

# Pesticide Environmental Stewardship Program

## Member Handbook



**This Handbook is a *living document* and will be updated and revised as needed.**

**April 2011 Version**

**Table of Contents**

- I. Introduction**
- II. Eligibility for Membership**
- III. Membership Groups**
- IV. Commitments and Benefits**
- V. How to Apply for Membership**
- VI. Strategies, Reporting and Marketing**
- VII. Performance Measurements**
- VIII. PESP Logo: Use and Restrictions**
- IX. PESP Awards**
- X. Disclaimer**
  
- Appendix A: Pest Management Professionals**

## **Forward**

### **What You Will Find In This Handbook**

This Pesticide Environmental Stewardship Program (PESP) handbook is a resource with information to help prospective members to learn about PESP, to understand how the program works, and to assist in applying for membership. The handbook also provides a reference for established PESP members. This document will be updated periodically and new versions will be posted at our web site:

[www.epa.gov/pestwise](http://www.epa.gov/pestwise)

### **Why Join PESP?**

Joining PESP gives your organization the opportunity to demonstrate a leadership commitment to environmental stewardship. Membership enhances public perception of your organization, customer support, and employee morale.

PESP publicly recognizes members who demonstrate an active commitment toward achieving PESP's environmental stewardship goals. Recognition comes in the form of: articles on our website, feature articles in our newsletter, reports, press releases, and awards.

Are you interested?

Want to be a member?

You may apply at any time during the year!

### **Important Notice Regarding PESP's Status during 2011 and 2012**

As a voluntary partnership program, our membership is encouraged to engage in a range of activities including the collection of certain types of information. PESP is designed such that *in the future* we plan to accept member strategies, annual reports, and measures data, as well as applications for members to advance their status from Bronze to Gold level membership. At present, however, we are only engaged in accepting applications for membership.

PESP is in the process of complying with the requirements of the Paperwork Reduction Act. We anticipate this process will be completed on or before October 2012. If granted permission, by the Office of Management and Budget, PESP will begin to correspond with the membership regarding the submission of annual reports and related information.

## **PESP Handbook – April 2011**

Information about the Paperwork Reduction Act is available at:  
[www.archives.gov/federal-register/laws/paperwork-reduction/](http://www.archives.gov/federal-register/laws/paperwork-reduction/)

PESP members may, at the present time, voluntarily follow the guidance put forth in this member handbook. Tracking your current activities, independently recording measures data, and summarizing each year's progress will be of great advantage in documenting your organization's commitment to IPM implementation. Historical information can serve as a basis to support a future application for promotion to ward obtaining a higher level membership. Further, if members choose certain measures, collecting data now may well be of benefit in terms of immediate feedback to the member who is independently working to achieve environmental stewardship goals.

New members will enter at the Bronze level. There are presently certain opportunities by which members can move up from the Bronze or Silver levels. Further details regarding this opportunity for a change in membership status is described in this handbook.

Please read the handbook as a guide to how you can independently engage in PESP activities and practices. When submissions of information start, you will have information in hand and a history of practice that will benefit both your organization and PESP.

## **PESP Handbook – April 2011**

### **I. Introduction**

Welcome to the Pesticide Environmental Stewardship Program (PESP)!

PESP is a voluntary program that fosters partnerships with pesticide users, educators, and related organizations that engage in reducing potential health and environmental risks associated with pests and pesticide use and in implementing pollution prevention strategies. PESP members are organized into one of four groups (according to pesticide use where people Live, Work, Play, and Farm) and progress through three tiered steps (Bronze, Silver, and Gold) to achieve the maximum benefit in the program. PESP members distinguish themselves as stewardship leaders in their respective fields of business and practice.

### **Who We Are**

PESP is the only federal stewardship organization that engages commercial, private, and public users of pesticides in a partnership program that reduces risk, seeks alternative methods, and disseminates new approaches to meet pest management challenges everywhere we live, work, play and farm.

### **OUR VISION**

PESP is the U.S. Environmental Protection Agency's lead program reaching pesticide users in every sector where we live, work, play, or farm, to improve management of pesticide uses, to chart sustained excellence in reducing risk, to educate others, and to achieve full implementation of every aspect of Integrated Pest Management (IPM).

### **OUR MISSION**

PESP is moving forward to significantly reduce pesticide risk, expand IPM, and environmental stewardship efforts to:

- Focus on implementation of IPM and sustainable pest management practices where pesticides are most used: where we live, work, play, and farm
- Inspire and guide members through the process of adopting IPM
- Showcase leadership organizations, that is, members that sustain PESP objectives and promote stewardship practices to the public and their peers in their areas of expertise
- Provide members with technical guidance, direction, and incentives

### **OUR GOALS**

- Increase public understanding of pests and pesticide risk
- Create public demand for lower risk and environmentally sustainable approaches to pest control

## PESP Handbook – April 2011

- Assist members in decreasing pesticide risk through the adoption of IPM practices and promoting a prudent and practical use of pesticides
- Promote implementation of the National IPM Roadmap that provides a national framework for IPM [[www.ipmcenters.org/IPMRoadMap.pdf](http://www.ipmcenters.org/IPMRoadMap.pdf) ]
- Provide resources, information, and support to guide members in accomplishing program goals
- Acknowledge and award distinguished members for their high level of sustained stewardship in this program

### PESP History and Our Members

The Environmental Protection Agency (EPA) recognizes the need to protect public health and the food supply with efficient, cost-effective pest control. EPA regulates the use of pesticides for both agricultural and non-agricultural purposes under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA). The law requires EPA to review uses of a new pesticide, as part of the Agency's registration process, before allowing the sale and use for pest control in the United States. At the same time, the law requires EPA to review the uses of older pesticides through processes called registration review. As a part of these review processes, EPA conducts human health and environmental risk assessments, upon which regulatory decisions are based. The Pesticide Environmental Stewardship Program (PESP) is guided by the principle that, even in the absence of additional regulatory mandates, the informed actions of pesticide users reduce risk even further. PESP promotes the adoption of innovative, alternative pest control practices that reduce potential pesticide risk.

