

# PREVENTION *quarterly*

OhioEPA

Office of  
Pollution Prevention

SUMMER 1998



## The Cleanest Internal Combustion Passenger Car Ever Mass-Produced! *Honda's New Natural Gas Civic*

In April, Honda of America Manufacturing began producing a Civic sedan that runs exclusively on natural gas. The new Civic GX, built in East Liberty, Ohio, sets an environmental benchmark with the cleanest internal combustion engine ever developed. The GX emits one-tenth the hydrocarbon emissions of the stringent Ultra Low Emission Vehicle standard and reduces greenhouse gas emissions by more than 20 percent.

Governor George V. Voinovich and Ohio EPA Director Donald Schregardus, along with several other local, state, and federal

dignitaries, were on hand for the line-off ceremony at Honda on April 8. Voinovich drove the first natural gas-powered Civic, which was sold to Ohio EPA, off the assembly line. "I am pleased to be able to help Honda of America Manufacturing launch the new Civic GX," said Governor Voinovich. "The production of this new vehicle, made right here in East Liberty, not only helps Ohio's economy, it also will help ensure a cleaner environment."

The Civic GX recently won the *Discover* magazine award for "Technological Innovation" in the auto-

motive and transportation category. More than 210 parts have been changed from the base gasoline Civic model to produce the natural gas-fueled Civic GX. The Civic GX also has been certified as a clean fuel fleet vehicle (CFFV) by the U.S. Environmental Protection Agency. The CFFV program helps urban areas achieve their clean air goals.

Honda is currently taking orders for Civic GX deliveries to fleet customers, including federal, state, and local government entities and utility fleets.



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## Green Guide to Cars and Trucks

A new consumer guide provides the first-ever comprehensive environmental ratings for cars and light trucks sold in the United States.

Published by the American Council for an Energy-Efficient Economy (ACEEE), the *Green Guide to Cars and Trucks* was released to offer car buyers a practical guide, containing green score rankings for every 1998 vehicle sold in the United States.

The green score is based on a vehicle's air pollution health costs, global warming pollution, and other specifications. The guide's tables are arranged by vehicle class and cover cars, station wagons, vans, pickup trucks and sport utility vehicles.

"Our guide fills a void in current consumer car-buying information," stated John DeCicco, ACEEE's transportation program director and an author of the *Green Guide*. "Consumers can now comparison shop with the environment in mind." Highlights can be found on ACEEE's new Green Guide web site: <http://aceee.org/greenguide>.

The *Green Guide to Cars and Trucks: Model Year 1998* will be distributed nationwide. (ISBN 0-918249-33-3, 108 pages, soft cover, 6"X 9"). Copies may be ordered from ACEEE for \$8.95 plus \$5 for shipping and handling. Bulk copy discounts also are available. Contact: **ACEEE Publications, 1001 Connecticut Avenue, N.W., Suite 801, Washington, D.C. 20036. Phone: (202) 429-0063. Fax: (202) 429-0193. E-mail: ace3pubs@ix.netcom.com.**

## What Can We Learn From Carl Jung About P2?

Carl Jung developed a way to classify human behavior. This led to a number of questionnaires, such as the Myers-Briggs Type Indicator (MBTI), that help identify ways that we deal with our inner and outer worlds. Understanding behavior types can help us create more effective pollution prevention (P2) programs by improving our communication skills.

The MBTI classifies behavior into 16 different types based on the following combinations.

### Classification:

Extravert/Introvert  
Sensing/Intuitive  
Thinking/Feeling  
Judgmental/Perceptive

### Reflecting:

How you are energized  
How you gather information  
Your basis for decisions  
Your preferred lifestyle

Knowing the behavior type of your audience can help communicate P2 concepts more effectively. The table on page three lists preferred communication methods of different types of people. In most cases, you will be dealing with a mixture of behavior types. To make sure that you meet everyone's needs, you should use combinations that can satisfy everyone's interests.

Often, the audience includes people with opposing behavior types. In this case, you want to make sure that you include information that is easily received by both types. Sensors prefer facts and figures over ideas and feelings, while intuitive people seek connections and like to look at the bigger picture. So, if you're talking to a group that includes both sensing and intuitive people, you want to make sure to include details as well as explaining about why this is relevant and what it means for the future. For example, "Our company decreased TRI emissions by 50 percent last year and saved \$500,000. This means we are helping protect the environment and increasing the competitiveness of our company. Share holder confidence is higher than it has ever been."

Communication style is often dictated by the company's behavior type. Thinkers settle disputes on what is fair, not what makes people happy. Feelers overextend themselves to meet the needs of others. If you are explaining why your company has agreed to a P2 project as part of an enforcement settlement, you might say "Although our company does not admit we violated our permit, we implemented a source reduction project that decreased our emissions by 85 percent and saved \$250,000 per year on material costs." If your culture is feeling, you might want to say, "We agree that the environment is an important resource and must be protected. Therefore we have taken steps to prevent this problem in the future by reducing the use of toxic chemicals."

