

CMS FORUM ACHIEVEMENTS 2000

CMS Forum, in its inaugural year of operation, can count many accomplishments including the founding of the CMS Forum, four new members, launch of the CMSForum.org website, research and publication of the *CMS Industry Report 2000*, and extensive outreach to a variety of stakeholders.

A set of priority activities for the CMS Forum were agreed upon by the Executive Committee in December 1999 and then again in March 2000. A summary of achievements is outlined in the table below with a full description of achievements following the table.

PRIORITY ACTIVITIES	COMPLETED AS OF NOVEMBER 28, 2000
1. Develop CMS Forum Website	Done.
2. Develop standard definition for CMS and related terms, membership criteria and governing structure for the CMS Forum	Done.
3. Recruit new Forum members	<i>Two suppliers:</i> Ecolink and LaPorte Electronics <i>Two non-profit:</i> University of California, Office of the President and Illinois State University
4. Communications campaign: targeted placement of articles and strategic presentations at conferences and trade associations	11 articles published or contributed to about CMS 10 presentations by CSP or CMS Forum members (one additional presentation in December)
5. Produce a CMS Industry Report	Done.
6. Begin developing a certification program	We conducted background research and reached consensus on the approach to certification. However, insufficient resources prevented us from continuing to develop the certification program.

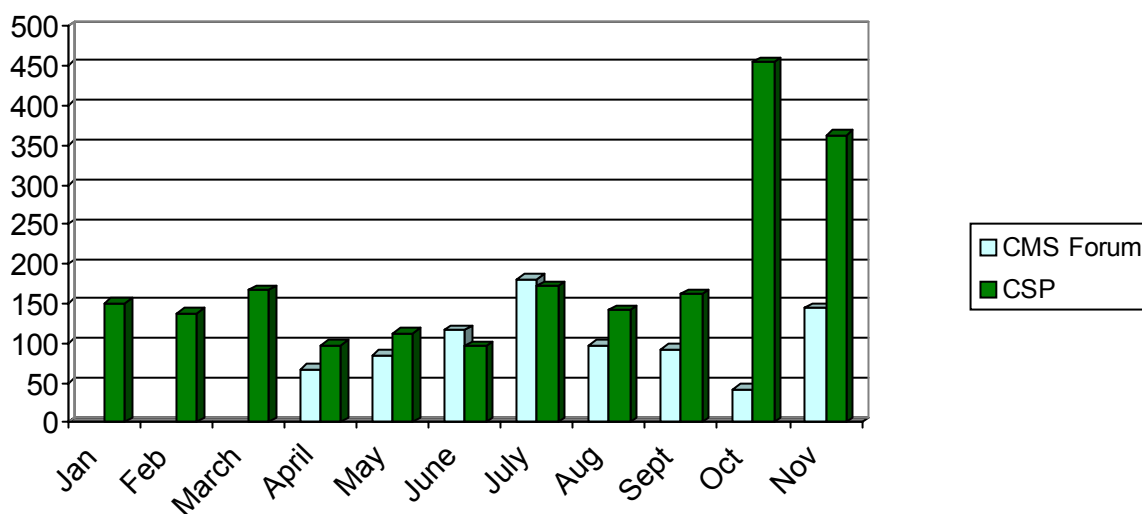
1. Develop CMS Forum Website

Website traffic increased over time

Both the CSP and the CMS Forum websites have been steadily active through the year and have been increasingly active during the fourth quarter of the year.

Website Activity 2000

Hits per Month



November Highlights

- Increased web traffic corresponds with press outreach activity (November 9/10 and November 14/15 were the busiest days).
- 57 hits were referred from CSP (chemicalstrategies.org) site
- Almost 70% of the traffic came from company (.com) sites
- CMS Industry Report 2000 executive summary downloaded 187 times

2. Develop standard definition for CMS and related terms, membership criteria, and governing structure for the CMS Forum

During the first three months of 2000, the CMS Forum Executive Committee agreed upon a CMS definition, membership criteria, and a governing structure.

3. Recruit new Forum members

Two new suppliers joined at the \$5,000 level: Ecolink and LaPorte Electronics. In addition, the University of California, Office of the President and Illinois State University joined at the non-profit rate.

