



“An international dialogue on ecological policy”

**The annual workshop of
The Multi-State Working Group on Environmental Performance
June 17-20, 2007
Monona Terrace, Madison, Wisconsin**

To register: www.mswg.org

To sponsor, advertise or exhibit: Cara Scholke, 608.255.2537, scholke@visitmadison.com

To volunteer: Al Innes, 651.296.7330, alister.innes@pca.state.mn.us

This workshop is for those who want better ways to use old tools and are interested in new tools to provide greater environmental protection in a global economy. It is the second stop on the MSWG national ecological policy development project, the Path to Washington and will inform the Path to Washington's Report to The Nation in 2009. Attendees will learn about practices and policies from around the world that can produce innovation today for results tomorrow.

Sunday, June 17

A hosted welcome to the workshop reception will be held from 5:00 pm to 6:30 pm.

Monday, June 18

*Ecological Policy Frameworks in Federal Systems
How to encourage performance?*

An enhanced continental breakfast will be available from 7:00 am to 7:45 am.

Plenary Session #1: The Path to Washington and a Report to The Nation

The Path to Washington and Report to The Nation are looking for a framework that supports getting to an ecological “yes” that routinely produces greater results. The pillars of the project adopted in 2006 guided this workshop's content and are harbingers of next steps in New York City in 2008 and Washington, DC in 2009. The pillars are: promoting innovative, performance-based approaches; advancing ecological thinking; exploring the role of market drivers, and identifying potential improvements to existing legal and institutional frameworks. The 2006 Utah workshop produced three principles for performance-based approaches: differentiate good performers, protect Good Samaritans and reward good risks.

Presenters: **Jeff Smoller** is special assistant to the secretary, Wisconsin Department of Natural Resources and president of MSWG. **Dennis Treacy** is vice president of Environmental and

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Corporate Affairs, Smithfield Foods, and president of the MSWG Policy Academy on Environmental Tools, MSWG's implementation arm.

Plenary Session #2: Federalism, the environment and companies

Federal systems establish rights and responsibilities. They set limits and provide opportunities to succeed and excel. So why has a country like the United States become a land of environmental minimums? Can a new approach to federalism inspire a land of ecological opportunity to complement the land of compliance? What does that mean for government and business? Are there places we can look for ideas and examples?

Presenters: **Scott Hassett** (welcome and introductions) is secretary of the Wisconsin Dept. of Natural Resources. **State Minister Dr. Werner Schnappauf** is Minister for the Environment, Public Health and Consumer Protection in the Free State of Bavaria, Germany. He speaks on "Environment, Regulatory Innovation and Federalism." **Maria-Elisabeth Schaeffler*** is CEO of Waelzlager Schaeffler KG, Herzogenaurach, Germany. She speaks on the environmental role companies can play in federal systems and a global economy.

Breakout Session #1: Lessons in self-responsibility for The Path to Washington

Few would dispute that businesses can do a better job of minimizing both their regulated and unregulated environmental footprints. Many even believe business can be leveraged to improve and restore the environment. Are there tools to support greater environmental performance? And do they have a track record?

Presenters: **Norbert Horauf** is the environmental director of INA Waelzlager Schaeffler KG in Germany. **Matthias Weigand** is head of trans-media law in the Bavarian Ministry for Environment, Public Health and Consumer Protection. **T.C.R. van Someren**, Voorburg, The Netherlands, advises governments and businesses in The Netherlands, Germany, China and elsewhere.

Breakout Session #2: Examples of alternative legal frameworks

Wisconsin borrowed regulatory innovation ideas from Europe, Asia and other US states to create its Green Tier law, a finalist in the best policy innovations in America competition sponsored by Harvard University. Green Tier is a "we can" law that complements the "you can't" of command and control, using contracts, charters and environmental management systems as its main tools. What lessons does Green Tier offer?

Presenters: **Graham Wilson** is the chair of the Political Science Department at the University of Wisconsin-Madison, a faculty member at the Robert M. La Follette School of Public Affairs at the UW-Madison and editor of Governance Magazine. **Mark McDermid** is the director of the Bureau of Cooperative Environmental Assistance in the Wisconsin Department of Natural Resources.

Breakout Session #3: Tribal Activities for environmental stewardship*

Native American Tribes in the United States have cultural roots that are tied to the land, water, sky and living things. There is a reverence for nature. Under United States law, the Tribes have special rights to protect and manage natural resources within the lands under their control. The

philosophy of “Seven Generation thinking” has guided the Tribes’ actions. Native Americans from Wisconsin explain the cultural roots of their relationship to the land, water, sky and living things and how it is expressed in daily practice. They will talk about sustainable forestry, land stewardship and the fish and wildlife resource. Are there lessons for non-Native Americans and their governmental, political and business practices?

