

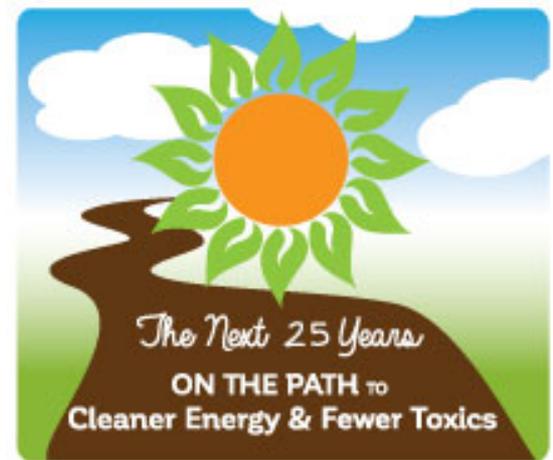
# ***Is It Time to Re-brand P2?***

## ***A Structured Discussion***

PPRC Regional Roundtable

October 26, 2016

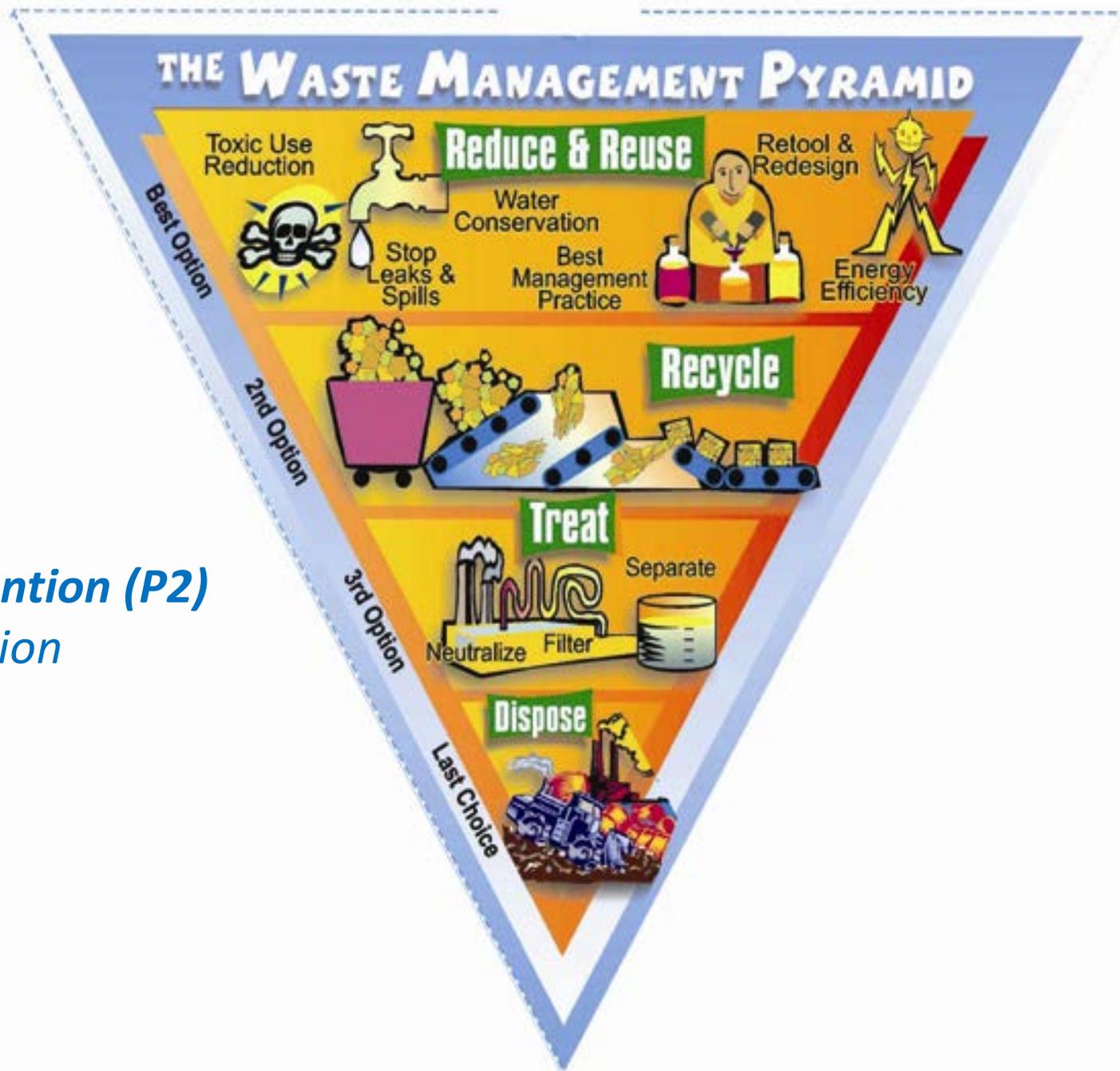
Rick Yoder, P2RIC



**PPRC Regional Roundtable**

# Items

- Triple Regional RTs
- R7RT
- Arms
- Car



*Pollution Prevention (P2)*  
*= source reduction*

# Definitions

- According to the EPA's official definition, *pollution prevention* means "source reduction" as defined in the Pollution Prevention Act, but also includes "other practices that reduce or eliminate the creation of pollutants through (1) increased efficiency in the use of raw materials, energy, water, or other resources, or (2) protection of natural resources by conservation." *Source reduction* is defined under the Act as any practice which:
  - reduces the amount of any hazardous substance, pollutant, or contaminant entering any waste stream or otherwise released into the environment (including fugitive emissions) prior to recycling, treatment, or disposal; and
  - reduces the hazards to public health and the environment associated with the release of such substances, pollutants, or contaminants. Source reduction includes equipment or technology modifications, process or procedure modifications, reformulation or redesign of products, substitution of raw materials, and improvements in housekeeping, maintenance, training, or inventory control."
- <http://www.umich.edu/~nppcpub/p2defined.html>

# P2 – What is it?

- Pair up – no more than 3 to a group.
- What term do you use when talking to someone not doing P2?
  - What synonyms exist?
  - What other term do you use most often?
  - What examples do others offer you?

