




Content Sharing: What It Is & What It Can Do For You



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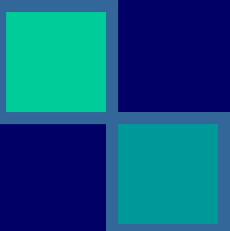



So what is it, in lay terms? (since I'm a layperson)

- Content sharing is a tool that allows information to be instantaneously transferred from one web site to another.
 - A user may view information generated for another web site without leaving the site they are currently on.
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Low-tech Analogies

- Fact sheet templates: “generic” information on topics of widespread interest with spaces left for customized headers, contact information, local case studies, etc.
 - Media kits: newspaper articles/press releases, ads, etc. with places for local information to promote pollution prevention in your community
Example: Reduce.org
 - Associated Press stories in newspapers
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Press release

FOR IMMEDIATE RELEASE

Contact: [Your name]
[Your phone number]


Reduce Waste by Slowing the Flow of Unwanted Mail

[Your City], Minnesota, [DATE] — For many Minnesotans, direct mail — catalogs, flyers, credit card offers, advertising mail — is an interesting addition to the mail pile. But many consider much of it "junk mail," both unwanted and unwelcome. The typical household receives over 500 pieces of advertising mail each year. If you are interested in reducing the flow of unwanted mail at your house, here are some simple steps to greatly reduce the pile.

- Households can register with the Direct Marketing Association's *Mail Preference Service*. The MPS will add your name and address to a "delete file," which is used by many direct mailers and marketers. This registration can be renewed every five years. Contact them at 212-768-7277, send them a postcard at Box 9008, Farmingdale, NY 11735-9008, or visit www.the-dma.org.
- Contact individual mailers, gathering phone, mail or Internet information from their literature. Make your request simple and direct: "Please remove my name from your marketing database. In addition, please do not pass on my name to others through mail list sales or trades. Thank you." It may also be helpful to provide mailing label or other ID information to help them locate your record.
- If you like getting mail or catalogs from a specific organization, ask these preferred mailers to include you on a list for "in-house" use only, a list not sold or shared with others.
- To reduce the number of credit card solicitations you receive, the nation's three major consumer credit bureaus have established a toll-free number to remove your name from mailing lists. Call 1-888-5-OPTOUT (1-888-567-8688). Have your social security number, full name, address and telephone number handy.



What are the benefits of Content Sharing?

- Saves time/increases efficiency
 - Eliminates duplication of effort
 - Increases the exposure of your organization and your message (if you're providing the content)
 - Encourages users to stay on your web site
 - Promotes networking/cooperation
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Examples

- GLRPPR News Page: EPA Region 5, PNEAC, and ChemAlliance news stories are automatically listed
- WMRC News Page: News related to P2 in Illinois will come directly from the GLRPPR news page
- P2Rx Topic Hubs: All topic hubs will appear on each center's web site
 - Can be updated at any time
 - Can be modified into a "regional" version
 - Currently being implemented

[DOE Approves Fuel Cell for Indiana Clean Coal Plant](#)

8/8/02

Source: Capitol Reports

['Sustainable Development Security Imperative' Says Powell](#)

8/7/02

Source: EarthVision News

EPA Region 5 News:

[NOTE TO CORRESPONDENTS: EPA Administrator Whitman to Make Brownfields Grant Announcement in Oakland County, May 3, 12:30 p.m.](#)

[EPA Reaches Agreement with GM Delphi on Cleanup Plan](#)

[EPA to Lead \\$2 Million Intensive Study of Lake Erie's Recent Scientific Mysteries](#)

[EPA Begins Status Review of Oconomowoc Electroplating Site](#)

[EPA Administrator Awards Water Security Grants to Four Illinois Utilities](#)

PNEAC News:

[Replacing grass with trees may release carbon](#)

8.9.02

New study: Previous estimates of the amount of carbon stored by trees and shrubs may have been too high

[Rhode Island plans for greenhouse gas reductions](#)

8.8.02

Rhode Island's leaders have identified 52 ways that the state can reduce its greenhouse gas emissions

[Britain sets tough new targets for cleaner air](#)

8.7.02

Tougher new targets to cut levels of four key air pollutants in England have been announced

[U.S. Senate Democrats attack Bush environmental record](#)

8.6.02

Residential Construction ▾

Go



**Resource Efficient
Residential Construction**

Background and Overview

[Table of Contents](#)

[Background and Overview](#)

[Green Design](#)

[Affordability](#)

[Green Products](#)

[Energy Efficiency](#)

[Water Use](#)

[Indoor Air Quality](#)

[Solid and Hazardous Waste](#)

[Building Codes and Standards](#)

[Where to Go for Help](#)

[All Residential Construction Links](#)

[Only Background and Overview Links](#)

Best Residential Construction - Background and Overview Links

[Sustainability Objectives](#)

Importance of reduced resource consumption

Acknowledgments

The 1997 Economic Census indicates that residential construction represents approximately 40% of the value of the building construction activity in America, or over \$275 billion, at that time. In the United States, there are:

- more than 76 million residential buildings, and
Source: <http://www.sustainable.doe.gov/buildings/gbintro.shtml>
- an average of almost 1,600,000 residential units built each year, with approximately 78 percent containing single residences and the remaining units containing multiple residences. Source: National Association of Home Builders, Units Completed 2001

Home construction and long-term operation require a tremendous amount of resources. With the average square footage of homes doubling from the 1940s and 1950s to 1999, more resources are used during construction of homes and also to operate them.

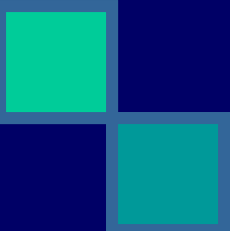

Top 10 U.S. States:
Total Residential Permits in 2001

1. Florida
2. Texas
3. California
4. Georgia
5. North Carolina
6. Arizona
7. Colorado
8. Illinois
9. Virginia
10. Ohio

Source:
U.S. Housing Markets, The Meyers Group, April 2002




Potential drawbacks/issues to consider

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- Information overload!: Be selective. What will your audience really need and/or use?
 - Homogeneity: Need to have unique information on your site in addition to the shared information; also, different perspectives on the same information are valuable
 - Quality Assurance/Quality Control: Is the information provided by a reliable source? What are the QA/QC procedures for the source?
 - Credit where credit is due: Need for bylines/author logos to help keep track of the source of information
- 



Potential applications—GLRPPR and your web site

- Information specific to your state/province could feed directly from the GLRPPR site to your site
 - Reverse is also possible—if you've got a great resource on your web site, it could benefit the entire region via content sharing with GLRPPR
 - Types of information:
 - News
 - Calendar
 - Contact information
- 



If you're interested...

- No need to reconfigure your web site; we'll work with your "techies" to provide the necessary coding/arrangements
 - Contact:
 - Todd Schumacher, Webmaster
 - 217-244-0974, todds@wmrc.uiuc.edu
 - Jini Cook, Information Specialist
 - 217-244-6553, jcook@wmrc.uiuc.edu
 - Joy Scrogum, Information Specialist
 - 217-333-8948, jscrogum@wmrc.uiuc.edu
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