Breakout Session #4: Square Table: Policy reform: Learning from the past

The 1990s were something of a renaissance period for environmental policy reform with the Aspen Institute, President Clinton’s Council on Sustainable Development, William Ruckelshaus’ Enterprise for the Environment, the National Academy of Public Administration, the Reason Foundation and The Progressive Policy Institute all releasing major reports. Most of the recommendations were not implemented. Do those ideas still have standing or has their time passed? Those who wrote the reports will discuss those questions and much more for The Path to Washington and Report to the Nation.

Presenters: **Lee Paddock** is director of environmental law programs for the Pace University School of Law in White Plains, NY and a member of the Board of Regents of the MSWG Policy Academy on Environmental Management Tools. **DeWitt John** is the director of the environmental studies program at Bowdoin College in Brunswick, ME and former head of the environmental policy unit for the National Academy of Public Administration.

Plenary Session #3: Peter Wise Memorial

In 2006, MSWG lost one of its founders, Peter Wise of The Delta Institute, a non-government organization in Chicago. A life-long advocate for the environment, Peter worked diligently in the government, non-government and private sectors to pursue a cleaner environment for all citizens. His passions were The Great Lakes and the belief that businesses and others working for a cleaner environment could produce greater results if public policies helped make it happen. Peter’s many friends will use this session to announce a fitting tribute to Peter and his work, including developing the concept of the MSWG Policy Academy on Environmental Management Tools.

Presenter: **Keri Luly** is stewardship coordinator for Allsteel, Inc. based in Muscatine, IA and chair of the Peter Wise Memorial Committee.

Plenary Session #4: Legal frameworks and federalism for leaders and laggards

The Path to Washington assumes differentiation can leverage beyond-compliance performance and pursuit of environmental goals that have not been achieved through the existing system. Parties might be differentiated by their records or society’s need to tap their unique ability to solve an environmental problem. How can a legal framework that offers regulatory choice help solve difficult ecological problems by supporting an organization’s ecological performance potential?

Presenters: **Joanne Scott** is director of the Centre for Law and Governance in Europe, University College, London. She states the rationale for differentiating good environmental performers in public policy and moderates. **Kathleen McGinty*** is former chair of the Council

on Environmental Quality and Secretary of the Pennsylvania Department of Environmental Protection. **James Connaughton*** is chair of the Council on Environmental Quality.

Breakout Session #5: Response to legal frameworks and federalism plenary

The day's first two plenary sessions provided information, ideas and questions to discuss and develop for The Path to Washington and its Report to the Nation. This panel discussion and audience feedback session honors MSWG's policy of involving the business, government and non-government sectors, respecting all speakers and providing fair consideration of all views.

Presenters: **Steve Hellem*** is the executive director of the Global Environmental Management Initiative, a not-for-profit organization of leading companies dedicated to fostering environmental, health and safety excellence worldwide. **Arleen O'Donnell*** is acting commissioner for the Massachusetts Department of Environmental Protection. **Jason Morrison** is the director of the Pacific Institute's Economic Globalization and Environment Program, Oakland, CA and member of the MSWG Board of Directors and Policy Academy Board of Regents.

Breakout Session #6: Integrated Product Policy and international product stewardship

The European Union's Integrated Product Policy seeks to minimize the environmental impact of products by looking at all phases of the product's life cycle and taking action where it is most effective. What has been Europe's experience with this policy? What impact has it had outside Europe in places like the United States, Canada and China? And are there lessons for business, government, non-government and consumer interests that can be transferred elsewhere?

Presenters: **Garth Hickle** is product stewardship team leader for the Minnesota Pollution Control Agency. **Suzanne Bangert** is the director of the Bureau of Waste Management for the Wisconsin Department of Natural Resources. **Robert Donkers*** is counselor for environmental affairs of the European Commission Delegation in Washington, DC. **Klaus Koegler** is head of Sustainable Production and Consumption Unit of the European Commission, Brussels, Belgium. **Martin Bigg** is head of industry regulation in the United Kingdom Environmental Agency, London. **Cheng Xu** is director of solid waste, State Environmental Protection Administration, People's Republic of China, Beijing.

Breakout Session #7: The future of innovation

Over the years, the US Environmental Protection Agency has advanced a range of innovative programs including Project XL, the Common Sense Initiative, the Sector Strategies Program and much more under the label of re-inventing government and to conform with the Government Performance Results Act. The EPA's major innovation effort at the present time is the National Environmental Performance Track program. That program and others fall under a stewardship label that looks to everyone in society and all organizations to be responsible environmental stewards and offers options beyond traditional regulatory tools to fulfill that role. What lessons do past initiatives provide and what's the future of innovation?

Presenters: **Rick Otis** is deputy associate administrator of the Office of Policy, Economics and Innovation of the US Environmental Protection Agency, Washington, DC. Others will join him.

Breakout Session #8: Innovations in environmental governance

Some environmental problems are so complex or intractable that routine approaches will not solve them. These instances open the door for new forms of governance that involve new roles for government, business and non-government communities. Since 1990, the New Directions Group in Canada, an NGO has brought together business and non-government to solve problems and discuss ways to approach future challenges. So influential is this NGO that it is convening consequential players from the federal cabinet, major corporations and national NGOs – in numbers – to establish a national framework for environmental governance. What are the risks and rewards of this Canadian approach? And are there lessons for the states and The Path to Washington?