# P2 Synonyms

*best management practices – cleaner production – dematerialization – design for the environment – design for re-use – eco-efficiency – energy efficiency – green design – increased efficiency – industrial ecology – materials efficiency – materials productivity – process efficiency – process improvement – process optimization – producer responsibility – reusability – resource efficiency – source reduction – sustainable materials management – toxics use reduction – waste minimization – waste reduction – water conservation*



*“The greatest danger for most of us is not that our aim is too high and we miss it,*

*but that it is too low and we reach it.”*

Michaelangelo

*Primum non nocere  
First, do no harm.*

# What is P2? Notes

- What term do you use when talking to someone not doing P2?
  - What synonyms exist?
  - What other term do you use most often?
  - What examples do others offer you?
- Other

# *A Quick Puzzle to Test Your Problem Solving Ability – What is the formula?*

- We've chosen a rule that some sequences of three numbers obey — and some do not. Your job is to guess what the rule is.
- We'll start by telling you that the sequence 2, 4, 8 obeys the rule.
- Now it's your turn. Enter a number sequence in the boxes and we'll tell you whether it satisfies the rule or not. You can test as many sequences as you want.

<http://www.nytimes.com/interactive/2015/07/03/upshot/a-quick-puzzle-to-test-your-problem-solving.html>

# What is wrong with “P2”?

- Pair again – no more than 3 to a group.
- Both short descriptions and/or brief examples to answer this question.
- Describe the shortcomings you see with the term, P2.
- What is the gap between what P2 program is and what it could or should be?

# The Issue – What's in a Name?

- P2 needs a catchy name, something to engage others, to capture public attention
  - *Pollution prevention* implies one is currently polluting. Only P2 professionals think that an environmental permit = permission to pollute. *Pollution* connotes a negative.
- *Source reduction* not readily understood; does not intuitively equate to water conservation or materials efficiency or energy efficiency

# What is the problem with P2?

- *Affective priming* – your job is to look at the second word and categorize it good or bad

**flower – happiness**

**hate – sunshine**

**love – cancer**

**cockroach – lonely**

- Implicit Association Test (IAT) at [ProjectImplicit.org](http://ProjectImplicit.org)
  - Clinton, Trump, flag, taxes, welfare, pro-life
- <http://www.yourmorals.org/explore.php>

# What is the problem with P2?

- Accessibility – understanding
- Motivational -
  - Does not inspire action
- Audience definition
  - Everybody needs to do this
  - Market forces will do this
- Historic treatment & the change frame
  - Situational – rational actor
  - Motivational – authorizing language => ***promote***

# What is the problem with P2?

- Framing –
  - We don't pollute
  - Limits to growth – efficiency as an answer is also a problem
  - Faith in technology, but not markets
- More than a prescriptive action of best practices?
  - Health frame: inoculation, nutrition, exercise
  - Crime: lighting, locks, neighborhood watch
  - Fire: housekeeping, spark fundamentals

# What is the problem with P2? Notes

- Describe the shortcomings you see with the term, P2.
- What is the gap between what (your, EPA's, clients') P2 program is and what it could or should be?
- Other



<http://rhymeswithorange.com/comics/march-19-2014/>

Driver License?

# What do you want to do as “P2”?

- Pair again – no more than 3 to a group.
- Both short descriptions and/or brief examples to answer this question.
  
- Describe what you want to do for P2.
- What activity?
- What outcomes?
- Who is your customer?

# P2 Dreams

- Primacy of *prevention* – EPA promotes Septic Smart Week, not P2 Week
- First do no harm ethic
- Systems views & LTG
- Ethics: CPR & reciprocity; license to operate
- Reduce, reuse, rethink! (New or existing frame?)
- Diffusions of innovations (pushing the tipping point of new technologies) to workaday world
- <https://en.wikipedia.org/wiki/Mottainai>

# Prevention

- Motivation on top of situation (ability)
  - The Administrator shall make matching grants to States for programs *to promote* the use of source reduction techniques by businesses.
- Services associated with prevention? Exercise: what could TAPs adopt or adapt from following?  
Screening, interventions, measurement
  - Healthcare
  - Fire
  - Crime
  - Financial/Risk

# Prevention Services?

- Screening – routine immunization – risk reducing altered behavior
- Prevention v. crisis response; long-term problem management
- Primary – prevent onset; Secondary – detection and treatment; Tertiary – adaptation

## Systems Thinking Practice

	E/I	S/N	T/F	J/P
1. Considering both short and long-term consequences of one's actions		N		
2. Looking at multiple perspectives of an issue		N		P
3. Looking at the "big picture"	E	N	F	P
4. Looking for patterns in data		N		P
5. Looking for trends over time		N		
6. Being comfortable with ambiguity		N		P
7. Checking results for lessons		N	F	
8. Looking for interconnected issues		N		
9. Looking for small actions that can make big differences		N		
10. Considering the impacts of accumulations over time				
11. Being comfortable with questioning one's deep assumptions		N		
12. Being aware of boundaries				
13. Thinking critically about causation, not just correlation				
14. Being cautious of adopting a win/lose attitude		N		P
15. Considering unintended consequences				
16. Seeing self as part of system under study			F	
17. Recognizing that a system's structure drives its behavior		N		P

Note: all  $p < .05$ .

Letter denotes statistically significant difference among the respondents for the dimension preference.

*A New Path to Understanding Systems Thinking*, Frakes & Linder

<https://thesystemsthinker.com/wp-content/uploads/pdfs/220801pk.pdf>

**Extraversion (E) or Introversion (I)**, which relates to how individuals focus their perception on the world around them. Individuals associated with E tend to gather information by exploring the world around them versus I individuals, who tend to focus more inward.

**Sensing (S) or Intuitive (N)**, which relates to whether you prefer to focus on the basic information you take in (S) or whether you prefer to interpret and add meaning (N).

**Thinking (T) or Feeling (F)**, which relates to making decisions. T individuals prefer to first look at logic and consistency as opposed to S individuals, who first look at the people and special circumstances.

**Judging (J) or Perceiving (P)**, which relates to how one deals with the outside world. J individuals tend to like to have things decided whereas P individuals tend to prefer to stay open to new information and options.

