



# Advisory Board Meeting – Next Steps for WSPPN

John Katz & Donna Walden

December 1, 2010

# Agenda

- 1:00 pm Call To Order/Review Agenda
- 1:05 WSPPN Background & Conference Highlights – Donna Walden
- 1:10 Strategic Planning Background – John Katz
- 1:15 Strategic Planning Outcome – John Katz
- 1:25 Recommendations Moving Forward – John Katz
- 1:40 WSPPN Opportunities – Donna Walden & All
- 1:45 Propose Membership Model – Donna Walden
- 1:50 Discussion on Strategic Plan/Next Steps – All
- 2:20 Workplan Timeline – John Katz
- 2:25 Measurements & Other Announcements – All
- 2:30 pm WRAP UP, ADJOURN

# WSPPN Background

- WSPPN is one of 8 P2 regions resulting from Pollution Prevention Act passed in 1990
- UNR-BEP has hosted WSPPN (Region 9) for 7-8 years and managed WSPPN conference
- WSPPN Conference Grant for 2011 was not renewed
- WSPPN Coordinator Change
  - Ed Gonzales retired February 12
  - Donna Walden temporary hire March 15
  - Donna Walden permanent hire September 7
- EPA Initiated Strategic Review of P2 Network and WSPPN Conference (emphasis on conference)

# Conference Highlights

- San Diego Regional Sustainability Partnership (SDRSP) sponsorship
  - SDRSP business panel
  - SDRSP green business tour
- P2 Week Video contest
  - Award Luncheon at WSPPN
  - Winning videos on WSPPN home page
- Joel Makower Keynote, streaming video & book signing
- Jim Evanoff talk on Sustaining Yellowstone
- Magic Show & Kevin Dick Roast
- 100 attendees
  - Including 22 scholarships
- Covered Costs for Conference



# Conference Highlights (Cont.)

WSPPN PROGRAM				
<b>WEDNESDAY, OCTOBER 27, 2010</b>				
Registration/Breakfast	7am – 8:30am			
Morning Plenary - (8:30am to 11:30am)	Keynote – Joel Makower, Greener World Media, Inc.,			
	Business Panel Session – “What are Businesses Looking For?”			
Lunch on Your Own	11:30 am – 1:30 pm (Joel Makower book signing from 11:30am to 11:45 am)			
<b>SESSION TRACKS</b>		<b>Greening Operations</b>	<b>Emerging Issues</b>	<b>P2 Tool Box</b>
PM Concurrent Session #1	1:30pm – 3pm	EPP Tools	University Panel: Gown to Town	Storm Water Design & Maint
Break	3pm – 3:30pm			
PM Concurrent Sessions #2	3:30pm – 5:00pm	Low VOC Coatings	Collaborative Partnerships	Green Lodging
<b>THURSDAY, OCTOBER 28, 2010</b>				
Continental Breakfast	7am – 8am			
AM Concurrent Session #1	8am – 9:30am	Lower Your Energy Footprint	Emerging Chems & Nanotech	Printing Industry
Break	9:30am-10am			
AM Concurrent Session #2	10am – 11:30am	Green Electronics: Cradle to Grave	Chemicals in Products	Funding Opportunities
Lunch & Program	11:30am – 1:30pm	Speaker : Jim Evanoff – “Sustaining Yellowstone National Park: a 138 Year Journey”		
		P2 Video Contest Awards & Screen Winning Videos		
PM Concurrent Session #1	1:30pm – 3:00pm	Energy Efficiency & Water Conserv.	CA Green Chem & Safer Alternatives	Personal Care Products
Break	3pm – 3:30pm			
PM Concurrent Sessions #2	3:30pm – 5:00pm	Portfolio Manager	Federal Facilities Panel	P2 Interactive Planning Session
<b>FRIDAY, OCTOBER 29, 2010</b>				
SDRSP Offsite Tour	8am – 12:30pm	SDRSP Green Business Tours		

# WSPPN 2010 Highlights (Cont.)

**P2 Week Video Contest Winners**



**WSPPN P2 Advocates of the Year**



# WSPPN 2010 Highlights (Cont.)

- Launched P2 Certificate Program
  - 13 participants & 2 CWEA participants
- Some Focus Group Recommendations Implemented Early during WSPPN
  - Interactive P2 session & mind-mapping exercise
  - Streaming video of keynote to demonstrate future conference models

# Strategic Planning Background

- EPA hired outside contractor, Tetra Tech, to conduct limited strategic review
- 3 Focus groups held in September
- Feedback from WSPPN advisory board
- Outreach to possible strategic partners
- Focus Groups, Tetra Tech, and WSPPN Advisory Board determined that there was still a need for the WSPPN conference
  - Broadest scope of any environmental conference
  - Differentiable

# Feedback from Focus Groups

Strengths of Conference Were Seen to Be:

- breadth of topics
- focus on source reduction – this makes us unique
- networking with people doing similar work

# Feedback from Focus Groups (Cont.)

Challenges Facing the Conference Include:

- lack of depth in certain topics (needed to justify training)
- need new topics - agenda somewhat stale
- agenda planning is too insular and doesn't leverage broad support
- difficulty balancing demands for depth, new topics, and basics

# Feedback from Focus Groups (Cont.)

## Recommendations/Opportunities for the Future:

- expand and strengthen participation in conference planning
- look for opportunities to partner with others to leverage resources
- market more effectively to sustainability managers, other generalists

# Features of Conference to Preserve

- Face to face meeting with focus on networking
- Focus on toxics and cross media
- Keep “core” audience
- Region-wide participation
- Inspirational sessions – keynote or individual session
- Government focus – keep ability to speak openly

# WSPPN Advisory Board provided the following direction to EPA and WSPPN

- Try and maintain event similar to current one
  - (i.e. focused on prevention, presentation of new trends and best practices, audience primarily government), integrating the feedback on how to improve the content
- Need to address funding gap
  - look for opportunities to leverage other conferences, sponsorships, and explore additional funding models
- Change agenda
  - setting process to gain more participation, greater diversity, and higher quality sessions
- Continue to develop options for training (e.g. certification)

# Recommendations Moving Forward

1. Plan to do another conference in 2011 or early 2012
2. Partner with an existing conference to leverage space, organization, etc.
3. Line up funding for coordinator as soon as possible
4. Start planning more aggressive outreach to both traditional and new audiences
5. Revise conference planning process to make it more timely, open, dynamic
6. Explore opportunities to expand WSPPN role beyond simply a conference

# Recommendations Moving Forward

1. Plan to do another conference in 2011 or early 2012
2. If feasible, partner with an existing conference to leverage space, organization, etc.
  - a. Establish "principles" to govern all negotiations (built on what features to preserve)"
  - b. enter into negotiations soon to establish parameters (dates, cost-share, etc.)

# Recommendations Moving Forward

3. Line up funding for coordinator as soon as possible – EPA, DTSC, others
  - a. develop options for longer term sustainable funding sources for conference
    - i. explore membership model

# Recommendations Moving Forward

4. Start planning more aggressive outreach to both traditional and new audiences
  - a. local government/private sector sustainability managers
  - b. university programs
  - c. local practitioners in host city
  - d. coordinate with Green Business Network

# Recommendations Moving Forward

5. Revise conference planning process to make it more timely, open, dynamic
  - a. will have to coordinate with partner's process (if we choose to partner)
  - b. develop list of desired topics (from evaluations, focus groups, etc.)
  - c. develop new process for reviewing and selecting topics, with a focus on openness, greater participation, and quality

# Recommendations Moving Forward

6. Explore opportunities to expand WSPPN role beyond simply a conference.
  - a. potentially serve as a rallying point or information hub for Sustainable Communities efforts across the region
  - b. reach out to potential partners (ICLEI, CA Green Cities, ASU Sustainability Cities Network) to see if there is interest

# WSPPN Opportunities

- WSPPN cosponsor some regional events
- WSPPN affiliation with smaller organizations
- Create a membership dues structure
- Add exhibitors/sponsors to WSPPN conference
- Expand Webinars: experts & streaming video
- Environmental video program
- Expand P2 certificate program
  - Green training hours and green jobs
  - Roll out nationwide across P2Rx centers

# Membership Dues Structure

- Many organizations & non-profits use to help fund operations
- All about benefits package and perceived value
- Dues structure to be proposed
  - Clearly outline benefits
  - Large discounts received by qualifying agencies for providing P2 data results and in-kind
  - Larger institutions pay more than smaller companies
  - Businesses may become members to access website & tools
- Other implications
  - Free public service vs. paid component to WSPPN site
  - Certification program included in membership dues
- Who's on board?

# Discussion – Next Steps

- Reaction to recommendations?
- Feedback on principles?
- Who should we partner with?
- Feedback on membership structure
- Other ideas for sustaining WSPPN?



# Workplan – Nov/Dec 2010

- Develop “partner guidelines” to solidify negotiating position and desired attributes (EPA)
- Approach potential partners to explore options (EPA, SF DOE, WSPPN)
- Develop funding options and try to get commitments for funding (EPA, DTSC)
- Develop list of priority topics requested by conference goers (WSPPN)
- Develop agenda-setting process and timeline (WSPPN)
- Convene Advisory Board meeting in early December to review approach, progress, and solicit help

