

# Information to Public and Industry on Thematic campaigns

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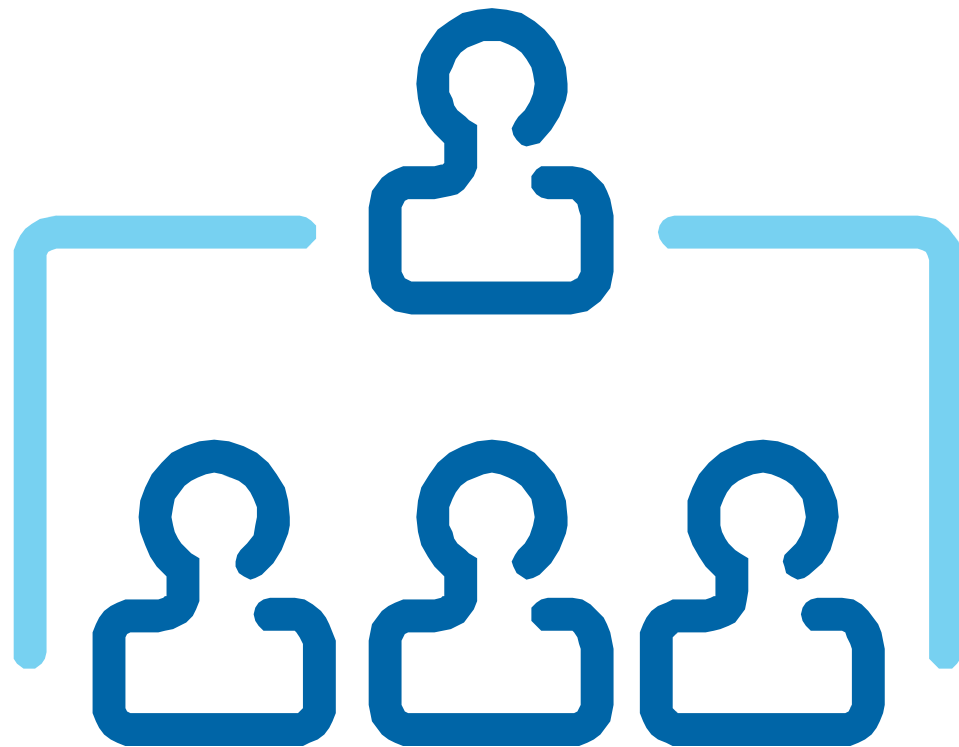
# Thematic inspection campaigns

- Towards a specific business sector
- During a limited time frame
- Inspections executed by County Governor or Norwegian Environment Agency
- Common checklists and reporting structure
- Planned information strategy



# Form an Action Group

- Action leader
- Representative from Industry department
- Representative from a County Governor
- Representative from Legal Section
- Representative from Information Section



# Tasks for the Campaign Group - preparations

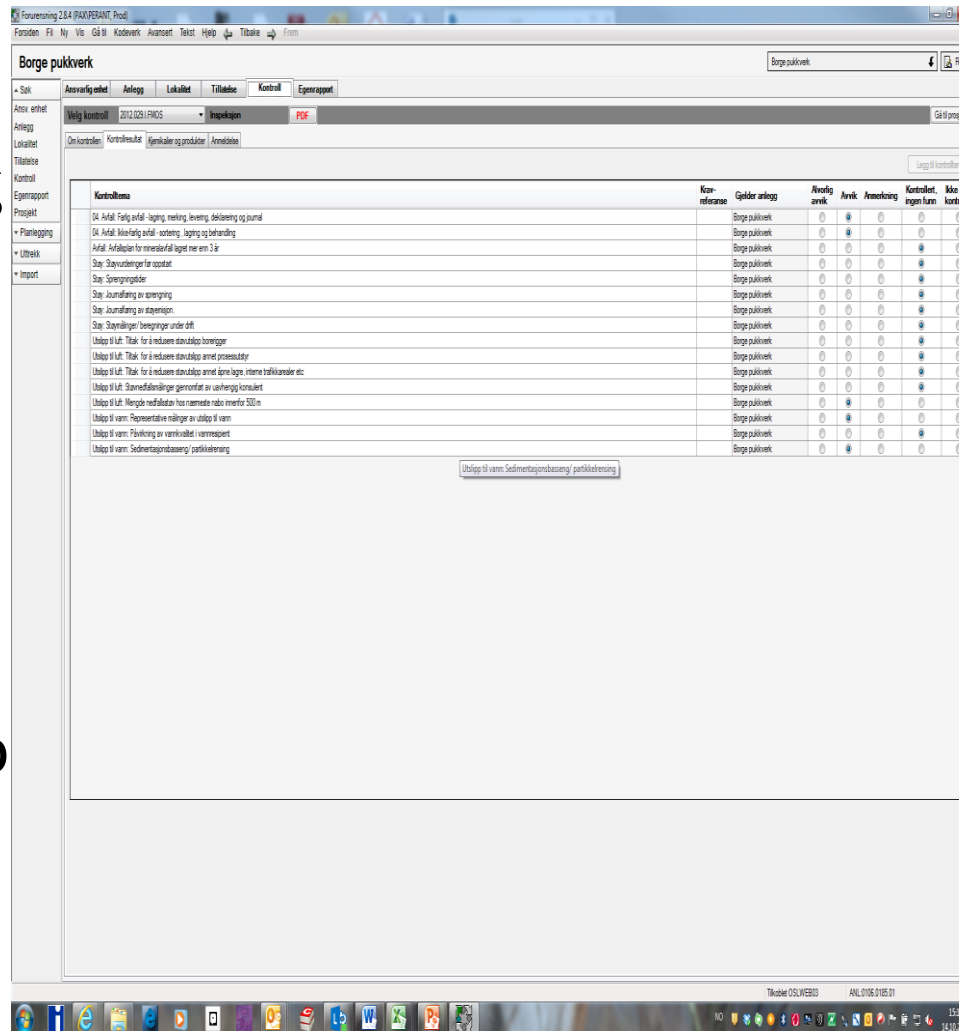
- Develop description of the business sector
- Cooperation with business sector organization(s)
- Clarify relevant laws, regulations, permits etc...
- Develop checklists
- Develop report structure
- Inform County Governors on “FM-nett”
- Develop information equipment, fact sheets etc. for industry and public

