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In response to environmental trends, the behavior of private companies is changing. As we have seen and heard, there are many examples of corporate change in response to environmental concerns and pressure. Additionally, there are some regulatory programs that have taken hold – packaging take back laws, eco-labeling schemes, public reporting of emissions data, etc.

Another dimension of the private company, its public relations division, has also become more active in the area of pollution prevention and sustainability. One consequence of this is the possibility that these efforts become statements based more on wishful thinking and the desire to appear socially responsible, and less on technological advances and robust environmental programs. As we read in the Huffington Post article in Module 4, *"It's time...to do more than just flashy environmental public relations."*

So as we observe this gradual, voluntary evolution in companies away from profit-seeking behavior toward more sustainably comprehensive goals, it begs the following question: Could more progress be made if there were serious, mandated policies requiring the integration of pollution prevention and environmental sustainability into a company's business plan?

For your final project, you will explore this concept of required pollution prevention policies:

**You are the Administrator for the US Environmental Protection Agency. The President has called you into his office and expressed some dissatisfaction with the lack of pollution prevention statutes and regulations. He is unimpressed with the 'voluntary' approach to pollution prevention and sustainability, and he gives you the responsibility of developing a set of policies that will "make us a sustainable country in one generation" (25 years).**

#### **Content**

Craft a set of three (3) policy mechanisms you would propose to accomplish this goal. Address the following policy attributes when developing your policies:

- a. Effective in changing the behavior of private companies.
- b. Effective in encouraging the development of new more environmentally preferred technologies.
- c. Publicly acceptable.
- d. Cheap to implement.

Address these questions in your policy mechanisms also:

Will your policies require changes to existing government-industry regulatory relationships?

Will you make your policies enforceable, and how so, and by whom?

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Pay attention to your writing mechanics – your paper should be free of spelling, punctuation, and grammar errors. Properly cite any sources you use via [APA citation style](#), which refers to the rules and conventions for documenting sources used in a research paper. APA style requires both in-text citations and a reference list. For every in-text citation there should be a full citation in the reference list and vice versa.

**Length**

At least 5 but no more than 12 pages

**Format**

Microsoft Word. Times New Roman, 12 pt., double spaced





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