



EnviroStars

# Washington EnviroStars

---

## P2 Marketing and Outreach

Christy Chow

Cascadia Consulting Group

# Quick Overview

EnviroStars is a free, one-stop hub for Washington businesses to get information, help, and recognition for actions that protect their workplace, the community, and the planet.



# How do businesses get recognized?

- 1. Register
- 2. Complete application
  - Core vs elective actions
  - Points thresholds
    - Tier 1: 100 points
    - Tier 2: 300 points
    - Tier 3: 500 points
  - Site Visits
  - Ecology Compliance Check
- 3. Get recognized!

CORE MEASURES

YES NO N/A

CATEGORY PROGRESS

You have completed all measures.

1. Monitor equipment and vehicles to identify and fix leaks. 15 POINTS	<div><div></div></div> <div>HELP</div>	
2. Properly dispose of any hazardous waste. 5 POINTS	<div><div></div></div> <div>HELP</div>	<div><div></div> GREEN TIP</div> <div>Stormwater Best Management Practices – narrated by Dave Winters, 5-Star certified Swedish Automotive in Seattle</div>
3. Identify, properly label, and take steps to reduce all hazardous waste used or generated onsite. 5 POINTS	<div><div></div></div> <div>HELP</div>	<div><div></div> GREEN TIP</div> <div>REQUIRED: Upload annual report documentation of hazardous waste management. <a href="#">Hazardous Waste</a></div> <div><a href="#">Read More</a></div>
4. Properly store and use secondary containment, such as a bin or tub, for all hazardous materials. 5 POINTS	<div><div></div></div> <div>HELP</div>	

APPLICATION DETAILS

ENERGY

Choose renewables and reduce usage

POLLUTION PREVENTION

SOLID WASTE

TRANSPORTATION

WASTEWATER

WATER

COMMUNITY

# EnviroStars and Pollution Prevention



# What are Some P2 Core Measures?



## POLLUTION PREVENTION

**Protect environmental and human health**

1. Monitor equipment and vehicles to identify and fix leaks.
2. Properly dispose of any hazardous waste.
3. Identify, properly label, and take steps to reduce all hazardous waste used or generated onsite.
4. Properly store and use secondary containment, such as a bin or tub, for all hazardous materials.
5. Empty all water used for cleaning in an indoor drain such as a utility sink. Never dump this water outside.
6. Keep receiving areas, loading docks, and parking areas free of litter, oil drips, and debris.
7. Ensure that lids remain closed on waste, recycling, and compost containers located outside. Check for and repair leaks.
8. Have a pollution prevention spill kit, create and post a spill plan, and train staff.

# Examples of Elective Measures

## ELECTIVE MEASURES

YES NO N/A

9. Incorporate Low Impact Development principles in outdoor design.

10 POINTS

☒

HELP ☐

10. Use an integrated pest management (IPM) program to minimize the use of herbicides and pesticides.

10 POINTS

☒

HELP ☐

11. When fertilizing turf or other landscape areas, use compost, natural fertilizers, or slow-release fertilizers.

10 POINTS

☒

HELP ☐

12. Use electric versions of powered equipment such as blowers, mowers, and weed eaters whenever possible. Use four-stroke engines rather than two-stroke engines.

10 POINTS

☒

HELP ☐

13. Label all stormwater drains with "no dumping" message.

15 POINTS

☒

HELP ☐

# P2 Assistance

How We Get the Word Out!



## Green Tips

---

- We include “Green Tips” to help businesses understand how they can achieve measures
- Through these tips, we can highlight free resources such as spill kits, rebates, grant opportunities, etc.

### GREEN TIP

**How to Use Your Spill Kit** – A short video outlining how to use your spill kit to prevent stormwater pollution from your business.



# Newsletter

Seasonal or  
monthly-themed  
Green Tips and  
resources

P2 resources, rebates,  
grants, events, etc.  
highlighted

## Green Tip of the Month



### Use Your Voice, Time, and Wallet to Make an Impact!

**Use your voice:** there are several surveys circulating right now. We're highlighting two below. Remember your voice counts! Jump at the chance to offer feedback so that cities, counties, utilities, and others understand opportunities that would better serve you.

**Use your time:** We are seeing events pop up all over the place this fall. It has us excited and ready to celebrate, volunteer, and connect with our communities.

