



N.C. Department of Environment and Natural Resources

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Bridgestone Americas Tire Operations LLC in Wilson Recognized As 2009 Environmental Steward

RALEIGH - The N.C. Department of Environment and Natural Resources today recognized Bridgestone Americas Tire Operations LLC as a 2009 Environmental Steward. The award recognizes the Wilson facility's superior environmental performance, commitment to continued reduction of its environmental impact and demonstrated commitment to go beyond compliance.

The state's Environmental Stewardship Initiative, designed to promote and encourage superior environmental performance by North Carolina's regulated community, began in 2002. An "Environmental Steward" is an organization that has demonstrated environmental leadership through its commitment to exemplary environmental performance beyond what is required by regulation. As an Environmental Steward, the organization commits to reporting annually on its environmental performance.

"The Bridgestone facility serves as an example of strong leadership in environmental performance by setting and achieving environmental performance improvements, and proactive communication of environmental goals and impacts to its employees and the public," said DENR Secretary Dee Freeman. "Bridgestone has excelled in developing management systems for efficient and environmentally friendly manufacturing."

A 12-member advisory board appointed by Secretary Freeman provides program direction and implementation and recommended the Bridgestone facility be selected as an Environmental Steward. Advisory board membership consists of individuals from industry, industry trade groups, environmental and citizen nongovernmental organizations, government, academia and small business. (Advisory board members are listed below.)

Reasons cited by the advisory board in its selection of Bridgestone include:

- Integration of environmental management into core business operations through multiple processes for internal communication of environmental issues, and driving environmental awareness through efficiency improvement and employee ownership of environmental projects;
- Its practice of operating well below permitted limits and implementing management techniques beyond those required by regulation;
- Development of the 300-acre Freedom Wildlife Habitat and Refuge focused on environmental conservation and education;
- Environmental mentoring to schools and businesses in the local community;
- Energy conservation in the areas of lighting efficiency, steam trap management and compressed air usage;
- Reduction of hazardous waste generation by 82 percent over the last 2 years; and
- Eliminated landfill disposal of pin vent waste and scrap tire curing bladders.

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The ESI program has two additional levels of participation and recognition: Environmental Partner and Rising Environmental Steward. The Environmental Partner level is designed for adoption by a broad range of organizations that are interested in beginning the process of developing a systematic approach to improving their environmental performance. Partners must demonstrate a commitment to maintain compliance, commit to establishing an environmental management system and set environmental performance goals. The Environmental Rising Steward level is recommended to organizations that have a mature environmental management system in place and have set site-specific measurable environmental performance goals.

For more detailed information or to apply for the program, please visit the Environmental Stewardship Initiative Web site at <http://www.p2pays.org/esi> or contact Lisa Shanklin or Angela Barger with the N.C. Division of Pollution Prevention and Environmental Assistance at (919) 715-6500 or esi@ncdenr.gov.

2009 Advisory Workgroup Members

Jennifer Adams	Corning Inc.
Katy Ansardi	Sustainable North Carolina
Kristin Beck	Progress Energy
Jack Blackmer	Novozymes North America Inc.
Dr. Robert Bruck	North Carolina State University
Eric Henry	TS Designs
Preston Howard Jr.	MCIC
Gary Hunt (chair)	Dept. of Environment and Natural Resources
Kimberly Killian	GKN-Precision Forming
Dan Miller	Fleet Readiness Center East
Arlene Roman	City of Gastonia
Robin Smith	Conservation Council of NC

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