Presenters: **Paul Griss**, Toronto, Ontario, Canada is coordinator of the New Directions Group, a forum for the interaction of leading persons from Canada’s business and non-government communities on sustainability issues. Other Canadians will join him.

Plenary Session #5: Using the right tools locally and globally

The accomplishments of the regulatory tools in place are well documented. But since their sweeping introduction 30 years ago, new tools have been found and new problems have emerged that elude the old tools and demand the new. Commerce also has changed in 30 years. What are those new tools and what policies can help us use the right tools to get the job done efficiently and effectively, whether it is a problem at a facility, in a neighborhood, throughout a state, nationwide or even worldwide?

Presenters: Under the leadership of **Kelley Kline**, Smithfield Foods, Smithfield, VA, the Global Environmental Management Initiative (GEMI) will organize a discussion of its business members and others, including **Bruce Piasecki**, president of the American Hazard Control Group and author of *World Inc.: When It Comes to Solutions — Both Local and Global — Businesses Are Now More Powerful Than Government*, who explains the world context. All speak to what tools do we have now that we didn’t have “then” and what policies make sense for their effective use today, locally, nationally and globally?

Native American Sacred Drum Ceremony*

The drum is a sacred instrument to communicate Native American culture and messages. The drum ceremony is among the most powerful and profound experiences in America. It is especially meaningful when connected to the Seven Generation message of Native Americans in their caring for The Mother, the earth. Wisconsin Native Americans have been invited to share their culture through this means with attendees. Native American foods will be served at this event which will be among the trees on the roof of Monona Terrace, looking to the North and the State Capitol, symbol of government and its duty to protect the ecological commons and to the South and the water of Lake Monona as it reaches to the tree-lined shore, to the adjacent countryside and then to the sky beyond. Attendees will remember this experience and the message.

Tuesday, June 19

Ecological Performance

How can we set ambitious goals and track progress?

An enhanced continental breakfast will be available from 7:00 am to 7:45 am.

Plenary Session #6: Environmentalists' Case for Performance-Based Policy

Widespread debate exists whether performance-based policies are a way around the laws or a faster way to achieve results. In a day-long workshop, non-government interests met to discuss where the current system is failing to achieve adequate results, why it falls short and whether performance-based policies could get us to where we need to go.

Presenter: **Eric Uram** is principal for Headwater Consulting in Madison, WI and member of Sierra Club's National Environmental Quality Strategy Team. He will present the results from the workshop, and start the process for further consensus-building among NGOs on the findings.

Europe and environmental policy

*Innovative environmental governance and regulation in the European Union:
Any Lessons for US?*

How can the United States and the European Union find solutions to environmental problems which also promote the economy? The University of Wisconsin-Madison European Union Center of Excellence (EUCE), Center for World Affairs and the Global Economy (WAGE) and the La Follette School of Public Affairs have brought in seven Europeans with expertise in creating and using new policies to meet 21st century environmental and economic challenges. The experts from business, government, non-government and academic sectors will cover a range of topics including river protection, efficient permitting, product stewardship, chemical use and environmental-business cooperation.

The Europe sessions are designed to be useful to those who make, implement and are subject to policy. There will be ample time for questions and discussion. Participation will be limited to 150 on a first-come, first-served basis to the sessions below.

EU Breakout Session #1: Innovative environmental governance and regulation in the EU
The context will be given, background provided and the stage set for policy overviews.

Presenters: **Jonathan Zeitlin** is the director of both the Center for World Affairs and the Global Economy and the European Center of Excellence at the UW-Madison. **Ingmar von Homeyer** is senior fellow at ECOLOGIC and the Institute for International and European Environmental Policy, Brussels. **Joanne Scott** is the director of the Centre for Law and Governance in Europe, University College, London.

EU Breakout Session #2: Environmental innovation in practice

Case studies will be presented and discussed. They are: Good water status and river basin management through the Water Framework Directive, and Integrated Pollution Prevention and Control.

Presenters: **Peter Kessler** is former director general for Water Management for the German State of Hessen and currently senior policy advisor for ECOLOGIC. **Martin Bigg** is head of Industry Regulation, United Kingdom Environmental Agency, London.

EU Breakout Session #3: Environmental innovation in practice

Case studies and issues will be presented and discussed. They are: Integrated Product Policy; Registration, Evaluation and Authorization of Chemicals (REACH), and business and civil society perspectives.

Presenters: **Klaus Koegler** is head of Sustainable Production and Consumption Unit, European Commission, Brussels. **Robert Donkers** is counselor for environmental affairs of the European Commission Delegation, Washington, DC. **Raymond van Ermen** is executive director, European Partners for the Environment. **Martina Bianchini** is director of government affairs and public policy, Dow Chemical, Europe.

