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Subseries: Chron File, 1989-1993

OA/ID Number: 13778
Folder ID Number: 13778-007

Folder Title:
Environment and Conservation Awards 10/31/91 [OA 8317]

Stack:	Row:	Section:	Shelf:	Position:
G	26	21	7	3

Grant / Aarhus
A:CEQAWARD Draft one
October 22, 1991

**BRIEF REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION
CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991
TIME?**

*not quite sure
I get this,
but I still
laughed at
the joke!*

[Acknowledgements].

Welcome to the White House, and happy Halloween to all.

today ((I know there's been a lot of controversy and discussion
~~lately~~ on an important ~~environmental~~ question, and so I'd to make
an announcement: I cannot confirm or deny my belief in **The Great
Pumpkin.**))

It's a pleasure to have our Presidential Challenge award winners here on such a beautiful late October day here in the Rose Garden. I'd especially like to thank the Awards Partners, who made this first-time awards ceremony possible -- the National Geographic Society, the Hearst Corporation, the Business Roundtable, and the World Wildlife Fund.

Last month, I had the chance to visit the Grand Canyon, a very magnificent, ~~and~~ almost miraculous sight, ~~the enormity of~~ which tends to stagger men and ~~someone once observed -- give~~ dogs the shakes. *||*

*Germany
but
tends to
undercut
the point.*

That day in September, I spoke of the **power of innovation** and the **strength of cooperation** as the foundation for a new generation of environmental action. Today, we are honoring nine medalists and 23 citation winners who embody that new generation of "environmental entrepreneurs."

where?

2

We have with us today people who have formed partnerships to protect natural wildlife from the Great Lakes to the Playa Lakes, and from the Sacramento River to the barrier islands of the Atlantic seaboard.

We are also awarding today companies that have integrated environmental values into virtually every business decision -- whether they are involved in fast food, financial services, newspapers, utilities, household products or furniture.

We honor
Other winners ~~are here~~ because they have pioneered new technologies that save both money and the environment -- with creative solutions to challenges like agricultural pollution and ozone depletion, and state-of-the-art techniques for recycling paper, metal and plastics.

And finally, we ~~have~~ *recognize* groups who have inspired a new respect for the environment in millions of Americans; newspaper and magazine groups, book publishers, teaching institutions, media advisors to TV and film industries, even the Girl Scouts.

These outstanding Americans have given us cleaner technologies and products, better ways to manage natural areas, and a greater capacity for environmental problem-solving. They are working to improve the quality of life for all Americans, through a safe and healthy environment.

Earlier in this century, a man I deeply admire also visited the Grand Canyon -- and likewise shared his thoughts with the crowd assembled. Looking out over what he called *a vista of* the "great loneliness and beauty," President Theodore Roosevelt said: "The

ages have been at work on it, and man can only mar it ... We have gotten past the stage, my fellow citizens, when we are to be pardoned if we treat any part of our country as something to be skinned for two or three years for the use of the present generation, whether it is the forest, the water, the scenery. Whatever it is, handle it so that your children's children will get the benefit of it."

Each of you understands President Roosevelt's challenge.

EACH ONE OF YOU HAS ACTED ON IT --
~~More importantly, you've done something about it --~~ you've taken it upon yourselves to ensure that future generations will inherit a safe and healthy environment. For that, you have my admiration and my congratulations ~~on a job well done.~~ Keep up the good fight, and now let's hand out these (wonderful) awards.

#

well-earned (?)

THE PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

On May 21, 1991, President Bush signed an executive order establishing the President's Environment and Conservation Challenge Awards, designed to encourage innovative solutions to environmental concerns. The awards will not only recognize outstanding American citizens or programs, but also establish a data bank listing model programs for replication.

The President's Challenge Awards program represents a unique partnership between the Council on Environmental Quality (CEQ), the National Geographic Society, The Hearst Corporation, The Business Roundtable and the World Wildlife Fund. In addition, the President's Commission on Environmental Quality will help promote the replication of successful environmental programs nationwide through its education and communications network.

The Award program's objectives are to promote working partnerships, incorporate environmental thinking into business decision-making, create innovative approaches to ecological challenges and develop a conservation ethic in our country. Up to three awards will be presented in four categories:

- * Partnership -- innovative and successful coalition building efforts toward environmental quality enhancement.
- * Environmental Quality Management -- merging environmental thinking into sound management decisions and practices.
- * Innovation -- creative technology or processes that demonstrate vision or "environmental entrepreneurship."
- * Education and Communication -- programs that develop a conservation and environmental ethic in the country.

Nominations are open to U.S. residents, organizations and groups, including state and local government agencies. An independent selection committee will judge the nominations.

Since May, CEQ has distributed 25,000 applications nationwide. Hundreds of entries were received by the July 19 deadline. The judging process will begin once all applications are processed.

Winners will be announced this fall at a White House ceremony and at an awards symposium. "Presidential Citations" will be given to finalists who demonstrate notable achievements, but were not designated as award winners.

