



*Clean Land, Safe Water, Healthy Lives*



## Benefits of Trash Free Potomac Facility Program

**Organized by:** The Alice Ferguson Foundation's Trash Free Potomac Watershed Initiative

**Background:** The Trash Free Potomac Watershed Initiative is based on a framework of outreach which includes market-based approaches such as the Trash Free Potomac Facility (TFPF) Program. Including the market in the solution for a clean Potomac River is imperative if we are to reach our goal, however, our approach must be mutually beneficial.

**Below are several benefits of the TFPF Program:**

- Part of a larger network of like-minded facilities
- Potential cost savings due to reduction in trash
  - Supported by a committee of industry experts, regional advocates, and reputable service providers
- Use TFPF logo on all communications and on your website
- Direct access for adopting the Trash Free Potomac Watershed Regional Litter Prevention Campaign
  - Includes technical and design assistance
- LEED Certification requires sustainable waste management solutions
- Many corporate Environmental Policy Statements require creative solutions of their facilities to recycling and tracking, participation in TFPF often satisfies this requirement
- If you're a federal facility, Executive Orders 13423 and 13514 require recycling education and partnership with local recycling organization to assist with outreach to employees
- Resources include: Educational materials, Service Providers, local donation suggestions, signage, free & secure online reporting software through a partnership with US EPA's WasteWise program
- Partner of the Alice Ferguson Foundation
  - Invitation to the foundation's activities including
    - The 7<sup>th</sup> Annual Trash Summit, Nov. 7th at Silver Spring Civic Center
    - Oktoberfest at the Hard Bargain Farm
    - Spring Farm Festival
  - Site Leader Training and Potomac River Watershed Cleanup Site opportunity
  - Sponsorship opportunities
- *Last but not least*, being part of the solution for a clean Potomac!

For more information or to join, visit [www.trashfreefacility.org](http://www.trashfreefacility.org) and contact Clara Elias, [celias@fergusonfoundation.org](mailto:celias@fergusonfoundation.org), 202-973-8203



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## First steps to becoming a Trash Free Potomac Facility

1. Download & Review the TFPF Pledge (*page 22 of Guidebook*).

Guidebook found at [www.trashfreefacility.org](http://www.trashfreefacility.org)

2. Consult with your management Team
3. Sign the Pledge
4. Submit the Pledge to Clara Elias

Program Associate

Trash Free Potomac Watershed Initiative

Email- [celias@FergusonFoundation.org](mailto:celias@FergusonFoundation.org)

Fax- 301-292-1070

- ★ At this point a TFPF mentor will contact you and establish an opportunity to discuss goals, implementation, and help you get organized for your Environmentally Responsible Waste Reduction and Management system.

### **What is the Trash Free Potomac Facility Program?**

The TFPF program is a grassroots, market-based approach to assisting regional facilities reduce, divert, and manage their waste streams, leading to cost savings AND environmentally responsible waste management.

### **Why focus on the market?**

We believe that real environmental change is supported by the market. If it is not, we will be able to see the institutions, infrastructures and policies in place to see a lasting reduction in litter in the Potomac River watershed.

**AFF Background & Mission:** The Alice Ferguson Foundation was established in 1954 as a non-profit organization chartered in the state of Maryland. Our mission is to connect people to the natural world, sustainable agricultural practices and the cultural heritage of their local watershed through education, stewardship and advocacy.

**Trash Free Potomac Watershed Initiative Goal:** to reduce trash and increase awareness of trash issues in the Watershed. These goals are being addressed through the Potomac River Watershed Trash Treaty, Annual Potomac River Watershed Trash Summit, Annual Potomac River Watershed Cleanup, Trash Free Potomac Facility Program; and the Trash Free Deanwood and Regional Campaigns.

For more information or to join, visit [www.trashfreefacility.org](http://www.trashfreefacility.org) and contact Clara Elias, [celias@fergusonfoundation.org](mailto:celias@fergusonfoundation.org), 202-973-8203