



# **National Environment and Planning Agency**

**Communication and Public Awareness Plan  
Ban on Plastic Bags, Straws and Expanded Polystyrene  
Foam**



National Environment  
and Planning Agency



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## 1.0 Executive Summary

On Monday, September 17, 2018, Honorable Daryl Vaz, Minister without Portfolio in the Ministry of Economic Growth and Job Creation (MEGJC) announced that the Jamaican Government would be implementing a ban on the following:

- 1) *Single Use Plastic Carrier/Shopping Bags*
- 2) *Expanded Polystyrene Foam*
- 3) *Plastic Straws*

The National Environment and Planning Agency (NEPA) was charged to lead the public education and sensitization efforts associated with the ban. The primary objective of this plan is to raise awareness of the causes and consequences of single use plastic carrier bags, Expanded Polystyrene Foam and plastic straws on the environment by December 2018. Integral to the plan's success is complete understanding and collaboration from the general public. The plan is written with an implementation date from November- December 2018 with certain activities for example such as radio, tv and print ads, presentations and billboards carried onto January to March 2019. The plan is in alignment with the focal areas of pollution prevention, pollution monitoring and assessment and the licenses and permits mechanism from the NEPA/National Resources Conservation Authority (NRCA) and the Town and Country Planning Authority (TCPA).

The key messages will cover the following:

- *Plastics/ Expanded Polystyrene Foam banned*
- *Alternatives*
- *Causes and consequences of single use plastics, expanded Polystyrene Foam and plastic straws*
- *Exemptions*
- *Deposit Refund Scheme*

The overall campaign will be marketed as the 3Rs Jamaica Campaign (**R**educe, **R**euse, **R**ecycle). The tagline for the campaign is '*Preserve our Land....Support the Plastic Ban*' which encapsulates the mandate of environmental management and protection. The plan will involve a multi-organizational approach from governmental and non-governmental



organizations in an effort to highlight the various aspects of the ban; from media-coordination to compliance and enforcement.

Various activities including the use of traditional and non-traditional media, social media, printed materials and public education programmes such as town hall meetings and presentations will be utilized in order to gain the co-operation of the target audiences along with support from proposed partners. The public education component of this plan focuses on increasing awareness of the items that will be banned, their impact on the environment and the use of environmentally friendly alternatives. The corporate communication aspect of the plan focuses primarily on providing interest groups and industry stakeholders with clarity on the exemption application process. Please see Appendix A for breakdown of proposed activities. In order to execute the activities proposed, approximately JMD\$ 45,582,066.75 is required. To determine the effectiveness of this programme, surveys, data analytics monitoring and formal counts will be conducted.



## 2.0 Situational Analysis

*On Monday, September 17, 2018, the Honorable Daryl Vaz, Minister without Portfolio in the Ministry of Economic Growth and Job Creation with responsibility for Land, Environment, Climate Change and Investments announced the Jamaican Government's decision to place a ban on single-use plastic bags, Expanded Polystyrene Foam and plastic straws. Please see Appendix B for measures to be implemented under the ban. Minister Vaz, in his remarks analyzed the current situation that made the ban necessary and timely:*

It is now universally accepted that Small Island Developing States (SIDS), such as Jamaica, are particularly vulnerable to global environmental challenges, including climate change and marine litter. Our vulnerability to marine plastic litter is even greater given the magnitude of the problem which can have significant negative impacts on economic sectors such as tourism and fisheries which are critical to our economic growth and development. Additionally, improperly disposed of plastics end up in our drains, gullies and waterways after heavy rains, which contribute to flooding and ultimately damage to life and property. Indeed, plastic pollution is one of the biggest threats to the fragile ecosystems of island states. There are well known cases of plastics being ingested by sea mammals such as whales and turtles as well as sea birds and other sea life leading to fatalities.

Scientists have proven that some ten per cent (10%) of the plastic manufactured worldwide end up in our oceans. The majority of the plastics settle on the ocean floor where it will never degrade. The United Nations estimates that 8 million tonnes of plastics reach our oceans each year – this is equivalent to dumping a garbage truck full plastic each minute. Indeed, the Ocean Conservatory has estimated that every square mile of ocean has over 46,000 pieces of plastic floating on it. These are the plastics which end up blocking drains, and contribute to floods and other environmental challenges. The health of our oceans and coasts is inextricably linked to the sustainable development of small island developing states.

Jamaica is literally inundated with all types of plastic including Expanded Polystyrene Foam much of which are referred to as single use plastics, that is, they meant to be used only once before being thrown away or recycled. For example, consider the following: we buy breakfast or lunch that comes in an expanded Polystyrene Foam box, and that box is enclosed in a plastic bag. We eat the contents with a plastic fork and drink our juice which comes in a PET bottle, through



a plastic straw. Once we eat that breakfast or lunch, we throw away the waste which may not enter the collection system. This is played out hundreds of time each day.

In addition, when we go to the supermarket, wholesale or the corner shop we leave with several plastic or ‘scandal’ bags. When we throw parties or other types of social events, plastic cups, plates and utensils are oftentimes the preferred products.

The problem of the improper management of plastic wastes has been recognized for some time. In this regard, the Government has been providing financial support to Recycling Partners of Jamaica (RPJ), a public-private sector partnership geared towards the island wide collection and export of PET bottles. Over the past three years, RPJ has collected well over 1.4 million pounds of plastic waste for export. Over that same period, the Government has provided support to RPJ to the tune of over J\$ 150M. Despite RPJ’s efforts however the scope and scale of plastic pollution in the country is still significant.

The Government has been examining the problem caused by the improper management of single use plastics at the macro-level for some time now. This matter was brought to the fore by the Motion moved by Senator Matthew Samuda in the Parliament on the subject.



### **3.0 Objective and Scope of the communication and public awareness strategy**

The communication and public awareness plan on the ban on single use plastic carrier bags, expanded Polystyrene Foam and plastic straws is a massive undertaking that will involve partnerships with private and public organizations, non-governmental organizations and community groups. The focus will center on gaining support and cooperation from government officials, industry stakeholders and decision makers at every stage. In order to win the ‘war’ against plastic pollution, environmental protection and conservation must be emphasized.