The Environmental Protection Agency established PESP in 1994 as a voluntary partnership program to reduce pesticide risk and announced the first six PESP *Partners*. PESP is coordinated by the Office of Pesticide Programs' Environmental Stewardship Branch (ESB). In 1995, EPA expanded the program to include organizations that train, educate, or influence pesticide users and, thereby, reduce pesticide risk.

The tradition of building partnerships continues today and PESP members represent established leaders or aspiring organizations that seek recognition for excellence in meeting stewardship objectives. By joining PESP, organizations pledge that environmental stewardship is an integral part of their pest management practice. For example, many members are adopting the use of biopesticides such as microbial pesticides, pheromones, or natural compounds that target specific pests.

PESP advocates adoption of integrated pest management (IPM) programs and practices. IPM is the coordinated use of pest and environmental information with available pest control methods (chemical, structural, etc.) to prevent unacceptable levels of pest damage by the most economical means and with the least possible hazard to people, property, and the environment.

EPA recognizes the performance of outstanding members by selecting *PESP Champions*. This award, first given in 2002, distinguishes members by publicizing their outstanding

## PESP Handbook – April 2011

efforts for promoting IPM, reducing pesticide risk, and for their extraordinary level of commitment to the PESP mission and objectives.

From 1994 to the present, membership in PESP increased from six charter members to over 200 members. Today, members take a strategic approach to reducing pesticide risk by undertaking specific, measurable activities. The PESP strategy process keeps all participants—members and EPA—focused on the goal of pesticide risk reduction.

PESP members were initially grouped into *sectors* for the purposes of organizational efficiency and technology transfer. PESP now uses a three-tiered membership framework (Bronze, Silver, Gold) with four distinct member *groups*—Live, Work, Play, and Farm.

PESP members are leaders in their respective field or discipline and are committed and take the initiative to developing forward looking member strategies; adopting and tracking certain appropriate measures; and in return PESP provides recognition, support, use of the PESP logo, as well as other benefits described in this handbook. At present, these activities are voluntary and independent of anticipated PESP reporting activities that are planned for the future. Members who independently record their current progress will be developing a track record documenting how they are supporting stewardship practices.

### GETTING STARTED

You may apply for membership at any time. Submitting an application initiates a sequence of events starting with a review of your initial application. At this point new members are encouraged to independently develop a PESP member strategy (See 'PESP Annual Time Line' in Section V). Examples of existing strategies can be found at: [www.epa.gov/pestwise](http://www.epa.gov/pestwise)

The following sections define who is eligible to join, where a prospective member fits into the program, as well as the application process. At anytime, if you wish to discuss your application or any aspect of your existing membership, contact us at: 800-972-7717; or by e-mail at: [pesp.info@epa.gov](mailto:pesp.info@epa.gov)

We understand that prospective members will have questions concerning:

- Completing an application
- Help in developing a member's independent PESP Strategy
- Assistance in selecting measures appropriate for your organization

When your organization becomes a member of PESP, you will receive a welcome kit, and will be subscribed to our newsletter. You will also have access to the following services:

- Answers concerning updates to your membership
- Help refining your PESP Strategy and adopting measures appropriate for your organization
- Access to information on EPA activities

## PESP Handbook – April 2011

- Access to information on funding opportunities to support strategy implementation
- Branding and marketing opportunities

### II. Eligibility for Membership

The following information helps to make an initial determination regarding whether an organization or a group is eligible to apply. If you have questions concerning eligibility, contact us.

PESP e-mail: [pestp.info@epa.gov](mailto:pestp.info@epa.gov)

#### **PESP members include:**

- Organizations that use pesticides
- Organizations that represent pesticide users
- Organizations that have influence over the pest management practices of pesticide users

To learn more about current PESP members and their work, visit [www.epa.gov/pestwise](http://www.epa.gov/pestwise)

#### **PESP members do not include:**

- Pesticide manufacturers and registrants
- Pesticide producer industry associations
- Equipment manufacturing companies or associations

Companies interested in promoting their products may have something to offer PESP members, especially those who seek new solutions to the handling and use of pesticide products, however, the commercial and promotional nature to these organizations does not fit PESP objectives.

PESP is not directly part of, but is complementary to, the regulatory activities that are part of the Office of Pesticide Programs' mission to register and review pesticides. Information related to registration of pesticide products or their review is outside the scope of the PESP.

### III. Members and Membership Groups

Although PESP members represent diverse segments of the pesticide user community, they often share common pesticide challenges. To address this, our membership is further divided into four groups of members who share common interests, such as community IPM or sustainable agriculture.

As a PESP member, you will be placed in the group that is most relevant to the majority of your organization's activities.



**PESP Handbook – April 2011**

- i. Live – This group is for members who manage pests in and around homes and gardens where pesticides are often used.
- ii. Work – The focus here includes a workplace or school where IPM practices incorporate use of pesticides to manage pests in commercial or institutional buildings and to maintain landscapes.
- iii. Play – Pests present challenges in recreational areas where pesticides are used in public and private facilities, turf for sporting venues, park areas, and other recreational sites, such as swimming pools.
- iv. Farm – PESP members in this group are part of modern agriculture that maintains the quality and quantity of crops through use of pesticides and by adopting new IPM techniques.

