

Challenges and Successes of the EPA's Pesticide Environmental Stewardship Program in Communicating Stewardship

**Tom Brennan, Chief
EPA Office of Pesticide Programs, Environmental
Stewardship Branch**

Partnership Programs at EPA OPP

- **Environmental Stewardship Branch:**
 - **Pesticide Environmental Stewardship Program (PESP)**
 - **IR-4 Bio-demonstration Project**
 - **Lawn & the Environment**
 - **Golf & the Environment**
 - **Strategic Ag. Initiative**

Partnership Programs Gaining Momentum

- Partnership programs are taking on increased importance at the EPA
- The value of innovative approaches to environmental issues is becoming more clear
- The EPA is using partnership programs as a complimentary tool to regulatory activities
- However, with this new visibility comes new scrutiny
- Measuring the success of these partnership programs is critical in the coming years

Partnership Programs Across the EPA

Depending on how you define these programs there are well over 100 partnership programs in place at the EPA right now, including:

- **Energy Star**
- **Green Chemistry**
- **HPV/VCEEP**
- **Health Hospitals**
- **GreenScapes**

Measuring our Success of Partnership Programs

- Taking on a renewed focus within the EPA
- Following a larger trend in business, government, and charity – a stronger focus on accountability
- Within EPA, partnership programs are being evaluated – defining programs, evaluating efficiency and impact, working towards some global recommendations

How does this Impact our Partners in the Pesticide User Community ?

- **Measuring impacts of PESP projects becomes critical**
- **Picking successful collaborations – partners, expected outcome, scale up potential, impact**
- **Agriculture (diverse commodities)**
- **Non-agriculture (schools, residences, commercial buildings, golf courses and more)**
- **Energy Star – PESP communications challenges**

Emerging Topics for PESP

- **Concept, partners, how can we measure the success**
- **Power of food processors and certification programs**
- **Community IPM – where we live, work, learn, and play**
- **Communication potential from the scale up from project level to larger success – ADOPTION**
- **Invest resources to demonstrate an innovative technique – the broader adoption is a true measure of the success**

Future Challenge – Technology Transfer

- EPA and partners often work together to either research or demonstrate new Integrated Pest Management (IPM) practices
- Adoption of these practices will allow us to document the broader impact of our research dollars
- Documenting the adoption also sets the foundation for building a success story regarding human and ecological health impact of an IPM technique

What our Partners Bring to the Table

- They provide a great platform to develop and document IPM success
- A commitment to human and ecological health issues and to being good neighbors
- Many PESP sectors (like the golf industry) have education system that can adjust to environmental stewardship issues and trends
- Already have 180+ PESP partnerships in place

What do we need to do Better?

- I need to work harder to better characterize our challenges and success (properly characterizing our successes as compared to other programs like Energy Star)
- Pesticide environmental stewardship is complex, situational, location, topographical, and thus is hard to define what success looks like – education both with pesticide users and within the EPA
- EPA needs to do a better job of describing what data we need to frame our partnership successes in a pesticide risk reduction context

What do we need to do Better (continued)?

- **Partners to continue your environmental stewardship efforts**
- **Work to frame your successful techniques in ways that others will be able to adopt the new practices**
- **Document and communicate success in terms of the EPA label: did you reduce the amount used, the applications needed to achieve control? An IPM practice that “beats” the label use directions is a fundamental way to measure success**

What do we need to do Better (continued)?

- Document the adoption of IPM practices and where appropriate share with us at the EPA
- PESP can help you frame your success, reach new partners, and document the progress your making

Final Thought

- Documenting and promoting the success of your efforts is taking on new importance
- Partnership programs are under new scrutiny to show their value and efficiency
- Partners who develop and share IPM practices demonstrate the innovation and commitment to stewardship values that cast the best possible light on our EPA partnership programs
- Welcome your help and in turn work to help you efforts get the recognition they deserve

Thank you

Tom Brennan

Brennan.thomas@epa.gov

(703) 306-0540