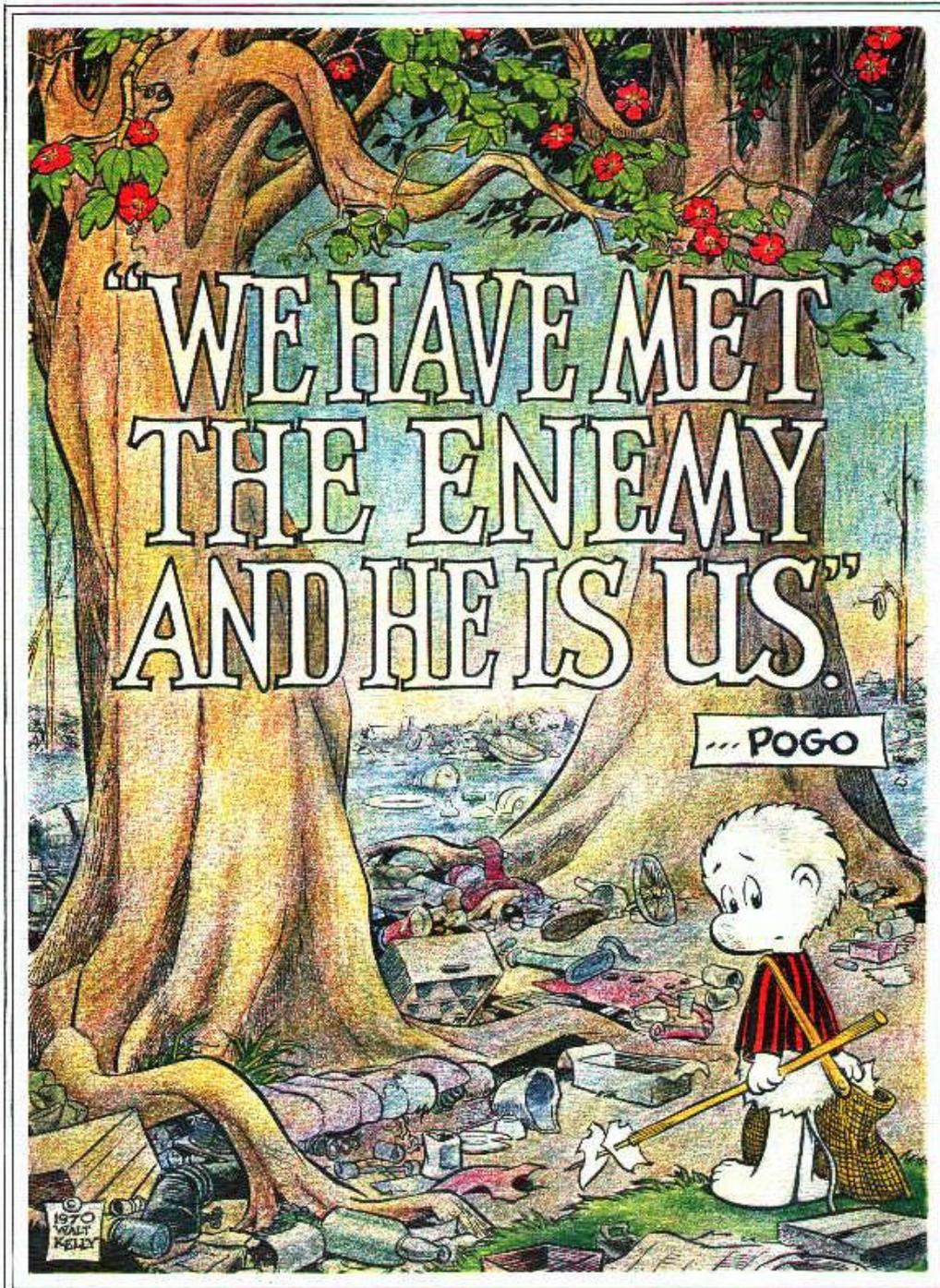
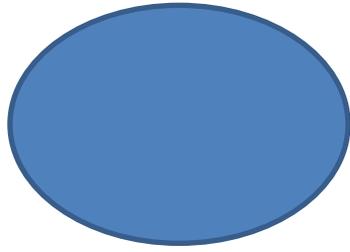
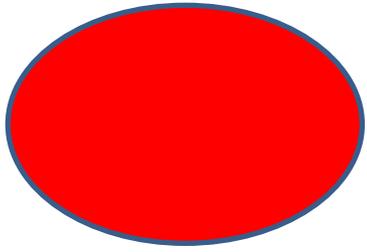
# What do you want to do? Notes

- Describe what you want to do for P2.
- What activity?
- What outcomes?
- Who is your customer?

# Naming and Framing



exam



**IMAGINE** a  
WORLD WHERE  
**FACTS** ARE  
ONLY A FEW  
COMPUTER  
KEYSTROKES  
AWAY...



UNCHASTE WOMEN  
CAUSE EARTHQUAKES

GOVERNMENT WANTSTA  
KIL GRANNY!

THE  
HOLOCAUST  
NEVER  
HAPPENED.

A GOOD  
SPWER  
CAN  
PREVENT  
AIDS

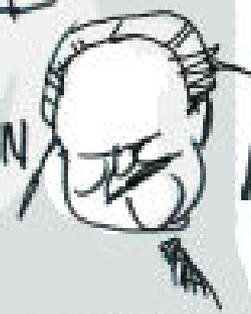


AND HE  
WAS BORN  
IN APERCA!

OBAMA  
IS A  
MUSLIM



POOR PEOPLE  
CAUSED THE  
WALL ST.  
MELTDOWN



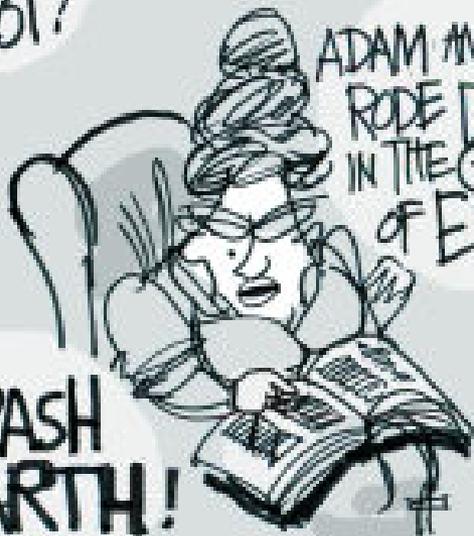
OKAY...  
IMAGINE  
A WORLD  
WHERE  
PEOPLE  
ACTUALLY  
CARE  
ABOUT  
FACTS

FRSITU  
IS  
LIFE  
SALT  
TRIBUNE

9-11 WAS A  
ZONIST  
PLOT!