Integral to the success of this plan is complete understanding and collaboration from the general public. As such, the general public (referred to in this plan as ‘citizens and residents in urban and rural Jamaica’) is the main target group for public awareness development activities.

#### **3.1 Programme Objectives**

- 3.1.1 To raise awareness of the causes and consequences of single use plastic carrier bags, expanded polystyrene foam and plastic straws on the environment by December 2018.
- 3.1.2 To provide information on the ban on use of single use plastic carrier bags, expanded polystyrene foam, ‘commonly known as ‘Styrofoam’ and plastic straws by December 2018.
- 3.1.3 To encourage the general public to seek out and use environmentally friendly alternatives and inform the public on where to get non plastic alternatives
- 3.1.4 To inform the public on the exemption application process and the deposit refund scheme
- 3.1.5 To incite national and local public and private organizations to create and support the ban on single use plastics, expanded polystyrene foam and plastic straws



### 3.2 Programme Outcomes

At the end of December 2018, the following outcomes are expected:

- 3.2.1 An increase in the number of persons engaged about the ban on single use plastic carrier bags, expanded polystyrene foam and plastic straws
- 3.2.2 Positive feedback from patrons on displays mounted and presentations made at events and organizations
- 3.2.3 An increase in the numbers of person using alternatives to plastics
- 3.2.4 Project is done within cost of approved budget
- 3.2.5 Increased demand/purchasing of reusable tote bags at applicable stores
- 3.2.6 Increased knowledge of the negative effects of plastic pollution
- 3.2.7 Evidenced-based and informative resources on the ban including the effects of plastic pollution are available and widely accessed





#### 4.0 Alignment with NEPA/NRCA and TCPA priorities

The National Environment and Planning Agency (NEPA) is a government regulatory agency with powers to manage orderly and sustainable physical development within Jamaica. The NEPA/National Resources Conservation Authority (NRCA) and the Town and Country Planning Authority (TCPA) along with the findings of a Knowledge, Attitude, Practices and Behaviour (KAPB) study conducted in July 2015 to March 2016 has listed the following priorities areas:

- Pollution Prevention
- Pollution Monitoring and Assessment
- Land Use
- Licenses and Permits Mechanism
- Wastewater and Sludge Management Regulation
- Beaches
- Protected Areas

This communication and public awareness plan is in alignment with the focal areas of pollution prevention, pollution monitoring and assessment and the licenses and permits mechanism. These three areas will be covered in the key messages that will be disseminated on alternatives to plastics, the causes and consequences of single use plastic carrier bags, Expanded Polystyrene Foam and plastic straws on the environment and marine life and exemptions to the ban.

#### 5.0 Key Messages

The campaign suggested message will focus on the Three Rs of waste hierarchy which are Reduce, Reuse, Recycle. It will be marketed as the 3Rs Jamaica Campaign- **Reduce, Reuse, Recycle** which an accompanying tagline of *'Preserve our Land....Support the Plastic Ban'* which encapsulates the mandate of environmental management and protection. Each **R** will be linked to an area of focus from each entity that has been tasked to provide information on the ban. For instance, the NSWMA keys messages would center on **Recycle**, NEPA's message on **Reuse** and the Jamaica Customs Agency messages would be on **Reduce**. The area of focus for each participating entity is as follows:

- **Media Coordination/ Informational Hub-** Jamaica Information Service (JIS)
- **Environmental impact of banned items, exemption procedures, ban timelines, Deposit Refund Scheme-** NEPA
- **Waste Management** – National Solid Waste Management Authority (NSWMA)



- **Compliance and Enforcement** – Bureau of Standards Jamaica (BSJ), and Jamaica Customs Agency (JCA) with the Jamaica Constabulary Force (JCF)
  - **Local Enforcement** (control of manufacturers): BSJ and JCF
- **Alternatives to banned items**- Vision 2030 Jamaica
- **Government Policy on the Ban**- Ministry of Economic Growth and Job Creation (MEGJC)
- **Health Effects of plastics** –Ministry of Health – Environmental Health Unit

During the life of this programme, the following key messages will also be communicated from NEPA:

- Single use plastic carrier bags, Expanded Polystyrene Foam and plastic straws are banned.
- Alternatives are available for each item banned.
- Single use plastic bags, Expanded Polystyrene Foam and plastic straws are detrimental to the environment
- Manufacturers may apply for exemptions to produce some items that are affected by the ban.
- The Deposit Refund Scheme (DRS) benefits all Jamaicans.
- Existing legislation supports the ban.



## 6.0 Target Audience

As this programme is aimed at reaching the Jamaicans from ‘every walk of life, ‘the target audience is broad in scope and reach:

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>● Citizens and residents in urban and rural Jamaica</li><li>● Civil society groups</li><li>● Community-based organizations</li><li>● Environmental lobby groups</li><li>● Government communicators</li><li>● Government MDA Institutions - national</li><li>● Industry groups: consumer rights and protection, solid waste management</li><li>● Legislators</li><li>● Lobby groups with an interest in the environment</li><li>● Local Government Ministries, Departments and Agencies (MDA) Institutions (local)</li></ul> | <ul style="list-style-type: none"><li>● Manufacturers and importers</li><li>● Media Houses</li><li>● Municipal corporations</li><li>● NEPA employees</li><li>● Parents</li><li>● Policy makers</li><li>● Private business firms</li><li>● Professional groups</li><li>● Students- (Primary, Secondary, Tertiary level)</li><li>● Wholesalers and retailers</li></ul> |
|---|--|



## 7.0 Proposed Partners

The successful implementation of the ban on single use-plastic carrier bags, Expanded Polystyrene Foam and plastic straws requires the support of government and non-governmental organizations. To this end, it is proposed that the following partners be engaged to assist in the extensive sensitization efforts required to make the adoption of a plastic-free Jamaica a success. The primary partners listed below are those that are critical to the success of the programme. Secondary partners are those that have the potential to add value to the programme. The absence of their partnership is not detrimental to the execution of the programme.