The four PESP member groups are summarized in Table 1. If you have any questions regarding which group is best for your organization, contact us for further guidance on placement.

**Table 1. Membership Groups**

<b>Where You Live</b>	<b>Where You Work</b>
<p>This group is related to members who manage pests in and around homes and gardens where pesticides are often used. Examples of PESP members in this grouping include:</p> <ul style="list-style-type: none"> <li>• Local, state, and federal governments</li> <li>• Landscaping retailers</li> <li>• Gardening retailers and associations</li> <li>• Environmental organizations</li> <li>• Landscaping service providers</li> <li>• Landscaping associations</li> <li>• Homeowner associations</li> </ul>	<p>This group includes members related to how people might use or be exposed to pesticides at work. This includes organizations that handle pesticides or herbicides as part of their job. Examples of PESP members in this grouping include:</p> <ul style="list-style-type: none"> <li>• Utility companies</li> <li>• Office buildings</li> <li>• Industrial sites</li> <li>• Schools</li> <li>• Hospitals</li> <li>• Pest management professionals</li> <li>• Pest management associations</li> </ul>
<b>Where You Play</b>	<b>On The Farm</b>
<p>This group includes members related to how people might be exposed to pesticides in recreational areas. Examples of PESP members in this grouping include:</p> <ul style="list-style-type: none"> <li>• Golf courses</li> <li>• Parks</li> <li>• Recreational areas</li> <li>• Shopping centers</li> <li>• Sports venues</li> <li>• Vacation and entertainment destinations</li> </ul>	<p>This group includes members related to pesticides in agricultural settings. Examples of PESP members in this grouping include:</p> <ul style="list-style-type: none"> <li>• Growers</li> <li>• Grower associations</li> <li>• Food processors</li> <li>• Agricultural researchers</li> </ul>

#### **IV. Commitments and Benefits**

An active commitment to PESP leads to benefits over time as is illustrated in Table 2.

##### **Commitments**

###### **The PESP Strategy**

Developing an independent PESP Strategy is the first step to engaging in membership activities. The strategy is a document where a member lists selected measures the organization commits to track over time. The strategy is *forward looking*—over a span of five years—to plan and anticipate a member’s participation in PESP. This handbook addresses the kinds of member activities and measures that you can adopt when developing your strategy. Members are responsible for independently updating their strategy as needed (for example, on an annual basis). In the future, PESP will gather member strategies for posting on the PESP web site. At present, the web site hosts historical copies of previous strategies. These serve as examples, models and are a strategic resource for your reference.

###### **Annual Reports – Your Independent Record of Progress**

Members are encouraged to compose annual reports covering each year’s activities. At present these reports are for a member’s records, but the information will help to document activities leading up to the time when PESP will be actively seeking reports in the future. The reports include quantitative information related to tracking selected measures or information related to progress made as outlined in a new member’s initial strategy.

###### **Measures**

PESP expects the number and types of measures an organization commits to tracking will be reasonable, obtainable, and appropriate for your organization. Section VII will assist you in choosing measures for your independent PESP strategy. The measures as listed in this handbook may not include a unique measure that you may bring to the program! PESP is flexible and open to considering new measures to add to the list.

**Table 2. Benefits by Member Tier**

Bronze	Silver	Gold
<ul style="list-style-type: none"> <li>• Listing on PESP web site as member</li> <li>• Materials for members to announce and promote their status as a PESP member</li> <li>• Invited to attend PESP meetings</li> <li>• Subscribed to PESP newsletter</li> <li>• Notices about OPP news</li> <li>• Guidance on how to achieve silver and later gold status</li> </ul>	<ul style="list-style-type: none"> <li>• ALL Bronze advantages plus:</li> <li>• Eligible for recognition awards</li> <li>• Eligible to use PESP outreach products</li> </ul>	<ul style="list-style-type: none"> <li>• ALL Bronze and Silver advantages plus:</li> <li>• • Invited to present at PESP meetings</li> <li>• Special recognition at PESP meetings and events</li> <li>• Elevated presence on PESP website</li> <li>• At least one feature article or success story in a PESP publication</li> <li>• Use PESP logo</li> </ul>

**Benefits**

The benefits of PESP membership include:

**Member Access to Information**

All members receive informational updates on happenings in PESP, as well as EPA’s Office of Pesticide Programs, through the PESP electronic newsletter.

The Environmental Stewardship Branch, which manages PESP, holds a national meeting every three years or so, which also serves as a valuable venue for disseminating information to PESP members.

**Improved Perception and Support**

Membership enhances public perception of a participating organization as a leader in environmental stewardship. This includes customer perception for either a service or non-profit member. Active members distinguish themselves by adhering to the PESP goals and in turn gain recognition for sustained participation. Every member is able to identify themselves as a PESP member at every stage of their participation in the program.

Gold level members are eligible to use the PESP logo. The logo is a visible sign distinguishing your accomplishments and participation in PESP.

## **PESP Handbook – April 2011**

### **Public Recognition**

PESP publicly recognizes members through:

- Articles in a PESP publication, newsletter
- Feature on the PESP website
- Published success stories
- Coverage in press releases
- PESP awards
- Recognition through trade journals or pertinent magazines where your customers read about you!

Membership works two ways! The stronger your commitment to reducing risks from pesticides and being a part of PESP, the more we will commit to promoting your organization as an environmental steward. Gold level members receive the most visibility in the program.

### **Technology Transfer**

- Workshops and symposia provide PESP members with a forum to address industry-specific challenges and solutions
- Awards ceremonies provide PESP members with the opportunity to network
- Notifications regarding new approaches, IPM tools, pesticide alternatives, or other options of potential benefit to our members
- Information exchange through the PESP website and publications

### **Additional Benefits**

PESP is designed to be flexible and works with membership supported programs and goals.

