

GENERAL COMMENTS

Several evaluations exist of the U.S. environmental market. However it is difficult to compare them because of their differing definitions and differing coverage of recent trends. Caution is therefore called for when interpreting them.

Our study of the main components of this market is based principally on the estimates of Richard K. Miller & Associates Inc. (Environmental Markets 1992 - 1995). In addition, it draws on publications of the Environmental Business Journal (San Diego, CA), studies by NETAC (National Environmental Technology Applications Corporation - Pittsburgh) and estimates by William T. Lorenz & Co (Concord, NH).

3.1 GENERAL OVERVIEW OF THE U.S. ENVIRONMENTAL MARKET

The regulations are affecting the demand for environmental goods and services. The number and diversity of regulations, especially since the EPA was established in 1970, are obliging industry to continuously expand its knowledge of the regulations in order to serve customers effectively.

The legislation and regulations, often reflecting public pressure and awareness, are the market's motor force. The market is changing rapidly, which makes it difficult to give a precise assessment of its size and targets.

Alongside significant university/business partnerships, government/industry partnerships are developing rapidly.

This collaborative effort manifests itself as confidence invested by legislators and political strategists in the suggestions, initiatives and technologies of industry. In addition, many business people are taking an interest in the trend toward privatization of infrastructures.

Now that the environmental authorities have decided to emphasize prevention, we will be seeing improvements in processes that permit reduction at source, as opposed to traditional "end-of-the-line" treatments. This legislative initiative is opening the way to environmental engineering and the creation of new technologies.