### Primary Partners

- Bureau of Standards Jamaica (BSJ)
- Caribbean Policy Research Institute (CAPRI)
- Climate Change Division (CCD)
- HEART Trust/NTA
- Jamaica Chamber of Commerce (JCC)
- Jamaica Constabulary Force (JCF)
- Jamaica Customs Agency (JCA)
- Jamaica Environment Trust (JET)
- Jamaica Hotel and Tourist Association (JHTA)
- Jamaica Information Service (JIS)
- Jamaica Library Service (JLS)
- Jamaica Manufacturers and Exporters Association (JMEA)
- Local supermarkets and retail stores
- Ministry of Economic Growth and Job Creation (MEGJC)
- Ministry of Education, Youth and Information (MOEYI)
- Ministry of Health (Environmental Health Unit)
- Ministry of Industry, Commerce, Agriculture and Fisheries (MICAF)
- Ministry of Local Government and Community Development
- Ministry of Tourism (MOT)

- MSMEs
- National Parent Teachers Association of Jamaica (NPTAJ)
- National Solid Waste Management Authority (NSWMA)
- Office of the Prime Minister (OPM)
- Planning Institute of Jamaica-Vision 2030
- Private Sector Organization of Jamaica (PSOJ)
- Recycling Partners of Jamaica
- Rural Agricultural Development Agency (RADA)
- Social Development Commission (SDC)
- The National Council on Ocean and Coastal Zone Management (NCOCZM)
- Urban Development Corporation (UDC)
- Youth Environmental groups

### Secondary Partners

- Early Childhood Commission
- Gleaner
- Jamaica Observer
- Jamaica Agricultural Society
- Jamaica Bankers Associations
- Jamaica Postal Service



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- Jamaica Teachers Association
- Jamaica Urban Transit Company (JUTC)
- National Secondary Schools' Students Councils (NSSC)
- Youth Environmental groups



## **8.0 Methods for Communication and Public Awareness Development**

As the programme's primary objectives are to reach diverse stakeholders across the island, a wide selection of methods and techniques are recommended. Communication and public awareness activities to be carried out fall into the following categories. This list may be expanded as the communication and public awareness plan is implemented and further developed.

### **Modern Mass Media**

The mass media (newspapers, magazines, radio, television, film) provide one of the most effective, ready-made means of reaching a wide target audience. Potential activities include the facilitation of forums with media representatives, interviews, and print and electronic feature stories.

### **Traditional Media**

In addition to the modern print and broadcast media, traditional media has often proven to be one of the most effective ways to communicate messages to rural populations.

### **Printed Materials**

Printed materials such as posters, leaflets and brochures have been widely utilized to convey key information and messages. Posters are especially effective as they can be widely distributed and displayed in public areas. Leaflets are particularly cost-effective and can be mass-distributed in rural gathering spots. All printed materials will be most successful when they are attractively designed, and with a clear and to the point message.

### **Billboards**

Billboards attract the attention of a broad cross-section of people. Specific messages can be conveyed through the use of slogans and attractive pictures. This technique could also be used for disseminating messages on alternatives.

### **Public Education Programmes**

This will cover presentations, stakeholder meetings and town hall meetings. This allows stakeholders across the island to learn more information about the ban as well as make comments, suggestions and questions.



## 9.0 Risk and Opportunities



Risk Description	Impact	Impact H/M/L	Probability H/M/L	Risk H/M/L	Mitigation or Contingency Plan	Time Scale
The ban on plastics could cause fallout between the government and manufacturer s/distributors of the products	Fallout with manufacturers and the political directorate	High	High	High	Assist manufacturers to retool and to be able to provide the substitutes	Ongoing
Budgetary support for public education campaign	Delay in implementing the Campaign and people not clear as to what is happening	High	High	High	Implement Public Education Campaign early to educate the public	Ongoing
Meeting implementation deadline	Gives the impression that the Ban was not well thought out				Implement Public Education Campaign early to educate the public	Ongoing
Mixed and unclear messages	The public may not understand and get frustrated and upset	high	high	high	Ensure messages are correct and easily understood	Ongoing
Increase in prices	Packaging containers made from paper and	high			Encourage local manufacturing of substitutes	Ongoing





	cardboard cost more					
Distributors may have large quantities in their warehouses	They may run the risk of having them confiscated if they are not sold during the “window period”.	Med	Med	Med	Government should be in constant dialogue with distributors and help them work through the problem	Ongoing
Job cuts	Manufacturers/ distributors may reduce staff as there may not be enough work to keep the business going at the same level	High	High	High	Government should be in constant dialogue with distributors and help them work through the problem	Ongoing
Loss of raw material	Manufacturers may not use large quantities of raw material in stock	Med	Med	Med	Government should be in constant dialogue with distributors and help them work through the problem	Ongoing
Confusion at the Ports	Customs not clear as to the ban products and for what items Permits are required	High	High	High	All information on the ban and relating to Permits should be clearly communicated/	Ongoing



					documented for Customs	
Improper disposal of garbage by those persons who use “scandal bags for garbage disposal	This group of persons may not be willing to purchase garbage bags but instead may just throw their garbage out on the street or conduct open-burning	High	High	High	Implement Public Education Campaign early to educate the public	Ongoing



## 9.0 Proposed Activities

Appendix A: Proposed Activities Matrix outlined the activities that are proposed for the period, September-December 2018 according to the target groups outlined. The approach will be divided into two components; Public Education (PE) and Corporate Communication (CC). There is also an in-depth plan from the NSWMA as a part of the overall campaign. Please see the Appendix C for more details.

## 10.0 Monitoring and Evaluation

The evaluation associated with this programme needs to answer the following questions:

- Did the programme accomplish in changes of knowledge, attitude and practice?
- What outcomes did it achieve?

The following tools will be used to measure post implementation awareness and behaviour change. Please see Appendix D for more details on the key terms used.