#

FACT-CHECK COPY

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Grant / Aarhus
A:CEQAWARD Draft two
October 22, 1991

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CHALLENGE AWARDS
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TIME?**

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((I know there's been a lot of debate and discussion on one of the great existential questions of our time, and so today I'd like to make an announcement: I cannot confirm or deny my belief in **The Great Pumpkin**.))

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Last month, I had the chance to visit the Grand Canyon, a very magnificent, almost miraculous sight, the enormity of which staggers the senses.

That day in September, I spoke of the **power of innovation** and the **strength of cooperation** as the foundation for a new generation of environmental action. Today, we are honoring nine medalists and 23 citation winners who embody that new generation of "environmental entrepreneurs."

We have with us today people who have **formed partnerships to protect natural wildlife** from the Great Lakes to the Playa Lakes in the Great Southwest, and from the Sacramento River to the barrier islands of the Atlantic seaboard.

We are also awarding today companies that have **integrated environmental values into virtually every business decision** -- whether they are involved in fast food, financial services, newspapers, utilities, household products or furniture.

We honor other winners because they have **pioneered new technologies** that save both money and the environment -- with creative solutions to challenges like agricultural pollution and ozone depletion, and state-of-the-art techniques for recycling paper, metal and plastics.

And finally, we recognize groups who have **inspired a new respect for the environment** in millions of Americans: newspaper and magazine groups, book publishers, teaching institutions, media advisors to TV and film industries -- even the Girl Scouts.

These outstanding Americans have given us cleaner technologies and products, better ways to manage natural areas, and a greater capacity for environmental problem-solving. They are working to improve the quality of life for all Americans, through a safe and healthy environment.

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John
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Each of you understands President Roosevelt's challenge. Each one of you has acted on it -- taken it upon yourselves to ensure that future generations will inherit a safe and healthy environment. For that, you have my admiration and my congratulations. Keep up the good fight, and now let's hand out these well-earned awards.

#

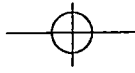


The President's 1991 Environment and Conservation Challenge Awards



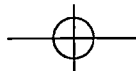
OCTOBER 30, 1991

THE WHITE HOUSE
WASHINGTON, DC



AWARD MEDALLION (on cover)

The medal for the President's Environment and Conservation Challenge Awards represents the cardinal points of the compass and the four areas of the awards program: Partnership, Environmental Quality, Innovation, and Education. The stylized "infinity" cross highlights the interdependence of life and suggests continuity and a creative energy. It is interlaced by a wreath of laurel, symbolizing achievement and honor.



The President's Environment And Conservation Challenge Awards

Today, Americans are pooling their creative energies in pursuit of a sound environment and a strong economy. Public and private sector forces are joining together to develop innovative and economically sound solutions to the nation's environmental challenges.

In recognition of these efforts, President Bush established the President's Environment and Conservation Challenge Awards, to be conferred annually to individuals and organizations whose efforts epitomize the ideals of Partnership, Environmental Quality Management, Innovation, and Education and Communications.

PROGRAM

9:00 am - 12:00 pm

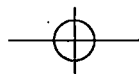
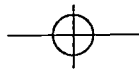
Awards Symposium
National Geographic Society
Grosvenor Auditorium
1600 M Street, NW
Washington, DC

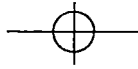
2:30 pm - 3:00 pm

Presentation of Medals
The Rose Garden
The White House

3:30 pm - 5:00 pm

Awards Reception
The Blair House
Washington, DC





AWARD PARTNERS

THE NATIONAL GEOGRAPHIC SOCIETY
Gilbert M. Grosvenor
President and Chairman of the Board

THE HEARST CORPORATION
Frank A. Bennack, Jr.
President and Chief Executive Officer

THE BUSINESS ROUNDTABLE
Drew Lewis
Chairman

THE WORLD WILDLIFE FUND
Russell E. Train
Chairman of the Board

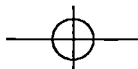
SUPPORTING PARTNER

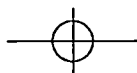
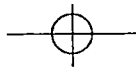
Take Pride in America Campaign, U.S. Department of the Interior

WITH SPECIAL APPRECIATION TO:

Environment and Natural Resources Division, U.S. Department of Justice
U.S. Environmental Protection Agency
The Office of Protocol, U.S. Department of State
The Institute of Heraldry, United States Army
The President's Commission on Environmental Quality

*The President's Environment and Conservation Challenge Awards
program is administered by the Council on Environmental Quality, Executive Office
of the President, Michael R. Deland, Chairman.*





RECIPIENTS OF THE PRESIDENTIAL AWARDS

Awards are presented to individuals or organizations whose efforts epitomize the ideals of the four award categories.

PARTNERSHIP – Awarded for fostering cooperative approaches to environmental needs at the local, regional or national level.

The Virginia Coast Reserve:

The Nature Conservancy and partners, Washington, DC

The Virginia Coast Reserve protects the last undeveloped chain of 14 barrier islands on the Atlantic Coast—more than 40,000 acres in all. Through innovative partnerships with dozens of government agencies, citizens groups, and local residents, the Nature Conservancy has helped preserve the area's ecological values and its centuries-old way of life. Among the partners were the U.S. Fish and Wildlife Service, which established a national wildlife refuge, and the University of Virginia, which maintains an ecological research station. The Conservancy also worked with the local N.A.A.C.P. chapter and a housing trust to address the aspirations of the area's minority population, and with local farmers and fishermen to increase their yields in an environmentally sensitive manner.

