
P2E2 Roundtable

September 17-23, 2012

Pollution Prevention Week: Safer Chemicals for a Safer World



The week is an opportunity for individuals, businesses, and government to emphasize and highlight their pollution prevention and sustainability activities and achievements, expand current pollution prevention efforts, and commit to new actions.

Pollution Prevention Week is the time when businesses, environmental groups and citizens can join forces for a common cause. By sharing information about pollution prevention (P2), businesses can become more competitive, businesses and government can realize cost savings, and environmental quality can be enhanced.

The National Pollution Prevention Roundtable (NPPR) prepared a toolkit to assist organizations in their planning and communication for Pollution Prevention Week. This toolkit contains ideas for social media messages, links to websites with information about safe chemicals, sample press releases, recipes for home cleaning and alternative yard care. By sharing information provided in this toolkit, the general public and others can learn how to reduce the use of harmful chemicals and switch to safer chemicals for daily use.