

Members Puerto of the Rico Recycling Partnership
 Public Participation and Outreach Task Group
 Meeting: 2:00 PM – 5:00PM Wednesday August 2010.
 Caribe Hilton, San Juan, PR

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1. Puerto Rico belongs to EPA Region II – NY, NJ, PR, USVI Carl Soderberg in San Juan
2. Metas del grupo'
 - a. Metas razon de ser llevar el mensaje de la educacion publica
 - b. el outreach al ciudadano en educación informal
 - c. insertar el tema en la discusión publica (media y esferas de gobierno)
 - d. insertar el tema en el currículo de escuela elementales
 - e. work backwards 18 months from now what needs to happen in order to have every resident recycling (develop an aggressive strategy)
3. Who is missing from these meetings?
 - a. ADS – need not only a presence, but a STRONG presence in each task group for this Partnership
 - i. Need to strengthen the role of ADS in the public eye
 - ii. Carry out actions that are conducive to enforcing existing law
 - iii. By law each government agency larger than 10 people HAS to recycle
 - b. Community leaders
 - c. Department of Education
 - i. Each School a recycling center – must work with municipalities and DE, problem of who can work in schools at the state level vs waste management at the municipality level
 - ii. Add recycling and environmental education as part of each school's curriculum, NOT only where it fits within the science class.
 - iii. Reach out what teacher and teacher group
4. Government Role - define the urgency of the problem, this is a state of emergency
 - a. Need money to enforce the existing laws and mechanisms for recycling and waste reduction

- i. Police
 - ii. DNER
 - iii. ADS
- b. Facilitate peer to peer conversations between municipal leaders or municipalities with successful programs and those without one
 - i. Audiencia municipios compartir programas exitosos; intercambiar entre pares ideas sobre educación, ordenanzas municipales, logística; multas; etc
- c. Facilitate peer to peer conversations between agencies with successful programs and those without one.
- d. Need to improve / spruce up existing materials in government agencies
- e. Same way a state of emergency was declared that opened up the way for a NEW PERMIT LAW that promotes and eases job creation constructions, same way should this pressed to give the resources needed for pushing an island wide waste reduction and handling program
 - i. Currently EVERY “vertedero” in Puerto Rico is leaking into our groundwater (our drinking water) and NOT a single “vertedero” is compliant with EPA regulations need to promote resources enforcement and infrastructure from the top down as well
 - ii. Issue comes due to concern over lack of resources and materials to carry out an education campaign, and the limitations of local municipal laws that may counter each other or state law and lack of an island wide vision plan
- 5. Community Participation
 - a. Promote NGO leadership
 - b. Goal to keep campaigns and initiatives local to the extent possible
 - c. Less than a third of PR has internet access, must include face to face communication
- 6. Media
 - a. Agressive strategy to disseminate the information - Llevar el sentido de urgencia al ciudadano ningún vertedero cumple todos los vertederos leaking into our groundwater / drinking wáter
 - b. Educar a la gente que existe la ley
 - c. Story of stuff criollizada
 - i. Promover practicas que reduzcan la cantidad de residuous
 - d. Enforcemnet of programming laws
 - i. Como cumplir o circumvent los estándares por emisora que se usan de excusa para no pasar un PSA a veces
 - ii. PSA 1.5 minutos por cada 60 mins de programación enforzar
 - e. Radio

- f. newspaper
 - g. Aggressive strategy to educate the public about existing laws
 - i. Potential for partnerships with Universities for internships to go house to house to hold surveys and / or educate.
 - h. Citizen holding government and private enterprise accountable for complying with the law, even if there are few resources. Each citizen an enforcer.
7. Rephrase and rename the issue with new campaigns new approach if and when reworking the existing materials
- a. WASTE (BASURA o desperdicio) = viewed as something to discard or get rid off
 - b. Need to start shifting the terms to residuos solidos
 - c. Is not only about recycling, but about reducing waste production
 - d. Includes composting
 - e. Starting a recycling program, putting bags and other things in each school, waste collection can be expensive need to change the pitch to government to an education inversion rather than a cost or a negative
 - i. Include analisis de externalities
8. Banks / financing and light industry- Where will the Money come from?
- a. Need to work with financing institutions to change their perception of recycling industry as a risk, to inversion, promoted through government incentives
 - i. Fomentar ver el reciclaje como empresa banca de emergencia ambiental NO como un riesgo mas bajo la crisis el gobierno esfuerzo ley de permisos y construcción misma ley para que sea efectivo
 - b. Un fast track para la Industria comercio liviano special waste (legislación del gobernador dado estado de emergencia? Ver punto 4.e
 - c. Work with industry to decrease the pressure of pick from location to weight / amount picked up
 - d. Trabajar para reducir embalaje
 - i. Puede ser una campaña ciudadana
 - ii. Reduction at source
 - e. Need to facilitate Infraestructure

Next Steps:

- 1. Review and revise minutes
- 2. Identify, read and review legislation
 - a. buscar escollos / donde falla
 - b. actualizar
 - c. que se puede añadir para educación

3. Set meeting date time and location
4. Think of what is necessary or missing to move this area forward