Waste Reduction Task Force:

McDonald's Corporation, Oak Brook, IL, and Environmental Defense Fund, New York, NY

In a unique alliance, McDonald's and the Environmental Defense Fund (EDF) developed one of the most comprehensive solid waste reduction plans ever—outlining 42 source reduction, reuse, recycling, and composting initiatives that have the potential for reducing McDonald's waste stream by 80 percent. The joint task force also identified means for incorporating a commitment to reduce waste in the day-to-day operations of McDonald's restaurants, distribution centers and suppliers.

MRC of EF:

Marine Resources Council of East Florida, Melbourne, FL

Founded in 1983, the Marine Resources Council (MRC) forged a partnership between governments, businesses, and civic groups—more than 700 individuals in all—to manage the economic and environmental values of the Indian River Lagoon. The Indian River is a biologically diverse estuary of national significance; MRC emphasizes the importance of these natural resources as the basis of both a regional economy and a quality way of life. Through educational programs, consensus building, research, and innovative management strategies, MRC incorporates a conservation ethic into all activities which affect the estuary.



ENVIRONMENTAL QUALITY MANAGEMENT – Awarded for demonstrating that environmental values can be integrated into sound management decisions and practices.

Pacific Gas and Electric Company:

Environmental Policy and Programs, San Francisco, CA

PG&E has committed itself to leading efforts to increase energy efficiency, developing environmentally preferred technologies, expanding the use of clean fuels, and conducting all aspects of its business in an environmentally sensitive manner. These goals have impacted on all aspects of PG&E's business, from energy generation to customer use. In addition, PG&E's Green Resource Plan will meet its customers' energy demands in the next century through a commitment to energy efficiency and advanced generating technologies that are economically competitive and environmentally preferred.

The Los Angeles Times:

Environmentally Conscious Programs, Los Angeles, CA

At the *Los Angeles Times*, recycling and conservation efforts permeate nearly every part of the organization's thinking and actions. The newspaper continues to be the largest consumer of recycled newsprint in the U.S. and is among its industry's leaders in recycling other materials. More than 80 percent of the paper used to publish the *Times* is recycled newsprint containing at least 50 percent recycled fibers. The *Times* also encourages its employees and readers to be sensitive to environmental matters through promotional efforts, news stories, editorials, and special news sections.

INNOVATION – Awarded for developing creative technologies, programs, or services that are environmentally sensitive and economically sensible.

American Farmland Trust:

Sustainable Agriculture Project

Over the last three years, the American Farmland Trust has set up and monitored more than 200 on-farm demonstrations of sustainable agriculture practices in Indiana, Illinois, Missouri, and Michigan. More than 70 percent of the farming projects are demonstrating that by reducing the use of purchased inputs (such as chemical fertilizers and pesticides) and increasing the use of internal resources (such as nitrogen-fixing ground covers), farmers can produce crop yields and net profits equal to or greater than those obtained from conventional farming practices.



EDUCATION AND COMMUNICATIONS – Awarded for developing informational programs that inspire respect for the environment and raise the public's environmental awareness.

Tufts Environmental Literacy Institute

Tufts University, Medford, MA

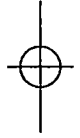
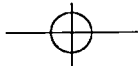
Tufts Environmental Literacy Institute (TELI) is the nation's first environmental education program which integrates environmental issues into undergraduate, graduate, and professional school curricula. The five-year goal of this faculty-based program is to train 450 professors and teachers and, in turn, reach 75,000-100,000 students with environmental instruction. During the summer of 1990, 30 faculty members revised courses which were taken by more than 1,500 students in the 1990-1991 school year. Last summer, 45 more faculty from 10 universities revised courses for the 1991-1992 school year.

Environmental Media Association, Culver City, CA

The Environmental Media Association (EMA), founded in 1989, is a non-profit organization serving the entertainment industry as a clearinghouse for environmental information and expertise. EMA works with writers, producers, directors and others in the creative community to encourage the incorporation of environmental themes in film, television, and music. EMA has worked with more than 60 primetime TV programs, TV specials, movies of the week, feature films, and has hosted a number of industry-wide environmental forums. Through entertainment, EMA's environmental information has reached millions of people worldwide.

Project WILD, Boulder, CO

Project WILD is a non-profit organization that educates citizens to take responsible actions that benefit people, wildlife, and the environment. The program trains kindergarten through high school teachers on conservation and wildlife issues, with the theme "Earth is Home To All of Us—Share It Responsibly." In less than a decade, Project WILD has provided conservation education to more than 300,000 educators and 20 million young people.





RECIPIENTS OF PRESIDENTIAL CITATIONS

Citations are presented to finalists who demonstrated noteworthy achievements in the four award categories.

