

P2Rx Marketing Committee Conference Call & Webinar

December 15, 2010

1:00pm – 2:30pm (EST)

Participants:

Madeline Sten (P2Rx); Andy Bray and Rachel Smith (NEWMOA); Jamie Regan (ESRC); Bob Iverson and Laura Barnes (GLRPPR); Myla Kelly (Peaks to Prairies); Donna Walden (WSPPN); Paula Del Giudice and Jonathon Stumpf (PPRC); and Beth Anderson (EPA).

Purpose:

The main purpose of the conference call was to discuss P2Rx messaging, consider the current P2Rx messaging, including information on the website, and how it relates to the comments generated during the “Team of Four” P2 Dialogue of EPA P2 Coordinators. The group also discussed branding and co-branding P2Rx with individual Centers, and getting the message out to different audiences (internal vs. external).

Review of Current P2Rx Messaging:

Donna Walden, WSPPN, prepared a webinar to aid in the discussion. She started the conference call by asking the rest of the Committee to respond to various aspects of P2Rx’s messaging, as noted below:

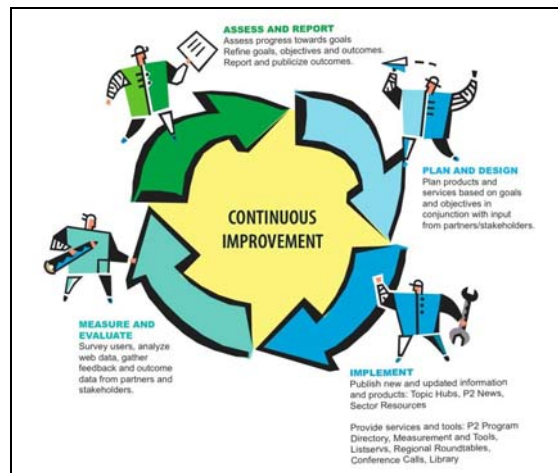
P2Rx Mission Statement

Bob Iverson recommended that we take off the last part of the sentence that reads “service provider community.” The rest of the Committee agreed that this term may be too broad.

“P2Rx™ is a national network of regional centers dedicated to improving the dissemination of pollution prevention information in the service provider community.”

P2Rx Continuous Improvement Diagram

This diagram (see image below) was created by Jean Waters as an internal document and circulated a few years ago. However, several of the Centers were not familiar with it. Some of them had never seen it before and only one Center reported that they had used it to reference P2Rx in a grant proposal they were writing.



Proposed Revised Statement of the Purpose of P2Rx Centers

The three statements below were drafted by Beth Anderson as a way to respond to concerns from the EPA P2 Coordinators. The Committee agreed that the statements were clear and concise and well represented the purpose of the P2Rx Centers.

- *The grant program funds regional centers that serve both unique regional P2 information needs and the need for quality information on practices to reduce pollution and conserve resources for a national audience.*
- *Each center specializes in specific topics and expertise which can be shared nationally utilizing web based tools, such as web sites, webinars, RSS feed and blogs, as well as conferences and training for specific audiences.*
- *The centers provide assistance to businesses for who lack of information may be an impediment to source reduction, preventing pollution and promoting sustainable practices.*

Elements of P2Rx

As a companion to the statements described above, Beth also drafted the bulleted list below. Madeline Sten suggested that the last item be changed from “measurement to “outcomes” to more clearly represent the broader category of activity measures, behavior changes, and environmental outcomes that P2Rx strives to achieve.

- 1) *Networking*
 - *Listserves*
 - *Regional roundtables*
- 2) *Content*
 - *Webinars*
 - *Training*
- 3) *Measurement*
 - *P2 results*
 - *Case studies*

P2Rx Logo

Most of the Centers feel that the original P2Rx logo (see image below) is a little dull. Laura Barnes stated that she doesn't think that the “Rx” prescription connotation works well for P2Rx. The Committee agreed that a new logo with a more youthful and energetic look and feel would be beneficial to P2Rx messaging.



