

Big or Small You are your Community

Incorporating P2 in your Outreach

Getting the message out

- At this point in the conference you should have been exposed to all the particulars of P2
- We will be talking about getting the word out
OUTREACH

Where do we start?

Internal

- New hire orientation
- As part of associate morning safety/environmental talks
- At work P2 projects with goals and rewards
- Take home messages-Projects

Local Community

Citizens-Officials

- Involvement with local government
- Easier to introduce concepts if you are already a familiar face
- Help sponsor community P2 activities

Local Community

Schools

- Sponsor School P2 projects
- Get the children involved and they will take the message home
- It's worked with many public messages in the past i.e. Seatbelts

Partnerships

- Businesses
 - Suppliers
 - Customers
- Chambers of Commerce
- Civic organizations
- County Area Development Corporation

More Partnerships

- Business and Industry groups
 - Si-Nam Southern Indiana-Network for the Advancement of Manufacturing
 - Environmental Managers Group

And still more

Media

- Yup- Them too!
 - Press releases
 - Announcements

Social Media

- Us with seniority have had to adapt
 - Linked-In
 - Facebook
 - Etc, Etc, Etc

And don't forget

- State
- Chamber
 - IDEM/OPPTA
 - P2 Partners

Finally

- With full awareness of my position in the schedule I realize that by now the backside has become numb and the gray matter will follow.
- Now is not the time to be long winded
- As we were taught in kindergarten
SHARE

- This presentation is a compilation of methods in place, pending or planned at OFS Brands as well as observations of other companies.
- There are certainly many others not listed.

Ray Brooks

Environmental Coordinator

OFS Brands, Inc