



*"Building better relationships to protect and  
enhance Arizona's environment"*

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PO Box 50593  
Phoenix, AZ 85076  
480-422-7392  
[www.azalliance.org](http://www.azalliance.org)



# About the Alliance

## What is the Alliance?

### PUBLIC-PRIVATE PARTNERSHIP

The Arizona Environmental Strategic Alliance is a unique public-private partnership which demonstrates environmental leadership to Arizona communities and businesses. In addition to gaining opportunities to showcase their environmental leadership, regulatory and business members enjoy informal access to each other in a casual setting. Further, businesses obtain environmental mentoring opportunities through interaction with other members.

The Alliance recognizes leadership characteristics, shares expertise, builds public trust, and works in partnership for positive environmental change. As its cornerstone, the Alliance believes that organizations exhibit environmental leadership by achieving

environmental performance beyond regulations and visibly models this philosophy to communities and businesses.

### 1992 FORMATION

The Alliance was originally created in 1992 by APS, the Arizona Department of Environmental Quality (ADEQ), and Region IX of the U.S. Environmental Protection Agency (EPA), as the first partnership of its kind in the nation to combine the resources of private industry and federal and state regulatory agencies.

Members now include other businesses and organizations which demonstrate leadership and commitment to environmental quality through their actions.

### ALLIANCE VISION

The Arizona Environmental Strategic Alliance is a unique government and industry partnership founded in environmental leadership, integrity, and social responsibility. As leaders, Alliance members believe that environmental responsibility and leadership are both the cornerstone and integral to good business management. To this end, our members

strive to preserve the delicate balance between environmental and economic sustainability.

### ALLIANCE MISSION

The Arizona Environmental Strategic Alliance will protect and conserve Arizona's environment, encourage innovative environmental actions through leadership, mentoring, and sustainability practices, and showcase the economic benefit of going beyond compliance.



### ORGANIZATIONAL STRUCTURE

The Alliance consists of member organizations, a board of directors, and an advisory council.

### MEMBER ORGANIZATIONS

Members are comprised of an elite group of companies and organizations from throughout Arizona that have established themselves as environmental leaders, adopted environmentally responsible practices, demonstrated commitment to environmental quality, and maintained exemplary environmental compliance records. Members adopt and implement the Alliance Principles, and carry out compliance awareness, pollution prevention, environmental education and mentoring projects.

### BOARD OF DIRECTORS

The board of directors is elected by and represents the Alliance member organizations.

The board elects officers to form an executive committee. These bodies provide leadership and management, and oversee the corporate and programmatic functions. Board members conduct marketing and outreach efforts and act as community ambassadors for the organization.

### ADVISORY COUNCIL

The Advisory Council serves as the environmental conscience of the Alliance. The Advisory Council is comprised of educators, environmental organization representatives, academicians, members of the public, and others with expertise in environmental management and technology, environmental law, and economic development.

Two standing seats are held by the founding regulatory partners, ADEQ and EPA-Region IX, and one is held by a representative county. The advisory council recommends initiatives, membership, and priority development.



## ALLIANCE FUNDING

The board of directors determines the funding structure of the Alliance. Currently, members provide Board approved annual Member dues and contributions including in-kind services.

In addition, as a 501(c)3 non-profit organization, the Alliance is eligible for and seeks grants and endowments to help carry out environmental leadership projects. We extend our appreciation to organizations that have provided funding to the Alliance, including: "Polsinelli", "The International Paper Recycling Foundation", "EPSI", and ADEQ (WRA Grant).

## ENVIRONMENTAL BENEFITS

Alliance members work toward environmental improvement beyond regulatory mandates. Interaction between regulators and business members on environmental issues not related to these mandates can produce far-reaching environmental solutions that otherwise might not be realized.

The Alliance also provides conferences, seminars, environmental technical tours, and mentoring opportunities.

## ALLIANCE ACTIVITIES

In addition to bringing together members of the commercial, industrial, governmental/regulatory community, and other economic sectors, the Alliance creates and carries out activities that: promote compliance with

federal, state, and local environmental laws and regulations; encourage action beyond regulatory expectation: promote sustainability; and, provide recognition for those who demonstrate environmental leadership.

