

# INTRODUCTION

Pollution prevention positively affects both the general public and the participating business. Tangible and intangible benefits include environmental protection, resource conservation, material purchase and waste disposal cost savings, and positive public relations. While pollution prevention options are well documented in the media and case studies, implementation at a specific business involves more than simply good intentions. While it is safe to say every business can benefit from pollution prevention, selecting the correct options involves considerable evaluation.

Pollution prevention techniques that work well at one type or size of business may not work well at all businesses. Despite the inherent overall benefits afforded by pollution prevention, barriers to implementation do exist and must be identified in order to assure success. Barriers to pollution prevention include:

- ❑ Limited staff time to properly research and evaluate opportunities
- ❑ Quality and availability of necessary data to make accurate evaluations
- ❑ Potential influence (positive and negative) on the affected process and/or product quality
- ❑ Real or perceived implementation costs
- ❑ Opposition to change

Pollution prevention options should be evaluated in concept for general applicability. Individual options of interest should then be evaluated based on three simple premises:

- ❑ Will it reduce waste or prevent pollution?
- ❑ Will it work in this particular application (i.e. does an alternative solvent provide adequate cleaning, will personnel use it, etc.)?
- ❑ Is there an economic benefit associated with the alternative?

While there are numerous intangible benefits that could be included in this evaluation, for the cost conscious business, the three criteria listed above essentially dictate the 'go/no-go' decision.