ADAM AND EVE  
RODE DINOSAURS  
IN THE GARDEN  
OF EDEN...



MARS IS  
GONNA CRASH  
INTO THE  
EARTH!



CONGRESS  
IS IMPLANTING  
CHIPS IN  
OUR  
FOREBADS!!



Monday, July 20, 1925

Finest Source of News

In Our Great Republic

Price Three Cents

# SCOPES MONKEY TRIAL RAISES TROUBLING QUESTION: IS SCIENCE BEING TAUGHT IN OUR SCHOOLS?

*Scopes Trial  
Called 'Trial of  
the Century'*

## SHOULD CHILDREN BE EXPOSED TO FACTS?

Scopes Defended By Super-Intelligent  
Chimpanzee-Man from Future

### Are Reason and Empirical Evidence Suitable School Subjects?

DAYTON, Tenn., July 19.—The sensational trial of science teacher John Scopes is now being called the "trial of the century" by experts in the study of law.

Never before—and likely never again—has so much public and newspaper attention been generated by a single court trial in America.

According to Harvard Law professor Samuel M. Welheim, "There will never again be a trial such as this, where publishers of soft-covered books and racket periodicals are scrambling to publish the peculiarities of the trial."

The Opinion of Edward  
Tillich, The Onion's Crime  
and Science Editor

Science! The word is thrown about nowadays as if it were a miracle of our Age. To hear its fanatical, wild-eyed supporters talk, one would think that Science could explain everything in all Creation, and that these "Scientists" were privy to the very secrets of the universe. They say that this century will be ruled by Science, and that the na-

and coal miners, facts are the last things they will need. Manners! Subservience! Above all, obedience! To speak only when spoken to, and not to cause trouble! These are the principles upon which our educational system was founded. Why in the name of God should we replace it with a system that actually encourages an ignorant man to ask questions? A good citizen does nothing of the sort. He is content with the reasons he is given by his betters.



Attorney Clarence Darrow (above) would have us teach children the worthless theories of Darwin.

Corobon, a beast imbued with speech and learning



William Jennings Bryan



DAYTON, Tenn., July 19.—The trial of high-school biology teacher John Scopes took another controversial turn today with the introduction by defense attorney Clarence Darrow of a surprise witness: Corobon the intelligent chimpanzee-man, a strikingly anthropomorphic simian claiming to originate from thousands of

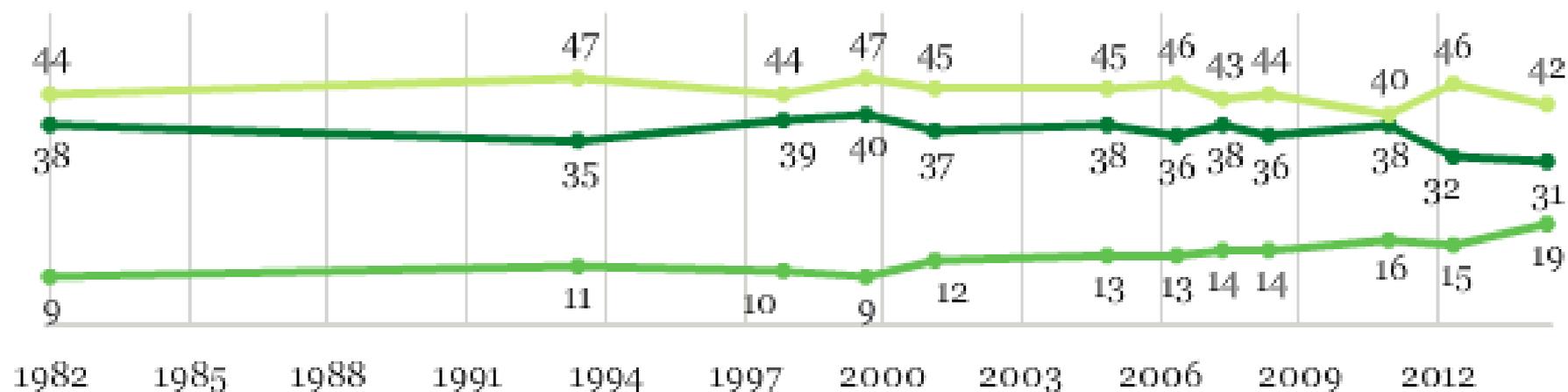
BRYAN DISCREDITS APE

When cross-examining the chimp, outraged prosecutor William Jennings Bryan loudly decried the validity of his testimony.

"None of these tales can possibly be more than the wildest science-based fictions!" the famed orator said. "Does The Bible tell us of a planet of apes or a sub-

*Which of the following statements comes closest to your views on the origin and development of human beings -- (human beings have developed over millions of years from less advanced forms of life, but God guided this process, human beings have developed over millions of years from less advanced forms of life, but God had no part in this process, (or) God created human beings pretty much in their present form at one time within the last 10,000 years or so)?*

- % Humans evolved, with God guiding
- % Humans evolved, but God had no part in process
- % God created humans in present form



