Toxics Use Reduction – a perspective from hindsight

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For TURI
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Overview

- Personal involvement in the negotiations 1988
- TURA and TWRP were important business issues
- Digital
- Polaroid
- Looking back
The base issue

- For Digital it was a competitive issue for a Massachusetts based company
- The potential operational impacts
- For Polaroid, TURA was already part of Polaroid’s TWRP (Toxic Waste Reduction Program)
- For both, Intellectual Property and business impact were concerns
The Challenge for a MA based Company

- A single state law puts a company at a disadvantage in a national or global economy
- The more information that is required, the greater the risks that critical IP will be compromised
- Politics and legislation are a slow, painfull process
Looking back

REACH and TSCA reform have us in a much different place

In their days, waste minimization, EPCRA/TRI and Montreal Protocol were significant steps

Change is hard especially if you are invested in the past
Business success

- Businesses need to sell products or services
- The conflicting issues of
  - the level playing field
  - Not in my neighborhood or state
  - Off shoring of production
Politics is a Contact Sport

- Initial environmental regulations were reactionary and media specific
- Fostered an end of pipe approach
- Take it out of here but don’t put it there
- TURA started us on the path to examining the process
TURA – a new approach

- While TURA is a law and corresponding legislation it did -
- Created OTA and TURI as non regulatory assistance and research groups
Digital and TURA

- Was a good corporate citizen before it knew what it meant.
- Negotiated because of the potential business impact in Mass
- TURA was an initiative occurring at a time that favored initiatives.
- TURA was not something DEC would have initiated

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Polaroid and TURA

- Polaroid was already ahead of TURA with its Toxic Waste Reduction Program – TWRP
- TWRP was fairly complicated, used indexes to protect IP/business info but show progress
- Recognized the importance and limits substitutes
- Included design and related manufacturing
- Had a significant budget
Polaroid and TURA (con’t)

- TWRP had an expert team and significant staff
- TURA was an additional cost and reporting requirement
- TURA Fees were about $200K per year and staff requirements were about the same
TURA – the good and the bad

- Forced a thorough look at the production process
- Planning and review were part of the system
- Lost ground when planning become the objective until amendments
- The fees have become a “tax”
TURA Blue Ribbon Panel

- Slow to recognize that there is more than toxic chemicals to worry about
- Business needs to be competitive
- Chemicals were not the only impact
One of the issues that kept bubbling up in TURA discussions was toxics in products.

What ever the solution, it needs to be broad at the national and preferably international level and deal with IP

The EU REACH regulation is another example of regulating the product, rather than the process
Thank You for your time

- We have come a long way but the journey has just begun
- Questions?
Contact

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