- Support for members' existing outreach programs by leveraging member efforts with EPA resources
- Support for members' existing certification programs, for example, by providing feedback on program elements using scientific expertise within EPA
- Umbrella memberships for trade associations
- Use of PESP logo, according to EPA and PESP guidelines

### **Commitments and Tiers**

All members affirm that environmental stewardship is an integral part of pest management. They commit to independently measuring outcomes of their environmental stewardship efforts and to pest management practices that reduce risks to humans and the environment. Examples of measurable outcomes include a reduction in pounds of pesticide applied or number of employees trained in IPM methods (See Table 5 for a listing of other types of measures). This commitment is captured in each member PESP Strategy.

## **PESP Handbook – April 2011**

Annual record keeping, summarizes the member's progress and builds a track record for potential advancement from tier to tier. This advancement carries with it a corresponding demonstrated commitment to pesticide risk reduction measures.

New members enter the program at the Bronze tier. All members are expected to make an independent account of their progress, with Bronze members doing so in a narrative style—simply because they have yet to record results based on their selected environmental performance measures. Existing Silver and Gold members will continue to create a narrative for the year's activities as well as tracking information on their selected measures.

Depending on progress, a member may be eligible to move up to the next level in a relatively short time. At present, advancement from tier to tier is only available by way of third party certification programs. Evidence of obtaining such certifications can be shared with PESP as a means by which an upward promotion can be warranted. For example, a Bronze member through participation in a third-party certification program, may be eligible for the Silver level after one year. A Silver level member may achieve the Gold level, as early as, the next year.

### **PESP Membership Reviews**

In the future, members will apply to PESP directly to move from one tier to the next. At that time an EPA Review Panel will evaluate a member's application and may recommend that the member be moved to the next tier. PESP will be in communication with the membership to indicate when this process is in place.

This future progression will be based on the idea that Bronze members independently track progress in narrative style until they have measures to report. Once a member can independently track their measures and establish a baseline of performance, they may apply for the Silver level. Silver members will continue to develop a narrative account of progress as well as track quantitative measures. Silver members may apply for the Gold level once they can show a sustained and significant level of improvement with regard to their specified risk reduction and/or educational goals. Also, when applying for the Gold level, PESP expects the member's application will include information on the organization's lessons learned as a PESP member, as well as information on accomplishments related to technology transfer.

## PESP Handbook – April 2011

**Table 3. General Membership Commitments**

Commitment Area	Bronze	Silver	Gold
<b>Overall</b>	<ul style="list-style-type: none"> <li>• Commits to independently tracking measures</li> </ul>	<ul style="list-style-type: none"> <li>• Independently tracks measures</li> </ul>	<ul style="list-style-type: none"> <li>• Tracks significant and sustained progress in reducing pesticide risks</li> </ul>
<b>Steps to Membership</b>	<ul style="list-style-type: none"> <li>• Initiates membership by creating an independent risk reduction Strategy which includes how performance measures will be tracked</li> </ul>	<ul style="list-style-type: none"> <li>• All Bronze requirements, plus: Option to use third party certification program to support advancement to Silver status</li> </ul>	<ul style="list-style-type: none"> <li>• All Bronze and Silver requirements, plus: Option to use third party certification program to support advancement to Gold status</li> </ul>
<b>Performance</b>	<ul style="list-style-type: none"> <li>• Commits to independently track information related to specific measures</li> <li>• Annually updates independent narrative describing progress made in meeting goals set in risk reduction Strategy</li> <li>• Designates an IPM leader within the organization</li> </ul>	<ul style="list-style-type: none"> <li>• Annually updates narrative to track quantitative performance data</li> </ul>	<ul style="list-style-type: none"> <li>• Independently tracks significant and sustained progress in reducing pesticide risk</li> <li>• Gives back to the IPM community, for example, through tech transfer or lessons learned</li> </ul>

### Third Party Certifications

PESP does not endorse particular third-party certification programs. At anytime, if you wish to discuss what types of certification programs are suitable for you and the purpose of attaining a higher level of membership within PESP, contact us at: 800-972-7717; or by e-mail at: [pep.info@epa.gov](mailto:pep.info@epa.gov)

### Pest Management Professionals

Although all members fit into one of the four PESP groups (Live, Work, Play, or Farm), PESP expectations and requirements can be tailored to meet the characteristics of a particular set of members. This distinguishes a unique approach for that set of members. For example, specific membership commitments have been developed for Pest Management Professionals (PMPs). While the term pest management professional may have a broad definition, it is more narrowly defined in relation to certain PESP members. Within PESP,

## PESP Handbook – April 2011

PMPs are defined as commercial businesses that provide pest management services (for example, pest control in and around buildings) for homeowners, schools, hospitals, and public and private facilities, including warehouses. Refer to Appendix A for more information related to this unique approach for PMPs.

### V. How to Apply for Membership

You may apply at any time during the year. Your application initiates a time sequence of events including the review of your initial application. Full participation in PESP means independently creating your strategy and tracking progress. In this section you will learn about the PESP Time Line, application forms, and information required to complete your application.

#### PESP Annual Time Line:

Each year comes with activities for those who make applications, update information, independently track progress, and request promotion within PESP. Table 4 provides an overview for member activities as well as PESP program related events or deadlines that come on an annual basis.