GALLUP®

---

## Scientists and beliefs about human evolution

*% who believe humans and other living things...*



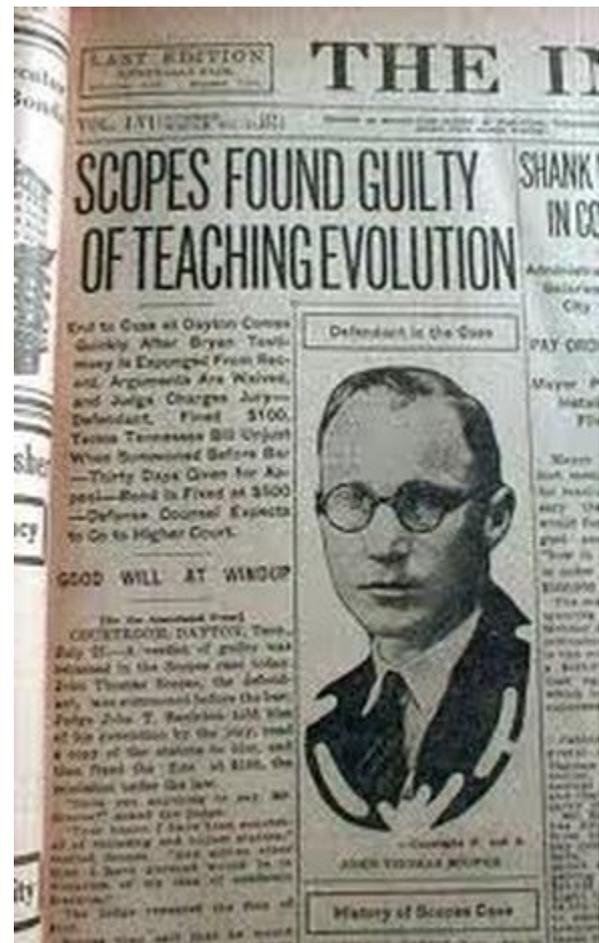
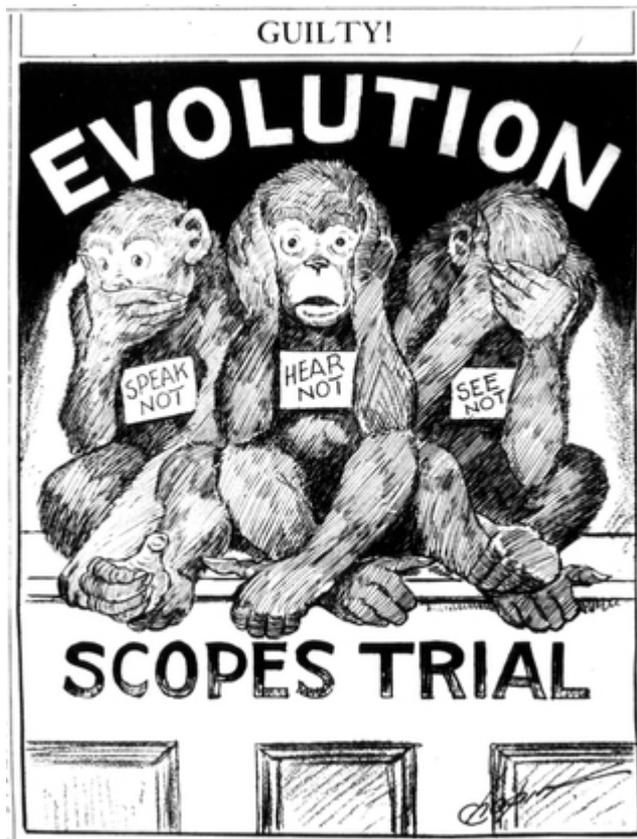
*% of U.S. adults who say scientists generally agree/do not agree that humans have evolved over time*



Source: Survey of U.S. adults Aug. 15-25, 2014. Q16, Q18. AAAS scientists survey Sept. 11-Oct. 13, 2014. Q16. Don't know/refused responses not shown. Nested figures may not add to subtotals due to rounding.

PEW RESEARCH CENTER

---



# Wanna Fight?



P2ric.org



P2RIC.org



**SERVE**  
*our fighting men abroad*  
**CONSERVE**  
*these services at home...*



**ELECTRICITY...**

Turn off lights and home appliances when not needed



**COMMUNICATIONS...**

Don't make unnecessary long distance phone calls



**WATER...**

Repair leaky faucets... don't let water run needlessly



**TRANSPORTATION...**

War traffic comes first... travel only when you must



*Saving these services frees fuel, manpower, material and equipment for War.*

**Fuel Fights!**

**SAVE YOUR SHARE**

- ➔ **1** Keep temperature at 65° F. during day - lower at night.
- 2** Don't heat unused rooms.
- 3** Keep windows closed.
- 4** Draw window shades at night.
- 5** Shut off heat when weather permits.
- 6** Keep heating plant in top condition.
- 7** Use less hot water.



*Saving fuel also saves manpower, material, equipment*  
**CONSERVE COAL, OIL, GAS... FOR WAR**

Spotted at [www.Yeeteeeee.com](http://www.Yeeteeeee.com)



