



## 1999 Inventory of Industry Voluntary Actions

In 1998, the Global Climate Coalition (GCC) released the first annual assessment of industry's voluntary actions to control and reduce greenhouse gas emissions. Today, several legislative efforts in Congress are targeted at acknowledging and recognizing industry's voluntary efforts.

The Clinton Administration has also acknowledged the importance of voluntary actions, partnerships and initiatives. In all its efforts, the Administration is emphasizing common sense, voluntary proposals that GCC members have advocated for years. Since the ratification of the Framework Convention on Climate Change in 1992, industry has pushed for a wide range of industry-government partnerships, energy efficiency programs and research and development activities that have moved new technologies into the market faster.

### Voluntary Action Already a Success

- The nation's **automakers** are producing products powered by natural gas, electricity, flexible fuels and electric-diesel hybrid engines and are currently testing concept vehicles powered by no emission fuel-cell engines.
- **Oil producers** are identifying technology strategies aimed at reducing emissions, as well as actually cutting carbon emissions through process improvements. Process improvements include highly efficient compressors, battery-reinjection systems, steam power from co-generation, more efficient and safer pipeline technology, flare reduction and emissions recovery technologies and dual-action extraction pumps that separate oil and water underground.
- **Electric utilities** will have reduced greenhouse gas emissions by 170 million tons through efficiency and process improvements by 2000. Some of these initiatives at home and abroad include: International Utility Efficiency Partnerships, Electricity for Sustainable Development, technology-based capital venture funds, wind power programs, the Geothermal Heat Pump Consortium, E-Seal (energy-efficient housing), UtiliTree (reforestation/carbon management programs), EV America (electric vehicles) and biomass technology.
- The **steel industry** also expects to reduce emissions through the effective utilization of materials, improved processes and new technologies. They have already reduced energy consumption by 45 percent since 1975.
- **Coal producers** have increased efficiency and reduced emissions through Clean Coal Technology and crosscutting technologies. These efforts include developing technologies that reduce carbon emissions to near zero and sequester additional emissions, improve worker safety and minimize exposure to risk, improve methods of locating reserves with minimal environmental disturbance and maintain and create new markets for clean, recyclable and transportable products. A number of programs aimed at limiting emissions currently exist including coal reburning, pulse combustion, mild gasification and gas reburning, flue gas cleaning and self scrubbing coal.
- Members of the **forest and paper industry** have been the leading advocates of common sense reforestation and sustainable forestry. These methods of forest management have provided a new avenue for carbon sequestration. Led by the American Forest & Paper Association, their efforts have been recognized by the Clinton Administration and key members of the environmental community.
- The **cement industry**, with processes such as continuous casting, has maintained production while reducing energy use by nearly 30 percent.
- **Chemical manufacturers** are promoting a number of cost-effective efforts to reduce emissions and improve efficiency.
- The **aluminum industry** has forged agreements to reduce emissions 40 to 60 percent by 2000.

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## **More Exciting Voluntary Advances Continue to Appear on the Horizon:**

These and other voluntary programs are meeting important environmental challenges without imposing burdensome new rules on the economy. They bring out the best in our people: innovation, cooperation, flexibility and opportunity.

- Automakers are continuing to devote ample resources to cleaner burning fuels, vehicles and powertrains. They are also using lightweight aluminum and other materials to increase mileage and reduce emissions.
- Steel-makers are perfecting an ultra-light steel autobody that will further increase energy efficiency without jeopardizing safety or comfort.
- The coal industry is working with government to find efficient ways to recover energy from the methane in mines, as well as improve its processes.
- Utilities and forest products companies are implementing reforestation programs in the U.S. and abroad to remove millions of tons of carbon dioxide from the atmosphere.
- Oil companies are working on projects around world that are improving efficiency and production, providing better energy options for developed and developing countries.

### **Government/Industry Voluntary Partner Programs**

Climate Wise  
Rebuild America  
Green Lights  
Energy Star  
Natural Gas Star  
Vision 21  
Industries of the Future  
Clean Energy  
Clean Coal Technology  
Partnership for Advanced  
Technology in Housing (PATH)  
Partnership for a New  
Generation of Vehicles (PNGV)

### **Advantages of Voluntary Programs vs. Mandates**

Voluntary action is the best policy approach given what we know - and don't know - about potential human impacts on the climate.

Implementing the increased regulatory controls called for by the Kyoto Protocol would be costly and would not produce the desired environmental benefit.

Experience shows that voluntary programs provide important benefits to industry participants, including:

- Access to leading-edge information
- Greater return on economic investments
- Increased public awareness and recognition

**Government, society and the environment also benefit from voluntary programs.**

#### **Voluntary Programs:**

- Are flexible policy instruments to achieve environmental objectives in a manner which best suits the economic circumstances of companies
- Encourage industry-led initiatives to address environmental objectives
- Encourage co-operation between industry and government
- Achieve energy and environmental objectives faster than regulations

**For more detailed information on individual industry sector programs,**

**Please Contact Frank Maisano at the  
Global Climate Coalition, (202) 628-3622**

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