EU Breakout Session #4: Concluding Roundtable

The concluding roundtable will draw upon the insights and wisdom of experienced environmental policy scholars and practitioners. Their remarks and the ensuing discussion will provide ideas that can be taken home for immediate consideration, questions to be researched or discussed on The Path to Washington and principles for consideration in the Report to the Nation in 2009.

Presenters: **Graham Wilson** (moderator) is a chair of the Political Science Department at the University of Wisconsin – Madison and a faculty member at the Robert M. La Follette School of Public Affairs. **Rick Otis** is the deputy assistant administrator of the Office of Policy, Economics and Innovation of the US Environmental Protection Agency, Washington, DC. **Linda Bochart** is a partner in the law firm of Michael Best and Friederich, Madison, WI and a member of the Green Tier Advisory Committee of the Wisconsin Department of Natural Resources. **Jeff C. Muffat*** is manager of environmental regulatory affairs, Environmental Health and Safety Operations, 3M, St. Paul, MN.

Planning for Climate Change Workshop: *Adapting in your life, home and community*

Climate change happens on a global scale but the impacts on natural systems and related human socio-economic systems are felt locally. So how can we learn to recognize the impacts of these changes locally and respond pragmatically?

In 2006, attendees at the MSWG annual workshop in Utah heard from The University of Washington's Climate Impacts Group. It will return by popular demand. The Climate Impacts Group has been in the national forefront with its work in identifying how the Pacific Northwest's natural resources, economies and communities will be affected by climate change. It also is recognized for pioneering efforts to identify regional adaptive strategies to manage risks. Its work is called climate science in the public interest and its practical advice is applicable far beyond the Pacific Northwest.

The Climate Change Workshop will provide advice on how to identify climate change's impact and the options you have to cope with that change. Examples will be shared from work in King County, Washington (Seattle), developed with ICLEI, Local Governments for Sustainability. There will be breakout groups to allow for a focused look at lessons learned and steps to take.

This workshop is designed to help businesses, property owners, municipalities and others how to protect and reduce the risk for their, neighborhoods and communities.

This Climate Change Workshop is open to all attendees of the MSWG workshop without extra charge. A one-day admission to the Climate Change Workshop alone will be available.

Presenters: **Laura Whitely Binder** is outreach specialist, Climate Impacts Group, University of Washington, Seattle, WA. **Amy Snover*** is a professor and principal research scientist and assistant director for the Center for Science in the Earth System, University of Washington. Present will be **representatives of King County, Washington**. **Michelle Wyman*** is executive director of ICLEI, Local Governments for Sustainability.

Breakout Session #9: Cultural roots of sustainable forestry

Scandinavians see the forests in ways that affect not only their way of life and but perhaps even give reason for living. The cultural roots of sustainable forestry in Scandinavia run deep. They affect the policies and practices of government, business and non-government organizations. This affects how trees are managed, how government regulates the forest products industry and how people talk to each other. In 2005, a MSWG-Harvard University dialogue concluded that law, culture and politics are barriers to environmental innovation, performance systems and sustainable thinking in America. Exploring the cultural roots of sustainable forestry in Scandinavia may offer ways to see our culture in a different light.

Presenters: **Allison Hellman** is a policy analyst for the Division of Forestry in the Wisconsin Department of Natural Resources, Madison, WI. Others from **Scandinavia** will present.

Breakout Session #10: Trans-Atlantic cooperation: Infrastructure needed

Numerous states and cities have learning alliances, agreements and partnerships in their search for better policies and practices to protect the environment. These arrangements often begin with a splash and involve one or two trips “over there.” Then they die slow deaths as the realities of workload, limited funding and employee transitions take hold. The record of agreements on environmental matters is impressive between Europe and the United States. But relationships and lessons fade here, too, in spite of good intentions. Studies have looked at these agreements and produced ideas on how to keep the learning alive. Are there next steps that fit into The Path to Washington? Is there a message for the Report to the Nation?

Presenters: **Dale Medearis** is program manager for Europe and the Middle East for the Office of International Affairs at the US Environmental Protection Agency, Washington, DC. **R. Andreas Kraemer** is the managing director of the Ecologic Institute for International and European Environmental Policy, Berlin, Germany. **Matthew Collins** is with Inter-green, Minneapolis, MN.

Breakout Session #11: Trans-boundary partnerships in contiguous regions

The challenges of trans-boundary environmental protection and resource management are difficult under most circumstances. Community to community tensions, state to state disagreements, federal to state disputes are common day issues. This session looks at the challenges of nation-to-nation challenges in contiguous regions that sometimes are the size of states but are really autonomous countries. The venue is Russia and its Europe-Asian

neighboring countries and regions. Are there lessons here for state to state cooperation in a federal system?

Presenter: **Boris Krasnopolski** is deputy director of economic research at the Russian Academy of Sciences and professor of environmental management at the Russian Academy of Public Administration, Moscow, Russia.