## ALLIANCE PRINCIPLES

By adopting these Principles, members publicly affirm their belief that organizations have a responsibility for the environment and must conduct all aspects of business in a manner that demonstrates commitment to environmental protection as well as a vibrant economy.

These Principles comprise a code of conduct (or ethics) for Alliance members.

**Management Commitment** - Alliance members implement these Principles and make evident their commitment to environmental responsibility. They demonstrate environmental leadership and implement management processes that ensure public accountability and are consistent with their own environmental policy.

**Protection of the Ecosphere** - Alliance members continually strive to reduce and eliminate releases of substances that may cause environmental damage to the air, water, earth or its inhabitants.

**Sustainable Use of Natural Resources** - Alliance members promote the responsibility for resource stewardship and sustainability through planning and wise management by prudent use of natural resources, conserving

nonrenewable natural resources, and promoting the development and use of renewable resources.

**Environmental Restoration and Community Relations** - Alliance members act promptly and responsibly to correct conditions that endanger health, safety, or the environment and to restore the environment where opportunities within their means exist. They inform the community of conditions that may affect public health and welfare. They strive to communicate effectively by providing both comprehensive and comprehensible information, and tailor their communications to ensure appropriateness for various audiences. Alliance members seek advice and counsel through dialogue with community members and respond to community concerns about facility operations.

**Energy Conservation** - Alliance members conserve energy and improve the energy efficiency of their internal operations used in producing their goods/services. Alliance members promote travel efficiency and strive to reduce transportation impacts to the ecosystem.

**Risk Management and Reduction** - Alliance members strive to reduce the environmental health and safety risks to employees and communities, and endorse environmentally-responsible management practices. Members also inform customers about the environmental impacts and costs of consumer choices and provide information about practices that can result in an improved environment.

**Environmental Education and Monitoring** - Alliance members educate peers, customers, employees, and communities about the importance of maintaining regulatory compliance

and integrating environmental performance into business management practices. They seek opportunities to mentor other organizations and offer information about environmentally-responsible actions, lifestyle choices, behavior practices, and decision-making.

**Pollution Prevention and Source Reduction** - Alliance members regard pollution prevention as an important component of sustainable development. They actively employ source reduction and recycling to minimize waste, while handling and disposing waste materials in a safe and responsible manner.

**Environmental Performance and Integrity** - Alliance members demonstrate their commitment to these Principles by maintaining compliance with all applicable environmental regulations. They support and adopt environmental audit procedures and conduct annual self-evaluations of their progress in implementing these Principles. They retain their membership status by conducting their business operations in a manner consistent with performance standards as established by these Principles.

**Public Responsibility and Reporting** - Alliance members believe that the public and other members deserve, and hold the right, to review performance of activities conducted by the Alliance as a whole, as well as those Alliance activities conducted by individual members. Through disclosure of Alliance activity performance reports and open decision-making, the Alliance and its members are committed to promoting the highest standards of organizational integrity and public responsibility.



**ALLIANCE  
and  
INTEL  
STACK  
TEST  
SEMINAR  
2017**



*"The Alliance is an important voice supporting environmental leadership in Arizona. Active collaboration of industry and local government in promoting environmental protection is very important for all Arizonans. EPA Region 9 is pleased to have had a role in initiating this partnership and looks forward to its continuing success."*

**Wayne Nastri**  
(Former) Regional Administrator  
US EPA Region IX



# Membership in the Alliance

## Membership Benefits and Requirements

### ENVIRONMENTAL AND COMMUNITY BENEFITS

Alliance members work toward environmental improvement beyond regulatory mandates. Interaction between regulators and business members on environmental issues not related to these mandates can produce far-reaching environmental solutions that otherwise might not be realized.

The Alliance also provides: small business training services; mentoring and education, annual conferences and seminars.