<b>Channel</b>	<b>Method of evaluation</b>
Traditional Media: radio, print and television	Message recall ability through online surveys, vox pop
Social Media	<ul style="list-style-type: none"> <li>• <b>Share of voice</b></li> <li>• <b>Reach</b></li> <li>• <b>Mentions over time</b></li> <li>• <b>Subscribers gained</b></li> <li>• <b>Engagement rate</b></li> <li>• <b>Brand recognition and recall</b></li> <li>• <b>Brand term search</b></li> <li>• <b>Cause term search</b></li> </ul> <p>* See appendix C for definition of terms.</p>
Policy on Plastic Ban Hotline and	# of calls received month on month



email address	% representation of the target audience # of emails received
Webinars	# of participants Post evaluation survey
Public Education Activities	Surveys done pre and post event/presentation/meetings Focus Groups # of participants at event # of printed resources distributed



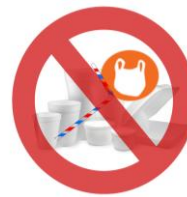
## Appendices

### Appendix A: Proposed Activities Matrix and Budget- September-December 2018

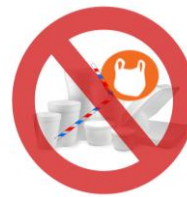
Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Citizens and residents in urban and rural Jamaica	Town Hall Meetings	PE	*JIS *NCOCZM *CAPRI *SDC *MEGJC *NSWMA *UDC		x	x	x	<b>1,500,000.00</b>
*Citizens and residents in urban and rural Jamaica	Community Walk Through	PE	*JIS *NCOCZM *CAPRI *SDC *MEGJC *NSWMA *UDC			x	x	<b>500,000.00</b>
*Students- (Primary, Secondary, Tertiary level) Policy makers *Legislators	MSBM Public Lecture	PE	*MEGJC *NSWMA *NEPA			x		<b>250,000.00</b>



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Citizens and residents in urban and rural Jamaica *Students- (Primary, Secondary, Tertiary level)	Plastic ban and alternatives display in parish libraries (13 in total)	PE	*JLS *VISION 2030 JAMAICA		x	x	x	<b>350,000.00</b>
*Policy makers *Legislators	Plastic ban and alternatives display at Houses of Parliament	PE	*VISION 2030 JAMAICA *OPM		x	x	x	<b>20,000.00</b>
*Local Government Ministries, Departments and Agencies (MDA) Institutions (local) *Government MDA Institutions - national	Plastic ban and alternatives display at GOJ/MDAs (30 targeted)	PE	*VISION 2030 JAMAICA *MEGJC		x	x	x	<b>400,000.00</b>
*Citizens and residents in urban and rural Jamaica *Manufacturers and importers *Wholesalers and retailers	Brochures/ Leaflets/Flyers/ Fact Sheets to be distributed at events/meetings.  <i>Areas of focus:</i>	CC	*NCOCZM *CAPRI *JET *Recycling Partners of *(BSJ) *Jamaica		x	x	x	<b>750,000.00</b>



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
<ul style="list-style-type: none"> <li>*Industry groups: consumer rights and protection, solid waste management</li> <li>*Students- (Primary, Secondary, Tertiary level)</li> <li>*Media Houses</li> <li>*Environmental lobby groups</li> <li>*Community-based organisations</li> <li>*Civil society groups</li> <li>*Private business firms</li> <li>*Professional groups</li> <li>*Lobby groups with an interest in the environment</li> </ul>	<ul style="list-style-type: none"> <li>*Plastics/Expanded Polystyrene Foam banned</li> <li>*Alternatives</li> <li>*Causes and consequences of single use plastics, Expanded Polystyrene Foam and plastic straws</li> <li>*Exemptions</li> <li>*Deposit Refund Scheme</li> </ul>		Customs Agency					
<ul style="list-style-type: none"> <li>*Citizens and residents in urban and rural Jamaica</li> <li>*Manufacturers and importers</li> <li>*Wholesalers and retailers</li> <li>*Industry groups: consumer rights and</li> </ul>	Webpage on Plastics	CC	*VISION 2030 JAMAICA *UDC		x	x	x	<b>200,000.00 + ER</b>



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
protection, solid waste management *Students- (Primary, Secondary, Tertiary level) *Parents *Media Houses *Environmental lobby groups *Community-based organisations *Civil society groups *Private business firms *Professional groups *Lobby groups with an interest in the environment								
*Citizens and residents in urban and rural Jamaica *Parents *Municipal corporations *Community-based organisations *Civil society groups *Private business firms	Presentations at: *Municipal Corporations meetings *Church Conferences *Community meetings	PE	*VISION 2030 JAMAICA *BSJ *NSWMA *PSOJ *UDC		xxxx	xxxx	xxxx	<b>320,000.00</b>





Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
	*NPTAJ meetings- (Primary, Secondary and Tertiary Institutions) *Jamaica Civil Society Organizations meetings * Private sector organizations							



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Policy makers *Legislators	<p><b>Plastic-Free Jamaica Toolkits for Parliamentarians and Senators (100 toolkits in total)</b></p> <p><i>Materials include:</i>            *Calico bag/reusable tote            *Reusable water bottle            *Cardboard Bamboo straws            *Cardboard lunch box            *Press kit- Information on the ban including items banned, alternatives, timeline and exemptions</p>	PE/CC	*VISION 2030 JAMAICA		x			<b>1,000,000.00</b>



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Citizens and residents in urban and rural Jamaica *Media Houses	Radio Interviews including * Irie FM * RJR FM * Mello FM * NCU FM * Power 106 FM * Nationwide 90 FM * Vbyz FM * Links FM	CC	*VISION 2030 JAMAICA *BSJ *Jamaica Customs Agency *(EHU) *NSWMA *JCF		X	X	X	<b>300,000.00</b>
*Citizens and residents in urban and rural Jamaica *Media Houses	Television Interviews including: * Daytime Live * Smile Jamaica * CVM at Sunrise *CVM Live * JIS * Love TV *The Business Exchange Forum	CC	*VISION 2030 JAMAICA *BSJ *Jamaica Customs Agency *(EHU) *NSWMA *JCF *NCOCZM *CAPRI	X	X	X	X	<b>350,000.00</b>