**Table 4: Annual Time Line**

Month	Activities
January	Members independently summarize previous calendar year activities
February	Membership Process (Advancement to Silver or Gold Tiers will be based on evidence of obtaining a third-party certification)
March	Membership Process Complete – Response to Members
April	Program Wide Annual Report
May	
June	PESP Dialog Theme: To Be Determined (for example: for 2011 the topic is measures)
July	PESP Dialog Theme: To Be Determined
August	PESP Dialog Theme: To Be Determined
September	Awards Call In (if based on self nomination; member must supply information in support of nomination and ESB to review submitted data from prior annual cycle as part of the review)
October	PESP Awards Decision
November	PESP Members, Nov 1, Annual Reminder for members to independently summarize measures data.
December	

What does not appear in the table above includes:

## **PESP Handbook – April 2011**

- a) Membership applications are reviewed by EPA with decisions being made within 30 days. This is an ongoing process and applications are accepted year round.
  
- b) Members Independently Tracking Progress and Independent Information Gathering Activities (Ongoing throughout entire year). Members are active in committing to measures, gathering information, tracking progress in relation to selected measures, and in developing an annual summary.

### **The Application Process:**

The PESP staff is here to help you work on developing your application and strategy. You have two options to choose from: hard copy or electronic application. Take a look and decide which one best suits you.

The basic components to the application process include:

- 1) filling out the application form
- 2) developing an independent PESP Strategy (See Section VI. Strategies, Reporting, and Marketing)
- 3) in certain cases PESP will perform a compliance check for the prospective member (See Compliance Screening below)
- 4) the entire application is reviewed by EPA and a decision is made

You may make an application in hard copy or electronically, the following sections address how to make an application.

### **Hard Copy Applications (Option 1)**

For hard copy applications, prospective members should complete a membership application and submit by mail to:

EPA - PESP  
1200 Pennsylvania Ave NW (7511P)  
Washington, DC 20460-0001

### **Electronic Applications (Option 2)**

Electronic application forms are available for download at [www.epa.gov/pestwise](http://www.epa.gov/pestwise).

Complete the forms on your computer and submit your application (as PDF file attachment) by e-mail to: [pesp.info@epa.gov](mailto:pesp.info@epa.gov) .

### **Review of Your Application**

Your application will be reviewed and you may be contacted by a PESP reviewer to provide



## **PESP Handbook – April 2011**

clarifications related to information presented on your form. EPA will next make a decision on your application. You will be sent an e-mail either welcoming you into the program or informing you that your application was not accepted.

### **Compliance Screening**

PESP members have a stated commitment to environmental stewardship and a quality track record of environmental compliance. To ensure the integrity of PESP, EPA must confirm that its members are putting their ideals into practice by complying with existing regulations. When appropriate, especially for prospective members who handle and use pesticide products, a compliance screen for criminal and environmental violations will be performed by EPA. We anticipate the screen will allow all members to be confident in the program given this verification process.

### **Deadlines, Member Updates, and Reviews**

- Prospective members are requested to prepare their independent PESP strategy. PESP Strategies are active on an ongoing basis but are established for a five-year time frame. At any time, members have the opportunity to revise their strategy (See Section VI. Strategies, Reporting, and Marketing).
- Unless you already have an active strategy that reflects commitments appropriate for the Silver or Gold level, you are requested to independently create an updated strategy. For new applicants, updates should not be made until after you receive notice that your application is approved.
- Members are requested to maintain annual progress summaries.
- Members must contact PESP regarding promotion to the next tier. PESP does not automatically promote members.
- Additions to update a member's independent PESP strategy are encouraged as a part of progress tracking.

### **Members Monitor Themselves**

A member's goals may not change annually; however, we encourage every member to assess their progress regularly. If a member's pesticide uses, IPM approaches, corporate goals, or other aspect of conducting business change substantially over time, then reassessing the PESP strategy is critical to making timely updates and making progress in the PESP.

## **VI. Strategies, Reporting and Marketing**

### **Guidelines for Member Strategies**

To promote innovation, members are asked to think about their PESP-specific efforts in a five-year timeframe. Members are then encouraged to prepare their independently maintained PESP Strategy so that it:

- conveys the member's organizational goals for the next five years as they relate to one or more of PESP's performance measures (See Section VII on Performance Measurements and Appendix A for Pest Management Professionals)
- identifies challenges and opportunities that the member may face in achieving its goals
- describes specific performance measures that the member is using to track progress toward its goals
- focuses on cooperative efforts in reducing pests and pesticide risks so that the member's achievements align with PESP's goals
- provides a means for EPA to recognize the member for its accomplishments and shared contribution to PESP's goals

Your strategy should easily flow from your goals and present a pathway for the next five years, including:

- a discussion of the major pest and pesticide issues faced by your organization
- a description of the activities (tactics) that you will engage in to achieve progress against the performance measure(s) to which you are committing
- what EPA might be able to do to help a member resolve potential challenges
- the performance measures that you will use to track progress toward your goals as well as the specific amount of change for each performance measure (the results!) that you anticipate for any specified period of time within the time covered by the strategy

Members are advised to refrain from incorporating activities that fall outside the scope of PESP's Vision, Mission, and Goals. Your organization may, for example, be interested in lobbying activities or tracking progress on new legislation that potentially influences you as a profit or not-for profit organization. Members are discouraged from including such activities in their PESP strategy.

### **Strategy Tactics**

In the tactics section, describe the efforts that your organization will make to attain your risk reduction goals. For example, if your goal is to implement IPM, one of your tactics might be to educate professional peers or customers (including the general public) on a specific IPM technique.

## PESP Handbook – April 2011

In addition to describing a tactic, indicate how this links with your organizational goals and how this ultimately reduces pesticide risk. While the expected impacts for some activities may be obvious, other approaches may impact risk in more subtle or distant ways.

Finally, indicate how you will measure the success of each tactic. Ideally, you will be able to measure the actual change that occurs as a result of your activities. In practice, this may be very challenging. PESP welcomes the opportunity to work with you to devise tactics with measurable impacts.

