

EPA's priorities also drive the market for certain EPS products. These priorities currently include the following:

High-Risk Problems:

- Destruction and alteration of habitats rain forests and wetlands)
- Species extinction
- Stratospheric ozone depletion
- Global climate change

Medium-Risk Problems:

- Herbicides and pesticides
- Toxic chemicals and other pollutants in surface water
- Acid rain
- Airborne toxics (factories, vehicles)

Lower-Risk Problems:

- Oil spills
- Groundwater pollution (form landfills and toxic waste sites)
- Airborne radioactive particles
- Acid runoff from farms and industry
- Thermal pollution

In addition, at least six forces drive the implementation of the environmental management strategies of most corporations. These include:

- Regulatory pressure
- Social responsibility
- Concerns about actual or potential liability
- Community relations
- Shareholder pressure
- Leadership (setting an example as an environmentally responsible company).

There is a close correlation between these six drivers and those for environmental marketing of EPS:

- Preempting regulation (behaving in ways so as to avoid regulatory action)
- Competitive image advantage (socially/environmentally responsible behavior)
- Activist group pressure can create negative publicity and liability
- Retail relations and community relations: both involve stakeholder relations
- Shareholder pressure translates into demand to develop business opportunities
- Vision and leadership