# Workplan - Medium Term (Jan – June)

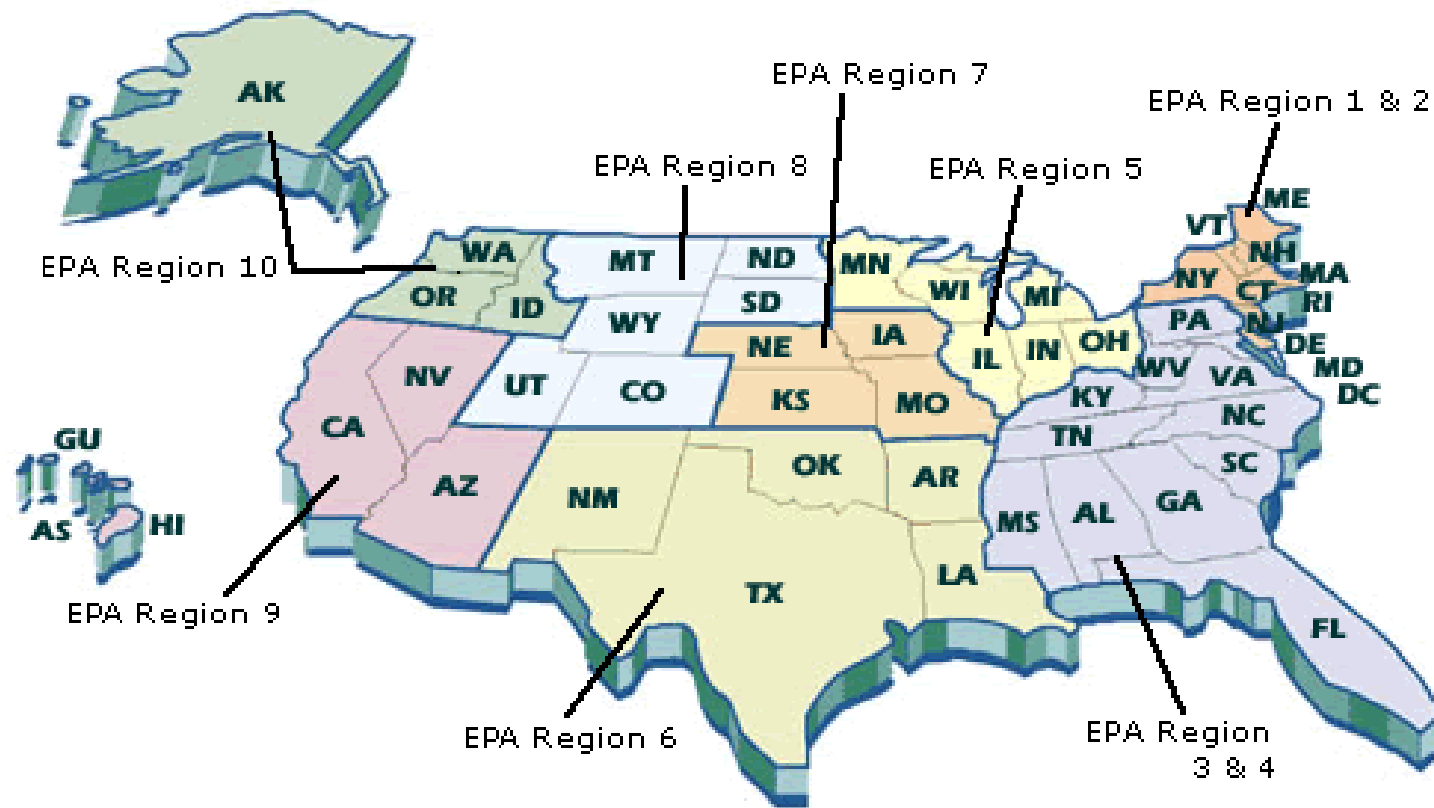
- Solidify partnerships and get MOUs/contracts finalized (WSPPN, EPA)
- Solidify funding and get funding committed (EPA, WSPPN)
- Launch agenda-setting process – call for papers, speakers identification, final agenda set (WSPPN with partners)
- Explore and develop options for future funding (EPA, WSPPN)
- Conduct targeted marketing outreach (WSPPN, partners)
  - Universities
  - sustainability managers and programs
  - current and past attendees
  - green business programs

# Workplan - Long Term

(June '11 – June '12)

- Hold conference
- Develop sustainable business plan for future conferences, and align it with long-term vision for a sustainable WSPPN
- Review outcome of past year to identify opportunities, challenges

# P2 Results & Other Announcements





## Summary

- Need to be proactive
- Strong opportunities exist for the Network
- Collaboration is a must
  - EPA
  - Region 9 P2 network
  - P2Rx Centers
  - other environmental organizations

## Timeline

- Nov/Dec 2010
  - partner & funding options
  - Priority topics for conference
- Jan-Jun 2011
  - partner MOUs
  - agenda-setting process
  - explore future funding options
  - targeted marketing outreach
- Jun '11 to Jun '12
  - hold WSPPN conference
  - sustainable business plan
- Time to act is now