Response to EPA P2 Coordinators Comments:

Donna then directed the Committee to respond to the questions and comments raised by the EPA P2 Coordinators about the purpose of the P2Rx Centers. Some of these questions/statements were discussed further and are noted below:

Does P2Rx supply the best information?

Laura noted that “best” is hard to qualify and suggested promoting P2Rx as a source of “high quality” information instead.

Can we use P2Rx to reach the tipping point?

This question focuses on outcomes and behavior change and relates to how P2Rx Centers can get companies to implement P2 changes. Donna noted that it is not useful to just give companies a fact sheet and expect them to implement P2. However, P2Rx Centers can help the technical assistance providers (TAPs) that are working with companies better understand P2 practices. However, Andy Bray noted that even if the Centers can show that they provide information, it’s hard to demonstrate that this information makes an impact – this is something that the Centers have struggled with for awhile. Madeline suggested that this question be addressed in the revised Strategic Plan.

Many in the Sustainability Movement or the P2Rx industry don’t know nor utilize P2Rx Centers.

This question concerns reach and indicates that P2Rx Centers may not be reaching our intended audience(s). P2Rx audiences include: TAPs, EPA, P2 state coordinators, students, tribes, green builders/home-owners, and the general public.

P2Rx messaging and marketing efforts need to be tailored for each specific group. For example, social media is a great way to reach new audiences and engage young people; however, many of the states have reported that they cannot access social media from their office (e.g., Facebook). Paul Del Giudice noted that Linked-In seems to be more successful than Facebook when it comes to P2 professionals.

P2Rx should deliver content to social media – via Blog or RSS feed.

Many of the P2Rx Centers already use social media as a marketing tool. For example, GLRPPR has a Blog and PPRC uses twitter and Linked-In. All of the Centers have an RSS feed of P2 news. The fact that these tools are already being used but that the EPA P2 Coordinators and others don’t know about them – or don’t identify them as being P2Rx products – represents a fracture in our messaging. Beth noted that this divide is further exacerbated because only some Centers use social media – therefore, they market it as a Regional Center product rather than a National P2Rx product.

Paula stated that P2Rx is serving well as a “network” representing all the resources of its member organizations. However, P2Rx needs to develop “umbrella messaging” that unifies Centers under the P2Rx network. Laura suggested compiling a list of all of the Centers’ individual products and resources and then co-branding them as P2Rx. Myla Kelly suggested including a new section on the website that serves as a hub for social media information from different Centers – e.g., “What Centers are Tweeting.”

Donna suggested getting P2Rx to “go viral.” To do this, Laura stated that Centers would need to push out lots of content that people are interested in such as videos, and stay active and engaged by redistributing content through avenues such as twitter. Once P2Rx Centers have some attention, they need to further establish a relationship with social media users as a trusted source of quality information.

P2Rx needs “sustainability” in their name.

Both WSPPN and ESRC have recently changed their Center names to include the word “sustainability.” Bob reported that GLRPPR recently distributed a survey to stakeholders on a proposed name change, and many respondents agreed that they wanted “sustainability” to be included in the title. He stated that the term P2, or pollution prevention, has a preconceived notion of being affiliated with large business and industry; the term sustainability seems to be more attractive to schools, small businesses, and consumers. However, Paula noted that the term “sustainability” may be too broad. Changing the name of P2Rx would also involve a whole new branding and marketing effort.

Myla stated that P2Rx is beyond where we were at the beginning that Centers should think about moving towards “P3” – people, prosperity, and the planet. Beth liked the idea of putting “people” directly in the messaging campaign and noted that EPA has a P3 program.

Next Steps / Action Plan:

1. Donna and Madeline will develop a straw man messaging document and send it to the rest of the Committee via Google documents for review and comment. This will serve as a recommendation for how each of the centers position P2Rx in communication with their various external audiences.
2. The Committee will work together to develop a new diagram that explains the three elements that describe the purpose of P2Rx – networking, content, and outcomes. The committee will also work to establish guidelines for how to cobrand P2Rx nationally together with the regional brand of the individual centers.