PARTNERSHIP

Playa Lakes Joint Venture

Partners in Texas, Oklahoma, Colorado, Kansas and New Mexico

The Playa Lakes Joint Venture works to secure, preserve and enhance waterfowl habitats in the Playa Lakes region of Texas, Oklahoma, Colorado, Kansas and New Mexico. This partnership includes the five state wildlife agencies, the U.S. Fish and Wildlife Service, Ducks Unlimited, the National Wildlife Federation, the Texas Waterfowlers Association, the Nature Conservancy, and the Phillips Petroleum Company.

Wildlife Habitat Enhancement Council, Silver Spring, MD

The Wildlife Habitat Enhancement Council (WHEC) is a non-profit organization designed to help corporations improve their lands for wildlife. Established in 1988, WHEC represents a diverse membership of more than 80 corporations, conservation organizations, and wildlife consultants. The council has worked on more than 150 wildlife project sites enhancing 150,000 acres of corporate lands nationwide and overseas.

Household Hazardous Waste Project

University of Missouri Extension, Columbia, MO, and the Environmental Improvement and Energy Resources Authority, Jefferson City, MO

The Household Hazardous Waste Project (HHWP) is a community-based effort concerning hazardous product identification, safe use, storage, disposal, and safer alternatives. HHWP provides consumer information, training, consultation, educational materials, and an information service. The programs have developed local disposal and recycling options, involved media and schools, and gained support from governments, businesses, and citizens groups.



Sacramento River Project

The California Nature Conservancy and partners, San Francisco, CA

The Sacramento River Project is a combined acquisition and restoration project involving a 116-mile corridor along the Sacramento River. Approximately 50,000 acres of land will be purchased and restored over the next 15 years. Partners include the California Nature Conservancy, California Department of Fish and Game, the U.S. Fish and Wildlife Service, Army Corps of Engineers, Department of Water Resources, Sacramento Valley Landowners Associations, Defenders of Wildlife, State Parks and Recreation, Sacramento River Preservation Trust, and the Pacific Coast Federation of Fisherman's Associations.

ENVIRONMENTAL QUALITY MANAGEMENT

The Kroger Company:

Environmental Program, Louisville, KY

The goal of Kroger's Environmental Program is to protect the environment through source reduction, recycling and education. Since May 1990, the supermarket chain's recycling programs (in-house and community-related) have resulted in more than 22,000 tons of material being recycled. This material includes aluminum, glass, plastic containers, grocery sacks, office paper, cardboard, telephone books, and motor oil.

The 3M Company:

Quality Environmental Management, St. Paul, MN

Since 1975, 3M's Corporate Environmental Policy has included the following elements: solving its own pollution and conservation problems; preventing pollution at the source; developing products that have minimal effect on the environment; conserving natural resources through reclamation and other methods; assuring that facilities meet all federal, state and local regulations; and assisting government agencies and other organizations engaged in environmental activities. The company's "Pollution Prevention Pays" program has shown that source reduction can eliminate pollution while saving money, changing the way that business and government look at environmental strategies.

BankAmerica Corporation:

Environmental Policies, San Francisco, CA

BankAmerica's objective is to integrate an environmental ethic into all aspects of the bank's business worldwide, setting an example for others in the financial services industry. The bank has established procedures to: ensure that environmental policies of borrowers and suppliers are a factor in bank decisions; institute recycling and conservation programs internally; purchase recycled materials; develop a strategic philanthropic program; and educate employees and customers.

SC Johnson Wax:

Waxdale Innovative Environmental Technology, Racine, WI

Technology and innovation are the cornerstones of a pollution prevention and energy conservation program at the Waxdale manufacturing facility. A bioreactor reduces emissions of volatile organic compounds (VOCs) through natural means by up to 90 percent. Combining natural gas with waste solvent gases generates cleaner power and reduces natural gas consumption by 44 percent. Recycling and reuse reduces wastewater by 75 percent and a partnership with Goodwill Industries helps reduce solid waste by 60 percent.

Herman Miller, Inc.:

Environmental Policies, Zeeland, MI

Herman Miller Inc.'s environmental responsibilities are a component of the furniture company's management philosophy and operational practices. Some achievements include: sending 90 percent less waste to landfills; saving \$900,000 annually from recycling and waste-to-energy conversion; reducing, reusing, and recycling packaging; using renewable wood resources; and reducing air and water emissions.

INNOVATION**American Telephone & Telegraph Company:**

Global Elimination of Ozone-Depleting CFCs, New York, NY

AT&T has developed technologies to help manufacturing businesses worldwide eliminate the use of chlorofluorocarbons (CFCs), which damage the Earth's protective ozone layer. By applying these technologies to its own operations, AT&T has already cut CFC emissions by 50 percent with a goal of further reductions. AT&T's alternative technologies have also helped other businesses cut manufacturing costs while minimizing depletion of the ozone layer.

Department of Food Science, North Carolina State University:

Pollution Prevention in Food Processing, Raleigh, NC

The Pollution Prevention in Food Processing program provides inspection and assessment of food processing plants, as well as workshops, training, and help in implementing recommended procedures. Program strategies involve simple, effective process and management changes to increase efficiency, use less water, reduce pollution and cut manufacturing costs.