These are just a couple of examples of different ways to communicate with different behavior types. P2 is about changing the way we do things and effective communication is important to changing someone's behavior. That's why understanding behavior types is important to communicating P2.

**Preferred Methods of Communication\***

\* Adapted from Talking in Type by Jean Kummerow, Center for Applications of Psychological Type, 1985

**Extraversion**

Communicate energy and enthusiasm.  
Need to moderate expression.  
Seek opportunities to communicate in groups.  
Prefer face-to-face over written communication.  
In meetings, like talking out loud before coming to conclusions.

**Sensing**

Like evidence (fact, details, and examples) presented first.  
Want practical and realistic applications shown.  
Use an orderly step-by-step approach.  
Like suggestions to be straightforward and feasible.  
Refer to a specific example.  
In meetings, are inclined to follow the agenda.

**Thinking**

Prefer to be brief and concise.  
Want pros and cons of each alternative listed.  
Convince by cool, impersonal reasoning.  
In meetings, seek involvement with tasks.

**Judgment**

Want to discuss schedules and timetables with tight deadlines.  
Dislike surprises and want advance warning.  
State their positions and decisions clearly.  
Communicate results and achievements.  
Talk of purpose and direction.  
In meetings, focus on the task to be done.

**Introversion**

Keep energy and enthusiasm inside.  
Need to be drawn out.  
Seek opportunities to communicate one-to-one.  
Prefer written over face-to-face communication.  
In meetings, verbalize already well thought out conclusions.

**Intuition**

Like global schemes, with broad issues presented first.  
Want possible future changes discussed.  
Use a round-about approach.  
Like suggestions to be novel and unusual.  
Refer to a general concept.  
In meetings, are inclined to use the agenda as a starting point.

**Feeling**

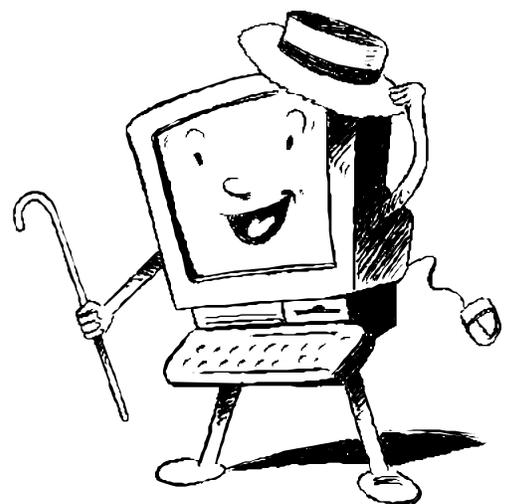
Prefer to be sociable and friendly.  
Want to know why an alternative is valuable and how it affects people.  
Convinced by personal information, enthusiastically delivered.  
In meetings, seek involvement with people.

**Perception**

Willing to discuss the schedule but are uncomfortable with tight deadlines.  
Enjoy surprises and like adapting to last-minute changes.  
Present their views as tentative and modifiable.  
Communicate opinions and opportunities.  
Talk of autonomy and flexibility.  
In meetings, focus on the process to be appreciated.

## Loans Now Available

Is 1998 the year to modernize and upgrade your equipment? If so, the State of Ohio is offering low-interest capital improvement loans to manufacturers with fewer than 500 employees to purchase more productive and/or energy efficient equipment or equipment for recycling. The loans are fixed for the life of the loan at 2/3 prime rate. They can cover up to 75 percent of a project and range from \$25,000 to \$350,000. Contact **William Narotski** at (614) 728-1264 for more information on Ohio's Pollution Prevention Loan Program.



Visit OPP on the Internet at [www.epa.state.oh.us/opp](http://www.epa.state.oh.us/opp)



All it takes is a few committed businesses to turn an industry around. That's what's happening in the dry cleaning industry. Traditionally, most dry cleaners have used perchloroethylene, or "perc," a toxic solvent. Many dry cleaners also have generated large amounts of solid wastes, such as hangers and

## In Search of the Cleanest Cleaners

plastic bags. But today, cleaners around America have begun using less-toxic alternatives to perc. Some cleaners even use new "wet cleaning" methods instead of dry cleaning. A number of cleaners and trade associations also have started programs to collect and reuse hangers, or to use durable bags instead of single-use plastic polyethylene bags.

In conjunction with Earth Day, 1998, the National Waste Prevention Coalition (NWPC) announced its new Model Cleaners Project. The NWPC is accepting nominations now from the public, from cleaners

themselves, and from trade groups, to determine which cleaners around the nation are doing the best job of reducing waste. After a thorough evaluation (assisted by local agencies), the NWPC will select the "cleanest cleaners."

These cleaners will serve as industry models of waste prevention as we begin the 21st Century.

Nominations for Model Cleaners are due by July 31, 1998. Send nominations to: **NWPC, P.O. Box 24545, Seattle, WA, 98124-0545.**

You also can e-mail them to: **tom.watson@metrokc.gov**

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