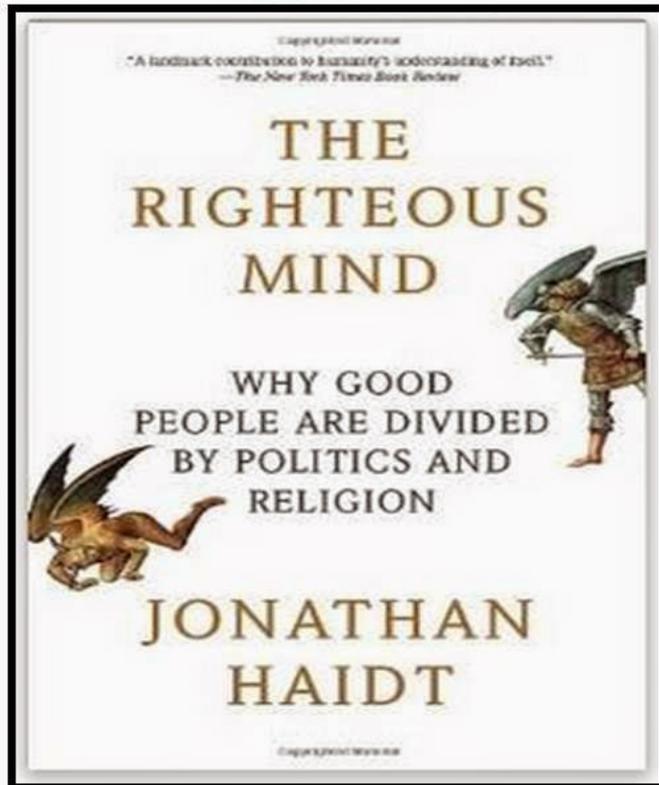
# PROGRESSIVE



# CONSERVATIVE

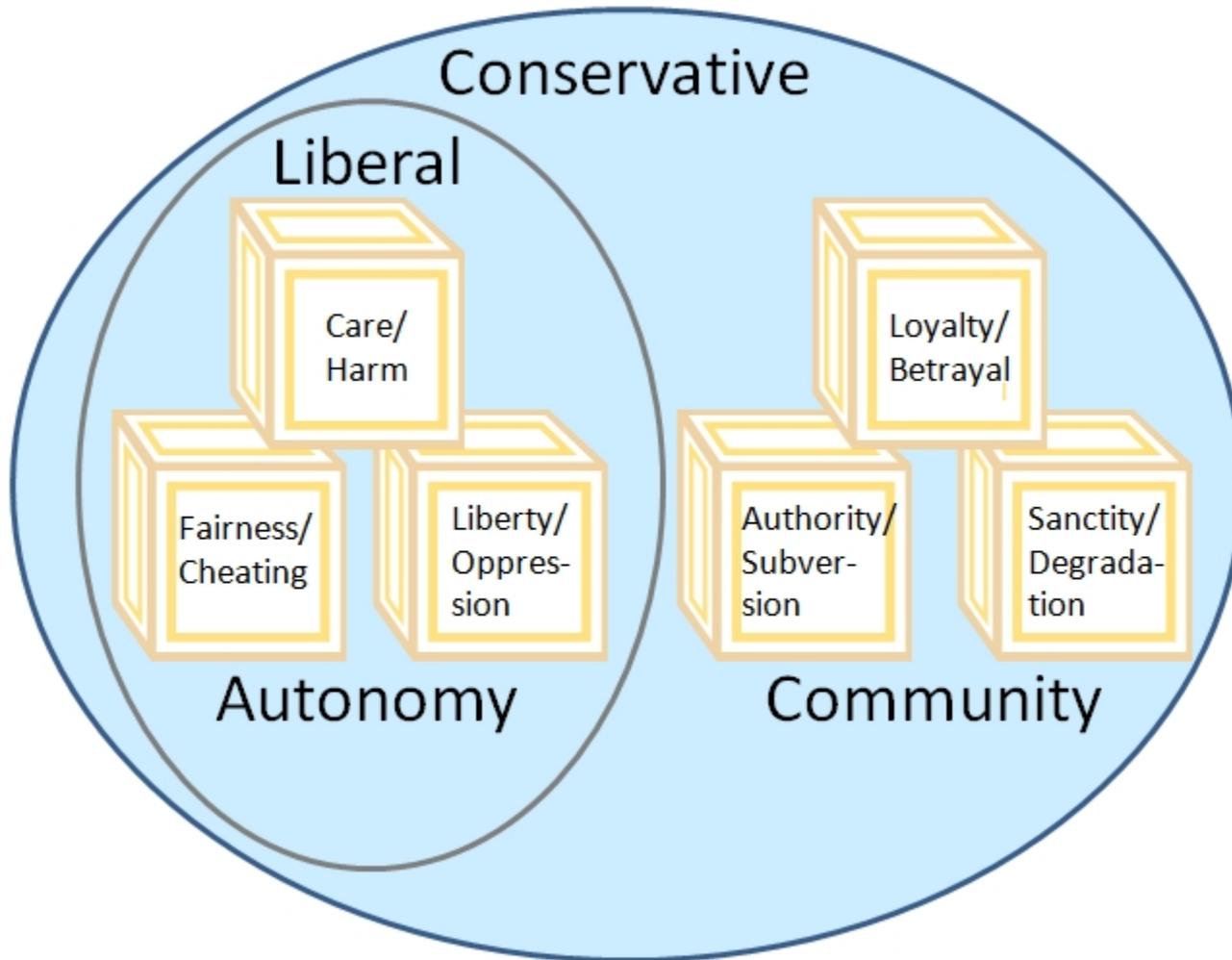


# LIBERTARIAN



## Moral Foundations

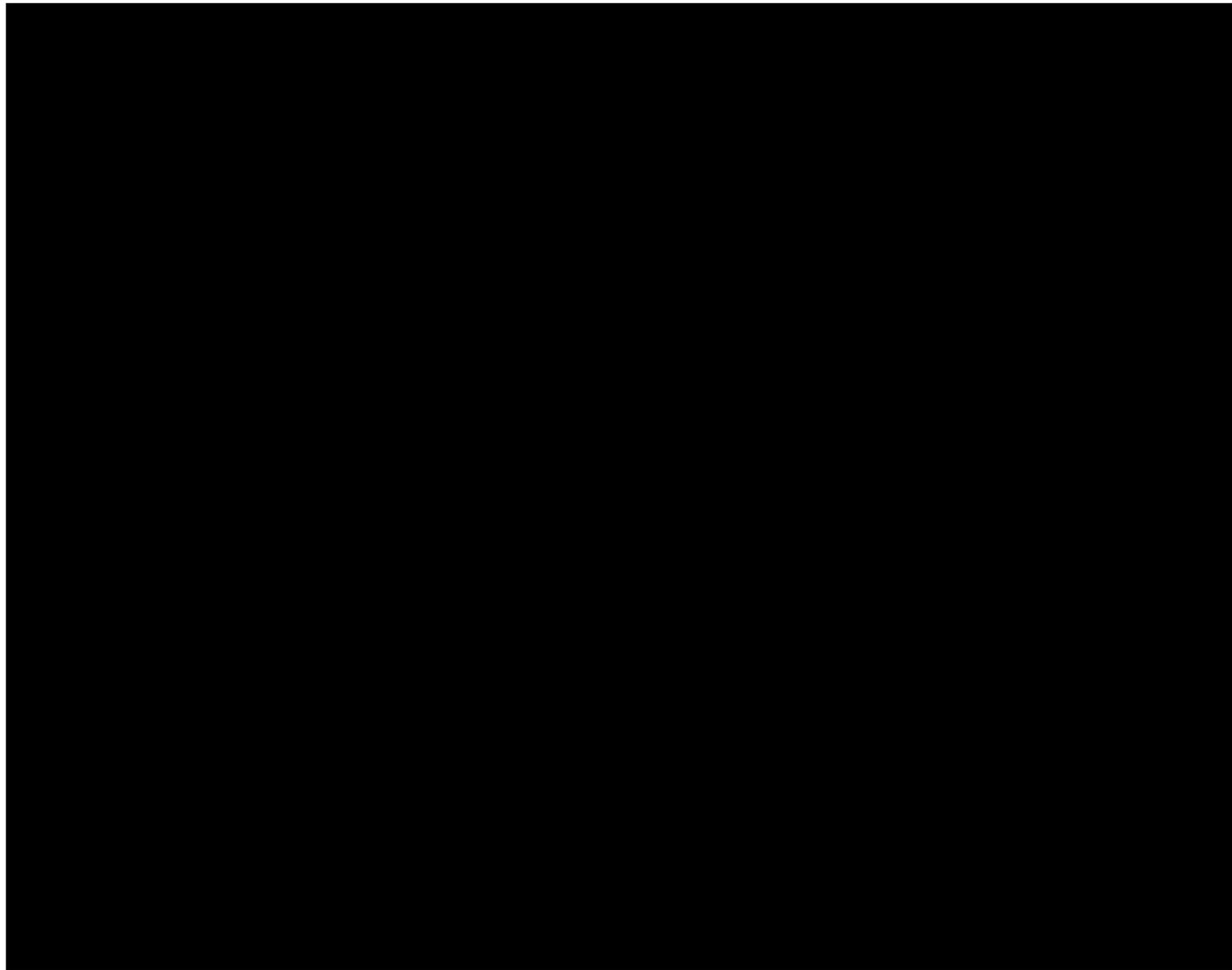
- Care/Harm
- Liberty/Oppression
- Fairness/Cheating
- Loyalty/Betrayal
- Authority/Subversion
- Sanctity/Degradation