Breakout Session #12: A viable alternative: The Environmental Results Program

“Environmental Results Program” or ERP is an innovative tool used by several states in various sectors as an alternative to conventional permitting and/or inspection programs. ERP uses education, self-assessment, self-certification, a statistical approach to auditing compliance and the accuracy of self-certifications, and based on those audits, statistical analysis of compliance rates and performance by facility or across a sector. ERP is typically used in sectors with large numbers of smaller facilities or operations, allowing states to promote performance improvement in a cost-effective way that would be impossible through conventional tools. State ERP programs may be voluntary or mandatory. Given the growing experience with the ERP tools, what lessons can The Path to Washington learn: in cost-effectiveness, in promoting performance improvement in a multi-media way, in analyzing performance based environmental impact vs. compliance outputs, and in structuring compliance evaluation based on environmental data and statistics vs. rotations or schedules?

Presenter: **Al Innes** is the regulatory innovations coordinator for the Minnesota Pollution Control Agency, St. Paul, MN.

Breakout Session #13: Ecological value of working lands

No matter where you are in the world, working lands that produce commodities such as meat, grain, timber, fruits and vegetables are being looked at for their ecological as well as commodity value. In the United States words like eco-system services and natural capital are increasingly used when looking at land and how it can protect drinking water, reduce flood damage or even compensate for carbon emissions. Research and ideas from “down under” may have value for private land owners, farmers, forest land owners, ranchers, local officials, state authorities and even national policy makers in the United States.

Presenter: **Genevieve Carruthers** is an environmental systems specialist with the Wollongbar Agricultural Institute in Wollongbar, New South Wales, Australia.

Breakout Session #14: Stormwater management as a policy innovation driver

Requirements to meet water quality standards by controlling stormwater runoff face communities across the United States. These communities also face trillions of dollars of costs to replace an aging water infrastructure. The system was largely built in different times when energy costs were low, water perceived to be abundant, local governments not as financially pressed as now and we knew less about nature’s eco-system services. So as local governments face their stormwater future, can they look elsewhere for cost-effective and ecologically sound ways to meet the water quality requirements and cost constraints?

Presenters: **Dr. Eng. Martin Grambow** is the head of the Division of Water Management for the Bavarian State Ministry for the Environment, Public Health and Consumer Protection, Munich, Germany. **Jay Benforado** is the director of the National Center for Environmental Innovation at the US Environmental Protection Agency, Washington, DC. **Dale Medearis** is a program manager for Europe and the Middle East for the Office of International Affairs at the US Environmental Protection Agency, Washington, DC.

Breakout Session #15: States and small countries link energy-environment-economy*

Can government and business cooperation produce jobs and protect the environment? That's the question Denmark asked. Years later the answer appears to be "yes." The jobs come from the manufacture of wind-mills and the environmental value comes from the growth of both that small country's renewable portfolio as well as the value from exported windmills. Denmark is the size of some small states in America. So can small states find lessons in Denmark? And are there lessons for The Path to Washington?

Presenters: **Bob Stephens** is assistant secretary for sustainability for the California Environmental Protection Agency (ret) and chair of the MSWG International Committee. Representatives of the **Danish government** and energy company, **Vestas**, also will be present.

Breakout Session #16: Mainstreaming Main Street Sustainability

Many environmental laws are "center driven" with authority and resources coming from the top down. This works well for routine, standardized tasks like air traffic control nationally and garbage collection locally. But is this the best system for non-routine or locally complex issues like creating environmentally sustainable communities? This question is especially important at the city level where issues like public health, jobs, air quality, public facilities, public safety, transportation and more are essential ingredients in to the sustainable community mix. For The Path to Washington: What policy framework can meet the environmental needs of Main Street while still recognizing some problems are best left to Washington?"

Presenters: **Sonja Wallace** is pollution prevention coordinator for the Utah Department of Environmental Quality. **Vicki Bennett** is sustainability director for the City of Salt Lake, UT. **Daniel Huff*** is the Environmental Management Manager for the City of Minneapolis, MN. **Anne Hunt*** is the Deputy Policy director for the Environment for the City of St. Paul, MN.

Plenary Session #7: MSWG Awards ceremony

The annual awards ceremony recognizes individuals and organizations inside and outside of the MSWG network for service, achievement and leadership in areas important to MSWG and its mission. More recently, recognition has been given to firms, organizations and individuals that are contributing to or already acting on the principles that represent the Path to Washington.

Presenter: **Marci Carter** is the chair of the Awards Committee and environmental specialist with John Deere Company, Cedar Rapids, IA.

Plenary Session #8: Land and energy: The Defense Department as sustainability leader

The Department of Defense is responsible for 30 million acres in the United States, which is an area the size of Pennsylvania. The land is haven for 20 percent of America's endangered plants

and animals. It is a buyer of goods and services and a leader in driving the market in areas such as alternative fuels and green products. How can the Department serve American's national security and environmental interests through working lands stewardship and enlightened procurement while fulfilling its mission and maintaining maximum readiness?

Presenter: **Alex A. Beehler** is the Assistant Deputy Under-Secretary of Defense (Environment, Safety and Occupational Health) in the Department of Defense, Washington, DC.