### Annual Reporting

All PESP members are encouraged to create annual reports (see Table 4). **The reports, at the present time, are records to be kept by the member.** New Bronze level members will simply provide a narrative description of early progress. This may cover a year or more until the member is able to report on the measures they have adopted for their strategy.

All existing Silver and Gold level members are encouraged to create and maintain a series of brief annual reports describing the outcomes of their tactics and the quantitative progress toward their stated goals. For Silver and Gold members, your liaison will play an active role in this reporting process.

Annual reporting gives you the opportunity to highlight your successes, document your challenges, and lessons learned.

Annual reports should quantify progress whenever possible. Quantifiable information presents a better picture of your accomplishments and provides us with a way of measuring the success of PESP as a whole.

### Guidance for Marketing

The PESP is an elite partnership program with high expectations from members in both the public and private sectors. PESP members contribute to decreasing pesticide risk through the adoption of IPM practices, by promoting a prudent and practical use of pesticides, and by the implementation of integrated pest management programs.

### Membership Marketing Commitment

- 1 The member will not construe, claim, or imply that its participation in PESP constitutes EPA's approval, acceptance, or endorsement of anything other than the member's commitment to the program.
- 2 The member understands that the activities it undertakes in connection with the program are voluntary and not intended to provide services to the federal government. As such, the member will not submit a claim for compensation to any federal agency.

## **PESP Handbook – April 2011**

- 3 The member and PESP will assume good faith as a general principle for resolving conflicts and will seek to resolve all matters informally, so as to preserve maximum public confidence in the program.
- 4 Failure to comply with the guidance for PESP membership can result in its termination and cessation of access to the benefits of the program.
- 5 PESP will actively pursue resolution of noncompliance related to the use PESP language, logo, and guidelines.
- 6 Both parties concur that this program is wholly voluntary and may be terminated by either party at any time. Upon termination, the former member agrees to cease using or remove program language or logo from their materials.

PESP members are organizations that are either proven leaders in environmental stewardship or that are highly motivated to become such leaders in their respective fields. PESP members deserve special recognition when they sustain consistent practices and further greater recognition when their measures show sustained achievement. As a member progresses, the expectation is, that the level of commitment and participation will also increase. The PESP endeavors to recognize such progress with a corresponding increase in a member's support. The highest expectation is for sustained excellence to be demonstrated by Gold level members. Silver and Gold members are allowed certain marketing privileges and guidance, some examples follow:

### **Do's**

- Refer to your participation in PESP and commitment to stewardship
- Market your progress as well as those PESP-related expectations for future progress in relation to your PESP strategy and environmental stewardship activities
- Refer your customers to the PESP website for more information
- Promote your PESP awards to your customers
- Leverage website links to EPA home page and public outreach materials
- Upon approval and with PESP guidance, Gold level members can use the PESP logo with disclaimer language on your website
- Promote your IPM services and your support of the PESP program

### **Don'ts**

- Use the logo if your not a Gold member
- Place the PESP or EPA logo on any materials without the disclaimer language and properly obtaining Agency approval
- Use the EPA or PESP name in any of your literature without Agency approval
- Claim that EPA endorses your organization's services or products in either written or verbal communication to any customer (business cards, trucks, uniforms)

**Rationale for Guidance for Marketing Membership**

PESP and its members as businesses or non-profit organizations promote a mutual commitment to IPM and reducing risks from exposures to pests and pesticides. PESP, when appropriate, will seek to place ads in commercial publications to promote the program and its members. PESP promotes and enjoys creative partnerships with other government organizations that may also give our members visibility in the public sector.

**VII. Performance Measurements**

In the past, member strategies included a number of different kinds of proposed projects. Tracking results or recording progress varied from project to project, leaving PESP in need of a more unified approach to demonstrate programmatic progress overall. The use of a common set of measures now provides members with clear options to meet PESP goals while allowing PESP to demonstrate how members collectively are making a difference in environmental stewardship.

When developing a PESP strategy, a member makes a commitment to tracking performance measures. Rather than a prescriptive approach, PESP leaves open the selection of measures a member may commit to using. Table 5 provides examples of measures members may elect to use when developing their Strategy. This list is not exclusive, nor exhaustive. Look at this list to see what may apply to you as you write, revise, or update your strategy.