Reynolds Metal Company:

Consumer Aluminum Recycling, Richmond, VA

Reynolds Metals pioneered consumer aluminum recycling in 1968 as an economically and technically sound solution to trash and solid waste. Since then, Reynolds has recycled more than 120 billion aluminum cans, paid the public \$1.4 billion, and saved 27 billion kilowatt hours of electricity. This program inspired a nationwide industry infrastructure of 10,000 recycling locations and a national aluminum can recycling rate of 64 percent.

American Forestry Association:

Global Releaf, Washington, DC

Global Releaf is a national action and education campaign that aims to improve the environment by planting and caring for trees. This program relies on creative partnerships formed at national and local levels between citizens, businesses, and governments to promote and implement tree planting and care projects.

Eaton Corporation:

Dissolved Air Flotation System, Cleveland, OH

Eaton's Dissolved Air Flotation System cleanses and recycles metal-working fluids during factory production. With traditional cleansing methods, these fluids are the single largest industrial waste by volume for metal-working manufacturers. Eaton's innovative system utilizes a technology previously used only for cleansing wastewater prior to discharge.

Green Bay Packaging:

Developing & Marketing Ecologically Responsible Packaging, Green Bay, WI

Green Bay Packaging's paper mill operations developed three new containerboards used to manufacture corrugated boxes. Eco-Brite has an outer surface derived from old newspapers; Eco-White has an outer surface derived from office waste paper; and Eco-Stack is the first 100 percent recycled content linerboard made from old corrugated containers.

The Procter & Gamble Company:

Plastics Recycling with Innovation and Technology, Cincinnati, OH

Procter & Gamble is closing the loop on plastics recycling by making new bottles from old. By pioneering the use of post-consumer recycled polyethylene and polyester, P&G is using these materials nationally in its bottles for detergents, softeners, and cleaners.

N-Viro Energy Systems:

N-Viro Soil, Toledo, OH

N-Viro soil is produced by a patented technology that combines solid by-products derived from air pollution control processes with biological waste materials, such as wastewater reclamation sludge. The resultant product is a safe, marketable, nutrient-rich, organic material, with soil-like odor and biological and physical characteristics.

EDUCATION AND COMMUNICATIONS**Times Mirror Magazines:**

Conservation Council, Washington, DC

The Times Mirror Magazines Conservation Council raises public awareness of environmental issues, particularly among the 30 million readers of *Field & Stream*, *Golf Magazine*, *Home Mechanix*, *Outdoor Life*, *Popular Science*, *Salt Water Sportsman*, *Ski Magazine*, *Skiing Magazine*, and *Yachting*. Efforts have included five editorials published in the magazines, partnership agreements with five public agencies, and creation of the Partnership for Environmental Education to provide for improved environmental education and science.

School of Natural Resources, University of Michigan:

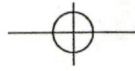
Global Rivers Environmental Education Network, Ann Arbor, MI

The Global Rivers Environmental Education Network (GREEN) has evolved from a local grassroots water monitoring project in the Great Lakes watershed to a national and international resource. The project brought together students, teachers and other groups to identify sources of river pollution, and ultimately established a citizens' water quality monitoring network involving 180 U.S. rivers. GREEN seeks to improve water quality worldwide by helping citizens implement water quality monitoring projects in their communities.

Center for Marine Conservation:

Clean Ocean Campaign, Washington, DC

The Coastal Cleanup Program, part of the Center for Marine Conservation's (CMC) Clean Ocean Campaign, is a nationwide effort to educate the public about marine debris. This program coordinates volunteers in 30 states for an annual nationwide beach cleanup day. Cleanup crews use standardized data cards to record information for the Marine Debris Database of the CMC and the National Oceanic and Atmospheric Administration. In 1990, 108,000 volunteers cleared 3,656 miles of coastline and collected more than 1,320 tons of trash. Among the items were 10 kitchen sinks and more than half a million cigarette filters.



Wildwood Girl Scouts and the Columbia River Girl Scout Council:

Adopt-a-Stream and Storm Drain Stenciling Program, Portland, OR

In 1989, the Wildwood Girl Scouts identified water pollution as a problem in their area and formulated a cleanup plan. This program includes stream cleanups, storm drain stenciling, public education, stream monitoring, and restoration of stream banks. The program's five-year goal is to return the local "adopted" creek to its natural state. So far, four cleanups have removed tons of debris, and messages applied to storm drains remind the public not to pollute.

Southern California Edison:

Customer Technology Application Center, Irwindale, CA

Southern California Edison operates a Customer Technology Application Center that educates businesses on how they can become more energy efficient and meet air quality standards. Since opening in 1990, the center has demonstrated electrotechnologies to more than 25,000 visitors through educational seminars, demonstrations, and training. Thousands of businesses have applied these technologies on their product lines and, as a result, have helped improve the environment.

