

# **Results-Based Innovation at the U.S. Environmental Protection Agency**

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# An Innovative Environmental Protection System

## Attributes

- Focuses on environmental performance and results:
  - Regulatory and non-regulatory
- Integrates environmental management more fully across facilities, problems, and media (i.e., air, water, land)
- Uses market incentives to achieve environmental goals
- Emphasizes partnerships and stakeholder collaboration
- Triple Bottom Line
  - Opportunities to improve environmental results AND economic outcomes

..... much more than just technology



# Regulatory Flexibility Innovation in Context of Global Markets: An Example

- Air emissions permits traditionally linked to production process
- Processes change as markets change
  - Evolving biofuels production and biorefineries
- Flexibility is based on total emissions
  - “internal trading”
  - Innovative approach to results and adaptation
- Results
  - Less down time, greater efficiency, quicker response



# EPA's Partnership Programs: An Important Path to Innovation

- Partnership programs enable flexible, collaborative, market-driven solutions that can deliver measurable environmental results.
  - improve access to technical advice
  - provide industries a framework and strategy for increasing their environmental performance
    - global requirements, global supply chains, stewardship
  - create networks of businesses and industries interested in becoming better environmental stewards
  - help meet reporting requirements and offer public recognition to outstanding performers in many programs
  
- ***Partnerships can help improve the bottom line AND benefit our environment***

# Energy Efficiency: Highest Priority



PROTECT OUR ENVIRONMENT  
FOR FUTURE GENERATIONS

U.S. Environmental Protection Agency • U.S. Department of Energy

ENERGY STAR

## PRODUCTS ▸



- Appliances
- Heating & Cooling
- Home Electronics
- Lighting
- Office Equipment
- Store Locator
- Rebate Finder

## HOME IMPROVEMENT ▸



- Common Home Problems
- Home Energy Audits
- Air Seal & Insulate
- Heat & Cool Efficiently
- Home Performance with ENERGY STAR
- For Contractors

## BUILDINGS & PLANTS ▸



- Guidelines for Energy Management
- Tools & Resources Library
- Expert Help
- New Building Design
- Green Buildings

## NEW HOMES ▸



- Find an ENERGY STAR Builder
- ENERGY STAR New Home Features
- Benefits for Homeowners
- For Residential Professionals



Tax Credits Under the Energy Bill



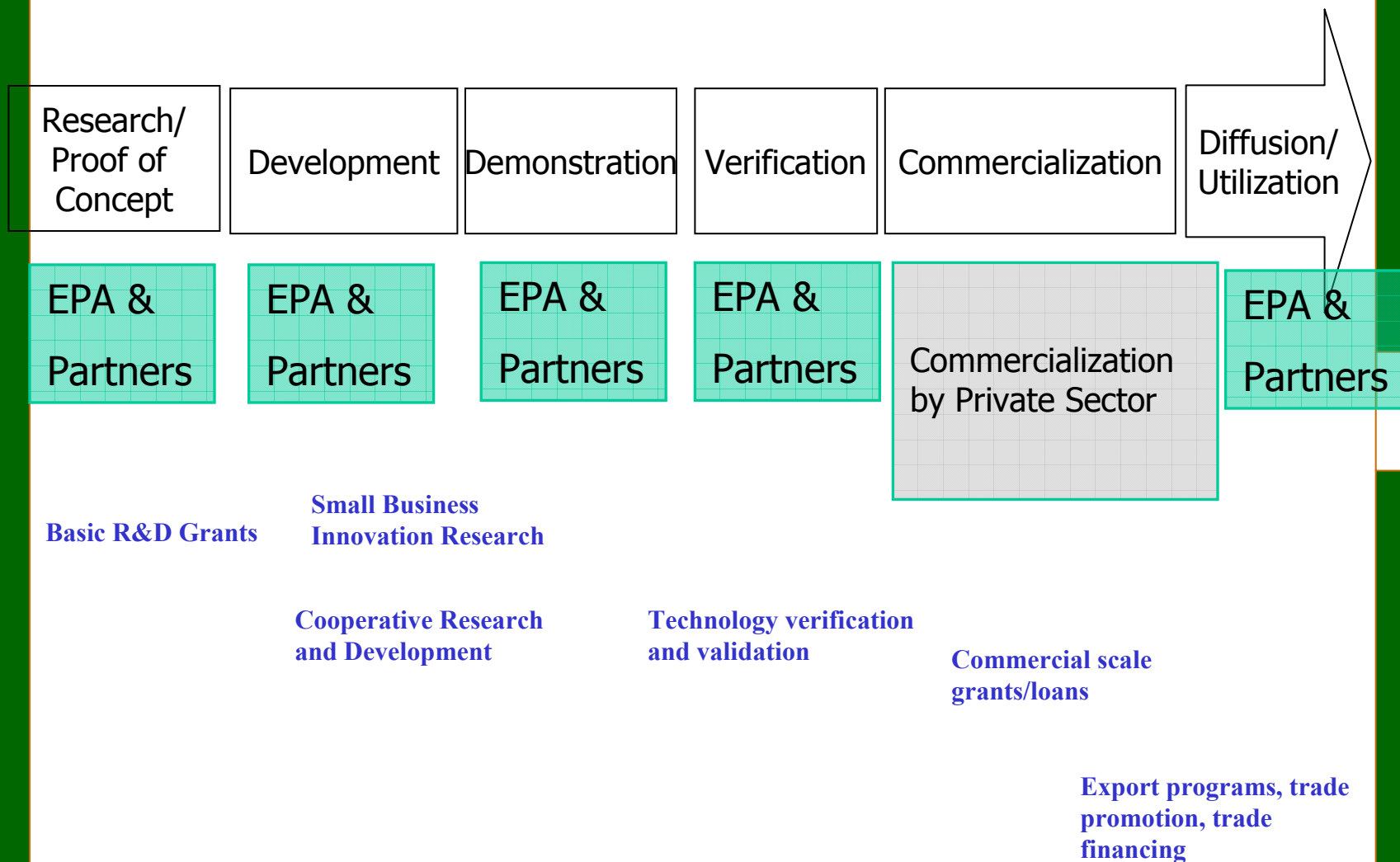
Take the ENERGY STAR Change A Light Pledge



