

CONTACT::

Gastineau Communications Inc.
P.O. Box 99634
Seattle, WA 98139
P: 206-282-3371
www.gastineaucommunications.com

Winning Support for a Clean-Tech Plant

CLIENT:

Reclaim Technologies, Inc.
Bellevue, Washington
Boardman, Oregon

TIMETABLE:

Gastineau Communications provided communication strategy and implementation from March 2007 through December 2008. We also implemented the community relations and media relations plan during the permitting process and attended all public hearings.

RESULTS:

Reclaim secured all necessary permits to build its flagship facility in March 2008. The company completed construction of its first production line in June 2008. Media coverage of the facility during the permitting process was more than 90-percent positive or neutral.



In 2007-2008 Reclaim Technologies Inc. introduced a first-of-its kind recycling facility that converts discarded scrap tires into reusable products such as oil, carbon, steel and electricity. The company needed to secure land use and environmental permits to build its flagship facility in Central Oregon.

Gastineau Communications was hired to provide a strategy for communicating with the local community, the local media and interface with the public information officers of permitting agencies.

The solution included an integrated communications plan designed to communicate the benefits of the technology and vet any concerns before the public hearing process.

Project goals:

- Gain support of the local permitting agencies, business community and residents.
- Gain favorable media coverage in the region that correctly described the process and its benefits to the environment and community.
- Win local support from community leaders and neutralize opposition to the facility.

Solution:

- Created talking points and key messages about the benefits of the project and trained executives on communicating the messages effectively.
- Direct one-on-one meetings with stakeholders in the community and government leaders as well as presentations to the local Chamber of Commerce.
- Updated communication materials including a process illustration, media kit, fact sheets, FAQs and website.