Island Press

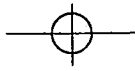
Center for Resource Economics, Washington, DC

Island Press is a non-profit organization whose purpose is to develop timely, educational, problem-solving information on environmental and natural resource subjects. Since 1984, Island Press has published 85 books for use by government officials, scientists, educators, planners, business and community leaders, and the general public. In addition to publishing, Island Press provides technical assistance to other environmental organizations with communication programs.



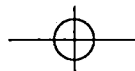
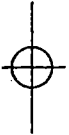
AWARDS SELECTION COMMITTEE

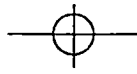
John H. Adams	Natural Resources Defense Council
Frank A. Bennack, Jr.	The Hearst Corporation
Michael R. Deland	Council on Environmental Quality
Gilbert M. Grosvenor	National Geographic Society
Dr. Bernadine Healy	National Institutes of Health, U.S. Department of Health and Human Services
Drew Lewis	The Business Roundtable
Dr. Joseph T. Ling	American Institute for Pollution Prevention
Jack Lorenz	Izaak Walton League of America
Dr. Thomas E. Lovejoy	The Smithsonian Institution
J. Michael McCloskey	Sierra Club
Sen. Gaylord Nelson	Wilderness Society
David Packard	Hewlett Packard Company
Sumner Pingree	Chesapeake Bay Foundation
Dr. Frank Press	National Academy of Sciences
David Rockefeller, Jr.	Rockefeller Brothers Fund
Sen. Robert T. Stafford	former U.S. Senator from Vermont
Franklin A. Thomas	The Ford Foundation
Dr. Keith Thomson	The Academy of Natural Sciences of Philadelphia
Russell E. Train	World Wildlife Fund
Joanna D. Underwood	INFORM, Inc.
James W. Whittaker	Mountaineer and consultant



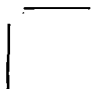
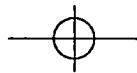
TECHNICAL EVALUATORS

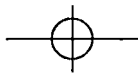
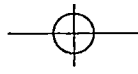
Dr. Harvey Alter	U.S. Chamber of Commerce
Dr. Leonard Baker	Union Carbide Corporation
Amy Barr	Good Housekeeping Institute
Rich Block	World Wildlife Fund
Richard Conway	Union Carbide Corporation
Dr. Brenda Davis	Princeton University
Dr. Paul Demko	Good Housekeeping Institute
John Dernback	Pennsylvania Department of Environmental Resources
Dr. Farouk El-Baz	Boston University
Dr. Robert Gagosian	Woods Hole Oceanographic Institute
Dr. Charles Goodman	Southern Company Services
Adam Kolton	Sierra Club
Janet Maughan	The Ford Foundation
Barbara Moffet	National Geographic Society
Curtis Moore	Writer and Analyst
Katy Moran	The Smithsonian Institution
Dr. Warren Muir	Hampshire Research Associates
Dr. Daniel Okun	University of North Carolina
Dr. Kenneth Olden	National Institute of Environmental Health Sciences, U.S. Department of Health and Human Services
Samuel Pitts	Westinghouse Electric Corporation
Samuel Schulhof	General Electric Company
Dr. Sybil Seitzinger	The Academy of Natural Sciences of Philadelphia
Dr. Thomas Shen	New York Department of Environmental Conservation
Dr. Myron Uman	National Research Council
Dr. Bailus Walker	University of Oklahoma
Roy Weston	Weston Managers
Dr. George Wham	Good Housekeeping Institute
Patricia Wheeler	Sierra Club
Dr. Roger Wood	The Wetlands Institute





*The production of this
brochure was made possible by*





To M.L.
Date 10-22-91 Time 5:00

WHILE YOU WERE OUT

M. Dale Curtis
of Dale Curtis CEO
Phone 5750

Area Code	Number	Extension
TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL <input checked="" type="checkbox"/>
CALLED TO SEE YOU		WILL CALL AGAIN
WANTS TO SEE YOU		URGENT

RETURNED YOUR CALL

Message He has more information about the award winners you can call him in the morning.
Nancy
Operator

First Presentation of the
President's Environment and
Conservation Challenge Awards

Rose Garden
10-30-91

Project Officer: Mike Deland
Dale Curtis x5750
Ben Jarrett

"Conservation means development as much as it does protection."

-- Theodore Roosevelt

August 31, 1910

"Conservation is a great moral issue, for it involves the patriotic duty of insuring the safety and continuance of the nation."

-- Theodore Roosevelt

August 31, 1910



The President's Environment and Conservation Challenge Awards



*"We can establish a new kind of environmentalism, one in which
a sound ecology and a strong economy go hand in hand."*

President George Bush

The President's Environment and Conservation Challenge Awards



1991

The President's words signal a new era in the American environmental movement, an era in which public and private forces are joining together to develop economically productive solutions to the nation's environmental challenges. *Innovation, education, partnership, and environmental quality management* are the key themes of this effort, as Americans pool their creative energy in pursuit of a "sound ecology and a strong economy."

To recognize those who are in the vanguard of this new movement, President George Bush has announced the *President's Environment and Conservation Challenge Awards*. The President will confer these awards annually on individuals and organizations whose activities best exemplify the cooperative, innovative spirit of the new environmental era. Award winners will be presented to the public at a White House ceremony and highlighted at a national symposium. Winners will also be listed in a national database of model programs and projects that lend themselves to replication.