### BENEFITS TO MEMBERS

As business work to achieve environmental goals, they also work to attain cost-effective solutions, bringing balance to environmental

and economic sustainability. Alliance members also receive: opportunities for improved financial performance through pollution prevention solutions; public recognition for outstanding environmental performance; increased environmental credibility as a community “good neighbor”; access to environmental regulators in a neutral setting; and, opportunities for mentoring with Arizona’s most notable businesses and environmental leaders.

### EXPECTATIONS OF MEMBERS

Alliance Members must continue to meet the threshold set for applicants, participate in at least one Alliance project each year, and adopt and practice the “Arizona Environmental Strategic Alliance Principles”.

### ALLIANCE COMMITTEES

The Alliance currently has several active committees, including our EMS Committee, our Event Committee, the Alliance Member Annual Report Review Committee, and the Membership Committee.

### PARTICIPATION

Participation on an Alliance Committee is not limited to Alliance members (except for the Alliance Member Annual Report Review Committee). Please contact a committee Chair, the Alliance office, or an Alliance member if you have a special interest in any of our activities or committees and if you would like to consider participating. Contact our office at 480-422-7392.



### ETHICS WITHIN THE ALLIANCE

The Alliance Principles establish organizational ethics. By endorsing these principles, organizations pledge voluntarily to go beyond the requirements of law.

The Principles are not intended to create new legal liabilities, expand existing rights or obligations, waive legal defenses, or otherwise affect the legal position of any signatory company.

Since some Alliance Members are responsible for enforcement of environmental statutes or have regulatory roles, Members must address regulatory or enforcement issues through established channels for resolving these issues.

### MEMBERSHIP CRITERIA

All potential membership candidates must meet the Environmental Leader Mandatory Requirements. The Performance Characteristics must be met as appropriate for the organization’s size.

In addition to the criteria information found under “Mandatory Requirements” and “Performance Characteristics”, see the Alliance “Membership Criteria Summary”.

### ENVIRONMENTAL LEADER MANDATORY REQUIREMENTS

- Endorsement of the Arizona Environmental Strategic Alliance Principles. Member organizations must endorse the Alliance Principles.
- Compliance. The U.S. Environmental Protection Agency, the Arizona Department of Environmental Quality and the county/city government appropriate for the facility or operation will provide information on the organization’s environmental performance relative to their respective jurisdictions.

- Prospective members must demonstrate a substantial compliance with all applicable laws, rules, and regulations over the previous twelve months. Applicants must resolve all compliance orders against the organization prior to membership review. Continuing

members must maintain a good compliance status in all applicable criteria.

- Published Environmental Policy. Applicants shall have a published environmental policy.
- Environmental Measurement System. Applicant organizations should subscribe to the axiom “what gets measured gets managed.” The Alliance expects its members to quantify the environmental impact of the organization’s Arizona operations (facilities) and to make the information available to its stakeholders, such as customers, employees, and communities. Prospective members should provide goals and targets for reducing their environmental impacts and reporting environmental benefits.
- Environmental Stewardship. Members should actively participate in environmental programs enhancing the communities in which they reside. Volunteer efforts, community projects, and sponsorships, industry trade groups, and mentoring involvement are a few examples of stewardship.
- Pollution Prevention Program. The concept of “reduce, reuse, and recycle” has existed for 25 years. At a minimum, a prospective member



should demonstrate programs consistent with the pollution prevention theory of the Three R’s: reduce, reuse, and recycle; members should employ source reduction as the primary means to prevent pollution.

- Transparency. “Transparency” addresses the degree of openness and candidness that Alliance members exhibit during interactions with various stakeholders and acts as a measure of the organization’s environmental performance. The Alliance seeks to increase transparency without compromising attorney/client privilege, revealing trade secrets or disclosing audit findings outside voluntary efforts. Members work to become more transparent in their environmental dealings with stakeholders and communities.

## PERFORMANCE CHARACTERISTICS

In addition to meeting the mandatory requirements above, candidates must demonstrate environmental leadership by meeting performance characteristics. Since size and resource disparities exist between small and large organizations, small organizations (those with less than 100 employees) are required to implement six of the performance characteristics and large organizations implement ten of the performance characteristics detailed on the membership application.

