



# CIRC: Controls Intended to Remove Contamination

## COMMUNICATIONS

Consumers are largely uneducated when it comes to what is compostable and what is not, which means that a comprehensive communications strategy including in and out of venue messaging is a necessary component of any contamination mitigation plan.

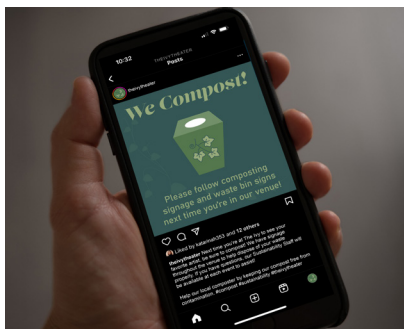
The COMMUNICATIONS section of the scorecard is divided up into two sections:

1. In-Venue Messaging
2. Out of Venue Messaging



### In-Venue Messaging

Particularly in high volume operations, educating patrons inside the venue on what to put and what not to put in compost bins can greatly reduce the amount of sorting time required to send a contaminant-free organics stream to composters. Point of disposal decisions are often made extremely quickly, and bin signage alone is unlikely to provide the level of education required to consistently reach patrons. Additional opportunities for education may include - signage at point of purchase, staff instruction at point of purchase, staff presence at waste stations, public address announcements about proper disposal behavior, messaging on screens and scoreboards, and restroom signage.



### Out of Venue Messaging

Most generators are regularly communicating with new and existing customers via email, social media and other means. Integrating messaging and education on composting into existing communications can complement in-venue efforts, and has the benefit of reaching audiences when they may be less distracted than when they are inside the venue.