Submitter:	Melissa Rowe Soll
On Behalf Of:	
Committee:	Senate Committee On Energy and Environment
Measure, Appointment or Topic:	SB1187

Dear Oregon leaders,

Imagine a world where polluters pay: Thanks to free market forces, industry would be spurred to consider future costs of waste management when developing methods and materials. Markets would demand cleaner, more sustainable manufacturing, transportation and waste management systems.

Innovation is our country's super power, improving GDP, lifting incomes and putting the US and OR at the forefront of good business practices.

Industry pushes back, but once a level playing field and robust expectations are codified, steps up to create more effective solutions to the crises of the day — climate and clean air, water quality, housing, education, living wage jobs...

Let's entrust to industry the task for which local businesses are capable and called - to innovate solutions that inspire the world and uplift our local economy.