AWARD CATEGORIES

A Selection Committee will choose up to three winners in each of the following categories. Please place special emphasis on responses to the questions listed under the award for which you are competing. You may include additional information that highlights the achievements of your program. (*Please see application Item #16 for instructions.*)

PARTNERSHIP AWARD: awarded to organizations or groups that have fostered cooperative approaches to environmental needs at the local, regional, or national level.

- How, why, and when was the partnership created?
- Who are the partnership's members, what are their roles, and what resources do they bring to the partnership?
- What are the partnership's specific environmental or conservation objectives? Has a sustainable plan of concerted action for meeting environmental and conservation needs been established?
- How is the partnership distinctive or innovative? What obstacles, environmental or otherwise, does it overcome?
- What measurable environmental or conservation benefits has the partnership produced?
- What aspects of the partnership can be modeled by others or transferred to other settings?

ENVIRONMENTAL QUALITY MANAGEMENT AWARD: awarded to pioneering organizations which have demonstrated that environmental values can be integrated into sound management decisions and practices.

- What are the organization's environmental policies and objectives?

6. How long has the program or project been operational?

7. Which of the following most accurately describes the applicant(s)?
(Check more than one, if applicable)
- (01) National Business or Industry
 - (02) Regional or Local Business or Industry
 - (03) National Nonprofit Organization
 - (04) Regional or Local Nonprofit Organization or Foundation
 - (05) Local or State Government/Government Agency
 - (06) Educational Institution
 - (07) Voluntary Civic Organization
 - (08) Trade or Professional Society
 - (09) Youth Organization
 - (10) Labor Organization
 - (11) Individual
 - (12) Other (Please describe): _____
8. If business or industry, which of the following best describes the type of business or industry?
- (01) Agriculture/Forestry
 - (02) Aerospace
 - (03) Communications
 - (04) Construction
 - (05) Electronics/Computers
 - (06) Energy
 - (07) Engineering
 - (08) Environmental Services
 - (09) Financial Services/Insurance/Real Estate
 - (10) Manufacturing-Chemical
 - (11) Manufacturing-Other
 - (12) Mining
 - (13) Recreation
 - (14) Trade-Wholesale
 - (15) Transportation
 - (16) Utilities-Electric
 - (17) Utilities-Petroleum or Gas
 - (18) Other (Please describe): _____

NOTE: Items 9, 10, 11, and 12 are intended to assist the Selection Committee in understanding the scope of the program and the sources of program support. If specific figures are not available, please estimate.

15. In one paragraph (not to exceed 50 words), please summarize the program, its objectives, and what it has **accomplished**. (Use space provided below.) This paragraph should be suitable for use in a catalog, database or brochure.

16. Please attach one-page (not to exceed 500 words) which responds to the specific award questions listed on page 2 of the application folder. **The one-page response should be clear, concise, and should emphasize quantifiable results or benefits of the program.** The Selection Committee will rely heavily on this information in determining how well the program or project meets the award objectives.

You may attach up to ten pages of supporting material to this application. Supporting materials may include materials such as graphic presentations of the project's results, brochures, photographs, press clippings, etc. **Supporting materials may not be used as a substitute for written responses to the criteria.** All materials become property of the President's Environment and Conservation Challenge Awards Program.

9. Please indicate the total annual revenue for the organization which is applying for the award for the most recent calendar or fiscal year (if applicable).
\$ _____
10. Please list the sources of the program's support and the percentage of support, including grants and in-kind contributions of goods and services, provided. (Use separate sheet if more space is needed)
- Source _____ % _____
Source _____ % _____
Source _____ % _____
11. Please estimate the cost to develop the program or project, including approximate value of in-kind contributions of goods and services:
\$ _____
12. If the program or project is ongoing, what is the annual cost?
\$ _____
13. Please indicate which of the following are the primary audiences, beneficiaries, or users of the program, project, or service and estimate how many persons are served in each category: (Select up to 3 categories.)
- | Type | How Many People |
|---|-----------------|
| (01) <input type="checkbox"/> Business or Industry | _____ |
| (02) <input type="checkbox"/> Trade or Professional Societies | _____ |
| (03) <input type="checkbox"/> Government | _____ |
| (04) <input type="checkbox"/> Educational Organizations | _____ |
| (05) <input type="checkbox"/> Youth | _____ |
| (06) <input type="checkbox"/> Community or Public Interest Groups | _____ |
| (07) <input type="checkbox"/> Local Community or Local Public | _____ |
| (08) <input type="checkbox"/> Public at Large | _____ |
| (09) <input type="checkbox"/> Employees | _____ |
| (10) <input type="checkbox"/> Customers or Clients | _____ |
| (11) <input type="checkbox"/> Other (Please describe): _____ | _____ |
14. Have you been honored with any other environmental or conservation awards in the past five years?

Application Form – 1991

Please read the application form carefully and provide all information requested.
Please type or print clearly. If extensive use is made of supplementary pages, follow the
format of this form as closely as possible. Incomplete applications will not be reviewed.



