# WasteWise Endorser Program

## What Is WasteWise?

WasteWise is a free, voluntary partnership program sponsored by the U.S. Environmental Protection Agency (EPA) through which organizations reduce municipal solid waste and select industrial wastes, benefitting their bottom line and the environment.

> "The final piece of the puzzle is educating others and inspiring them to be stewards for the environment and their communities."
>
> — Don Curran, Virco Mfg. Corporation

## What Is the WasteWise Endorser Program?

EPA launched the WasteWise endorser program to help spread the WasteWise message to more organizations. Endorsers are state and local government agencies, trade associations, nonprofit organizations, and businesses that help their members, constituents, or customers realize that reducing solid waste makes good business sense. WasteWise endorsers commit to recruiting organizations to become WasteWise partners and providing members with ongoing promotional or technical information.

## Why Should We Become An Endorser?

By joining the WasteWise endorser program, organizations demonstrate their leadership in the environmental arena and play a pivotal role in conserving natural resources and preventing pollution. EPA recognizes these efforts by featuring endorsers in publications and press releases, as well as through the Endorser of the Year Awards Program.

As a WasteWise endorser, you can access free resources such as the WasteWise Technical Assistance Team to help you design and implement your program; the WasteWise Helpline to provide program and technical assistance; the WasteWise Web site to present endorser resources, and much more!

## What Does A WasteWise Endorser Do?

WasteWise is flexible and encourages endorsers to design and implement efforts that work best for them. WasteWise endorsers commit to:

- **Recruiting organizations to become WasteWise partners.** This could take the form of a mailing to local businesses, articles in newsletters, or a WasteWise presentation at an annual conference. EPA provides endorsers with all of the necessary WasteWise information and materials.
- **Providing members, constituents, and customers with ongoing promotional or technical information.** Endorsers might distribute promotional or technical materials, conduct waste reduction workshops, sponsor an awards program, or facilitate an information exchange among member companies, constituents, and customers.

www.epa.gov/wastewise
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## What Are Examples of Endorser Activities?

WasteWise endorsers develop programs to fit their needs. The following are some suggestions from current endorsers that you can incorporate into your WasteWise endorser program:

- **Advertise Your Support for WasteWise.** Issue a press release announcing your endorsement of WasteWise, maintain a WasteWise page on your Web site, or link to the WasteWise Web site. United Way of America dedicates one Web page on its Intranet site to waste reduction—including a link to the WasteWise Web site encouraging affiliates to join the program.
- **Feature WasteWise in Your Publications.** Use the sample newsletter article or press release available online or work with WasteWise to tailor an article to meet your needs. The New Jersey WasteWise Business Network devotes a quarterly newsletter to the accomplishments of WasteWise partners—spreading the WasteWise message to businesses, local governments, and other organizations in New Jersey.

- **Use the WasteWise Logo.** Following the guidelines for using the WasteWise logo, use it on your Web site or in publications that discuss WasteWise. Newsletters, brochures, letterhead, and envelopes all sport the WasteWise logo in the city of Clifton, New Jersey.
- **Distribute WasteWise Publications.** Pass WasteWise publications on to your members, constituents, or customers, or maintain a technical library for them to consult as needed. A list of WasteWise publications is available online. Georgia's Department of Natural Resources, Pollution Prevention Assistance Division (P2AD) makes WasteWise materials available to staff and clients at outreach events and throughout the year.
- **Offer WasteWise Presentations at Conferences and Meetings.** WasteWise can supply slides and information packets for you to hand out. Recently, Kitsap County and King County in Washington co-sponsored a forum for Seattle-area businesses highlighting the benefits of WasteWise.
- **Recognize WasteWise Partners.** Publicize and congratulate your members, constituents, or customers when they join WasteWise. As part of the Supermarket Recycling Organic Initiative, the Commonwealth of Massachusetts presents awards to supermarkets for joining WasteWise.
- **Provide Technical Assistance.** Offer free waste assessments, onsite visits, or other forms of technical assistance. WasteWise can provide you with materials tailored to specific industry sectors to help you direct your message. The South Carolina Department of Health and Environmental Control offers waste reduction technical assistance through onsite Business Recycling Assistance Program (B-RAP) visits to assess waste reduction and recycling opportunities.

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