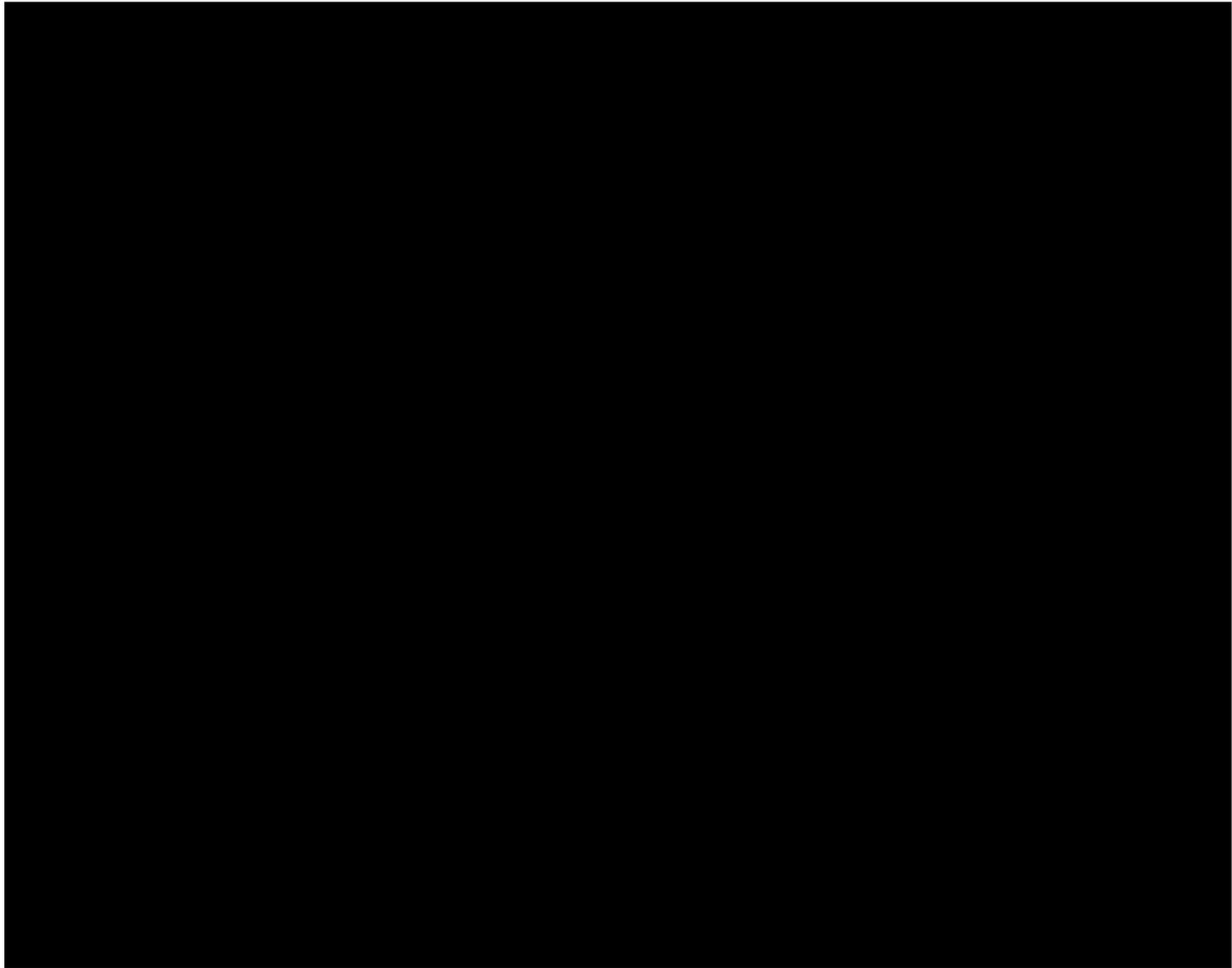
[http://www.ralphschoellhammer.com/uploads/9/7/6/6/9766116/2348317\\_orig.jpg?1375546333](http://www.ralphschoellhammer.com/uploads/9/7/6/6/9766116/2348317_orig.jpg?1375546333)

# Early Morning Games

- *Do the test*
  - No spoilers, please
- *Concentration*
  - Paper and pen
  - You will have 10 seconds to look at this list. Then you will be asked to recall what you saw.
- *A Quick Puzzle to Test Your Problem Solving*
  - What is the correct formula?



