



**COAL COMBUSTION  
PRODUCTS PARTNERSHIP**

# Developing Your Leader Program

Welcome to the C<sup>2</sup>P<sup>2</sup> Leader program! There are many ways leaders can educate organizations about C<sup>2</sup>P<sup>2</sup> and the beneficial use of coal combustion products (CCPs). C<sup>2</sup>P<sup>2</sup> is flexible and encourages leaders to design and implement efforts that work best for them. The following are some suggestions you can incorporate into your C<sup>2</sup>P<sup>2</sup> leader program:

- Conduct a C<sup>2</sup>P<sup>2</sup> membership drive. A membership drive can be as simple as educating your members or constituents about C<sup>2</sup>P<sup>2</sup> and the beneficial use of CCPs. How you do this, electronically, by mail, or face-to-face, is completely up to you.
- Feature C<sup>2</sup>P<sup>2</sup> in your publications. Place an article featuring C<sup>2</sup>P<sup>2</sup> in your publications. You can contact the C<sup>2</sup>P<sup>2</sup> Information Center to help you develop articles.
- Offer C<sup>2</sup>P<sup>2</sup> presentations at conferences and meetings. C<sup>2</sup>P<sup>2</sup> can supply slides and information packets for you to hand out, and C<sup>2</sup>P<sup>2</sup> representatives might be available to speak at your events.
- Sponsor an awards program. Offer awards to organizations that have made substantial progress in increasing the beneficial use of CCPs. If you already have an environmental awards program, consider giving applicants credit for being C<sup>2</sup>P<sup>2</sup> members.
- Distribute C<sup>2</sup>P<sup>2</sup> publications. Pass C<sup>2</sup>P<sup>2</sup> publications on to your members or constituents or maintain a technical library for them to consult as needed.
- Advertise your support for C<sup>2</sup>P<sup>2</sup>. Issue a press release announcing your endorsement of C<sup>2</sup>P<sup>2</sup>, maintain a C<sup>2</sup>P<sup>2</sup> page on your Web site, or provide a link to the C<sup>2</sup>P<sup>2</sup> home page.
- Use the C<sup>2</sup>P<sup>2</sup> logo. Place the logo on organizational materials such as letterhead, reports, Web site, t-shirts, hats, and more. For more details on using the C<sup>2</sup>P<sup>2</sup> logo, see "Using the C<sup>2</sup>P<sup>2</sup> Logo."
- Provide technical assistance. Offer free technical assistance to C<sup>2</sup>P<sup>2</sup> members.
- Recognize C<sup>2</sup>P<sup>2</sup> partners. Publicize and congratulate your members and constituents when they join the program and inform them of other members that have joined.

For more information, please visit the C<sup>2</sup>P<sup>2</sup> Web site at [www.epa.gov/epaoswer/osw/conserv/c2p2](http://www.epa.gov/epaoswer/osw/conserv/c2p2).

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