Breakout Session #17: Adaptive, collaborative landscape-scale management

Property rights concerns and the perception of a taking have sometimes collided with environmental goals. The Endangered Species Act is a case in point. The management of Karner-Blue Butterfly habitat in Wisconsin is a recognized success story of 40 landowners and land managers from the forest products industry, utility companies, county forests, private conservation, state and municipal highway managers and other government agencies such as a military, along with federal regulators working together for the working together for the good of all, protecting the butterfly and insuring working lands remain viable. How did this come to be and what lessons can inform a Report to the Nation that addresses the gap between environmental law and natural law?

Presenters: **Dave Lentz** is the Karner-Blue Butterfly project coordinator for the State of Wisconsin. **Jimmy Christenson** is an attorney (ret) for the Wisconsin Department of Natural Resources. Habitat Conservation **program partners** representing the various land management groups also provide perspectives on this cutting edge approach to endangered species conservation and adaptive, collaborative land management.

Breakout Session #18: Environment and public health: In tandem or in conflict?

If we are all connected why does it seem that environmental health and public health do not always go hand-in-hand? A good balance between the two equals a healthy, sustainable environment. This session explores public health as the historic foundation of environmental health and how that connection has endured or eroded over time, at least in the United States. What is the condition of the public health-environmental health connection? If the patient needs surgery what public policy changes should be on the operating table?

Presenters: **Erv Ball** is the assistant director of the Cuyahoga County Board of Health, Cleveland, OH. **Catherine Zeman** is associate professor, School of Public Health, University of Northern Iowa, Cedar Falls, IA. Both are co-chairs of the MSWG Public Health, Environmental Health and Sustainable Communities Committee. **Chris Kochitzky***, MSP, is Healthy Communities Goal Team Leader, Centers for Disease Control and Prevention, Atlanta, GA.

Breakout Session #19: Sorting Tools: Practical and policy advice

In 2005 a dialogue on sorting tools to improve environmental performance was sponsored by the MSWG Policy Academy on Environmental Management Tools in White Plains, NY. It documented a range of tools for those in business, government, non-government and community roles who want to achieve greater environmental performance by using the right mix of tools. The dialogue inventoried those tools and asked "where do we go from here?" This session is a next step with practical and policy implications.

Presenter: **Ira Feldman** is president and senior counsel of Greentrack Strategies, Washington, DC and is an expert on the US delegation to the international working group creating ISO 26000, a voluntary standard for corporate social responsibility.

Breakout Session #20: Results from performance-based environmental programs

Performance-based environmental and leadership programs at the state and federal levels have shown great promise in terms of achieving beyond-compliance environmental improvements. These programs can help the existing regulatory framework evolve. But for that evolution to happen results must be documented and communicated. The EPA, Environmental Council of States (ECOS) and the MSWG Policy Academy on Environmental Management Tools have partnered in a project to describe results of leadership programs reviewed, to look at how results are measured, and to examine how results are communicated.

Presenters: **David Paylor** is the secretary of the Virginia Department of Environmental Quality, member of the Regents of the MSWG Policy Academy and chair of the ECOS Cross-Media Committee. **Jay Benforado** is the director of the National Center for Environmental Innovation in the Environmental Protection Agency in Washington, DC. **Dennis Treacy** is the vice president for Environmental and Corporate Affairs, Smithfield Foods and president of the MSWG Policy Academy.

Breakout Session #21: Collaborative governance

The Province of Alberta is a recognized leader in bringing together diverse parties to discuss matters of environmental consequence and come to closure on next steps. It also presents an example of how government cabinet officers consider environmental issues in the larger context of sustainability. Reaching consensus with stakeholders on the outside and bringing that agreement to the cabinet on the inside -- and having it honored by each and every cabinet member -- provides an example of a new form of governance. The Alberta story was told at MSWG's first international meeting in Toronto, Ontario, Canada in October, 2006. It was so powerful that it is being showcased at our workshop. Are there lessons in Alberta's experience and if so how can they be transferred elsewhere to produce measurable and greater results?

Presenters: **Bill Calder** is director of Environmental Relations for Alberta Environment, Edmonton, Alberta, Canada. He will bring other **officials and stakeholders** from Alberta to share their experiences and engage in discussion.

Breakout Session #22: Sustainability and product stewardship in the United States

Over the last decade, the United States has been moving toward sustainable manufacturing and product stewardship, using a number of approaches such as industrial ecology and product labeling. This session builds on Breakout Session #6, international product stewardship. It examines the US regulatory environment and whether it has promoted or thwarted sustainability and product stewardship.

Presenters: **Garth Hickle** is product stewardship team leader for the Minnesota Pollution Control Agency. **Suzanne Bangert** is the director of the Waste Management Bureau for the Wisconsin Department of Natural Resources. **Dobbins Callahan** is general manager, government markets,

Tandus US, Inc. **Matt Hale** is the director of the Office of Solid Waste for the US Environmental Protection Agency, Washington, DC. **Jim Ferguson** is with Green Manitoba, Manitoba Science, Technology, Energy and Mines, Winnipeg, Manitoba, Canada.