4. Communications campaign: targeted placement of articles and strategic presentations at conferences and trade associations

Published or contributed to twelve articles about CMS

- Kauffman Johnson, Jill, Tom Votta, John Claussen. "Optimizing the Chemical Supply Chain: the trend toward CMS in the semiconductor industry." *Fab Tech Europe* (forthcoming in 2001 for Semicon Europe).
- Business and the Environment. "Chemical Services Contracts Save, Yet Still They Languish." *Business and the Environment*, December 2000, pp. 5-6.
- Inside Cal/EPA. "Regional Initiative Aims to Reduce Chemical Use in Silicon Valley." November 11, 2000.
- Santa Clara County Pollution Prevention Program. "Chemical Strategies Partnership: Turn the Trend in your Chemical Usage." *Newsletter, P2* Fall 2000.
- Edward Reiskin, Allen White, Jill Kauffman Johnson, Thomas Votta. "Servicizing the Chemical Supply Chain," SustainableBusiness.com. October 2000 (excerpted from *Journal of Industrial Ecology*, January 2000).
- Canning, Kathie. "Forum aims to increase awareness, use of chemical management services." *Chemical Processing*, September 2000, p. 27.
- Johnson, Lauren S. "Chemical Management Services: Changing the Links in the Supply Chain," *Semiconductor Magazine*, September 2000, pp. 66-71.
- Bierma, Thomas J. and Francis L. Waterstraat. *Chemical Management – Reducing Waste and Cost Through Innovative Supply Strategies*. John Wiley & Sons, Inc.: New York, 2000.
- Pennsylvania Department of Environmental Protection. "Coalition Looking for more Participants from Western PA.," PA DEP Update, June 16, 2000.
- "Lifecycle Chemical Management Program," *Environmental Law Forum Newsletter*, March 2000.
- Reiskin, E. and Allen White; Jill Kauffman Johnson; Thomas Votta. "Servicizing the Chemical Supply Chain," *Journal of Industrial Ecology*, Vol. 3, No. 2 & 3, January 2000.
- "Mission Impossible?" *CARELine*, Issue 18, January-March 2000, pp.18-21.

Presented at eleven conferences (CSP Staff and/or CMS Forum Members)

- Tooling and Machining Association (February)
- GEMI (March)
- Globe 2000 (March)
- Multi-state Working Group (June)
- Sematech (August)
- Semi M2S2 (September)
- NAPM (September)

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- NAEM (October)
 - Western Region Pollution Prevention Network (October)
 - CSP Workshop (November)
 - International Workshop on Solvent Substitution and Elimination of Toxic Substances and Emissions (December, sponsored by Aerospace Industries Association)

Distributed CSP Manuals

70 given to customers

27 requested by suppliers (none sold)

19 requested by others (none sold)

4. Produce a CMS Industry Report

We conducted a press conference call with a press release distributed over the business wire to hundreds of press outlets. We had interest primarily from the trade press and will continue an aggressive campaign to the trade press during December.

- Three press interviews: *Chemical Week*, *Purchasing Magazine*, *Business and the Environment*
- Five Industry Reports sold

Secured third-party endorsements of CMS as an environmentally beneficial business practice

- Pew Charitable Trusts, Josh Reichert
- Heinz Endowments, Melisa Crawford
- Rocky Mountain Institute, Amory Lovins
- Environmental Defense, David Roe
- Illinois State University, Tom Bierma

6. Begin developing a certification program

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7. Additional Activities

Leveraging CSP activity with CMS Forum goals through two regional initiatives.

CSP is currently conducting two pilot programs assisting customers in adopting CMS programs.

Western Pennsylvania Coalition. Funded by a grant from The Heinz Endowments, CSP assembled a coalition of tool and die facilities to test the CMS model in small manufacturing facilities.

- RFP released in November 2000
- Article in Pennsylvania Department of Environmental Protection newsletter
- Four tool and die companies (seven facilities) participating

Silicon Valley Project. This EPA-funded project is a joint program with the Silicon Valley Manufacturing Group and the Santa Clara County Pollution Prevention Program and has provided new opportunities for disseminating the model throughout Silicon Valley. Some of October and November web activity and press can be attributed to the intensive outreach conducted for the CSP workshop held in Silicon Valley.

- Pilot started with Seagate Technologies (for RFP release in January or February)
- Conducted workshop for 31 industry representatives and other stakeholders
- Candidates for the CSP pilot program include: Analog Devices, NASA Ames Research Center, IBM, Pratt and Whitney, Sanmina, San Jose State University, LSI Logic, EORM, Sun Microsystems, Incyte Genomics
- 800 fliers distributed about workshop and website information
- Announcements or short presentations to EH&S or procurement professionals conducted at eight venues in Silicon Valley
- Two press releases to regional news outlets, four web postings (Environment News Service, BAESG, Electronic News, AeA, Santa Clara P2 Program)
- Three articles written as part of this outreach: *Semiconductor Magazine*, *Santa Clara Pollution Prevention Newsletter*, *Inside Cal/EPA*
- Three major presentations as part of this outreach: Semi, Sematech, Western Regional Pollution Prevention Network