

future as a condition of doing business. Third, both Canada and the USA have pushed for reductions in VOC emissions to air domestically through various initiatives, including regulation.

### **Voluntary and Non-Regulatory Initiatives (VNRIs)**

Over 20 years ago 3M established its internationally-recognized Pollution Prevention Pays (3P) program which has been a core component of its environmental strategy. It encourages prevention of pollution at the source, eliminating potential environmental problems and avoiding the expense of cleaning up pollution or treating it after the fact. Employees worldwide have developed more than 4,400 pollution prevention projects, eliminating about 711,000 tonnes of air, water and solid waste pollutants while saving more than \$US790 million.

For 3M globally, the 3P Program and its objectives are voluntary. For 3M Canada, participation and progress in the 3P Program are important performance measures. The 3P Program has delivered some impressive results over the years at 3M Canada:

- Reduced total air emissions by 76 per cent between 1990 and 1997, aiming toward a 90 per cent reduction this decade, often by reformulating products and making manufacturing changes to eliminate the use of solvent altogether.
- Reduced wastes released to air, land and water by 43 per cent between 1990 and 1997.
- Reduced waste generation by 53 per cent, as a per cent of product produced between 1990 and 1997.
- Cut energy consumption per tonne of product produced by 14 per cent between 1995 and 1997.

In the last decade 3M Canada has had no environmental-related charges or fines and has had few, if any, since its founding.

### **Effects of VNRIs on Trade and Investment**

3M Canada competes with other 3M operations to become the source of supply for 3M US and 3M subsidiaries around the world. 3M Canada also has hundreds of other competitors manufacturing and/or selling similar products in Canada, the US and in other countries.

All 3M operations are committed to the same environmental goals, and most major non-3M competitors have similar programs with which they have had varying degrees of success. 3M Canada believes it is important to equal or exceed the environmental performance of other 3M subsidiaries and outside competitors in order to win export orders and investment dollars.

Based on its programs and record, 3M Canada has been able to satisfactorily respond to a number of supplier questionnaires and tender documents asking for information on its environmental plans and progress.