



# Endorser Case Studies

## Promoting WasteWise Inside and Out: South Carolina Department of Health and Environmental Control



You would be hard pressed to find a better illustration of leading by example than the **South Carolina Department of Health and Environmental Control's** (SC DHEC) Office of Solid Waste Reduction and Recycling. As a WasteWise partner it has developed its own waste reduction program, and as a WasteWise endorser it helps other organizations realize the benefits of joining WasteWise by providing multi-media, waste reduction technical assistance. In 2000, WasteWise recognized SC DHEC as the Endorser of the Year for its efforts to promote WasteWise to South Carolina organizations. Since becoming a WasteWise endorser, the agency has spread the WasteWise message to organizations across the state through printed materials, visual displays, an extensive Web site, and on-site visits with individual organizations.

SC DHEC distributes printed information to organizations throughout South Carolina explaining that joining WasteWise makes both good business and environmental sense. The agency mailed information about WasteWise to recycling coordinators with cities, counties, and universities across the state encouraging them to join WasteWise. The mailing included a cover letter explaining the waste prevention, recycling collection, and recycled-content procurement goals of the program, as well as a promotional flyer provided by U.S. EPA. The Office of Solid Waste Reduction and Recycling also published an article in its quarterly "South Carolina Recycles Magazine" explaining its collaboration with WasteWise. The article described the agency's role as an endorser and listed the organization's goals for its own internal waste reduction program. By constantly expanding its own waste reduction efforts, SC DHEC truly leads by example. The office also issued a press release announcing that SC DHEC joined WasteWise as both a partner and endorser. State and national journals, such as the Solid Waste Report, published the article.

***"We promote WasteWise because it is a one-stop program that is simple to do yet provides in-depth information, support, examples to follow and the necessary tools for businesses to set and meet waste reduction goals. WasteWise enhances and supports our mission. It's a perfect fit."***

*—Donna Bowman, South Carolina DHEC WasteWise Coordinator*

SC DHEC proudly displays the WasteWise logo internally and in its outreach efforts. Upon joining WasteWise, the Office of Solid Waste Reduction and Recycling gave a presentation to agency recycling coordinators about WasteWise and gave each coordinator a poster highlighting the agency's WasteWise goals and featuring the WasteWise logo. The office also created a large WasteWise display that it brings to trade shows and business expos across the state and developed a WasteWise page on SC DHEC's Web site, which has the WasteWise logo and a direct link to the WasteWise site. The page explains the benefits of joining

WasteWise, the services offered by the program, and the necessary steps to start implementing the program. The site also offers technical assistance and information on SC DHEC's numerous initiatives, such as the award-winning "Recycle Guys" public awareness campaign, and "Action for a Cleaner

Tomorrow," an interdisciplinary curriculum supplement for elementary and high school students. The SC DHEC Web site is located at <[www.scdhec.net/recycle](http://www.scdhec.net/recycle)>.

Finally, SC DHEC carries the WasteWise message directly to individual organizations through on-site visits. Agency staff regularly visit organizations within the state to discuss waste reduction options, and use the opportunity to promote WasteWise participation. According to Bowman, "As the state's environmental agency, we have the responsibility and obligation to protect and conserve natural resources and beyond that set an example for others. We're doing what we're asking others to do. WasteWise fits perfectly into our mission of promoting public health and protecting the environment."