

MICHIGAN SOURCE REDUCTION INITIATIVE (MSRI)

Pioneering Cross-Sector Collaboration

In 1997, Dow launched a two-year collaboration with local environmentalists, many of whom had been vocal critics, to reduce emissions from its Michigan Operations.

PURPOSE

Identify ways to **prevent pollution**, rather than rely on end-of-the-pipe regulation.



PLAYERS



Local environmental activists, including **Lone Tree Council**, Bay City, MI; **Ecology Center**, Ann Arbor, MI; and **Citizens for Alternatives to Chemical Contamination**, Lake, MI

FACILITATED BY



Meridian Institute
Connecting People to Solve Problems

APPROACH

To build trust and help ensure a roadmap for success, MSRI:

Built in **accountability** and **flexibility**



Developed **clear objectives** and **milestones**



Brought in a third-party **facilitator** to help **problem-solve**



Enlisted an independent expert to help **identify pollution-prevention projects**



Committed to independent **validation of results**



RESULTS

FOR DOW



\$5MM

Realized **annual savings** on a \$3.1 investment



37%

Reduction in production of **hazardous by-product** materials



43%

Reduction in release of chemicals to **air and water**



Catalyst for future collaborations to **advance sustainability**

FOR NON-GOVERNMENTAL ORGANIZATIONS



Learned **strategies** to work with industry

Made **measurable impacts** toward reaching their environmental objectives

