



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