

Clean Air Indiana Business Challenge and Business Pledge Programs

About the Action Challenge

The Indiana Department of Environmental Management (IDEM) is challenging Hoosier citizens and businesses to take action to improve air quality during the Clean Air Indiana Action Challenge, June 15 through 30. These last two weeks of June have historically experienced high levels of ground-level ozone pollution (smog), which is formed when gas vapors and emissions bake in the hot, summer sun. When ozone levels are high, it can be difficult for anyone to breathe, but especially sensitive groups, such as children, the elderly and those with heart and lung problems.

Clean Air Indiana offers two opportunities for businesses to participate in voluntary emissions reductions: the Clean Air Indiana Business Pledge and the Clean Air Business Challenge. Every business is encouraged to take the Clean Air Indiana Business Pledge. The Business Challenge is a special program designed to recognize and reward businesses that implement projects with measurable reductions.

Join the Clean Air Indiana Business Challenge

The Clean Air Indiana Business Challenge offers businesses unique recognition and rewards for voluntarily reducing ozone precursor emissions of volatile organic compounds (VOC), nitrogen oxides (NOx) or both at their facility. The Business Challenge is a special component of the Clean Air Indiana Business Pledge, which is aimed at engaging all Indiana businesses in taking steps to improve air quality. The Clean Air Indiana Business Challenge was developed especially for businesses in areas designated as non-attainment and those areas that could potentially be designated as non-attainment under the National Ambient Air Quality Standards (NAAQS) for ozone. The target communities include: Central Indiana, Northwest Indiana, Clark and Floyd counties, Fort Wayne, South Bend and Evansville.

To participate in the Clean Air Indiana Business Challenge, businesses must pledge to implement a project that will alter practices or processes to produce quantifiable and transferable emissions reductions results. Projects may have been initiated in 2009 prior to the open application period, but must have a completion timeframe within 12 to 18 months. Project proposals will be accepted until June 5, 2009. These projects should focus on producing reductions in ozone-contributing emissions of VOCs and NOx or both. IDEM will evaluate all submittals based on emissions reductions that will be achieved as a result of the project or program, and the transferability of the project or program.

IDEM will choose up to eight Clean Air Indiana Business Challenge projects or programs for special recognition. Winners will be announced in August 2009. A formal recognition ceremony will be held at the location of businesses receiving top recognition through the Clean Air Indiana Business Challenge program. A

news release about the winning project or program will be issued to local media and posted on the IDEM Web site.

Take the Clean Air Indiana Business Pledge

By pledging to take voluntary actions, your business is agreeing to do its part to improve air quality and reduce ground-level ozone this summer. Even simple steps can contribute to improved air quality, like implementing a no-idling program or properly recycling office products. IDEM encourages all Indiana businesses to commit to as many pledge actions as can be reasonably implemented during the Clean Air Indiana Action Challenge, June 15 through 30. Once you have joined the campaign by taking the Clean Air Indiana Business Pledge, IDEM will post your company name on the agency Web site and you'll receive a printable copy of your pledge to display in your place of business. If we all work together, we can improve air quality in Indiana. It's your choice, your air, your future Indiana!