<https://www.youtube.com/watch?v=Ahg6qcgoay4>



# Sum

- Is it time to rebrand?
  - [Rebrand.com](http://Rebrand.com)
- Many tools/resources/examples are available for a longer discussion



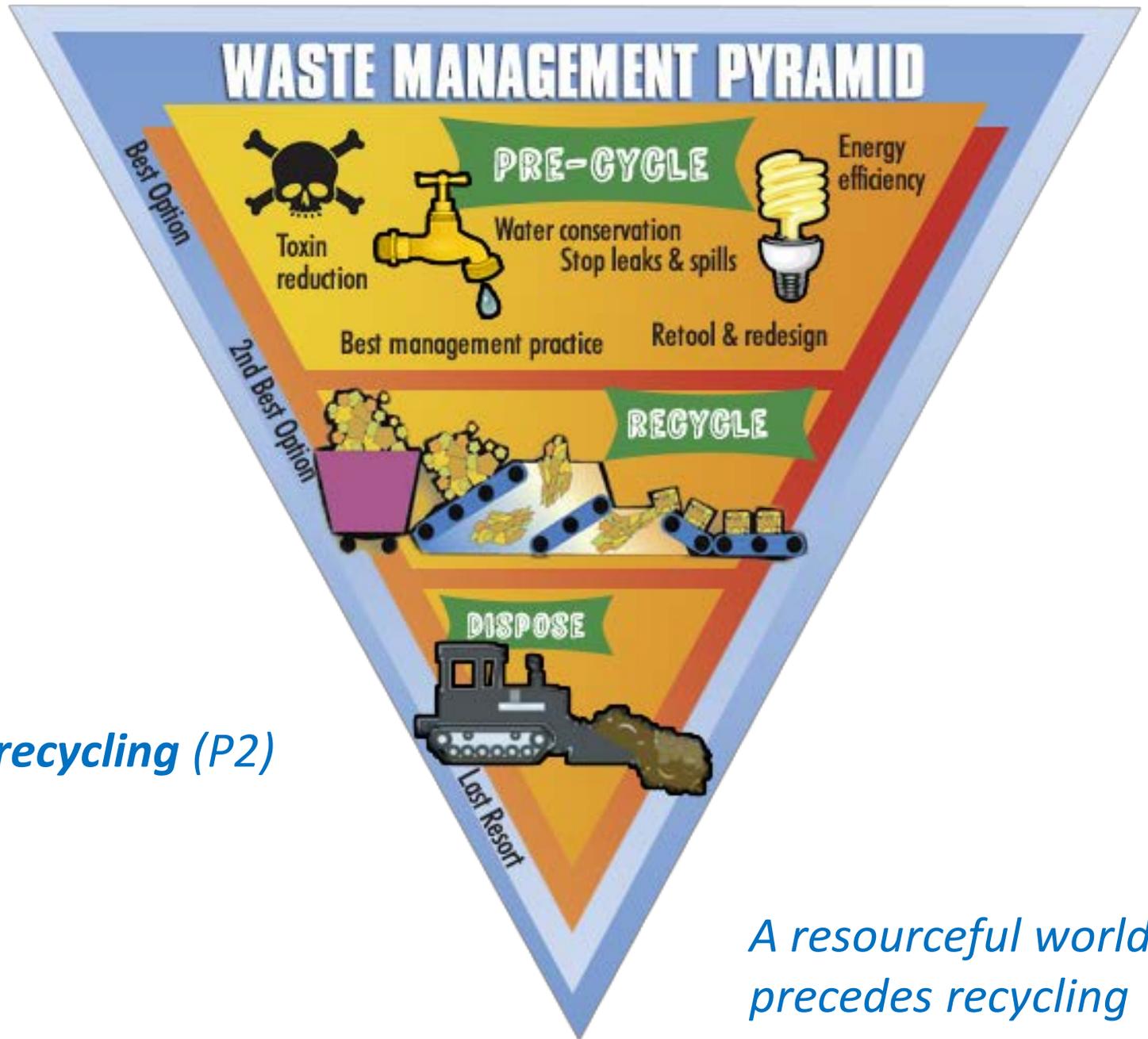
[P2ric.org](http://P2ric.org)

- Communication basics – offered as a ppt to P2R7RT
- Dan Kahan Yale Cognition Study
  - <http://perception.yale.edu/>
  - <http://www.yalescientific.org/2011/05/cultural-cognition-and-scientific-consensus/>
  - <http://www.culturalcognition.net/blog/2014/7/1/climate-science-literacy-critical-reasoning-and-independent.html>
  - <https://ipccreport.wordpress.com/2014/02/14/dan-kahan-on-scientific-communication/>
- Yale Climate communication
  - <http://climatecommunication.yale.edu/>
- Of interest:
  - <https://www.theguardian.com/sustainable-business/changing-mindsets-prevent-environmental-disaster>
  - <http://www.apa.org/research/action/motivate.aspx>

- Pre-suasion – Cialdini
  - [http://www.influenceatwork.com/wp-content/uploads/2012/02/E\\_Brand\\_principles.pdf](http://www.influenceatwork.com/wp-content/uploads/2012/02/E_Brand_principles.pdf)
- Rebranding
  - Rebrand.com
  - <http://www.businessinsider.com/10-most-successful-rebranding-campaigns>
  - <https://blog.kissmetrics.com/rebranding/>
  - <https://www.theguardian.com/small-business-network/2015/jul/23/five-successful-rebrands-why-worked>

# Reasons Why

- Popular culture understand prequels.
  - Movies and books – origin stories
- ***Purposeful*** = intentional, deliberative, methodical.  
*Anti “environmentalist wacko”*
- ***Resourceful*** describes
  - People involved
  - Desired outcomes
- It’s a positive message
- People jump to solutions.
  - Precycling becomes as simple as recycling.



*Purposeful Precycling (P2)*

*A resourceful world precedes recycling*

- (BW)<sup>2</sup> = Better Way for a Better World
  - Measurable
  - Includes triple bottom line, systems approach, looks for optimum solution