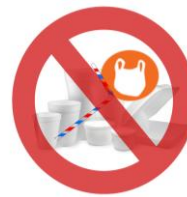
Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Citizens and residents in urban and rural Jamaica *Media Houses	Radio Ads (Top 3 radio stations)  <i>Areas of focus:</i> *Plastics/Expanded Polystyrene Foam banned *Alternatives *Causes and consequences of single use plastics, Expanded Polystyrene Foam and plastic straws *Exemptions *Deposit Refund Scheme	CC	*NCOCZM		xxxx	xxxx	xxxx	<b>5,368,000.00</b>



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Citizens and residents in urban and rural Jamaica *Media Houses	Television Ads  <i>Areas of focus:</i> *Plastics/Expanded Polystyrene Foam banned *Alternatives *Causes and consequences of single use plastics, Expanded Polystyrene Foam and plastic straws *Exemptions *Deposit Refund Scheme	CC	*NCOCZM *EHU		x	x	x	<b>4,000,000.00</b>
*Media Houses	Gleaner Editors' Forum	CC	*VISION 2030 JAMAICA *NCOCZM *UDC			x	x	<b>120,000.00</b>



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Citizens and residents in urban and rural Jamaica *Industry groups: consumer rights and protection, solid waste management *Students- (Primary, Secondary, Tertiary level) *Parents *Media Houses *Environmental lobby groups *Civil society groups *Private business firms *Professional groups *Lobby groups with an interest in the environment	Social Media Marketing  <i>Areas of focus:</i> *Plastics/Expanded Polystyrene Foam banned *Alternatives *Causes and consequences of single use plastics, Expanded Polystyrene Foam and plastic straws *Exemptions *Deposit Refund Scheme	CC	*VISION 2030 JAMAICA *BSJ *NCOCZM *UDC		X	X	X	200,000.00



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Citizens and residents in urban and rural Jamaica	Print advertisements  <i>Areas of focus:</i> *Plastics/Expanded Polystyrene Foam banned *Alternatives *Causes and consequences of single use plastics, Expanded Polystyrene Foam and plastic straws *Exemptions *Deposit Refund Scheme	CC	*Gleaner *Jamaica Observer			x	x	500,000.00



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Citizens and residents in urban and rural Jamaica	Radio PSAs (3 times per week on the 8 radio stations listed above)  <i>Areas of focus:</i> *Plastics/Expanded Polystyrene Foam banned *Alternatives *Causes and consequences of single use plastics, Expanded Polystyrene Foam and plastic straws *Exemptions *Deposit Refund Scheme	CC	*VISION 2030 JAMAICA *NCOCZM		x	x	x	2,500,000.00
*Citizens and residents in urban and rural Jamaica *Manufacturers and	Toll free line	CC		x	x	x	x	NA/ER





Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
importers *Wholesalers and retailers *Industry groups: consumer rights and protection, solid waste management *Students- (Primary, Secondary, Tertiary level) *Parents *Media Houses *Environmental lobby groups *Community-based organisations *Civil society groups *Private business firms *Professional groups *Lobby groups with an interest in the environment								
*Citizens and residents in urban and rural Jamaica *Industry groups: consumer rights and	JIS Think Tank	CC	*VISION 2030 JAMAICA *BSJ *NCOCZM		x			50,000.00



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
protection, solid waste management *Media Houses *Environmental lobby groups *Civil society groups *Private business firms *Professional groups *Lobby groups with an interest in the environment			*JCF					
*Citizens and residents in urban and rural Jamaica *Manufacturers and importers *Wholesalers and retailers *Industry groups: consumer rights and protection, solid waste management *Students- (Primary, Secondary, Tertiary level) *Parents *Media Houses	Email address for queries, comments and suggestions	CC		x	x	x	x	NA/ER



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Environmental lobby groups *Community-based organizations *Civil society groups *Private business firms *Professional groups *Lobby groups with an interest in the environment								
*Citizens and residents in urban and rural Jamaica	Plastic Ban Jingle	CC	*VISION 2030 JAMAICA *NCOCZM *UDC				x	<b>250,000.00</b>
*Citizens and residents in urban Jamaica	Adopt a Bus Stop	CC	*Vision 2030 Jamaica *JCA *BSJ *MEGJC *NSWMA				x	<b>250,000.00</b>



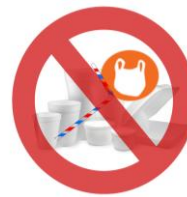
Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Citizens and residents in urban and rural Jamaica *Community-based organizations *Parents	Promotional items  Items include: *Calico bag/reusable tote *Reusable water bottle *Cardboard/Bamboo straws	CC	*VISION 2030 JAMAICA *MOEYI *Ministry of Health (Environmental Health Unit) *MICAF *Ministry of Local Government and Community Development *MOT *Jamaica Postal Service *NSWMA *JHTA *CCD *RADA *SDC *UDC			x	x	2,000,000.00



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Manufacturers and importers *Wholesalers and retailers *Industry groups: consumer rights and protection, solid waste management	Business Stakeholder Meetings on Exemption Process	PE CC	*VISION 2030 JAMAICA *NCOCZM *UDC *BSJ *CAPRI		x	x	x	500,000.00
*Citizens and residents in urban and rural Jamaica *Manufacturers and importers *Wholesalers and retailers *Industry groups: consumer rights and protection, solid waste management *Media Houses *Environmental lobby groups *Civil society groups *Private business firms *Professional groups	Profiles on Green Business (radio, TV, social media)	CC	*VISION 2030 JAMAICA *JMEA *UDC *JCC		x	x	x	500,000.00



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Lobby groups with an interest in the environment								
*Citizens and residents in urban and rural Jamaica *Manufacturers and importers *Wholesalers and retailers *Industry groups: consumer rights and protection, solid waste management *Students- (Primary, Secondary, Tertiary level) *Parents *Media Houses *Environmental lobby groups *Community-based organizations *Civil society groups *Private business firms *Professional groups	Feature videos to placed on the agency's website  <i>Areas of focus:</i> *Plastics/Expanded Polystyrene Foam banned *Alternatives *Causes and consequences of single use plastics, Expanded Polystyrene Foam and plastic straws *Exemptions *Deposit Refund Scheme	CC	*VISION 2030 JAMAICA *NCOCZM *UDC *BSJ *JET *JCF *CAPRI		x	x	x	<b>750,000.00</b>