PESP Handbook – April 2011

Table 5. Performance Measures: Examples

Measure Area	Live	Work	Play	Farm
<b>IPM: Adoption, Implementation and Practice (examples provided by group, some may apply to more than one group)</b>	<ul style="list-style-type: none"> <li>• Acres under Integrated Vegetation Management</li> <li>• People impacted by the implementation of an IPM program</li> <li>• Visits where no pesticides were used</li> <li>• Visits where reduced risk pesticides were used</li> <li>• Acres under IPM</li> <li>• Number of buildings using IPM</li> <li>• PESP fact sheets distributed to customers</li> <li>• Number of IPM trainings for professionals</li> <li>• Number of people in trainings</li> <li>• IPM newsletters, fact sheets, Q &amp; As distributed</li> <li>• Amount of pesticide applied per customer</li> </ul>	<ul style="list-style-type: none"> <li>• Number of schools/school districts using IPM</li> <li>• Number of children attending school where IPM has been implemented</li> <li>• Number of IPM trainings for professionals</li> <li>• Number of people in trainings</li> <li>• School districts including IPM education in students' curricula</li> <li>• IPM newsletters, fact sheets, Q &amp; As distributed</li> <li>• People impacted by the implemented IPM program</li> <li>• Buildings using IPM</li> </ul>	<ul style="list-style-type: none"> <li>• Acres under IPM</li> <li>• Visitors impacted by IPM</li> <li>• Pounds (active ingredient) of pesticides applied</li> </ul>	<ul style="list-style-type: none"> <li>• Number and types of training sessions</li> <li>• Number of people trained</li> <li>• Number of demonstrations</li> <li>• Acres under IPM by those people who were trained</li> </ul> <p>Acres under:</p> <ul style="list-style-type: none"> <li>• IPM management</li> <li>• Biologically intensive IPM</li> </ul>
<b>Participation/ Collaboration (Silver/Gold level)</b>	<ul style="list-style-type: none"> <li>• Has participated in PESP events (number of events; e.g., meeting, workshop)</li> <li>• On commission to develop Best Management Plan (BMP)</li> <li>• Help to educate the Federal government on pest management practices</li> </ul>			
<b>Economic Benefits</b>	<p>Money saved (can be cost of pesticide and/or labor) from:</p> <ul style="list-style-type: none"> <li>• Reducing pesticide applications (number of applications or concentration)</li> <li>• Using target spraying (number of uses in place of broadcast applications)</li> <li>• Using biological controls (Quantify and compare to former practice)</li> <li>• Rights of Way - utility customer savings (if reflected in bills)</li> </ul>			
<b>IPM and/or PESP Education/Promotion</b>	<ul style="list-style-type: none"> <li>• Trainings/symposia (number given, attended, facilitated)</li> <li>• Internal IPM education (document)</li> <li>• Internal PESP promotion</li> <li>• External IPM/PESP education and promotion (quantify and compare to prior years)</li> <li>• Independently creates opportunities for IPM training and education within the organization</li> <li>• Program Promotion (document and compare to prior years)</li> <li>• Has established an organizational position on IPM</li> </ul>			
<b>Human Health and Environmental Risk Reduction</b>	<p>Reduced:</p> <ul style="list-style-type: none"> <li>• Number of pesticide applications</li> <li>• Use of higher-risk pesticides (document number of times this has occurred)</li> <li>• Amount of pesticides used per customer (quantify)</li> <li>• Amount (pounds of active ingredient) applied</li> </ul> <p>Increased:</p> <ul style="list-style-type: none"> <li>• Number of acres or square footage under IPM</li> <li>• Number of people and buildings impacted by IPM program</li> <li>• Adoption of IPM or adoption of additional IPM techniques</li> <li>• Adoption of biological controls or adoption of biological controls</li> </ul>			

**VIII. PESP Logo: Use and Restrictions**

PESP identifies itself with its program logo. The logo can only be used once a Gold member obtains authorization from the EPA. Permission is granted based on the sustained commitment and performance of a member.

**Graphic 1: PESP Logo**



Our participation in the Pesticide Environmental Stewardship Program, a voluntary program administered by the U.S. Environmental Protection Agency, means that we are committed to reducing potential risks associated with pesticide use through innovative pest management practices and specific, measurable activities. Our pledge: Environmental stewardship is an integral part of pest prevention.

**Obtaining Approval for Use of the PESP Logo**

The PESP logo can be used with the disclaimer language on a members website for those PESP Gold members who qualify. The logo cannot be used to endorse products or services.

## **PESP Handbook – April 2011**

### **IX. PESP Awards**

Each year, active PESP members in good standing according to the commitments of their tier are invited to apply for the PESP Awards.

### **X. Disclaimer**

PESP provides members flexibility for achieving risk reduction and will work with members needing guidance. Members are expected to meet certain expectations to remain in good standing with the program. PESP membership does not constitute an endorsement by EPA or PESP of your organization. As a member PESP recognizes your commitment to IPM and risk reduction. In the event a member becomes inactive for an extended period of time (i.e. greater than one year), fails to submit an annual report, misuses the EPA or PESP logo, or uses messaging that conflicts with that of PESP, EPA reserves the right to discontinue membership, and the individual/organization will be notified via letter.



## **APPENDICES**

Appendix A: Pest Management Professionals

## Appendix A: Pest Management Professionals

The following program was developed for pest management professionals. The ultimate goal is for this group to adopt specific commitments that are tailored to reducing risks associated with pests and pesticide exposure through the implementation of IPM or green practices.

**Table A1. Member Commitments: Pest Management Professionals**

Commitment Area	Bronze	Silver	Gold
<b>Overall</b>	<ul style="list-style-type: none"> <li>• Commit to tracking measures</li> </ul>	<ul style="list-style-type: none"> <li>• Report on measures.</li> </ul>	<ul style="list-style-type: none"> <li>• Exceed membership expectations by consistently reporting on measures and expanding measurement commitments.</li> <li>• Obtain certification through a third party program or use a similar internal program/process (examples include: GreenPro, GreenShield, or EcoWise)</li> </ul>
<b>Steps to membership</b>	<ul style="list-style-type: none"> <li>• Initiates membership by making an Application</li> </ul>	<ul style="list-style-type: none"> <li>• All Bronze requirements, plus: Option to use third party certification program to support advancement to Silver status</li> </ul>	<ul style="list-style-type: none"> <li>• All Bronze and Silver requirements, plus: Option to use third party certification program to support advancement to Gold status</li> </ul>
<b>Performance</b>	<ul style="list-style-type: none"> <li>• Submits annual report</li> <li>• Designate an IPM leader within the organization</li> <li>• Commits to track specific measures</li> <li>• Provide narrative description on how performance measures will be met and tracked</li> </ul>	<ul style="list-style-type: none"> <li>• Submit annual report</li> <li>• Submit annual performance data</li> <li>• Records measurable improvement in IPM through performance measures</li> </ul>	<ul style="list-style-type: none"> <li>• Exceeds membership expectations (e.g., commitment to additional performance measures, improvements on current measures).</li> </ul>
<b>Responsibility</b>	<ul style="list-style-type: none"> <li>• Undergo compliance screening (case by case, as applicable)</li> </ul>	<ul style="list-style-type: none"> <li>• Has established a corporate responsibility mission that includes IPM or sustainability</li> </ul>	<ul style="list-style-type: none"> <li>• All bronze and silver requirements</li> </ul>
<b>Education/Promotion</b>	<ul style="list-style-type: none"> <li>• Agree that any pesticide stewardship training will operate from a platform of messages that are compatible with PESP's stewardship messages</li> </ul>	<ul style="list-style-type: none"> <li>• Create opportunities for IPM education and training within their organization within one year of achieving Silver status</li> </ul>	<ul style="list-style-type: none"> <li>• Invests organizational resources for IPM training and education</li> <li>• Link to PESP website PMP (PESP will provide a link on it's website to member companies)</li> <li>• Distribute IPM newsletters, fact sheets, Q &amp; As</li> <li>• Invests organizational resources for IPM training and education</li> <li>• Train the staff in accordance with an approved certification program (examples: GreenPro, GreenShield Certified, or EcoWise) or a similar internal program</li> </ul>

