

Public Education and Outreach Committee Meeting

Date: November 2, 2010

Time: 1:30pm to 4:00pm

Location: "ADS" Office

People present in the meeting:

- Yolianne Maclay
 - Hanna Rodríguez (SWANA)
 - Allyson Byrne (CDM)
 - Orlando Negrón (Sierra Club)
 - Noemí Paulino (ADS)
 - Millie Esparra (Municipality of Caguas)
 - Javier Laureano
- We welcomed three new members to our Group: Hanna Rodríguez, Allyson Byrne, and Javier Laureano.

Issues Discussed:

- Javier Laureano was invited to this meeting because he possesses various TV commercials developed by other organizations like IPCRO, that he desires to publicize. Javier showed us the commercials and is working on an agreement to broadcast them at "Banco Popular" subsidiaries. These commercials were produced during the 90's; therefore their formats are not compatible with today's equipment and consequently they have to be updated to conform with television standards.
- Javier also spoke about other projects he has worked on before like: a project with the Department of Education to create Christmas postcards, Basuarte, and Susan Soltero conference at schools, among others.
- Mrs. Tere Rodríguez developed a template of recommended actions to facilitate the development of a Work Plan. The purpose of this template is to compel the committees to develop their work plans in the same format.
- Yolianne Maclay spoke with Milton (Recycling Coordinator for the municipality of Guaynabo) to coordinate a visit to the MERF. The committee agreed to visit the MERF on December 2, 2010. Yolianne will confirm the date with Milton.
- The PRRP's next meeting will be held on December 9, 2010 at ADS (4th floor). **SAVE THE DATE!!!!!!**
- The following actions will be developed in the template format:

- Include a class about environmental protection and recycling in the Department of Education curriculum. Orlando Negron will look for a contact at the Department of Education.
 - Organize educational recycling materials by audience; prepare packages including but not limited to presentations and brochures.
 - Develop and implement a full-fledged campaign for recycling in Puerto Rico. After a conversation with Carissa (Partnership consultant) we agreed that it would be a good idea for local students to develop the campaign. Next Friday, Yolianne Maclay will meet with Yari Helfeld from the “Universidad del Sagrado Corazón” to discuss the possibility of the students developing this campaign.
 - Regarding the campaign, Javier Laureano mentioned the possibility to team up with ADS to fund the campaign. A meeting needs to be coordinated with EPA, ADS, and Javier.
- Recommendations that the committee has for the Partnership:
 - Establish procedures to request funds to finance the recycling activities.
 - Coordinate a forum with Municipalities separately to discuss the solutions to the Solid Waste issue in each Municipality. Directors or Representatives of the different departments within the Municipality will be invited to the forum. Members of the partnership will present the Solid Waste Crisis in Puerto Rico and discuss the situation in each Municipality. They will also provide information on how citizens and government employees can recycle with the available infrastructure and equipment. Afterwards, an open discussion will take place to discuss the solutions to the Solid Waste Crisis in the Municipalities, and determine how to increase the recycling rate with the existing infrastructure and equipment. During the discussion, we will develop a list of tasks based on their recommendations in order to improve the recycling percentage.
- **Next Meeting**
 - **Date: November 16, 2010**
 - **Time: 1:30pm to 4:00pm**
 - **Location: ADS Offices**