



MEETING MINUTES

**Communications Advisory Group
NIH Environmental Management System (NEMS)
Communications and Outreach Planning Meeting
Tuesday, June 12, 2007
3:00 pm — 4:00 pm**

Meeting Objective(s):

- Discuss the progress of the NEMS Sustainable Lab Practices Working Group in order to identify how the Communications Advisory Group can support the working group with outreach needs.

Attendees:

Nelvis Castro (NCI)
Kenny Floyd (DEP)
Robin Hirschhorn (Booz Allen)
Mary Kinnard – Brown (Booz Allen)
Brad Moss (OD)
Lorna Patrick (NCI) – Invited by Dawn Walker
Betsy Singer (NIDDK)
Dawn Walker(NCI)

Minutes:

Introduction and Recap of the last meeting (T. Leland)

Mary Kinnard-Brown kicked off the meeting by recapping the last meeting which highlighted the efforts of the NEMS Sustainable Office Practices Working Group.

Mary also provided the group with an update on the efforts to stock only products that meet the mandatory green procurement requirements in the self service stores. Since the last meeting, Ray Dillon, lead of the Sustainable Office Practices Working Group, briefed Diane Frasier, Acting Associate Director of Administration, on the Communications Advisory Group discussion in the last meeting on the sale of products that do not meet green purchasing requirements in the self service stores. Ms. Frasier is now working with the self service stores and DEP to move this effort forward. There has already been an inventory of the products offered in the self service store for the purpose of identifying non-compliant items. It was noted that outreach activities should be developed and provided to the stores to educate their customers of the changes and the reasons for the changes. Both in-store signs and a global email were suggested.

Dawn Walker suggested that since the Purchasing Officers were the ones that held the PC Cards, they would need to be specifically targeted. The group also noted that this would be a great opportunity to promote NEMS by putting up signs in the stores indicated the changes as well as the reason for the change. Kenny Floyd indicated that we should establish cause and effect communications by indicating the impact of purchasing green products. The group also agreed that green purchasing was a low hanging fruit and could be accomplished and leveraged as a significant accomplishment of NEMS.

Mary also reviewed the objectives for the meeting and introduced Dawn Walker, the lead of the NEMS Sustainable Lab Practices Working Group.

Federal Environmental Symposium (Kenny Floyd)

Kenny Floyd talked about his experience at the Federal Environmental Symposium hosted by NIH on June 4-6. He and Terry Leland presented the session: EMS Communications That Work. The presentation was well received. (Note: Please see attached slides)

The NEMS Sustainable Lab Practices Working Group (Dawn Walker)

Dawn Walker serves as the lead of this working group which addresses minimizing the impacts of lab activities. The working group primarily consists of lab managers and technicians. The lab managers already had a group that met periodically and had a subgroup that was developing SOPs for lab managers since it is these individuals that have such a large array of responsibilities. This group merged with the NEMS working group to join forces in developing and "greening" the SOPs.

Dawn reviewed the mission, objectives, and activities of the working group (see presentation attached). One of the uses of the group has been to provide a forum for Lab Managers to consult with environmental staff on specific greening issues in the labs. Dawn explained that by developing or revising SOPs, the working group can ensure that environmentally sound practices will be incorporated in the labs. Dawn highlighted that the working group has been engaged in developing posters and flyers to support the SOPs. For example, one of the posters provides information on the proper disposal of chemical wastes.

Dawn indicated that improving the chemical waste management tools is important in supporting the effort of NEMS and the working group is in the process of revising the Waste Disposal Guide. She suggested that there should be a strategy for encouraging senior leadership to support and enforce the SOPs for the labs.

Another effort of the working group is targeting 10-12 toxic chemicals to be reduced or eliminated at NIH. These will be chemicals that are used in large quantities, are highly toxic, and have safer and more environmentally sound alternatives.

Kenny indicated that there is a plan in place to compost food waste from the cafeteria as well as animal bedding. This plan will go into effect December 2007.

Discussion About Proposed Communications Activities (All)

Nelvis Castro suggested highlighting the success of NEMS through email, the website, and NIH publications. The group had a discussion on tracking accountability through the communications plan.

The group agreed that there must be incentives built into the NEMS effort. It was also suggested that management must get on board. Dr. Michael Gottesman might be a potential champion to pursue. A recommendation was made to look on the CIT listservs for avenues to communicate information. It was suggested that to really gain upper management support, there needs to be a clear tie between the environment and the Institute's ability to conduct

research. This is really the main incentive. The group suggested working towards a NEMS Champion for every building on campus.

Regarding NEMS Awareness Training, we should identify alternate methods for completing the training for people that don't work with computers (e.g., cafeteria workers, facilities staff).

There was a brief discussion of the NEMS brand and the tagline and it was recommended that it be revisited.

Action Items:

1. All members of the Communications Advisory Group will review the draft green procurement outreach plan and provide comments prior to the next meeting.
2. Booz Allen will send a copy of the communications plan for review by the Communications Advisory Group and will discuss the tactical plan at the next meeting.
3. The Communication Advisory Group will revisit the tagline at the next meeting.

Next meeting:

- The next meeting is scheduled for July 10th from 3pm – 4:30pm and will focus on the NEMS Communications Plan.