ecoPRO
CERTIFIED SUSTAINABLE LANDSCAPE PROFESSIONAL

The ecoPRO vision

Trained, certified professionals will establish sustainable landscaping as the norm for homes, institutions, and public spaces, thus contributing to the restoration and protection of watersheds, groundwater, and public health throughout Washington.

What is ecoPRO?

ecoPRO is a training and certification program for landscape professionals that aims to satisfy the growing professional and consumer interest in sustainable landscaping services. It is intended to achieve four primary outcomes:

1   Provide credentials to individuals with expertise in sustainable landscaping practices, thereby giving them an advantage in the marketplace;

2   Provide consumers with a verifiable means of judging qualifications;

3   Impart practical knowledge to landscape professionals to use in the field; and

4   Achieve widespread adoption by professionals of sustainable landscaping practices across Washington State.

ecoPRO is the brainchild of a broad base of stakeholders (look left for stakeholder list) who have worked since 2011 to develop program standards, sustainable best management practices, training curricula and a certification exam, and a program business and marketing plan.

ecoPRO can help…

- ☑ Landscape professionals implement 200+ sustainable best management practices through training, certification, and continuing education.
- ☑ Provide data on sustainable practices employed in the field and how they translate into water quality, environmental, and health impacts.
- ☑ Meet National Pollution Discharge and Elimination System (NPDES) permitting requirements for public education and low impact development.

Since 2013, ecoPRO has hosted three trainings in Western Washington and certified 50 landscape professionals.[1]

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[1] Funding and support for program development has come from WA Department of Ecology (through federal funding from the National Estuary Program), WA Department of Agriculture, Seattle Public Utilities, WSNLA Scholarship & Research Charitable Fund, and in-kind contributions from the landscape industry. WA Department of Ecology has also provided grant funding for initial implementation – including a program website and marketing materials, a system for tracking best practices and environmental impacts, and one year of a .25 FTE for program coordination and administration.

ecoPRO Plans

With a solid foundation in place, ecoPRO needs to create high demand and visibility in the Puget Sound region, expand the program to Eastern Washington, and start tracking successes. Goals by 2017 are to:

1 Create demand for the certification by landscape professionals.

2 Create demand for sustainable landscape services by residents, commercial entities, and public agencies through marketing the ecoPRO program and ecoPRO certified professionals.

3 Offer 2-3 trainings a year, certifying 75 landscape professionals each year.

4 Identify "education partners" to offer additional trainings and grow the program geographically.

5 Establish a protocol to evaluate best management practices employed by certified individuals that can be translated into environmental and health impacts.

2020 Goals:

✓ Achieve market recognition state-wide

✓ Certify 700 professionals

✓ Serve:
- 30,000 residential customers
- 20,000 commercial and institutional customers
- 30% of public entities

✓ Be financially self-sustaining

How YOU can partner with ecoPRO!

Help **sponsor**:

☐ **Case studies** that document the costs and benefits of sustainable landscaping practices.

☐ **Targeted marketing** to priority customers.

☐ **In-person training.**

☐ **Online training curricula.**

☐ **Curriculum in Spanish.**

CONTACT:

Jeanne McNeil, jmcneil@wsnla.org

Amy Phillips, certification@walp.org