

## What Is Pollution Prevention (P2)?

### Pollution prevention . . .

- ★ Means not creating a waste in the first place
- ★ Is achieved by the efficient use of resources, including raw materials, energy, water and even time and distance.

Efficient use of materials includes the *amount* of the material used, the *type* of material used, and *how* or even *why* the material is used or handled in the process. The goal is to produce a product or deliver a service as efficiently as possible, with the least amount of wasted materials, and with the least impact on worker health and safety and the environment.

In the language of business and manufacturing pollution prevention means:

- |                            |                                       |
|----------------------------|---------------------------------------|
| ★loss prevention           | ★energy conservation                  |
| ★waste reduction           | ★renewable energy use                 |
| ★improved efficiency       | ★hazard reduction                     |
| ★materials conservation    | ★manufacturing efficiency             |
| ★water conservation        | ★just-in-time manufacturing           |
| ★energy efficiency         | ★scrap reduction                      |
| ★inventory control         | ★good housekeeping                    |
| ★formulation efficiency    | ★world class manufacturing            |
| ★inventory waste reduction | ★batch maximization (or optimization) |
| ★quality improvement       | ★continuous improvement               |
| ★zero emissions            | ★zero defects                         |
| ★green chemistry           | ★quality maximization                 |

*The bottom line is that pollution prevention or improved efficiency in labor, materials, and energy use can help businesses save money and help protect the environment at the same time.*

## Pollution Prevention . . . the smart thing to do!

### Public concern about the environment is higher than ever before

- ★ Customers are starting to look beyond green products to find green companies.
- ★ Research shows that a company's environmental reputation will rival quality and brand name as a criterion used by consumers.
- ★ By promoting your company's environmental practices, you can attract new customers, reinforce repeat customers, and boost employee morale.

The progression is clear – moving from *awareness* to *project implementation* to a strong, ongoing system to assure *measured continuous environmental improvement*.

### Partners:

Oklahoma Small Business Development Centers

Francis Tuttle Technology Center  
Business and Industry Services

Oklahoma Quality  
Award Foundation

## Oklahoma Star Incentive Program



Oklahoma Department of  
Environmental Quality  
Pollution Prevention Program  
P.O. Box 1677  
Oklahoma City, OK 73101-1677  
Phone: (405) 702-9128 or  
(800) 869-1400  
Fax: (405) 702-9101  
Email: [dianne.wilkins@deq.state.ok.us](mailto:dianne.wilkins@deq.state.ok.us)



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## What is the Oklahoma Star Incentive Program (OKStar)?

### The Oklahoma Star Incentive Program is a voluntary program.

- ★ Ranks participants among peers and awards Silver, Gold or Platinum stars. Each star is earned by meeting specific performance criteria.
- ★ Recognizes facilities that achieve and maintain compliance and go beyond the regulations to protect the environment and promote employee safety
- ★ Recognizes businesses and organizations that voluntarily meet and exceed the program's high standards of environmental responsibility. By meeting the standards, these organizations demonstrate to the public that they have gone well beyond compliance with environmental law, and have voluntarily implemented a thorough waste prevention and pollution prevention plan.
- ★ Is both pro-business and pro-environment. Organizations that are more environmentally responsible also have a stronger bottom line. By examining an organization's waste streams and making internal changes to reduce them, significant financial and environmental savings may be realized.



*To qualify, a facility must apply to DEQ. A review committee then determines the level of star to be awarded.*

## How are Stars Awarded?

### Silver Star:

1. Identify waste streams
2. Establish a system to properly manage waste
3. Set a waste reduction goal
4. Receive:

- ★ A Certificate of Recognition
- ★ A window decal showing your OK Star rating
- ★ The OK Star camera-ready logo to use in marketing efforts



### Gold Star:



Show that the facility has taken comprehensive action to reduce waste in all aspects of business by changing practices, processes, or products, and that the facility recycles solid waste and receive **all of the above**, plus:

- ★ Be highlighted in advertisements in local print media
- ★ Be highlighted in local radio advertisements

### Platinum Star:

Show that the facility is a leader in preventing waste (by becoming a mentor and spokesperson for the program) and receive **all of the above**, plus:

- ★ Special recognition in local media advertisements
- ★ Profiled in a success story distributed to the public
- ★ Be automatically nominated for Environmental Performance & Recognition Program
- ★ Be featured in special promotions and displays
- ★ Become a Mentor to incoming facilities



## What are the Benefits?

### Benefits

- ★ Lower energy and waste removal costs
- ★ Reduced environmental liabilities
- ★ Publicity for your business
- ★ Recognition as a OKStar member
- ★ Training/Workshops
- ★ Sense of pride for environmental responsibility
- ★ Better health for employees



For More Information on OKStars

Name \_\_\_\_\_

E-mail \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Fax \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Mail to:  
Pollution Prevention Program  
P.O. Box 1677  
Oklahoma City, OK 73101-1677  
Phone: (405) 702-9128 or (800) 869-1400  
Fax: (405) 702-9101  
Email: [dianne.wilkins@deq.state.ok.us](mailto:dianne.wilkins@deq.state.ok.us)