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Lobby groups with an interest in the environment								
*Manufacturers and importers *Wholesalers and retailers	Christmas Shopping Bag partnership	CC	Local supermarket chains				x	<b>1,000,000.00</b>
*Citizens and residents in urban and rural Jamaica	Messages on billboards, electronic display boards	CC	*VISION 2030 JAMAICA *NCOCZM *UDC *BSJ			x	x	<b>2,500,000.00</b>
*Citizens and residents in urban and rural Jamaica *Students *Parents	JUTC Bus Wrap	CC	JUTC			x	x	<b>2,250,000.00</b>



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*NEPA employees	<p>Webinars (For Head Office and satellite offices)</p> <p><i>Areas of focus:</i>            *Plastics/Expanded Polystyrene Foam banned            *Alternatives            *Causes and consequences of single use plastics, Expanded Polystyrene Foam and plastic straws            *Exemptions            *Deposit Refund Scheme</p>	PE	*VISION 2030 JAMAICA *NCOCZM *BSJ *JET *CAPRI		x	x	x	NA/ER
*Industry groups: consumer rights and protection, solid waste management *Environmental lobby groups *Community-based organizations	<p>Webinars</p> <p><i>Areas of focus:</i>            *Plastics/Expanded Polystyrene Foam banned            *Alternatives</p>	PE	*VISION 2030 JAMAICA *NCOCZM *UDC *BSJ *JET *CAPRI		x	x	x	50,000.00





Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
<ul style="list-style-type: none"> <li>*Civil society groups</li> <li>*Private business firms</li> <li>*Professional groups</li> <li>*Lobby groups with an interest in the environment</li> </ul>	<ul style="list-style-type: none"> <li>*Causes and consequences of single use plastics, Expanded Polystyrene Foam and plastic straws</li> <li>*Exemptions</li> <li>*Deposit Refund Scheme</li> </ul>							
<ul style="list-style-type: none"> <li>*Citizens and residents in urban and rural Jamaica</li> <li>*Manufacturers and importers</li> <li>*Wholesalers and retailers</li> <li>*Industry groups: consumer rights and protection, solid waste management</li> <li>*Students- (Primary, Secondary, Tertiary level)</li> <li>*Media Houses</li> </ul>	NSWMA Containerization Communication	PE & CC	<ul style="list-style-type: none"> <li>*VISION 2030 JAMAICA</li> <li>*NEPA</li> <li>*JCA</li> <li>SDC</li> </ul>					<b>3,245,000.00</b>



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Environmental lobby groups *Community-based organisations								
*Citizens and residents in urban and rural Jamaica *Manufacturers and importers *Wholesalers and retailers *Industry groups: consumer rights and protection, solid waste management *Students- (Primary, Secondary, Tertiary level) *Media Houses *Environmental lobby groups *Community-based organisations *Civil society groups *Private business firms *Professional groups	Ads on social media & internet channels <ul style="list-style-type: none"> <li>● Google</li> <li>● Facebook</li> <li>● Twitter</li> <li>● YouTube</li> <li>● Instagram</li> </ul>		*VISION 2030 JAMAICA *NCOCZM *JCA *BSJ *JET *CAPRI		x	x	x	<b>875,000.00</b>



Target Group	Description of Activity	Component	Proposed Partner(s)	SEP	OCT	NOV	DEC	Estimated Cost \$
*Lobby groups with an interest in the environment								
Citizens and residents in urban and rural	JIS Production	PE/CC	VISION 2030 JAMAICA *NEPA *JCA SDC	x	x	x	x	12,734,066.75
Contingency								1,355,150.00
<b>Total Estimated Budget</b>								<b>45,582,066.75</b>

Key:

**ER** Existing resources

**N/A** Not applicable



## Appendix B: Measures to be implemented under the ban

A multi-sectoral Working Group, involving industry players, on plastic packaging material, chaired by Dr. Paris Lyew—Aye, Jr establishment by the Cabinet following the motion made by Senator Matthew Samuda. The Working Group had two principal mandates, namely:

- 1] To facilitate the institution of a ban, to be implemented on a phased basis, of single biodegradable plastic bags of a prescribed capacity and all finished goods manufactured from Expanded Polystyrene Foam ; and
- 2] To curtail the production of the items listed above, unless they contain the enzyme which makes them biodegradable.

Since that time a lot of work has been done not only by the Working Group, but also by the Jamaica Manufactures' and Exporters' Association (JMEA), the Caribbean Policy Research Institute (CAPRI) and the Jamaica Environment Trust (JET) on this issue. The Government has been having positive discussions with key stakeholders, including the JMEA, to arrive at a consensus on the measures to be implemented.

Based on the outcomes of these consultations, the Government has decided to institute measures to regulate the management of specific types of plastic packaging materials in the country, namely:

### **MEASURES TO BE IMPLEMENTED**

#### **1) Single Use Plastic Carrier/Shopping Bags**

As at January 1, 2019, the Government will impose a ban on the import, manufacture, distribution and use of all single use plastic carrier bags with dimensions at and below 24 inches by 24 inches (24"x24"), which includes those bags commonly referred to locally as 'scandal bags' and 'T-shirt bags', used primarily in the retail and wholesale sectors.

This ban will not apply to single use plastic bags utilized to maintain public health or food safety standards, such as those used to package raw meats, flour, sugar, rice and baked goods, such as bread.

With regard to single use shopping bags made of polyethylene, commonly branded by retailers, the manufacturers and importers of such products must apply to the National Environment and Planning Agency (NEPA) for limited exemptions. These applications will be considered on a



case-by-case basis for continued manufacture and importation, allowable not later than January 1, 2021.

The Government will explore with the Development Bank of Jamaica and the Ex-Im Bank possible mechanisms to assist companies in reconfiguring and/or re-tooling their equipment and facilities to cleaner technologies that can facilitate material substitution by using ‘design for environment’ methods towards enhancing their sustainability and profitability.

Consumers are encouraged to utilize reusable carrier bags, particularly those produced by local enterprises.

