

Public Education and Outreach Committee Meeting

Date: September 14, 2010

Time: 3:00pm to 5:30pm

Location: “ADS” Office

People present on the meeting:

- Alex Rivera
- Giselle Balaguer
- María T. Mojica
- Astrid Matos (JCA)
- Yolianne Maclay

Issues Discussed:

- ADS did not authorize the committee to review their Public Education and Outreach Plan.
- María Mojica brought a Public Education Work Plan Outline to help develop the PRRP Work Plan.
- Gisele brought a guideline to develop a Public Education and Outreach Plan.
- We answered the following questions:
 - Who is going to implement the Plan? The Public Education and Outreach Committee
 - Goal: To reach a 30% recycling rate by February 2012.
 - What is our target audience?
 - General public (students, malls)
 - Government agencies
 - Hotel Industry (to verify a proposal for 10 hotels – Eduardo González and with “Compañía de Turismo”)
 - How are we going to reach the people?
 - “Promotores de Reciclaje” or Recycling Promoters (ADS has a Recycling Promoters Program in which they train people to be trainers. The information is divided by audience and topics).
 - “Teatro Foro” or Theater
 - Facebook Group
 - Media (by Public Service, radio, TV, newspapers)
 - Announcements on Customer Service
 - Messages:
 - “Me estás tripiando...que tu no reciclas!!!”
 - “No le pichees al reciclaje!!!”
 - “Si no reciclas...estás algaro!!!”
 - Modify some popular songs phrases, like for example: “Se siente uva como Fidel Castro en Cuba” – Tego Calderón.

Tasks for the next meeting:

- Alex Rivera
 - Look for information about the play (“Teatro Foro”), cost, possible locations
 - Keep in touch with the Sierra Club
 - Look for a contact in the Department of Education (Odette Piñero)

- María Mojica
 - Verify if we are authorized to revise the Municipalities status regarding their Recycling Programs.
 - Develop a list of 20 Municipalities that ADS recommends to visit first.

- Astrid Matos
 - Identify contacts in Pharmaceuticals.
 - Contact Miguel Rosado.
 - Verify with Pedro Nieves, the EQB President, the status of the solid waste crisis in “Fortaleza”.

- Giselle Balaguer
 - Look for available funds.
 - Work with Yolianne to develop a schedule to be discussed on the next meeting.

- Yolianne Maclay
 - Ask Mark for an example of a Work Plan, a Facebook group, and a web site.
 - Work with Giselle to develop a schedule to be discussed on the next meeting.
 - Develop a Draft Work Plan.

- **Next Meeting**
 - **Date: October 5, 2010**
 - **Time: 1:30pm to 4:00pm**
 - **Location: ADS Offices**