

Appendix E

Permit and NWCPO Reference Number: NWCPO-13-11220-08

Communication and Education Programme Requirements

A programme of communication and education, at a minimum, shall include:

1. The use of a common suite of materials consistent with the materials in the form set out in www.mywaste.ie or a form substantially to the like effect. This shall include at a minimum: leaflets, social media, posters (digital & print);
2. An ongoing campaign which shall consist of:
 - Information included in any postal communication such as a billing;
 - A quarterly newsletter, or an email campaign consisting of at least 3 emails to household and commercial customers;
 - A text campaign consisting of at least 4 texts including direction on how to access additional information;
 - Regular website updates to reflect the ongoing nature of a campaign;

Participation in agreed annual communication and awareness events to implement national waste policy.



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