



HARC

PRESS RELEASE

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BUILDING A CULTURE OF ENVIRONMENTAL AWARENESS & ACTION
Focus Of New Book To Be Released By HARC

THE WOODLANDS, TX (September 24, 2013) -- The Environmentally Friendly Drilling Program, managed by HARC, released a book exploring the importance of creating a culture that encourages individuals and the company as a whole to take personal responsibility for their impact on the environment. The book, ***Environment 24/7***, is now available through www.environment247.org. In narrative style, the book follows a manager charged with creating a culture of environmental awareness and his journey to navigate the change process in his company and his own life.

Today's headlines show the importance of taking care of our environment. More than 11 percent of the world's population cannot access clean water, while the average person in Texas, is using more than 62,000 gallons of water annually (based on 2010 estimates). *Environment 24/7* provides information applicable to all industries and appeals to every level of experience and educational background. It will help organizations elevate Environmentalism to a core value to save our ecosystem and avoid creating tomorrow's headlines.

"We wanted to write an easy-to-read yet powerful book that clearly outlines the steps and level of commitment necessary to create a culture of environmental awareness within any organization," said Dr. Richard Haut, program director for the Environmentally Friendly Drilling (EFD) program, HARC. "The book is the result of academia, industry and environmental organizations working together, through science, to address environmental issues associated with petroleum drilling and production."

Environment 24/7, written by Gregory Anderson, co-author of *Safety 24/7*, Haut, and Tom Williams, shows how each person, family and company can change habits to make a difference ... creating a cleaner, healthier planet before it's too late.

"Just as *Safety 24/7* has helped save lives," said Anderson, "*Environment 24/7* helps to save ecosystems by illustrating that real change can only take place where there is an open mind and a willing heart."

Significance in Application to Oil & Gas Industry

Companies face environmental constraints, including regulations and laws that can limit or completely halt oil and gas exploration and production in sensitive areas in the United States and around the world. In the recent past, more than 30 environmental regulatory impediments to domestic natural gas production have been identified and documented. Previously funded Environmentally Friendly Drilling (EFD) projects reveal that, as the energy industry becomes more environmentally friendly, citizen pressure for government regulation declines. Under the right circumstances, citizens will favor relaxing governmental regulations that limit exploration and production in sensitive areas.

The National Academy of Sciences reports an average of 27 oil spills occur every day somewhere in the world, and the Valdez spill doesn't even make the list of the top 30 all-time largest. In 2012, there were 905 natural catastrophes worldwide, 93 percent of these being weather-related disasters. This figure was nearly 100 more than the 10-year annual average for these types of events.

What Others Are Saying About *Environment 24/7*

"Environment 24/7 provides excellent lessons for all employees to use to create and develop an environmentally responsible culture. It takes a commitment from the CEO to senior management to the frontline for companies to successfully develop a safety culture. This book will initiate the important next step of aggressively focusing on the environment."

*James C. Day, Retired Chairman, CEO and President,
Noble Corporation*

"In today's world, communities, industry and commerce are rapidly changing landscapes. The impacts of these changes affect our natural areas, wildlife and society as a whole. Encouraging environmental awareness and fostering a culture of conservation within organizations is key to ensuring a healthy, sustainable and prosperous future. *Environment 24/7* helps define the commitment needed from all of us to protect and conserve our precious environmental gifts."

*Jack H. Hole, Past Chairman,
Ducks Unlimited Canada*

"Protecting the quality of the nation's groundwater is the duty of all natural resource extraction activities, including oil and gas development, mining, and other environmentally dependent industries. More difficult, but equally important, is recognition of their relationship to future water supply needs. *Environment 24/7* provides all stakeholders an opportunity to promote an understanding of what is truly important in protecting and sustaining groundwater resources for future generations."

*Michel J. Paque, CAE, Executive Director,
Ground Water Protection Council*

"We had the honor of serving at the EPA in the administration of President George H.W. Bush and his administrator, Bill Reilly. President Bush inspired us when he said he

wanted to be remembered as the environmental president. We were privileged to play a part in implementing his vision. While the world has made significant environmental strides in the intervening two decades, much more needs to be done. As our friend Tom Williams and his colleagues, Greg Anderson and Rich Haut, point out in *Environment 24/7*, we must have a culture of environmental stewardship. We know, having worked at the EPA, that government has a key role, but fundamental changes in personal and organizational behavior are the ultimate keys to protecting our health and environment.”

- Charles L. Grizzle, *Former Assistant Administrator*,
- LaJuana S. Wilcher, *Former Assistant Administrator for Water*,
- Kelly K. Sinclair, *Former White House Liaison & Counselor to the Administrator, Environmental Protection Agency*

About Environmentally Friendly Drilling Systems Program (EFD)

EFD provides unbiased science to address environmental issues associated with petroleum drilling and production. The objective is to identify, develop and transfer critical, cost effective, new technologies that can provide strategists in the oil and gas industry with the ability to develop reserves in a safe and environmentally friendly manner.

About HARC

HARC, a 501(c)(3) organization incorporated as Houston Advanced Research Center, is a research hub providing independent analysis on energy, air, and water issues to people seeking scientific answers. It is focused on building a sustainable future that helps people thrive and nature flourish.

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