# Cooperation with industry

- Discuss problem areas
- How to reach all enterprises
- Prepare information to web-sites, magazines etc.
- Our aim is to distribute knowledge about the campaigns and our expectations to as many enterprises as possible.

# Tasks for Campaign group - during campaign and afterwards

- Support to inspectors during campaign
- All results registered in “Forurensning”
- Set deadline for registration
- Organize the results
- Information of the results to the industry associations
- Information to the public



The screenshot displays the 'Forurensning 2.84' application window. The title bar indicates 'Forurensning 2.84 (PAU/PSANT, Prod)'. The main window is titled 'Borge pukkverk' and contains a table with columns for 'Kontrollnr.', 'Gjelder anlegg', 'Avviks art', 'Avvik', 'Anmerkning', 'Kontrollert, egen furt', and 'Aks kont'. The table lists various control items and their corresponding status and notes. A sidebar on the left contains navigation options like 'Arkiv', 'Arkiv', 'Lokalitet', 'Tilrette', 'Kontroll', 'Egenrapport', 'Prosjekt', 'Planlegging', 'Uttrekk', and 'Import'. The bottom of the window shows a Windows taskbar with various application icons and a system clock indicating '15:14 14.10.2012'.

Kontrollnr.	Gjelder anlegg	Avviks art	Avvik	Anmerkning	Kontrollert, egen furt	Aks kont
04. Anfall: Farlig anfall - lagring, merking, levering, delvisning og journal	Borge pukkverk	0	0	0	0	0
04. Anfall: Ikkefarlig anfall - omtrent, lagring og behandling	Borge pukkverk	0	0	0	0	0
Anfall: Anfallplan for mineralanfall laget mer enn 3 år	Borge pukkverk	0	0	0	0	0
Stav: Stavrutslinger for oppstart	Borge pukkverk	0	0	0	0	0
Stav: Spæringsgilder	Borge pukkverk	0	0	0	0	0
Stav: Jernfelling av spærings	Borge pukkverk	0	0	0	0	0
Stav: Jernfelling av spærings	Borge pukkverk	0	0	0	0	0
Stav: Stavrutslinger/beskrivelser under drift	Borge pukkverk	0	0	0	0	0
Utløp II Luf: Tilsk for å redusere støvutslipp/beskrivelser	Borge pukkverk	0	0	0	0	0
Utløp II Luf: Tilsk for å redusere støvutslipp annet prosessutslipp	Borge pukkverk	0	0	0	0	0
Utløp II Luf: Tilsk for å redusere støvutslipp annet dørne luge, interne trafikkveier etc.	Borge pukkverk	0	0	0	0	0
Utløp II Luf: Støvedeslanger generelt av uavhengig konsent	Borge pukkverk	0	0	0	0	0
Utløp II Luf: Mergede nedsløst av nærmeste nabo merfor 500 m	Borge pukkverk	0	0	0	0	0
Utløp II vann: Representerative målinger av utløp II vann	Borge pukkverk	0	0	0	0	0
Utløp II vann: Påvisning av vannkvalitet i vannreservat	Borge pukkverk	0	0	0	0	0
Utløp II vann: Sedimentprobenes/ partikkelkonsent	Borge pukkverk	0	0	0	0	0

# More about information- activities

# Information preparations

- We want to reach as many as possible
- Open a dialogue with the industry association to reach their members
- Send e-mail to those who have made a subscription on our news.
- Prepare newspapers /other media