1. Select the Award for which you are competing (one only, please):

- (01) Partnership Award
- (02) Environmental Quality Management Award
- (03) Innovation Award
- (04) Education and Communication Award

2. Name of project or program described in this application:

3. Name of Award Applicant(s): (Use separate sheet, if needed.)

- Mr. Mrs. Ms. Dr.

Title _____

Organization _____

Street _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

Organization or Group Applicant Name(s):

Street _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

4. Name of organization head for each group listed in Item #3: (Use separate sheet, if needed.)

- Mr. Mrs. Ms. Dr.

Title _____

Organization _____

Street _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

5. Program contact who can answer questions regarding the application:

- Mr. Mrs. Ms. Dr.

Title _____

Organization _____

Street _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

- How has the organizational leadership demonstrated commitment to these policies and objectives (beyond legal compliance)?
- What are the organization's environmental standards for its product(s) and operations? Explain how they go beyond legal constraints and how they relate to management control mechanisms.
- How are these policies, objectives, and standards incorporated or reflected in the:
 - Day-to-day management of the organization;
 - Organization's decision-making about research & development, long-range planning, capital, and operating budgets;
 - Organization's relationships with employees, customers, suppliers, and the public?
- What are the organization's control mechanisms that give decision makers objective data to measure continuous performance improvement toward its short and long term objectives?
- What quantifiable, sustained environmental quality results in products and processes have resulted from the organization's environmental approach?

INNOVATION AWARD: awarded to individuals, organizations, or groups who have demonstrated exceptional vision and creativity in the development of technologies, programs, projects, or services that are environmentally sensitive and economically sensible.

- What is the purpose of the technology, program, project, or service?
- How is it distinctive or innovative? What obstacles, environmental or otherwise, does it overcome?
- Can the technology, program, product, or service be replicated in an economically feasible manner?
- What are the measurable, net long-term environmental benefits or results of the technology, program, product, or service?

EDUCATION AND COMMUNICATION AWARD: awarded to individuals, organizations, or groups which have developed educational or informational programs that inspire respect for the environment and raise the public's environmental awareness and literacy.

- What is the program, when was it established, and what are its environmental or conservation objectives?
- Who is the program's audience? How large is the audience? How is the program's effect on the audience determined?
- What is original or distinctive about the program?
- What are the measurable results or benefits produced by the program? How does the program promote the development of an environmental ethic and make a positive contribution to environmental awareness?
- How can the program be used or modeled by others?

In addition, up to thirty **Presidential Citations** will be presented to finalists who demonstrate noteworthy achievements in any of the award categories.

- 17. Please have three references submit one-page letters of recommendation by July 19, 1991 to the President's Environment and Conservation Challenge Awards Program, The White House, Council on Environmental Quality, 722 Jackson Place, N.W., Washington, DC 20503, Attention: *Awards References*. Please list the names of the three references in the spaces below. References should have first-hand knowledge of the program, project, service, or technology and should be able to offer a candid evaluation of its success or effectiveness. References may include users or beneficiaries of your program, representatives of conservation/environmental groups or others who can speak knowledgeably about the program.

Name _____ Title _____

Street _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

Name _____ Title _____

Street _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

Name _____ Title _____

Street _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

- 18. Please list any relevant organizations, associations, or groups that you would like notified in the event that you are an award recipient.

- 19. All finalists are subject to review by relevant federal agencies to determine the status of compliance with applicable state and federal environmental and conservation laws, regulations, and standards.

- 20. Applicants will be contacted by the Council on Environmental Quality if further information is needed to evaluate their applications.

- 21. Please sign below to indicate that all applicants agree (1) to abide by the rules and requirements of the awards competition, and (2) that all information submitted is true and accurate to the best of their knowledge.

Signature: _____ Date _____

Title: _____ Organization _____ Telephone _____

ELIGIBILITY

The awards competition is open to all U. S. residents, businesses, nonprofit organizations, professional and trade associations, communities, and state and local governments.

REVIEW PROCESS

Applications will undergo the following review:

1. Evaluation by technical experts.
2. Evaluation by a selection committee composed of leaders from academia, business, conservation, environmental, scientific, and other organizations.
3. In the case of finalists, review by federal agencies to determine the status of compliance with applicable laws and regulations.
4. Reference checks for all finalists.
5. In the case of finalists, on-site visits may be requested.

ADMINISTRATION

The awards program is administered by the Council on Environmental Quality. Partners in the program include the

National Geographic Society, the Hearst Corporation, the Business Roundtable, and the World Wildlife Fund and Conservation Foundation.

HOW TO APPLY

Three copies of completed applications should be submitted by **July 19, 1991**, to the:

President's Environment and Conservation
 Challenge Awards Program
 The White House
 Council on Environmental Quality
 722 Jackson Place, N.W.
 Washington, DC 20503.
 (202) 395-1154

All information submitted with the application should be considered public information.

Winners will be notified in Fall 1991. Winners must be willing to assist the President's Environment and Conservation Challenge Awards Program in making nonproprietary information about their programs or projects available to others who wish to replicate their success.