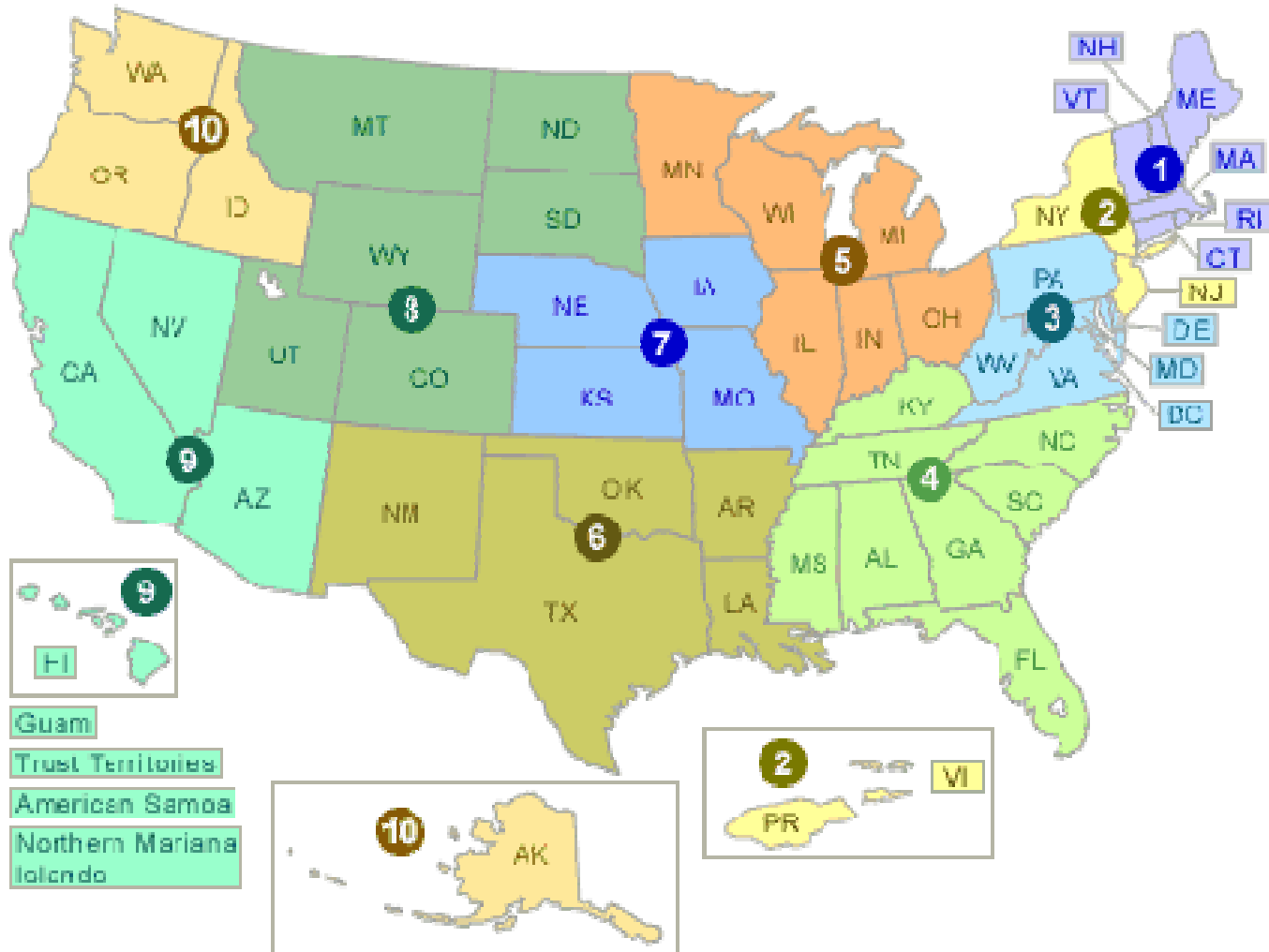
Hurricane Help: Energy Efficient Rebuilding

[www.energystar.gov](http://www.energystar.gov)

# Balancing Focus Along Entire Continuum



# EPA's 10 Regions: Local Partnerships and Technology Advocacy





# Biofuels: Environment and Economy

- Large landscape of issues and opportunities – drivers matter!
- Sustainable system of biofuels (alternative energy)
- Variety of instruments:
  - Renewable standards
  - National Goals
  - Funding throughout R&DD continuum: grants, loans
  - States' roles
- Prices matter!
  - explicit prices, implicit prices





# State Leadership in Innovation is Critical

- States are active in GHG mitigation
- Provide an array of funding
  - R&D
  - Incubators
  - Loan programs
  - Tax credits, rebates
  - Venture funds
- Why? Nexus of costs and opportunities
  - Maintain infrastructure
  - Maintain economic growth and productivity
  - Delegated authority for environmental results

**Thank you!!**

**[www.epa.gov/innovation](http://www.epa.gov/innovation)**

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