

Clean production today for a healthier tomorrow.



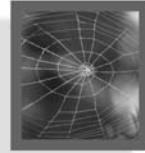
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clean production *network*

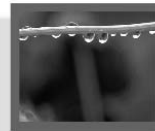
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clean



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today



healthier



world



tomorrow

"We have created an innovative and vibrant industry that produces products galore, but is little accountable for environmental and health consequences of the commodities. It is a kind of two-dimensional system (cost and performance) when what is needed for a truly sustainable society is a more multi-dimensional system that is much more socially responsive. We should not accept a materials system that creates tragedies like Bhopal, Love Canal and Woburn."
Kenneth Geiser, Material Matters

The Clean Production Action Network (CPAN), partners with environmental organizations, community groups, environmental justice advocates and labor unions to develop and build technical support for clean production policies that promote the use of products that are safer and cleaner across their lifecycle for consumers, workers and communities.

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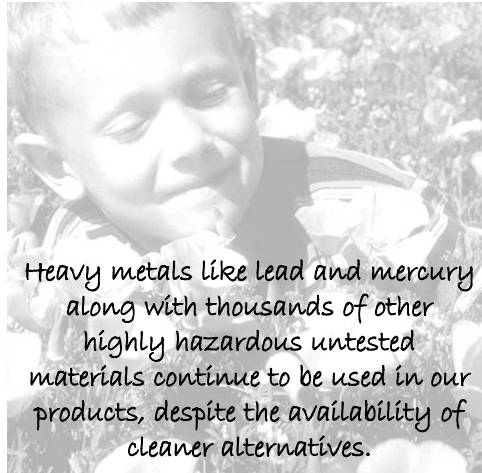
Why we need clean production...

- The federal and state governments spend a combined \$11.6 billion per year on environmental protection.
- Private industry spends about \$17 billion per year on pollution control.
- Chemical pollution causes between \$4 - 4.5 billion in damages to crops, forests and buildings.

Billions of dollars are spent on inadequate pollution control technologies that do little to protect human and ecological health. In contrast, clean production offers policy tools that businesses and governments can employ to ensure that products are safe through out their life cycle (extraction, production, use, and disposal). Through investments in sustainable business practices, innovative research and corporate entrepreneurship, products can be redesigned with non-toxic materials that have a long life through remanufacturing and reuse.

Clean production favors economic development based on a system of goods and services that produces safe products, abundant jobs and sustainable communities. Some manufacturers have already started to apply clean production to their business practices. Examples include:

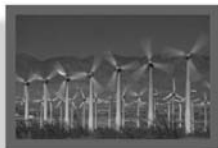
- **Seventh Generation and Ecover Products** have created a wide array of household cleaning products and paper goods that do not contain toxic materials like chlorine, but instead use naturally based materials that clean and disinfect as effectively as highly hazardous materials.
- **Patagonia** designs their products with high quality sustainable materials such as hemp recycled fleece and organic cotton.
- At a cost savings of \$200 million, **Xerox's** copiers and other electronic goods are remanufactured into new Xerox products allowing the company to invest in high quality materials that are less toxic and more durable throughout their lifecycle.



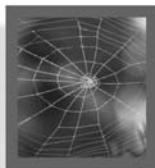
Heavy metals like lead and mercury along with thousands of other highly hazardous untested materials continue to be used in our products, despite the availability of cleaner alternatives.

Clean Production success stories:

- **Massachusetts' Toxic Use Reduction Act (TURA)**: The Massachusetts state legislature enacted the Toxic Use Reduction Act (TURA) in response to growing concerns about hazardous waste and its impact on communities. Instead of applying stricter control regulations, TURA encourages manufacturers to reduce the use of toxic materials and waste from their production processes. Companies have saved \$15 million while reducing hazards from facilities.
- **Healthy Building Network (HBN)**: Environmentalists and public health specialists are working with architects and others in the profession to design buildings that use safe materials and eliminate the use of chlorinated plastics, like PVC pipes and other materials of concern. For example, HBN secured a commitment from the Environmental Protection Agency to ban arsenic treated wood commonly used in children's playgrounds. For more information, please visit www.healthybuilding.net.
- **Computer Take Back Campaign (CTBC)**: Electronics such as computers, printers and copiers are one of the largest sources of lead and mercury contamination in the environment. With over 250 million computers expected to enter landfills over the next five years, CTBC is building consumer support for computers that contain safer materials and are taken back to the manufacturer at the end of life to be reused and recycled. For more information, please visit www.svtc.org.
- **Clean Car Campaign (CCC)**: Toxic chemicals are released during the production, use and disposal of vehicles. CCC has identified opportunities for the auto industry to produce cars that are cleaner across their lifecycle. In a year's time, the campaign helped auto manufacturers reduce the use of mercury in the car in addition to securing a federal tax credit for consumers who buy hybrids like the Toyota Prius and Honda Civic. For more information, please visit www.cleancarcampaign.org.
- **Health Care Without Harm (HCWH)**: Health Care Without Harm is a broad based international campaign that is reforming the environmental practices of the health care industry. HCWH has helped hundreds of hospitals to adopt lifecycle approaches to their procurement practices for medical supplies. Many hospitals are now demanding that their suppliers provide mercury-free and PVC-free medical products. For more information, please visit www.noharm.org.



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