## **2) Expanded Polystyrene Foam**

Commencing January 1, 2019, the Government will institute a ban on the importation of expanded polystyrene foam, commonly referred to as ‘Expanded Polystyrene Foam <sup>TM</sup>’, for use as finished goods in the food and beverage industry, that is, food and beverage containers. In addition, the local manufacture and distribution of polystyrene foam for use as finished goods in the food and beverage industry will be banned as at January 1, 2020.

The use of polystyrene for the packaging of food items such as raw meats will be exempt. Producers of products which utilize such packaging must apply to NEPA for limited exemptions. Industry is encouraged to manufacture/distribute paper-based and other environmentally friendly alternatives for the domestic market.

## **3) Plastic Straws**

The Government will institute a ban on the import and manufacture of plastic drinking straws as at January 1, 2019. There will be no ban on wax-lined paper straws or other non-plastic straws. The importation of straws attached to lunch juice boxes and drink pouches will be banned as at January 1, 2021. This deadline was arrived at based on the Government’s discussions with the private sector regarding the timeframe for the conversion of existing equipment.

For the medical sector as well as persons with disabilities, drinking straws made from alternative materials such as paper or bamboo are not always suitable. In light of this, exemptions will be examined in consultation with key stakeholders. Applications for such exemptions should be applied through the NEPA.



### **Procedures for Exemptions**

The guidelines for application for exemptions for the specific categories of plastic packaging materials, I have just outlined, will be developed by NEPA in consultation with the relevant public sector agencies. These Guidelines will be posted on the JIS and the Agency's websites as well as circulated to the affected private sector stakeholders.

### **Deposit Refund Scheme**

Polyethylene terephthalate or PET bottles comprise fifteen per cent (15%) all plastic waste generated in the country. These bottles are usually packaging for juices, water and other beverages sold on the Jamaican market. While there are several recycling initiatives presently operating within the country, the recovery of PET bottles from the Jamaican environment has been very low. It is well recognized that a Deposit Refund Scheme (DRS) supported by legislation, can significantly increase the recovery rate of waste products, such as PET bottles. A successful DRS has three key components, namely: (i) full participation of the private sector, (ii) the level of the deposit such act as an incentive to the consumer, and (iii) there is adequate infrastructure the facilitate the recovery of the bottles and the redemption of deposits.

The private sector has been in discussions with the Government on the implementation of a Deposit Refund Scheme (DRS) for PET bottles. These discussions are advanced and further consultations will be held with the sector to finalize aspects of a national Deposit Refund Scheme. The Government should be in a position to make an announcement by October, 2018. The Government's ultimate target in the short-to-medium term is the recovery of at a minimum, 80% of the PET bottles currently on the market. A comprehensive public education programme on the DRS will be implemented, with hotlines for consumers established at NEPA and the Vision 2030 secretariat.

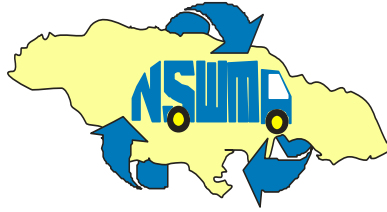
Local manufacturers and distributors are encouraged to make available environmentally friendly goods for the domestic market. Similarly, I urge consumers to be mindful of their level of consumption of goods which have a negative impact on our environment and seek to purchase those goods which are beneficial to the environment and by extension the health and well-being you and your families.



National Environment  
and Planning Agency



Appendix C



*Jamaica's Beauty Is Our Duty*

***National Solid Waste Management Authority***

**NSWMA presenting alternatives to Single-Use Plastic Bags for  
Containerization Public Education Campaign from 01<sup>st</sup>  
October 2018 to 31<sup>st</sup> March 2019.**

Prepared for: Mr. Audley Gordon, Executive Director

Prepared by: NSWMA Community Relations Department

Date: September 24, 2018



## 1.0 Overview

Plastic pollution is impacting our public health, waters and marine life, as well as our food chain. The good news is that global initiatives to reduce or eliminate the consumption of plastic have been gaining momentum. The Government of Jamaica (GOJ) recently registered Jamaica's participation in the fight against plastic pollution when it announced the ban on single-use plastic bags, straws, spoons, forks and expanded Polystyrene Foam . Whilst, the ban is not immediate, it is anticipated that it will contribute positively with regards to the mitigation efforts to clean up our environment. One of the most critical aspects of these efforts will be improvement in solid waste management.

## Key Messages

The authority is fully aware that since the announcement of the ban, members of the public have expressed concerns about how to containerize and dispose of their solid waste because they re-use the single-use plastic bags for this purpose. In fact, far more single-use plastic bags are used to store garbage than the conventional garbage bags. Based on statements by callers to radio programmes and reading online commentary, few people have stated that they will buy garbage bags after the ban with most stating that they will now just dispose of their garbage without bags. The use of single-use plastic bags seems like a cheap, easy and convenient way to containerize, store and dispose of garbage; but in fact, they carry significant environmental and health problems along with being the main contributor to clogging the drains and littering the gullies, waterways and roadways island wide.

The National Solid Waste Management Authority (NSWMA) whole heartedly welcomes the decision by the GOJ to ban single-use plastic bags. Based on research done by the NSWMA in 2017 on waste generation, 15.5% is plastic and 1.2% (is) Expanded Polystyrene Foam . No doubt the ban of these products will reduce the amount of solid waste in the environment and the environmental and health risks they pose to everyone. This must be addressed, and it is the foundation on which this plan is developed.





## 2.0 Aim of the plan

This plan should be used as a road map to generate public awareness, buy-in from the public and acceptance and participation at the house-hold level for alternatives to single-use plastic bags as a way of solid waste containerization.

In addition, this plan will support the GOJ initiative and mandate regarding the ban resulting in better solid waste management practices and contribute to the global effort to solve the plastic pollution problem.

Ultimately, the ban on single-use plastic carrier bags will encourage waste minimization and separation at source. This initiative is heavily weighted on providing facts about solid waste, the impact of single-use plastic bags on the environment and guiding residents on alternatives to properly dispose of solid waste.

