thanks to the volunteers, recycling doesn't cost — it pays."

Even after four years, the volunteer spirit remains unshakable. Eight to 10 individuals maintain the center each Saturday. With 350 people pledged to work at the center each year, volunteers need sign up for only two days of duty apiece. Barsamian says the time commitment required is so small that people have a difficult time refusing to take part. "But one out of every two volunteers asked to help," he notes with pride.

"You'd be surprised at the swap business that's started," says Barsamian. "One resident found a perfect set of canning jars and another put a pair of rowing oars to good use." More than 2,000 objects have changed hands at the center, proving the adage that one person's trash is another person's treasure.

Ottawa's recycling committee reaches out to clubs, organizations and the local school system to keep recycling alive and in the public eye.

Last year, the center earned \$7,300 through the sale of its recyclables. "That will pay for the 1,500 square-foot storage addition that we're planning for the center," Barsamian says. "And it's about time we host another picnic for the volunteers."



STEVE JENSEN

With the help of volunteers galore, retired businessman Ruben Barsamian organized Ottawa's recycling program. "We profit from recycling in more than just financial ways," says Barsamian.

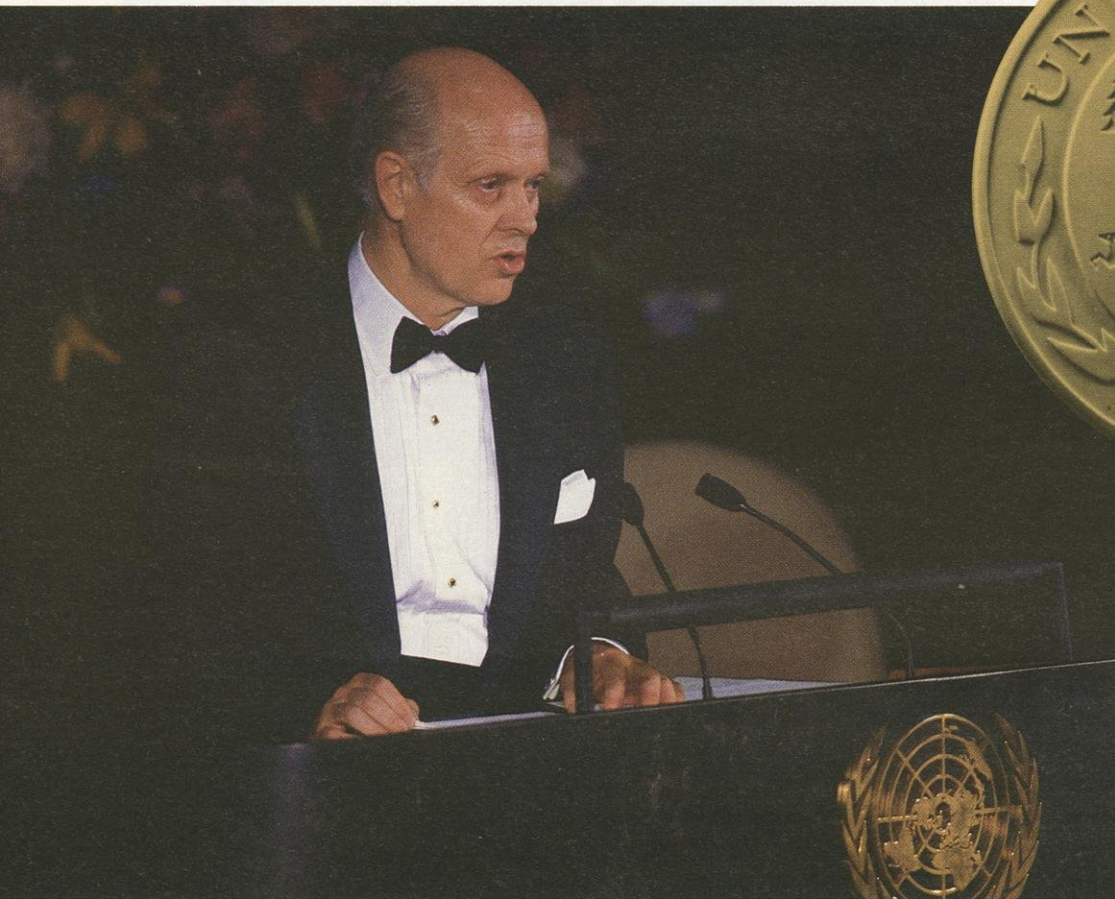
Far left:

Doing the neighborly thing on a Saturday morning in Ottawa. Recycling saves the community money.

Eyes on the prize

Recognizing and awarding the people and businesses leading the way toward a cleaner, safer planet.

A strong commitment from business is essential in regaining a healthy, sustainable environment, but it's only one piece of the puzzle, says Claes Nobel, founder and chairman of United Earth, a nonprofit environmental group. Individuals, organizations and governments must be involved as well.



Nobel, who lives in Fox Point, Wis., established United Earth to bring together people in all walks of life to promote positive, responsible environmental change. In this spirit, Nobel — whose great granduncle was Alfred Nobel, founder of the famed Nobel Prizes for peace, physics, chemistry,

medicine, literature and economics — created the Earth Prizes.

