



Answers to Questions about the New Name and Logo

At its meeting last week, the Board of Trustees (BOT) of the Environmental Industry Associations adopted a new name—the “National Waste & Recycling Association.” The BOT also selected a new logo and tagline (“Collect. Recycle. Innovate.”).

What do the symbols that make up the logo represent?

The new logo includes symbols reflecting the industry’s involvement in the collection of waste and recyclables; recycling; organics and composting; and the production of waste-based energy. The inclusion of the word “innovate” in the tagline highlights how technology is revolutionizing the way that waste and recycling is managed in America.

Is there an acronym for the new name?

For now, the association is asking members to avoid shortening the new name with an acronym. In researching the new name, we heard some people say that they didn’t know what EIA, NSWMA or WASTEAC meant. We want people to learn what the name means. We don’t want to replace our former unknown acronyms with a new unknown acronym. If members want to shorten the name, we encourage them to just say, “the association.”

Why rebrand?

A key aspect of the 2013-2015 strategic plan was become one association with one name and use that new name as a launching point to help build a strong association and industry image. The Boards of Governors and Board of Trustees (BOT) approved merging EIA, NSWMA and WASTEAC into a single association with one name.

Why did the leadership choose this name?

The strategic plan called for the creation of an advocacy organization with leadership, expertise and programs that promote the association as the most effective and trusted voice on ‘all things waste and recycling.’ Following extensive research, the Board of Trustees decided that the name “National Waste & Recycling Association” would help the association achieve these goals and help communicate the importance and benefits of waste handling.

Who has been involved in the process?

A branding firm was hired by EIA to develop the new name, logo and tagline. Its work was overseen by the communications oversight committee, which is made up of NSWMA and WASTEAC members with marketing and communications backgrounds.

What is being asked of Hauler/Disposal Company/Recycler Advisory Board Members and chapter leaders?

Now that this decision has been made, the Board of Trustees is asking all Advisory Board Members and chapter leaders to enthusiastically embrace the new brand and help ensure that current and prospective members, coalition partners and advocacy and communications targets learn about the name change.



When will the change happen?

Technically, the name change already has happened. Officially, the Environmental Industry Associations, the National Solid Wastes Management Association and the Waste Equipment Technology Association are no more. Association staff already have updated it in our legal filings with the state of Illinois.

Staff are working to complete a transition to the new name. We plan to complete a significant number of changes during the week of December 2, including altering email addresses and updating the branding of the association websites. We will continue making changes to our materials and work with the chapters to effect the name change during the next several months.

How will we roll out the new brand?

There is a multi-phase plan to introduce the new brand to current and prospective members, coalition partners, media representatives who cover the industry and advocacy targets. We are happy to share this plan with anyone who wants to see it.

How will we roll out the new brand to advocacy targets?

A workgroup of representative chapter leaders and lobbyists is being organized to help guide the development of a toolkit of resources to roll out the new brand to legislators and regulators who have an ongoing relationship with NSWMA. We plan to complete the development of the toolkit of rollout resources in December 2013 with the oversight of the workgroup. Staff will then work with individual chapters in the coming months to use these resources to roll out the new branding in a way that makes sense for each chapter.

How can members help promote the new name?

We will be sending logo files so anyone wanting to can put them on their websites. Members also will have access to the toolkit of resources to roll out the new brand and may use these resources to help communicate about the change to media representatives, public officials and others. We plan to complete the development of the toolkit of rollout resources in December 2013. In the meantime, we will send documents that you can use when talking with legislators and other stakeholders.

Is there anything else members need to do?

In early December, the email domains for association staff members will change from @envasns.org, @nswma.org, or @wastec.org to @wasterecycling.org. We will need to ensure that you or someone in your company will whitelist emails with these domains to make sure that our mail doesn't get stuck in your company spam filter.

What if I have additional questions?

Please let association president and CEO Sharon H. Kneiss or association communications director Thom Metzger know if you have any questions about this process. Sharon may be reached at 202-364-3730 or skneiss@envasns.org. Thom may be reached at 202-364-3751 or tmetzger@envasns.org.