Alternatives such as, but not limited to:

1. Composting of kitchen/wet/organic waste.
2. Separation of plastic containers and cardboard.
3. Disposal of dry/other loose solid waste directly into a bin/drum.
4. The use of cardboard boxes to dispose of solid waste.
5. The purchase for use of bio-degradable garbage bags.

The use of a spokesperson to promote and endorse the message is proposed and should be considered. This spokesperson does not have to be a popular person, but someone who can influence others and is someone that the public can relate to.

## 3.0 Objectives

- To propose/offer alternative options to single –use plastic bags for packaging/storing and disposing of solid waste.
- To educate the public about proper solid waste management practices.
- To encourage waste separation and stimulate positive behavioural habits towards solid waste.



#### 4.0 Strategy

The overall strategy is market penetration, to take the message to more persons in more places.

Tactics to support the strategy will be:

- Heavy use and reliance on social media platforms.
- Market penetration with Signage, slogans, graphic and messages.
- Hosting of workshops and presentations in communities, schools and organizations with emphasis on demonstrating the ease and simplicity of composting.
- Sponsorship and endorsement.
- Community meetings to debunk myths and provide facts.
- Placement of advertisements in the print and electronic media.
- Media appearance/s and interviews.
- Promotion at social events, expositions etc.
- Collaborating with other public and private entities<sup>1</sup> to promote the use of alternative methods of containerization.
- Waste containerization practices and waste education/training in communities.

#### 5.0 Campaign Message and duration

The Theme of this campaign: *‘Work wid the ting, scandal bags only cause littering’*

To commence 1<sup>st</sup> November 2018 to 31<sup>st</sup> March 2019.

#### 6.0 Target Audience

1. Residents in various communities across the island
2. The general public
3. Students and school communities

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<sup>1</sup> Public Health Department / MOH, JMA, PSOJ, International Development Partners: NGOs, CBOs and International Partners: JICA, USAID, and others.



## 7.0 Timeline for implementation of activities

To launch the initiative, the Executive Director will do scheduled media announcements, interviews and appearances to publicize and create awareness about the public education effort. He will provide the alternatives to the single-use plastic bags while seeking to quell public fear, resistance and to generate buy-in. He will focus on spreading the NSWMA's message of alternatives to single-use plastic bags.

*Specifically:*

<b>Tactics and Tools</b>	<b>Resource needed</b>	<b>Timeline</b>	<b>Evaluation method(s)</b>
Source alternative storage containers/drums for residents.		November	Quantity of storage containers received and issued.
Update website with supporting materials.	Videos and literature.	November	Feedback from users and the public.
Posting of facts, videos and generating support through word-of mouth marketing.	Video production and fact sheets.	November	Increase in number of users, likes, shares and comments.
Brochures, Flyers and Posters.	Budgetary support.	November	Timely printing and distribution.
Develop and air Radio Commercials/PSA/Time Signals.	Budgetary support.	November	Timely and strategic placement during peak time.
Design and place print advertisements.	Budgetary support	November	Strategic placement for impact and recall
Disseminate article to feed stories with updates and about the initiative.		November-March 2019	Number of publications of stories, mentions and feedback.



Coordinate and schedule speaking engagements, TV/Radio interviews.		Monthly for duration of the initiative.	Number of stories generated/published. Ongoing Number of engagements.
Coordinate and schedule speaking engagements, TV/Radio interviews.		Monthly for duration of the initiative.	Number of stories generated/published. Ongoing Number of engagements.
Plan and execute initiatives in communities.		November to March 2019	Number of meetings held and number of participants in attendance.
Maintain active 'links'/ pursue opportunities to partner with NGO's, private sector companies on similar initiatives e.g. Recyclers such as Recycling Partners of Jamaica (RPL) JET etc		November	Number of partnerships with stakeholders
Endorsement and activism		November	Relatability of the person and ability to influence.
Internal Marketing.		November to March 2019	Feedback and number of leads/information and prospects given by team members.
Implement composting and 3R initiatives in communities.		Budgetary support.	Number of participating communities.



## 8.0 Requirements

Budgetary support for items requiring same and for the commitment to sustain the project and not stop mid-way or to send mixed messages. In addition, a Videographer to record events and statements for airing and distribution, and to provide stories to media houses.

## 9.0 Budget

A conservative estimated amount of \$3,245,000.00 is required for execution of this project. Of note is that, initially there is no direct cost involved due to execution and implementation of media appearances, interviews and extensive work using social media platforms. The estimated spend/budget will complement these efforts to create penetration and to take the message to the mass. Specifics of the budget is as listed below:

<b>Detail</b>	<b>Amount (\$)</b>
Advertisements	1,000,000.00
Community Meetings, Presentations etc.	60,000.00
Printing of Literature (Brochures, Posters, Flyers,)	300,000.00
JIS Think Tank (1)	85,000.00
Payment to Videographer	150,000.00
Branding and Signage	1,500,000.00
Misc.	150,000.00
<b>Grand Total</b>	<b>3,245,000.00</b>



## Appendix D: Definitions of key terms

- **Share of voice:** Percent of people talking about a topic that are also talking about your brand. IE – People mentioning JetBlue in all “flight” conversations.
- **Reach:** Raw total impression number depending on the medium.
- **Mentions over time:** Number of people directly referring to your organization over a time frame.
- **Sentiment:** Is a given conversation on a topic/brand positive or negative as measured by a semantic text analysis tool.
- **Subscribers gained:** People that have opted in on given platforms.
- **Inbound links:** Count of the links other sites have to your organization’s site.
- **Engagement rate:** Number of interactions that require an action (like a click, share, like, repost etc.) over the total amount of messaging.
- **Brand recognition and recall:** Measure of what percent of people associate an organization’s brand when prompted with the category.
- **Brand term search:** Direct searches on a search engine of the exact name of an organization, often found in Google Analytics organic keyword data.
- **Cause term search:** Searches done for a keyword(s) that represent the topic, found in tools like Google Analytics, Google Trends, AdWords Keyword Planner and Google Search Console.

Source: <https://www.wholewhale.com/tips/measure-awareness-campaigns/>