**Use your wallet:** Spend intentionally, and support fellow EnviroStars businesses today and every day.

*Let us know how you use your voice and time to make a difference in your community.*

### USE YOUR VOICE



#### Washington State Survey on Waste and Materials Management

Reducing waste sustainably can save you money. Help develop services to support businesses and a more prosperous and sustainable economy in Washington State by [sharing your thoughts here](#).

## Business Resources



The latest business support resources to consider.

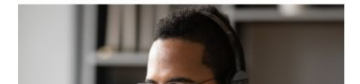


### Seattle Made Week & Taste of Seattle Made on 10/9

The 8th annual Seattle Made Week is just around the corner! [Join us for a weeklong celebration](#) of awesome products made right here in Seattle and meet the talented people behind them.

After six fantastic Taste events and a two-year pandemic hiatus, Seattle Made is thrilled about the return of its biggest annual event: Taste of Seattle Made! This tasting event highlights 25 local food and beverage producers offering samples of everything from cold brew coffee to plant-based chicken nuggets to tasty local ciders. [Buy a ticket here](#).

Sign Up Today for Lean Green WASTE Walk  
Training Starting 10/10



# Social Media



EnviroStars

September 25 at 10:00 AM · 🌐

Pollution Prevention (P2) week is coming to a close - Here's a list of business resources via the [U.S. Environmental Protection Agency](https://www.epa.gov/p2/p2-resources-business) <https://www.epa.gov/p2/p2-resources-business>

& here are [WA Department of Ecology](https://ecology.wa.gov/.../Grants-loans/Find-a-grant-or-loan) grants and loans geared towards P2 <https://ecology.wa.gov/.../Grants-loans/Find-a-grant-or-loan>

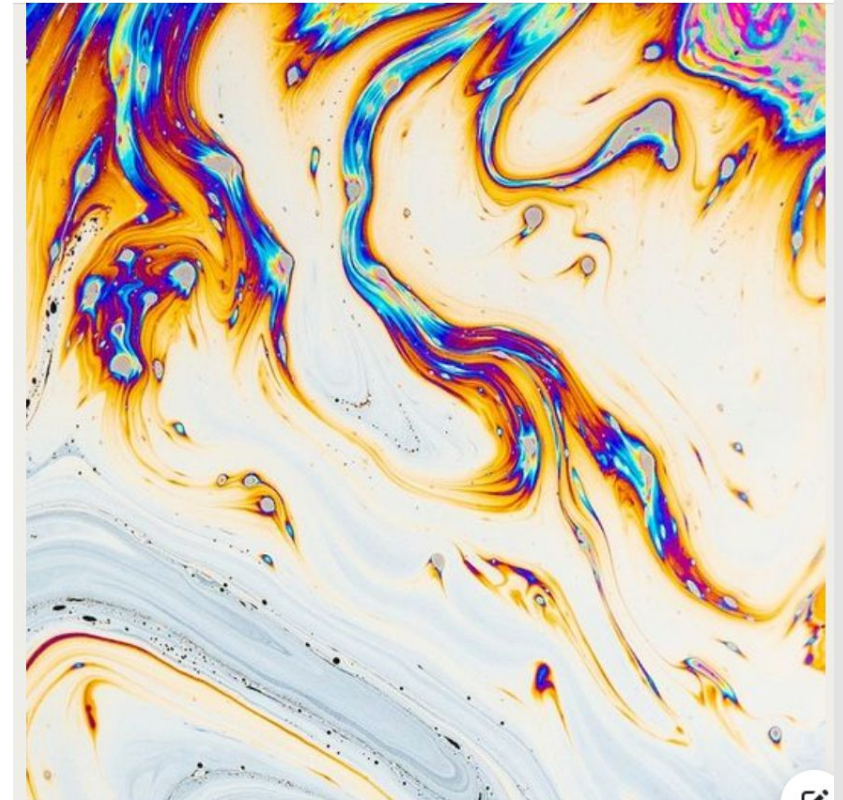


EnviroStars

October 3 at 10:00 AM · 🌐

Free Spill Kits Available!

Ensure you have a spill kit at your business and that your employees know how to use it. If you need a spill kit, please email [info@envirostars.org](mailto:info@envirostars.org) with your business address and we will connect you to the correct resource.





# Direct Outreach and Engagement

Site visits with P2  
compliance checks for  
businesses in our  
Member Agency  
territories





Engagement and resource sharing via direct, in-person outreach from P2 service providers strengthens relationships to businesses and P2!



Thank  
you!

[info@enviostars.org](mailto:info@enviostars.org)



EnviroStars