



## 'Toward Zero Waste' Founding Partners

**FACT: An 80% reduction in waste from your business can be relatively easy and even profitable.**

This spring, in partnership with Whatcom County, City of Bellingham, WA State Department of Ecology, the Russell Family Foundation, and Sanitary Service Company, Sustainable Connections is kicking off a community-wide 'Toward Zero Waste' campaign to reduce waste and increase rates of recycling in businesses and residences throughout Whatcom County.

This new business-led community campaign – **Toward Zero Waste** – is based largely on last year's highly successful *Green Power Community Challenge* that saw Bellingham become the #1 EPA-certified Green Power Community in the country.

**We do BIG THINGS TOGETHER, and our next goal in 2008 is to move our community Toward Zero Waste!**

Founding Partners commit to moving Toward Zero Waste in their business, and in turn receive marketing materials, technical support, and widespread visibility as a leader in the Toward Zero Waste (TZW) community campaign throughout the year.

Businesses who are *already* achieving extreme rates of waste reduction (i.e. 80%+) will be recognized as TZW Pioneers, and receive increased benefits for their early adoption of waste reducing practices.

**Contact Cathy Lehman by March 15<sup>th</sup> to sign up as a Founding Partner and get the most visibility for your commitment to waste reduction in your business.**

Founding Partner Responsibilities	TZW Partners	TZW Pioneers
Attend one Sustainable Connections Toward Zero Waste workshop (January '08 and August '08; Spring Business Conference or Green Building Conference TZW sessions)	X	
Commit to at least a 50% reduction in waste by January '09* <i>*Reduced commitments <u>may</u> be available under certain conditions, determined on a case by case basis.</i>	X	
Promote your company's commitment through your customer newsletters, e-mail or normal communications to those who interact with your business to help us reach our goal for business and residential participation too!	X	X
Use promotional materials provided to campaign partners, including optional in store materials and 'TZW Zone' templates.	X	X
Communicate waste reduction goals, progress, achievements and barriers to Sustainable Connections on a quarterly basis via an online survey, and/or allow SSC to report your measurable progress directly to us.	X	
Fill out a survey regarding the waste reduction experience, how that's been measured, associated costs, description of the most interesting portion of waste stream that has been eliminated/reduced, etc.		X
Founding Partner Benefits	TZW Partners	TZW Pioneers
TZW campaign logo use and access to TZW Zone template materials	X	X



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Certificate of Founding Partnership/Window Decal	X	X
How-To Manual & Case Studies	X	X
SSC waste audit, baseline assessment, and quarterly reporting to track progress. <i>*Contact Rodd Pemble at rodd@ssc-inc.com or 360-734-3490 for your free audit.</i>	X	
Mention and link on TZW website	X	X – AND logo
Press Release Template	X	X
Business listing in a ‘Thanks to our Founding Partners’ advertisement in Cascadia Weekly	X	X – AND logo
<b>Sustainable Connections Member Benefits (additional benefits for SC members)</b>	<b>TZW Partners</b>	<b>TZW Pioneers</b>
Quarterly check-in calls from Sustainable Connections staff to track progress and provide technical assistance	X	
Marketing of special promotion or event during Toward Zero Waste Week (April 13-19 <sup>th</sup> )	X	X
Business name and reduction commitment listed in 45,000 TZW inserts in the local weekly and daily papers (April '08)	X	X – AND logo
TZW icon on your (optional) coupon in the ‘Where the Locals Go’ coupon book	X	X – AND your business name listed on the TZW color page in ‘Where the Locals Go’ coupon book.
Your business name in a special callout section of 45,000 Think Local First newspaper inserts placed in newspapers local papers in December '08	X	X
TZW icon next to your business name in the new SC Member Directory	X	X
Your business name mentioned on Toward Zero Waste Day at the Bellingham Farmers Market on April 19 <sup>th</sup> .		X

## HOW DO I GET STARTED?

### 5 Easy Steps:

1. **SIGN UP BY MARCH 15<sup>th</sup> with Cathy Lehman**, Sustainable Business Development Manager at Sustainable Connections; [cathy@sconnect.org](mailto:cathy@sconnect.org) or **360-647-7093 x102**.
2. **Contact Rodd Pemble**, Recycling Manager at Sanitary Service Company, to schedule your baseline assessment and free waste audit to help track your progress; [rodd@ssc-inc.com](mailto:rodd@ssc-inc.com) or **360-734-3490**. Call now as Rodd’s schedule books up early!
3. After your SSC audit, **set a waste reduction goal of a least a 50% by 2009**, and communicate that goal to Sustainable Connections. We encourage you to aim even higher!
4. **Begin your journey Toward Zero Waste** by posting and using marketing materials and utilizing technical assistance to support you in your efforts!
5. **Don’t forget to sign up for a Toward Zero Waste session** at Sustainable Connections’ Green Building Conference (April 10<sup>th</sup>) TZW or Spring Business Conference (date TBA) this spring, or by attending the 2<sup>nd</sup> TZW workshop this fall.



**FOR MORE INFORMATION, contact:**  
 Cathy Lehman, Sustainable Business Development Manager  
 360-647-7093 x102, [cathy@sconnect.org](mailto:cathy@sconnect.org)  
[www.SustainableConnections.org](http://www.SustainableConnections.org)