

WAC 173-900-980 Public outreach.

Independent and standard plans:

(1) Public outreach and marketing requirements: An independent plan and the standard plan must inform covered entities about where and how to reuse and recycle their CEPs at the end of the product's life. At a minimum, the plan must:

- (a) Include a website or a toll-free number that gives information about the recycling program in sufficient detail to educate covered entities regarding how to return their CEPs for recycling;
- (b) Describe the method or methods used to provide outreach to covered entities; and
- (c) Ensure outreach throughout the state.

Ecology:

(2) Ecology will promote CEP recycling by:

- (a) Posting information describing where to recycle unwanted CEPs on its website;
 - (b) Providing information about recycling CEPs through a toll-free telephone service; and
 - (c) Developing and providing artwork for use by others in flyers, signage, web content, and other advertising mechanisms.
- (3) Ecology will determine the effectiveness of the public outreach and education campaign based on information supplied in the reports required under this chapter.

Local governments:

(4) Local governments must promote CEP recycling, including listings of local collection sites and services, through existing educational methods typically used by each local government.

Retailers:

(5) A retailer who sells new CEPs must provide take-home information to consumers describing where and how to recycle CEPs and opportunities and locations for the convenient collection or return of the products at the point of sale. Providing ecology's toll-free telephone number and website will fulfill this requirement. This may include:

- (a) Use of ecology's artwork in advertisements such as on flyers, shelf-tags, stickers, or brochures for this program; and
 - (b) Providing information about how to recycle CEPs in Washington either in, on, or with the packaging, or on sales receipts.
- (6) Remote sellers may include the information in a visible location on their website or on sales receipts as fulfillment of this requirement.

Collaboration:

(7) Manufacturers, state government, local governments, retailers, and collection sites and services must collaborate in the development and implementation of the public information campaign.

[Statutory Authority: RCW 70.95N.230. WSR 16-06-107 (Order 15-03), § 173-900-980, filed 3/1/16, effective 4/1/16. Statutory Authority: Chapters 70.95N, 70.105, and 70.105D RCW. WSR 07-21-013 (Order 07-05), § 173-900-980, filed 10/5/07, effective 11/5/07.]