



Introducing WeHatetoWaste.com

**Media Advisory
For Immediate Release**

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J. Ottman Consulting assists businesses in discovering innovative ways to profit by helping consumers prevent household waste and live more sustainably.

Living more efficiently is a pressing consumer need. Stocks of fresh water are declining fast, and supplies of precious metals and petroleum are dwindling. Food waste that winds up in landfills is now at the top of the green agenda given the needs to feed an escalating global population and prevent the creation of methane, a greenhouse gas 24 times more potent than carbon dioxide. Shortages of essentials threaten national security and economic competitiveness, and undermine ecosystems.

Helping people consume more mindfully represents a lucrative business opportunity. Profitable opportunities are being created through the decoupling of sales and material goods, as demonstrated by the surge of peer-to-peer sharing of hard goods, clothing, and cars. Watching their pennies and their footprints, consumers are calling for new products and package designs that maximize the use-up rates of consumables such as soaps, shampoo, and lotions. Procter and Gamble, Unilever, SCJohnson and other makers of fast-moving consumer goods are actively promoting more responsible consumption of their cleaning, laundry and other products that consume vast amounts of energy, water and other resources. Other opportunities exist to help consumers derive more utility from smaller home footprints, and commute and travel more efficiently.

MORE...

We at J. Ottman Consulting seek to leverage the power of social media and acquire valuable new expertise that will assist our clients in finding new opportunities to help consumers live more sustainably. By launching [WeHatetoWaste.com](http://www.thatetowaste.com), a curated consumer blog and website, we aim to build a robust community of ardent 'Waste Watchers' who recognize the critical need to use resources more mindfully, and prevent waste and pollution before they are created. Their stories and strategies can lead to valuable insights into what new products, services, infrastructure, and communications can promote more responsible forms of consumption and in turn, help all consumers live better.

About J. Ottman Consulting and Jacquelyn Ottman

J. Ottman Consulting is a New York City-based marketing firm founded in 1989 by Jacquelyn Ottman with the mission of helping consumers live more sustainably. For the past twenty-five years, Ms. Ottman and her colleagues have been advising Fortune 500 sustainability leaders, U.S. government eco-labeling programs, and entrepreneurial firms on strategies for credible green marketing and eco-innovative new products and services.

Ms. Ottman is an internationally recognized expert and author of four award-winning books including: [*The New Rules of Green Marketing: Strategies, Tools and Inspiration for Sustainable Branding* \(Berrett-Koehler, 2011\)](#), named one of the Top Sustainability Books of the year by Cambridge University. Passionate since childhood about eradicating waste and pollution, she has been quoted in Forbes, Fortune, BusinessWeek, The Wall Street Journal, and The New York Times, among hundreds of other respected publications. A sought-after speaker at conferences and corporate fora around the world, she regularly contributes to The Huffington Post, Triple Pundit.com, and SustainableBrands.com. She blogs at <http://www.thatetowaste.com> and <http://www.greenmarketing.com/blog>.

More information can be found at her firm's website, <http://www.greenmarketing.com>.

Note to Journalists: To schedule an interview with Jacquie Ottman, please call 212 879 4160 or email [info\(@\)greenmarketing\(dot\)com](mailto:info(@)greenmarketing(dot)com).

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