Wednesday, June 20

Ecological Policy for a Flat World

How is ecological policy linked to a national economy's competitiveness?

An enhanced continental breakfast will be available from 7:00 am to 7:45 am.

Plenary Session #9: Ecological Policy in China: The future

Environmental policies are evolving in China to address environmental issues and perhaps inform industrialized countries about new policy approaches. The concept of the circular economy is one example, a concept that integrates cleaner production and industrial ecology in a broader system encompassing industrial firms, networks or chains of firms, eco-industrial parks and regional infrastructure to support resource optimization. Another concept is that of environmental governance and new roles for companies. Tsinghua University in Beijing is noted for contributing ideas and leaders to China. The Department of Environmental Science and Engineering is noted for systems analysis and integrated thinking. A new Center for Industrial Development and Environmental Governance (CIDEG) is promoting policies that enhance communication, understanding and cooperation among the academic, business, non-profit and public sectors. In 2006, Joanne Fox-Przeworski, a Regent of the MSWG Policy Academy on Environmental Management Tools, visited the CIDEG and was impressed. Her visit inspired this session.

Presenters: **Jennifer Turner*** (moderator) is senior program associate of the China Environmental Forum for the Woodrow Wilson International Center for Scholars, Washington, DC. **Jining Chen*** is vice president of Tsinghua University, Beijing. **Lan Xue*** is a professor and executive vice president of the School of Public Policy, Tsinghua University. Also invited is a member of **The People's Congress**, Beijing.

Breakout Session #23: China: Auditing in a performance-based system

A developing country like China presents opportunities for moving beyond the status quo regarding the old structures and systems that help companies meet their economic and environmental requirements and goals. One due diligence tool used in industrialized economies is the audit and it has been effective in supporting a compliance-based system based on minimal achievement. But can it be used – widely used -- in a developing economy like China to support an environmental performance system? And if so what can we learn from it?

Presenter: **Donna Sandidge** is a principal in Sandidge Partners, LLC, Goodlettsville, TN and a member of the Auditing Roundtable. Her compelling, business-focused presentation at MSWG's winter, 2007 meeting in Nashville, TN, hosted by LP Inc., prompted this session.

Breakout Session #24: China and the US: Can markets deliver ecological results?

The Strategic Economic Dialogue between China and the United States takes into account the link between economic development and environmental quality. One part of the agreement, signed in December, 2006 commits to exploring cap and trade mechanisms and other market-

based policy tools that address environmental issues in mainland China. With EPA as its “client,” graduate students at the UW-Madison La Follette School of Public Affairs are analyzing what it will take to achieve that goal in the next three to five years as well as reviewing the possible impact on how America and the states might think about market mechanisms. Is this a snapshot of America’s future, too?

Presenters: Capstone students at the **UW-Madison Robert M. La Follette School** of Public Affairs are top line graduate students who undertake important projects for significant clients. **Melanie Frances Manion** is a professor of political science and public affairs and teachers at The Robert M. La Follette School of Public Affairs, UW-Madison and a published China scholar. **Vacys Saulys** is international program manager for the US Environmental Protection Agency, Region V, in Chicago, IL.

Breakout Session #25: Risk assessment and chemical regulation

Assessing comparative risks and taking steps to mitigate those risks to protect public health, safety and the environment is overwhelming governments and regulatory agencies complicated by litigious systems and stakeholders who want zero risk. The Alliance for Risk Assessment is a not-for-profit organization that provides services to states and others that want risk questions to be asked and answered efficiently and credibility. This challenge is not limited to one chemical or one nation; it is everywhere. Reflecting on recent developments in Europe, the Alliance looks at its work in the United States and at China, which is considering the European approach and asks: What are the issues and what are the trends that can inform risk assessment in the future? And what are the implications of the answers for public policy and public institutions?

Presenters: **Andy Maier** is associate director of Toxicology Excellence for Risk Assessment in Cincinnati, OH. Other experts will be invited.

Breakout Session #26: Integrated permitting in the United Kingdom

A growing number of other countries are using integrated permits, which control all elements of a facility’s environmental footprint. Accounting for the whole facility’s environmental impacts, an integrated permit goes beyond simply consolidating applicable media permits. It is intended to promote continually improving performance while ultimately driving the facility to more sustainable outcomes. EPA, through its Integrated Permitting International Collaboration Effort, is learning from the United Kingdom (UK) and the European Union (EU) experience in transitioning to an integrated permitting system. EPA hopes to assess what aspects of the European approach might be translatable to the US, building useful comparison models and assessment tools. A special focus has been the pulp and paper industry. This session provides an update on the EPA research effort and a discussion of the place of integrated permitting in the Path to Washington.

Presenters: **George Wyeth** is the director of the Policy and Program Change Division in the Office of Policy Economics and Innovation in the US Environmental Protection Agency, Washington, DC. **Kristina Heinemann** is in the National Center for Environmental Innovation in the Office of Environmental Policy Innovation in the US Environmental Protection Agency, Washington, DC.

