

Puerto Rico Recycling Partnership

Public Education and Outreach Committee Meeting

Date: September 1, 2010

Time: 3:00pm to 5:00pm

Location: EPA Office, 1492 Ponce de Leon Avenue, Suite 417, San Juan, PR 00907

People present on the meeting:

Name	Entity	Phone Number	e-mail address
Yolianne Maclay	EPA	787-977-5849	Maclay.yolianne@epa.gov
Katia Avilés	ENLACE	787-378-9038	KAviles@gmail.com
Giselle Nalaguer	Consultora	787-243-9547	Giselle.balaguer@gmail.com
Alex Rivera	EPA	787-977-5845	Rivera.alex@epa.gov
Gretchen Guzmán	Gworks Inc.	787-630-1496	gworks@icepr.com
Tere Rodríguez	EPA	787-977-5864	Rodriguez.teresita@epa.gov
María T. Mojica	ADS	787-485-7294 787-765-7575 x.4213	mmejica@ads.gobierno.pr

Issues discussed:

1. The development of the Public Education Work Plan.
 - a. Purpose: to distribute educational materials to the community and conduct equivalent outreach activities to teach different types of audiences about reducing, reusing and recycling.
 - b. María T. Mojica of the Solid Waste Authority (ADS) offered to send us their Public Educational Program, to use it as a boilerplate to develop the PRRP Public Education Committee Work Plan.
 - c. For the next meeting the entire group should read and comment the ADS Plan.
 - d. As a starting point, we agreed to focus on:
 - i. Target Pollutant: domestic waste
 - ii. Target Audience: general public and governmental agencies
2. Missing people that we want to include:
 - a. “Asociación de Industriales” Representative
 - b. “Oficina de la Primera Dama” (“Agenda Verde”) Representative
 - c. Sierra Club Representative
 - d. Fortaleza Representative
3. Short-Term Goals (18 months) **or things to do**
 - i. Develop a list of available information including:
 1. printed brochures,
 2. different organizations related to recycling theme,

3. web sites,
 4. media announcements (verify compatibility with actual equipment).
- ii. Develop a list of places (customer service offices, doctors offices, banks, ect.) that have TV's on the waiting room to promote recycling announcements:
 - iii. Verify the status of the Resolution proposed by Fernandez Porto to Senator Margarita Nolasco.
4. Long-Term Goals
 - a. Create a PRRP Web Site
 - b. Promote Recycling Announcements on waiting rooms of different entities.
 - c. The Story of Stuff (Puerto Rican version)
5. Issues to be discussed on the next meeting:
 - a. ADS Public Education Work Plan discussion
 - b. How does the committee plan to inform the audience? What is the outreach strategy, including the mechanisms (printed brochures, newspapers, media, workshops, etc.) that the committee will use to reach the target audience, and how many people does the committee expect to reach over the 18 month term?

Next Meeting

Date: September 14, 2010

Time: 3:00pm to 4:30pm

Location: ADS Offices