



## Targeting Ozone Pollution: Is Your Business an Action HERO?

The Parkland Airshed Management Zone (PAMZ) is encouraging Central Alberta businesses to combat ground level ozone through its **Action HERO** recognition program. **Action HERO** is short for **Action** for a **Healthy Environment** by **Reducing Ozone**.

PAMZ will recognize and celebrate businesses who are, for example; decreasing the use of motorized vehicles and equipment, reducing emissions from vehicles (avoid idling, good vehicle maintenance, etc.), scrapping fleet vehicles in the federally funded “Retire Your Ride” program, decreasing emissions from chemicals, using environmentally safe paints and cleaning products, making their workplaces more energy efficient; using alternative energy sources or encouraging their staff to reduce ozone pollutant through their activities.

On warm, sunny days, ozone forms from emissions of nitrogen oxides and volatile organic compounds from sources like vehicles, industrial processes and power plants or small motorized equipment like lawn mowers, chainsaws and snow blowers.

“Ozone is a major constituent of smog, that yellow or brown haze we see on the horizon or over a city on a hot, still day,” says Kevin Warren, Executive Director of PAMZ. “At high concentration levels it can cause respiratory and other health problems, damage vegetation and lower our quality of life. It’s not a serious problem yet in Central Alberta and we want to keep it that way.” However, periodic episodes of high ground-level ozone compelled PAMZ to develop an Ozone Management Plan, approved by Alberta Environment in 2009, that is now being implemented.

The Ozone Management Plan encourages the voluntary participation of everyone in our area to take an active role in reducing emissions that cause ozone. “We want to find out what businesses are doing to reduce emissions.” says Warren. “Our biggest challenge is encouraging everyone to take more concerted action to reduce ozone.”

If your business is acting to reduce air pollution or taking other environmental initiatives, PAMZ wants to hear from you and recognize you. If you want to learn more about ozone and air pollution and how your business can help reduce ozone, PAMZ can help. Please contact Kevin Warren, Executive Director, PAMZ at: e-mail: [ozone@pamz.org](mailto:ozone@pamz.org) Fax: 1.866.258.5049 Mail: PAMZ, Box 1020, Sundre AB T0M 1X0. For more information on the Ozone Management Plan, go to the PAMZ website is [www.pamz.org](http://www.pamz.org)

PAMZ is a multi-stakeholder group with representatives from industry, government, non- government organizations and the public. Its purpose is to identify air quality concerns in Central Alberta and implement strategies to address these concerns.

# PAMZ “ACTION HERO” RECOGNITION PROGRAM 2010

## ACTION for a Healthy Environment by Reducing Ozone

**CRITERIA:** A Parkland Ozone Management Zone (PAMZ) **Action HERO** demonstrates at least two of the following qualities:

- **INITIATIVE:** Demonstrates best-in-class environmental performance, beyond mere compliance with environmental, health and safety regulations.
- **INNOVATION:** Demonstrates innovative methods that effectively contribute to the Ozone Management Plan in the PAMZ region.
- **CONTINUOUS IMPROVEMENT:** Considers activities like compliance assurance and continuous improvement of processes, products and services to significantly reduce or eliminate impacts to air quality and the environment on an ongoing basis.
- **COMMUNITY STEWARDSHIP AND SUSTAINABILITY:** Takes on a stewardship role beyond the business or organization's activities by interacting and supporting community, developing resource efficiency and providing environmental enhancement and sustainability.

### WHO SHOULD PARTICIPATE IN THIS PROGRAM?

- Any industry, business, organization, municipality, community or individual working or operating in PAMZ in Central Alberta (see PAMZ map on next page).
  - e.g. oil and gas industry and companies
  - petro-chemical companies
  - intensive livestock and farming operations
  - electrical power and manufacturing companies
  - forestry and lumber products
  - local businesses
  - vehicle sales and maintenance
  - transportation and trucking companies
  - municipalities
  - government agencies
  - non-government organizations and the general public
- Any activity in the region that generates waste or emissions affecting our air quality.
- Any business in the region that manufactures, sells or provides maintenance to cars, marine or sports vehicles.
- Any government agency or local government which has the ability to effect rules or regulations to help protect our air quality, or manages fleet maintenance, land use, waste handling, etc.

### SUGGESTED STEPS TO PARTICIPATE

- Carry out an assessment of your organization’s environmental performance.
- Understand how your organization can reach new levels of environmental excellence while satisfying clients.
- Understand how environmental activities can be integrated into overall business or organizational practices.
- Learn to improve efficiency and productivity by adopting proactive environmental management techniques.
- Use morale-boosting recognition and awards to enhance your organization’s ability for continued improvement.

### WHY YOU SHOULD PARTICIPATE – THE BUSINESS REASONS

- Customers are starting to look beyond green products to find responsible green companies.

- Research shows that a company's environmental reputation can rival quality and brand name as a criterion used by consumers.
- By promoting your company's environmental practices to improve our air quality, you can attract new customers, reinforce repeat customers and boost employee morale.
- By voluntarily managing ozone levels in the PAMZ area we will avoid future reactive crisis management and possible stringent requirements.
- It is the right thing to do for our health, our environment and for future generations!

## HOW YOU WILL BE RECOGNIZED

### PAMZ will:

- Provide media recognition for organizations, municipalities or businesses who are contributing to the Ozone Management Plan and improved air quality.
- Profile **Action HEROs** on the PAMZ website and include information about each **Action HERO** in its annual report and annual meeting.
- Make a formal presentation every year on Clean Air Day in June recognizing each **Action HERO** business, organization or municipality.
- Use **Action HEROs** as examples on future PAMZ displays, newsletters and written materials distributed or used for public information in the region.

## RECOGNITION PROCEDURE

PAMZ encourages organizations, businesses, government agencies and municipalities to submit information to us regarding:

- any action your organization undertakes to build awareness and address ground level ozone and air quality issues in the region.
- any activities you are planning or initiating in 2010.
- any “green strategy” ideas or suggestions for other ways to improve our air quality in the PAMZ region in the future.

Email: [ozone@pamz.org](mailto:ozone@pamz.org)

Fax: 1-866-258-5049

Mail: PAMZ, Box 1020, Sundre, Ab T0M 1X0

Recognition of **Action HEROs** will take place every year on Clean Air Day once submissions are reviewed by PAMZ.

***Take part in improving our air quality in the Parkland Airshed Management Zone!  
Become an Action HERO for the Ozone Management Plan***