Many of the performance characteristics, such as programs to reduce water or energy consumption, waste minimization, or documenting environmental performance often are already in place and may provide cost-savings benefits. Alliance members report annually on their participation in these programs.

*“As a founding member of the Alliance, ADEQ proudly supports the organization’s spirit and achievements. Through the Alliance, private enterprise and government work as partners to promote stewardship, leadership, and sustainability for the benefit of our community’s public health and environment.”*

Jacqueline E. Schafer  
(Former) Director  
Arizona Department of Environmental Quality

# Alliance Membership Criteria

## BUSINESS TYPE

An Alliance Member must be an Arizona business, organization, or agency in substantial compliance with all applicable local, county, state, and/or federal environmental laws, and must demonstrate material commitment to environmental protection and environmental leadership.

## COMPLIANCE

A Member must demonstrate substantial compliance with all applicable laws, rules, and regulations over the past 12 months. [REF: Alliance Profile, pg 6, #2]

## LEADERSHIP

A Member must demonstrate achievement of at least 6 environmental leadership characteristics (10 for a company with more than 100 employees). For each characteristic, the applicant will provide a summary or attach documentation to the application to support the achievement. [REF: Application Form]

## ALLIANCE ENVIRONMENTAL PRINCIPLES

Members affirm their belief that organizations have a responsibility for the environment and must strive to conduct business in a manner that demonstrates commitment to environmental protection as well as a vibrant economy.

Members endorse the Alliance Principles (printed on reverse side) as an environmental code of conduct (or ethics) that organizations must strive to attain. [REF: Alliance Principles, para. 1]

## ADDITIONAL MEMBER PERFORMANCE CRITERIA

Alliance Members must:

- Support Alliance goals, mission, and vision
- Implement an environmental policy or policy statement and communicate it to both internal and external stakeholders
- Maintain a system of environmental measurement with goals and targets
- Participate in environmental programs to enhance the community (stewardship)
- Operate programs consistent with environmental leadership practices
- Strive for “transparency” in environmental dealings with stakeholders and the community, without compromising privileged information or trade secrets
- Support partnering with other businesses or community sectors to demonstrate best management practices in protecting the environment and promoting sustainability
- Publicize Alliance membership and encourage other environmental leaders to join the organization

## SITE VISIT

A committee of Alliance Members and Advisory Council members will conduct a site visit of all prospective members to inspect the facility and confirm adherence to Alliance Principles



## Considering Alliance Membership?

If you have read this far and you are now considering whether Alliance Membership would be right for your organization, you probably already have one of the most important qualifications -- a desire to go beyond environmental compliance and continually improve. As such, you may be a prime candidate for membership in the Alliance.

The Alliance is a unique public/private partnership that demonstrates environmental leadership throughout Arizona. Our membership is comprised of manufacturers, environmentally regulated businesses, and municipalities, and our advisory council includes regulators, academicians and consultants. Our members maintain a high

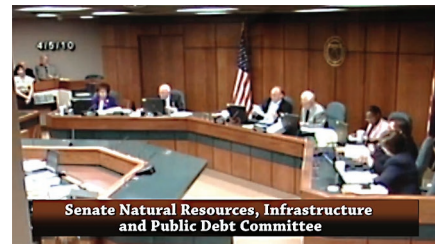


level of environmental integrity and performance, and strive to raise the environmental performance bar throughout

industry in Arizona. Our members are not only dedicated to going beyond compliance, but also improving the environment for our community and state.

In addition, the benefits of membership

include being able to network with other like-minded environmental professionals, to communicate with county, state, tribal and federal regulators, and to raise public awareness of your company's commitment to the environment.



Membership in the Alliance is not for every company and involves an application process. However, you may already meet many of the application requirements.

The information in this Alliance Profile provides a broad understanding of the Alliance and its focus on environmental responsibility. We also invite you to attend a meeting of the Alliance to view first hand our operations and membership.

If you have any questions contact the Alliance office at 480-422-7392.





**Arizona  
Environmental  
Strategic  
Alliance**

ALLIANCE MEMBERS and PARTNER ORGANIZATIONS