The Earth Prizes highlight outstanding examples of exceptional and practical environmental action. “Environmental leadership comes about at different levels,” says Nobel. “That’s why we want to recognize those who make the effort with Earth Prizes, from youths to CEOs and political leaders.”

Business is the driving force behind all things, says Nobel.

Claes Nobel wants to foster environmental leadership at all levels, from corporate boardrooms to first grade classrooms.

UNITED EARTH

"Business stands for management, yet so many of our global problems have come from mismanagement. We face enormous environmental challenges, but there are even bigger opportunities for businesses that have the vision to take up leadership on environmental issues."

Nobel believes that for business and industry, being environmentally conscious is more than an economic concern: It's a matter of survival.

"People are just sick of not being able to breathe the air, drink the water, eat the food, swim in the oceans, be out in the sunshine without being poisoned one way or the other," he observes. "I think certain businesses we consider institutions will go by the wayside if they do not adjust and change. Environmentally conscious businesses will be the ones that get support from loyal customers."

On June 5, 1991, the first Earth Prizes were awarded at the United Nations headquarters in New York City. The five recipients: H.E. Carlos Salinas de Gortari, president of Mexico; Dr. Gro Harlem Brundtland, prime minister of Norway; Tenzin Gyatso, the Dalai Lama of Tibet; Ted Turner, Turner Broadcasting System, Inc.; and UNICEF.



When the program is in full swing, a total of 14 "Grass Roots" Earth Prizes — seven to children, seven to adults — will be awarded every other year in the areas of Conservation of Nature and Natural Resources; Energy; Elimination of Hunger and Poverty; Pollution Abatement; Population Stabilization; Earth Security; and Earth Ethics. Adult winners receive \$50,000, but the money is not to be spent by the recipients. The funds are to be applied toward the project,

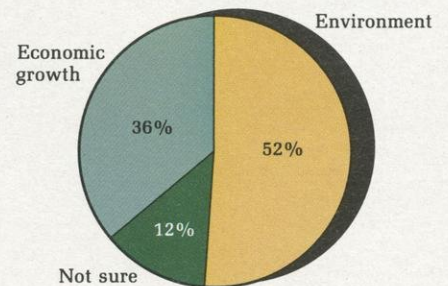
group or organization for which the Earth Laureate was recognized. The \$10,000 youth prizes may be used for the recipient's education.

In 1992, the "Summit" Earth Prizes will be awarded in the same seven categories, and will alternate thereafter with the Grass Roots prizes. Summit Earth Prizes will be considerably larger, in time as substantial as the \$750,000 Nobel Prizes, says Claes Nobel. They will be presented to heads of state, political or spiritual leaders, and to groups, organizations, educational institutions and corporations.

"The Earth Prizes have a definite purpose, which is to give definition and emphasis to our most critical problems," Nobel says. "We should recognize and offer financial support to those whose proposals, methods, actions and inventions are able to slow down and reverse the problems we are now facing."

ENVIRONMENT VS. ECONOMIC GROWTH

Which is more important?



From a survey of 500 Wisconsin residents conducted by Wisconsin Electric Power Co. in October, 1990. "The results of our survey showed people expect business and industry to make a commitment to the environment," says Richard Abdo, chairman and CEO of WE. "The public's agenda must be our agenda."



WISE vision

"The environment is a key issue of the 1990s and the business community is serious about addressing it," says David Nelson, president of Wisconsin Industry Saving Our Environment (WISE).

WISE is a volunteer, nonprofit coalition that identifies and solves industry-related environmental problems. The coalition concentrates on research and promotes discourse among industry, government and the public.

Nelson, retired chairman and chief executive officer of Wisconsin Bell, said businesses need to look beyond their individual environmental efforts. "We have to be concerned with the whole environment and what others in our industry and our communities are doing to protect it," he says.

Richard Abdoo, chairman and CEO of Wisconsin Electric Power Co. (WE), put it this way: "It is time for us — business, regulators, environmental groups and educators — to pool our resources, share our expertise and take action to preserve our state's natural resources."

WE followed the WISE example by hosting "Vision 2000," a forum held in October 1990 that brought together representatives from community groups, business, government and schools to identify environmental problems and work together on solutions.

In his "call to action" address at the forum, Abdoo encouraged more than 200 participants to set an agenda for environmental stewardship in the 1990s and to create a vision of a cleaner, safer world for the next century. "What I hope we will accomplish today is to establish

common goals, learn about the successes of others, and then use what we learn to improve our stewardship of the environment," he said.

"Vision 2000" stressed communication, cooperation and above all, commitment to the environment. As a result of the forum, WE, a number of participants and others with a stake in environmental issues have formed a network to share information, expertise and resources — the first step toward a cleaner, safer world. If you'd like more information on "Vision 2000," call the Energy Facts Phone at 221-2000 in Milwaukee, 1-800-222-9288 elsewhere in the state.



JEFF BARGER

Conference participants shared expertise and ideas at Vision 2000.

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