**Waste Prevention Campaign**

**Targeting Commercial Generators Plan**

**OAR 340-090-0042(4)**

A local jurisdiction choosing to conduct a waste prevention campaign targeting **commercial generators** is required to complete and submit a campaign description and implementation plan to the Oregon Department of Environmental Quality.

The campaign must target commercial or institutional generators of waste and focus on a **toxic or energy intensive materials or consumer purchasing practices**. “Consumer purchasing practices” means the act of purchasing a toxic or energy intensive material, a product containing toxic materials, or a product consisting of at least 50 percent by weight of energy intensive materials.

A targeted business assistance program would qualify as a campaign if the program included components that promote changes in waste generating behavior or practices consistent with these campaign requirements and targets businesses with applicable waste generating behaviors or practices.

***Describe the toxic or energy intensive material or consumer purchasing practice targeted in your program and the waste generating behavior targeted for change.* These activities must occur in each city required to implement this program. See Reference Information on Page 2 to assist in completing this form.**

**Name of Local Jurisdiction:**

**Population Served:**

**Name of Local Hauler(s)/Service Providers:**

|  |  |
| --- | --- |
|  | **Campaign Description** |
| Campaign Focus/ Change targeted |  |
| Implementation Schedule |  |
| Media type, delivery method |  |
| Who will receive this message? |  |
| Who will complete this activity? |  |

**Describe the campaign implementation strategy and a performance measurement plan that specifies one or more outcomes that the local government will use to demonstrate the campaign reached the target audience or achieved the waste prevention objective.**

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**City Official Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Wasteshed (County) Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Reference Information**

Campaign basics: The duration of a campaign **may not exceed five years** and the local government’s implementation schedule **must include a timeline for refreshing components of the campaign at least once every two years.** To “refresh components” means to use new or different components to deliver campaign messages in a different way. A local government may also request, and DEQ may approve, a campaign duration or implementation schedule that differs from the aforementioned schedule provided that the local government can demonstrate:

* That the campaign or one of its components has contributed to the desired behavior change.
* That continuing the campaign or one of its components is likely to result in further desired changes in behavior or practices.

\*Note: Education materials used to satisfy this Waste Prevention & Reuse element must be in addition to education materials used to satisfy the requirements of section (1) of this rule.

**Examples of toxics**: <http://www.deq.state.or.us/toxics/docs/focuslist.pdf>

**Examples of energy intensive materials**: Food, building materials, textiles

**Examples of consumer purchasing practices**: Purchase of more durable goods (such as apparel), purchasing only food that is likely to be eaten to reduce waste

**Examples of ways to measure campaign performance in terms of reaching target audiences**: Number of times an ad ran in the local business publication or applicable trade publication, along with circulation information for that paper, number of flyers/brochures distributed at applicable business or trade association meetings, number of times a radio promotion aired on a local station (along with listenership data for that station, website hits or numbers of materials downloaded from a website, etc.)

**Examples of ways to measure progress toward a waste prevention objective**: Measurable reductions in food waste going to landfills or composting