



ecoPRO Partner Messaging

Below please find useful content for municipalities, nonprofit organizations, corporations and small businesses invested in sustainable landscaping who are partnering with ecoPRO to help educate and promote the ecoPRO Sustainable Landscape Professional program and its certified professionals.

About the ecoPRO

The ecoPRO Certified Sustainable Landscape Professional program offers advanced certification for landscape professionals in Washington State. ecoPRO certification represents that an individual has demonstrated knowledge of sustainable practices in the design, installation, and maintenance of landscapes.

The ecoPRO certification program is administered by the Washington State Nursery and Landscape Association (WSNLA) and the Washington Association of Landscape Professionals (WALP). The program works to ensure a unified standard within the horticultural industry that also enhances marketing, networking, and educational opportunities.

Why hire an ecoPRO

The ecoPRO Certified Sustainable Landscape Professional program recognizes landscape professionals who use safe and sustainable practices to create and maintain landscapes that are pleasing to the eye as well as the environment. ***When you hire an ecoPRO your landscape is healthier for people and pets, saves money, and looks great.***

Visit www.ecoPROcertified.org to locate an ecoPRO Certified landscape professional near you.

ecoPRO Partner Can Help Build Program Visibility

Help educate and promote the Washington State community on the value of hiring a sustainable landscape professional.

Be sure to link directly to www.ecoPROcertified.org so individuals can easily access more information about the program and locate an ecoPRO Certified professional to help!

- ✓ Your company or organizations website
- ✓ Social Media
- ✓ Printed materials to your customers and communities
- ✓ Electronic communications to your customers and communities
- ✓ Presentations



ecoPRO Key Messages

- The ecoPRO Certified Sustainable Landscape Professional program offers advanced certification for individual landscape professionals throughout Washington State.
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- ecoPRO certified professionals have passed an exam that tests their knowledge of sustainable landscaping principles and best practices. They design, construct, and manage landscapes using the most current, ecologically sound principles and practices.
- Sustainable landscaping is design, construction, operations and maintenance practices that conserve and regenerate water, air, soil, plant and wildlife resources. Sustainable practices must maintain a focus on the environment as the priority while remaining socially equitable and economically feasible.
- Sustainable landscaping is design, construction, and maintenance that work with nature to create healthy, resilient, and attractive landscapes.
- Where possible, ecoPRO certified professionals collaborate across the disciplines of design, construction, and maintenance.
- ecoPRO certified professionals have in-depth knowledge of 200+ sustainable landscape best practices in eight focus areas: protecting and conserving soil; conserving, managing, and protecting water; protecting air quality and preventing noise pollution; protecting, creating and managing habitat; managing and conserving energy; selecting, planting, and maintaining plants sustainably; managing pests and diseases sustainably; using sustainable materials; and protecting human health.
- The program is administered by the Washington State Nursery and Landscape Association (WSNLA) and the Washington Association of Landscape Professionals (WALP) to ensure a unified standard within the horticultural industry that also enhances marketing, networking, and educational opportunities.
- For more information about the ecoPRO Sustainable Landscape Professional Certification program, visit www.ecoprocertified.org.

ecoPRO Best Practices

ecoPRO certified professionals have demonstrated knowledge of, and voluntarily practice 200+ sustainable best landscape practices in the following domains:

The best practices are organized around eight key principles:

- ✓ Protect and Conserve Soils
- ✓ Conserve Water
- ✓ Protect Water and Air Quality
- ✓ Protect and Create Wildlife Habitat
- ✓ Conserve Energy
- ✓ Sustain Healthy Plants
- ✓ Use Sustainable Methods and Materials
- ✓ Protect and Enhance Human Health and Well-being



ecoPRO Target Messaging

Are you trying to reach a specific audience? If so, please use the suggested content below to help with your ecoPRO outreach efforts. Suggested content is provided for landscape companies and employees, public facilities managers, and organizations. If you have questions, or would like direction for an audience that is not listed, please contact Jeanne McNeil, ecoPRO Administrator, at jmcneil@wsnla.org.

Landscape companies and employees

More customers are requesting sustainable landscape design, construction, and maintenance. ecoPRO certified professionals ensure knowledgeable, profitable, and environmentally sound landscape design, installation and maintenance services. ecoPRO certification will:

- Expand your professional credibility among customers through increased knowledge and recognition.
- Increase marketing advantages for you/your company by showing your commitment to sustainable landscape management.
- Have a positive impact on the environment and on your local community.

By marketing ecoPRO certification, a company can enhance its image and increase its competitive edge in today's marketplace. All certified individuals receive: an ecoPRO certificate and wallet card providing third-party verification of their certification; marketing tools and resources; and promotion on the ecoPRO website and in WSNLA and WALP industry publications.

Public facilities managers

By obtaining ecoPRO certification for your staff, and/or requiring ecoPRO certification of your landscape services contractors, you are demonstrating your organization's commitment to sustainable business practices helping you meet internal sustainability goals.

- Sustainable landscape management may cost a bit more than conventional landscape management up front, but can reduce your costs in the long-term through lower water, energy, and labor costs.
- Sustainable landscape management is safer for the environment and healthier for your employees and the people and pets that access your facilities every day.

Organizations: Utilities and municipalities; Building trade associations

By promoting, recommending and encouraging ecoPRO certification to your customers, membership and other constituents, you are:

- Providing helpful resources that could help them increase their competitive edge in today's marketplace;
- Helping them meet internal sustainability goals; and
- Demonstrating your organization's commitment to sustainable business practices.