Breakout Session #27: Environmental policy lessons from the regulation of finance

The next stop on The Path to Washington is New York City and Wall Street in 2008. The Adam-Smith Rachel Carson initiative of MSWG is an effort to look at risk and how a business addresses risk in a way that connects what is good for business and good for the environment. Financial regulators work to assure that investors have accurate information about investment risks, past returns and causal factors likely to affect returns. They have set up a system to increase the access to and accuracy of information about financial investments that uses both government and non-government institutions and systems. Are there lessons in how government regulates the financial sector that can be applied to how it might advance performance-based regulatory options? For example, could regulators adopt, by reference generally accepted environmental performance reporting indicators developed by a third party? Scholars are asking many other important questions.

Presenters: **David Laws** is a professor of policy and environmental planning at the University of Amsterdam in Amsterdam, the Netherlands. **Hideaki Shiroyama*** is a law professor at the University of Tokyo in Tokyo, Japan.

Breakout Session #28: China today: An environmental regulatory report

How is China responding to its environmental challenges while continuing to support growth and accommodate a population that is aspiring to a higher standard of living like the industrialized west? What are the implications for businesses and others as government, non-government and community interests in China develop policies that will not only affect companies today but into the future? And are there lessons or messages for the outside world?

Presenter: **Hongjun Zhang*** is a partner in the law firm of Holland and Knight of Washington, DC and Beijing, China and was a director in the Legislative Office of China's National People's Congress responsible for drafting national environmental laws and policies.

Breakout Session #29: China: Supply chain systems for business – managing trade, risks and environmental value through the supply chain and life cycle.

Buyers and suppliers in rapidly developing countries like China face challenges relating to product issues including maintaining product quality, insuring workplace integrity, meeting customer needs and fulfilling the “social license,” including environmental expectations. In a place where the regulatory system is developing, the roles of buyers and suppliers are increasingly significant. Examples include environmental and other management systems such as the ISO 28000 standard for supply chain security management systems. These due diligence tools have to meet the needs of the firm, the customer, the community, the government and financial markets as well as risk and security sectors. These tools that are being developed in China have lessons for the US. Can the extra-ordinary trade between the US and China be a force for strategic sustainability in both countries?

Presenters: **Michael Penders** is president and Chief Executive Officer of Environmental Security International, Washington, DC. Also present: representative **buyers and suppliers from China**, the **International Finance Corporation** and the **US-Chinese Law Association**.

Breakout Session #30: Square Table: Policy reform: Learning from the past

This is a continuation of an earlier Square Table. The 1990s were something of a renaissance period for environmental policy reform with the Aspen Institute, President Clinton's Council on Sustainable Development, William Ruckelshaus' Enterprise for the Environment, the National Academy of Public Administration, the Reason Foundation, The Progressive Policy Institute all releasing major reports. Do those who wrote those reports believe they still have standing or has their time has passed?

Presenters: **Lee Paddock** is director of environmental law programs for the Pace University School of Law in White Plains, NY and a member of the Board of Regents of the MSWG Policy Academy on Environmental Management Tools. **DeWitt John** is the director of the environmental studies program at Bowdoin College in Brunswick, ME and former head of the environmental policy unit for the National Academy of Public Administration.

Plenary Session #10: The US-China Strategic Economic Dialogue*

The US-China Strategic Economic Dialogue is developing a bi-lateral framework on economic, environmental and energy issues of importance to both countries. Announced in September, 2006, it already has produced tangible projects that involve the US Environmental Protection Agency and Departments of Treasury, Energy, State, Commerce and Health and Human Services. Much of the dialogue has involved energy and its conservation, use and source mix in both countries. Other environmental issues are on the agenda. In fact, the environment has become a focal point for relations not only between China and US authorities but on a people-to-people and university-to-university and business-to-business basis.

Presenters: Representatives of the federal government* have been invited, through the EPA, to participate in presentation and dialogue.

Plenary Session #11: Industrial Efficiency in China

How do firms plan for and pursue their economic and environmental goals in a developing market with the potential of China while protecting the firms' social franchise, including environmental protection? What are the on the ground realities? What are the questions? What are the opportunities?

Presenter: **Nathan Cheng*** is a China business strategist for Johnson Controls, Inc. He is based in Shanghai.

Plenary Session #12: How we've changed our thinking

From the 2005 MSWG dialogue at Harvard that identified barriers to innovation -- law, politics and culture, to the framework developed in Chicago in March 2007, the Path to Washington and its Report to the Nation have brought new focus to MSWG and its partners. The 2006 Utah workshop noted principles to inform policy – differentiate good performers, protect Good Samaritans and reward good risks. The 2007 Madison workshop will contribute to that framework based on ideas from around the world. This workshop also will produce questions and projects for The Path, some of which will be undertaken in academies that are in the MSWG network, including the University of Pennsylvania.

Presenter: **Cary Coglianese*** is the Edward B. Shils professor of law and political science at the University of Pennsylvania, Philadelphia, PA.

Indicates invited or tentative program segment
(March 12, 2007)