## PESP Handbook – April 2011

### Sample Membership Expectations for Pest Management Professionals

The following table displays the expectation measures for pest management professionals seeking membership in PESP.

**Table A2. Performance Measures by Category for Pest Management Professionals \***

Measure Area	Measures
Human Health and Environmental Risk Reduction	<ul style="list-style-type: none"> <li>• Number of service calls where physical/non-chemical measures were applied and an alternative (IPM) technique was used to reduce pest pressure (e.g. sanitation, monitoring, etc.)</li> <li>• Total number of service calls</li> <li>• Number of callbacks and/or frequency of pretreatments per service, on average, receiving green pest management service</li> <li>• Number of service calls during which pesticides were applied in a manner that limited exposure</li> <li>• Number of structures that receive green services</li> <li>• Quantification of risk reduction: Program partners will develop templates that estimate the level of risk and/or product use associated with conventional and green services, allowing PESP members to estimate measurable risk reduction.</li> </ul>
IPM and/or PESP Education/Promotion	<ul style="list-style-type: none"> <li>• Number of customers that followed the instructions of PMP after receiving educational information</li> <li>• Number of PESP or program partner (G, GS, EW) brochures distributed</li> <li>• Number of and type of employee that received training (for example, as provided to PMPs participating in a Green Shield, Eco Wise or GreenPro program)</li> <li>• Number and type of employee</li> </ul>
Economic Benefits	<ul style="list-style-type: none"> <li>• What percentage of customers are serviced under a documented IPM program, such as Green Shield, Eco Wise and GreenPro. Please report number of accounts using the program and provide total number of accounts</li> </ul>

\* The data required by this section may be submitted directly to the PESP program or may be submitted to one of the participating programs, which accepts the responsibility of providing the data to EPA in bulk

## **PESP Handbook – April 2011**

### **Marketing Guidelines for Pest Management Professionals**

#### **Background**

The PESP is an elite partnership program with high expectations from members in both the public and private sectors. PESP members contribute to decreasing pesticide risk through the adoption of IPM practices, by promoting a prudent and practical use of pesticides, and by the implementation of integrated pest management programs.

#### **Membership Marketing Commitment**

- 7 The member will not construe, claim, or imply that its participation in PESP constitutes EPA's approval, acceptance, or endorsement of anything other than the member's commitment to the program.
- 8 The member understands that the activities it undertakes in connection with the program are voluntary and not intended to provide services to the federal government. As such, the member will not submit a claim for compensation to any federal agency.
- 9 The member and PESP will assume good faith as a general principle for resolving conflicts and will seek to resolve all matters informally, so as to preserve maximum public confidence in the program.
- 10 Failure to comply with the guidance for PESP membership can result in its termination and cessation of access to the benefits of the program.
- 11 PESP will actively pursue resolution of noncompliance related to the use PESP language, logo, and guidelines.
- 12 Both parties concur that this program is wholly voluntary and may be terminated by either party at any time. Upon termination, the former member agrees to cease using or remove program language or logo from their materials.

#### **Guidance for Marketing**

PESP members are proven leaders or are organizations highly motivated to warrant a leadership role in their group. Special recognition is deserved by PESP members when they sustain consistent recording practices for measures and further greater recognition when their measures show sustained achievement. As a member progresses in the program, the expectation is that the level of commitment and participation will also increase. The PESP endeavors to recognize such progress with a corresponding increase in PESP support. The highest expectation in this regard would be for a level of excellence to be demonstrated by Gold level members. Silver and Gold members are allowed certain marketing privileges and guidance, some examples follow:

## **PESP Handbook – April 2011**

### **Do's**

- Market your reported strategy expectations found in Table A2
- Refer your customers to the PESP website for more information
- Promote your PESP awards to your customers
- Market website links to PESP home page
- Market public outreach materials from PESP
- Distribute PESP participation letters to customers or potential customers

### **Don'ts**

- Use the PESP or EPA logo on any marketing materials, except those given to you by PESP the program
- Claim that EPA endorses your company's services

### **How we promote your membership in PESP**

We identify our relationship with our members through the PESP logo. We promote our program and its members as organizations that are committed to IPM and reducing risks from exposures to pests and pesticides. Members who have attained a sustained level of achieving PESP goals, at the Gold level, may apply to use the PESP logo on certain of their printed materials (See Section VIII PESP Logo: Use and Restrictions).

We are also seeking to place ads in commercial publications to promote our program and its members.

EPA will work with our members to develop templates that contain approved uses of the PESP logo.