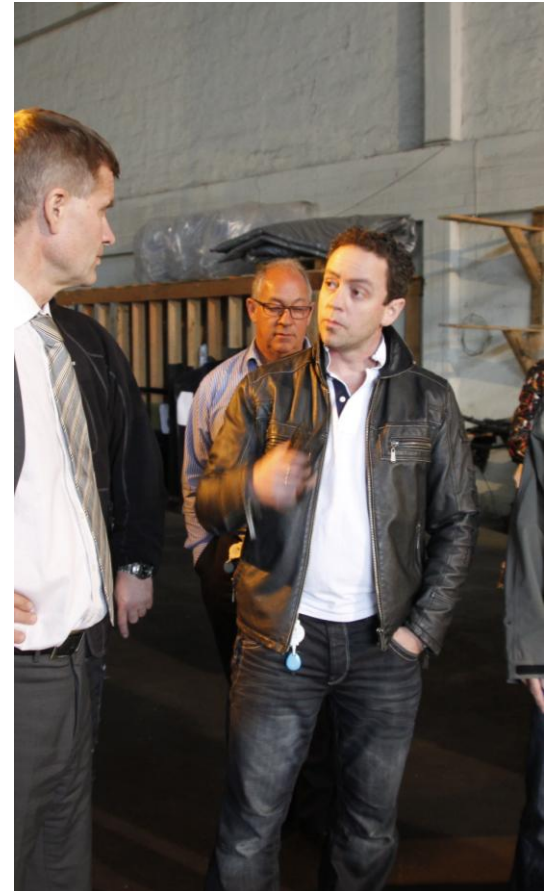


# Campaign start!

- Make as big event as possible...
- News about the campaign on our Web-site
- On the associations web-sites
- Campaign starts at the same time all over the country
- Some County governors show the campaign in local media

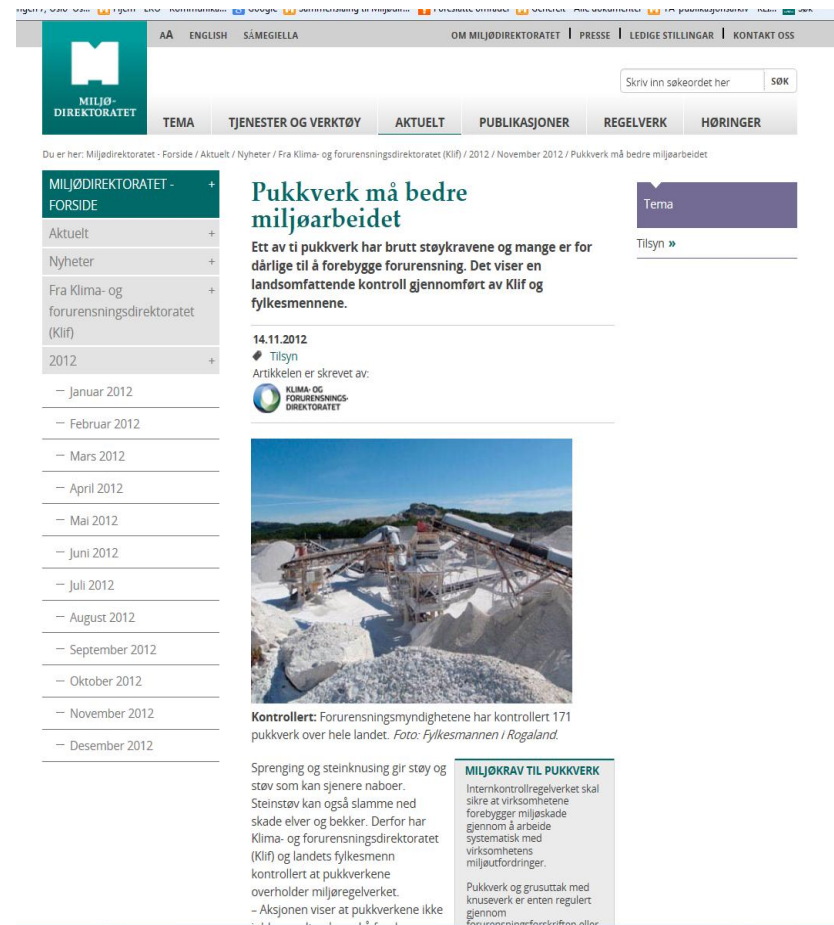


# Media focus



# Ending a campaign

- County governors can speak to local media on their results
- Campaign Group collects all data to a total
- Before going to the press, results are presented to the industry organisations for adjustments and preparations





# Final results

- We want to give a real picture of the situation and draw attention to what could be better.
- We want to keep a good relation with the industry and help them to improve their business environmental .
- ...Unless we discover really bad and criminal activity.

