



John R. Kasich, Governor
Mary Taylor, Lt. Governor
Scott J. Nally, Director



Encouraging Environmental Excellence Bronze Level Recognition

September 20, 2013 Summary

Ohio EPA recognized three companies that successfully met the criteria for the Bronze Level of the Encouraging Environmental Excellence (E3) Program. Below is a summary of each company's efforts.

Pioneer Automotive Technologies, Inc. – Springboro: Pioneer Automotive Technologies, Inc., (PAT), is the only Pioneer manufacturing facility located in the United States. The Springboro facility includes the sales, program management, engineering and manufacturing headquarters for PAT's North American operations, and leads the design, development and manufacturing of automotive products that are shipped to automobile manufacturers, including Honda, Toyota, Ford, and GM.

PAT is primarily being recognized for their improvement in environmental performance, which is a result of their recycling efforts, and more specifically, their innovative styrofoam recycling. From FY 2008 to FY 2012, PAT has realized annual cost savings reductions of around \$16,000. In FY 2008, the Springboro facility had 65 dumpster pulls. At an average cost of \$300 per pull, PAT's expense costs were approximately \$19,500. In FY 2010 and FY 2011, PAT incorporated a "zero waste initiative" at their facility, reducing dumpster pulls to approximately only three per year, and thus reducing costs to approximately \$954 per fiscal year. In both FY 2012 and FY 2013, PAT had only two dumpster pulls, the cost of which was \$636. In October, 2009, PAT purchased an EPS Extruding Machine, and established a styrofoam recycling program. Styrofoam ingots are sold and recycled to make items, such as plastic picture frames, soles for shoes, CD cases, and other products. To date, approximately 173,000 pounds of styrofoam has been recycled, and PAT has reduced overall annual general trash pulls by approximately 96 percent.

PAT has been ISO14001 registered company since 2006. Recycling impact is communicated monthly to all employees, and all employees have a full understanding of PAT's processes and recycling efforts. Upper management establishes environmental targets and objectives annually, which are in line with environmental goals and reducing environmental impact.

As a result of PAT's recycling program, they realize economic benefits. The facility is able to maintain their current recycling programs, initiate new recycling programs, support safety systems, maintain recycling equipment, and improve employee morale and support employee wellness programs. Some examples of these benefits include, purchasing three automated external defibrillators (AED's), and purchasing an ice machine, refrigerator, and picnic tables for the employees.

Finally, PAT shares its recycling program with other companies in their local community. By sharing, PAT may be able to implement other recycling programs which may work for other local companies, and those local companies may benefit from PAT's innovative programs as well. As a result of this sharing, PAT has created an Environmental brochure, which is located in their front lobby, and communicates PAT's Environmental Management Policy, Targets and Objectives, Preservation Philosophy, and Basic Policies of Environmental Preservation. Pioneer is active in the general community.

U.S.T. Environmental Contractor, Inc. – Baltimore: U.S.T. was established in 1995. Its core services include environmental remediation, emergency spill response, and industrial services. Presently, U.S.T. Environmental Contractor, Inc. operates from multiple locations servicing national, regional and local accounts within Ohio, Kentucky, Indiana, Michigan, West Virginia and Pennsylvania.

U.S.T. is primarily being recognized for their “material exchange service.” U.S.T. offers this service to assist industrial customers with an environmentally friendly, sustainable, and fiscally sound solution for their excess or unneeded material. Since implementing this program, U.S.T. has been able to divert over 200 tons from disposal to recycling or reuse. Materials include, but are not limited to, PVC virgin product, plate glass, and cleaning products. The program has been operating for just over six months.

U.S.T. has realized an economic benefit as a result of their “material exchange service.” Material is recycled for free, which, in certain cases, has value, which is paid back to the customer. Further, U.S.T. has been able to direct pallets of unused cleaning products to Habitat for Humanity, which strengthens the local community.

Employee involvement and management commitment has made the program an initial success. U.S.T. has also made a significant financial commitment to this project and feels that the “material exchange service” will generate additional business opportunities, in addition to continuing sustainability. They have a newly designed website, and network with organizations, such as Ohio By-Products Synergy Network and their members.

Cincinnati Marathon, Inc. – Cincinnati: Cincinnati Marathon, Inc., is a nonprofit 501(c)(3) organization, formed to host a national event, the Cincinnati Flying Pig Marathon, which raises money for charities. In 2013, over \$1.2 million was raised for over 300 national and local charities.

Cincinnati Marathon is being recognized for reducing the environmental footprint of their Cincinnati Flying Pig Marathon event. In 2010, the marathon started their recycling efforts with just collecting plastic water bottles in the recovery year. That year, 0.057 percent of waste was diverted from the landfill. In 2011, recycling was expanded to include cardboard and cups used out on the course, and they began collecting food waste and Gatorade cups to be composted. In the years since 2010, along with the guidance of the Green Committee and assistance of Green Team volunteers, the diversion rate has steadily climbed to over 65 percent of waste diverted from the landfill in 2013.

The Greening of the Pig is a voluntary effort by the staff and volunteers. In 2011, it was decided to seek certification as a Green Event by the Council for Responsible Sport. Since then, the marathon has used the credits outlined in their certification as a guide for their sustainability efforts.

The marathon implements waste management practices at both the event, and at the office. They reduce and recycle, and look for ways to reuse items, or find someone that can reuse them. Volunteer captains attend an information meeting and receive procedures for race weekend. Similar documents are prepared for the Cincinnati Park staff that work race weekend.

Finally, the Flying Pig uses social media to share their greening efforts. They have a Facebook page, an email newsletter (The Squeal), and a website with a greening page. They also have a section of their Health and Fitness Expo devoted to the Greening of the Pig. The expo space is used to inform the public of sustainable practices. The Cincinnati Flying Pig Marathon (Cincinnati Marathon, Inc.) is very innovative in their efforts to reduce, reuse, recycle, and support sustainability efforts.

For more information about the E3 program and the three levels of recognition, visit www.epa.ohio.gov/ohioE3.aspx or call (800) 329-7518.