

ICAC Success Stories

An Industry Success Story: ADA Environmental Solutions

Many trade associations work on behalf of its members to ensure that their collective voice is heard on Capitol Hill and beyond. ICAC delivers far more by enabling its members to share technical information with EPA and other government entities that help shape regulations based on practical, achievable and measurable emissions limitations for clean air policies. For ADA-ES, a leader in environmental technologies, by being part of ICAC it allowed them to leverage opportunities generated by the 2012 EPA Mercury and Air Toxic Standard (MATS) to gain a foothold in the Activated Carbon Injection (ACI) and Dry Sorbent Injection (DSI) systems marketplace for controlling acid gases.

The Challenge

When MATS was issued as a final regulation in April 2012, EPA's limit on mercury emissions for new sources was considered by many to be unrealistic. While ICAC member companies felt comfortable that the MATS mercury limit for existing sources was achievable, they concluded that they could neither measure the low mercury concentrations nor reduce the emissions to meet the EPA standard for new sources. ADA-ES, a pioneer in environmental technologies, specialty chemical products, and consulting services for coal-fired power plants, industrial boilers and Portland cement kilns, believed this was a serious issue. "We agreed with the other ICAC member companies that provided mercury measurement and control technology that new power plants could not be built because of the lack of available technology to meet the mercury limit," said Michael Durham, President and CEO of ADA-ES. "And we came to realize that the most cost-effective way to address the issue was to take advantage of the important role that ICAC played in the policy discussions that occurred after MATS was made final."

Over several months, ICAC became deeply involved in trying to resolve this matter which had significant implications for US national energy policies. Meeting with EPA and providing public comments on the availability of technologies based in solid technical data, ICAC represented the collective voices of suppliers of air pollution monitoring and control systems, equipment, and services for stationary sources in the U.S. and Canada. With this strong supporting information, EPA was able to modify the MATS regulation and established a more achievable limit for mercury emissions from new power plants.

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“We renewed our ICAC membership because we are becoming more active in our networking. ICAC is an ideal way to remain connected with the industry while realizing significant business opportunities for growth.”

The Opportunity

With the MATS rule now finalized, policy discussions have turned toward the control of greenhouse gases and emissions of carbon dioxide. ADA-ES along with other ICAC members are developing technologies to capture CO₂ from power plants and industrial sources. “We have a strong interest in keeping abreast of the status of the developing regulations and participating in the national discussions among stakeholders and policy makers,” said Durham. Through ICAC, ADA-ES and other ICAC member companies have the opportunity for their collective voice to be heard and to help educate regulators and legislators with the most up-to-date and accurate technical information on the capabilities and availability of emission control technology to meet the challenges of climate change.

The Result

Since joining ICAC, ADA-ES has grown from a dozen people to over 300 employees. The company is now publicly traded on NASDAQ as Advanced Emissions Solutions (ADES) with a market cap in excess of \$500 Million. ADA-ES attributes much of its success to its relationships with different ICAC member companies of varying sizes and a wide range of expertise. ADA-ES believes that ICAC offers the ultimate advocacy initiatives through its technical information outreach efforts which impact and connect with the leading regulatory drivers. “I would recommend that any company involved in the measurement and control of air pollution join ICAC and take an active role in the regulatory processes that create markets and drive their businesses,” Durham says. “ICAC provides an affordable and effective means to help define your future.”

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MATS

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NO_x Control

ICAC is instrumental in advocating and sharing information regarding the use of NO_x control technology in the United States. ICAC members continue to take a leading role in demonstrating NO_x technology for a wide range of applications while ensuring EPA regulations are consistent with the technology and measurement capabilities.

Greenhouse Gas Control

ICAC members are leading the development and deployment of critical technologies for greenhouse gas control. Technologies for non-CO₂ gas control are already being deployed globally, and ICAC is using its access to regulators to provide evidence of control for such greenhouse gases as nitrous oxide (N₂O), chlorinated fluorinated hydrocarbons (CFC), and methane. The development and deployment of carbon capture and sequestration technologies from power plants is the preeminent topic in air pollution control in the US today. ICAC has been solicited by all interested parties – Administration, EPA, Congress, and other environmental groups - as to the state of the technology and readiness for deployment. No other trade association has the collective knowledge to provide current and relevant data on this topic. ICAC continues to work with all parties to ensure that the development and deployment of a broad range of technologies for greenhouse gas control are properly funded, and realistic targets established for reliable deployment.

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Industrial

ICAC members are instrumental in deploying innovative control technology leading the VOC emission reductions typically of 99%, with energy efficiency (heat recovery) exceeding 95%. ICAC submitted comments to various MACT's - ICI Boiler MACT, Cement MACT, and RICE engines - resulting in changes consistent with the control and measurement technology capabilities.

Testimonials

"For the past decade, ADA Environmental Solution has been an active member of the Institute of Clean Air Companies (ICAC). We've appreciated the considerable benefits this membership has provided for the company. Being a small company, we took advantage of the opportunity to be part of a larger industry organization and have an influential voice in Washington, participating in the development of laws and regulations that drive out markets. This increased awareness of future regulations has helped us guide our development of technologies and products to meet evolving markets. ICAC also provides us access to other key individuals and companies in the air pollution field, several of which have become customers of ADA's products and business partners. The return on our investment in ICAC membership has paid off for ADA many times over."

— ADA Environmental Solutions