

Public Education and Outreach Committee Meeting

Date: October 5, 2010

Time: 1:30pm to 4:00pm

Location: "ADS" Office

People present in the meeting:

- Alex Rivera
 - Giselle Balaguer
 - María T. Mojica
 - Yolianne Maclay
 - Lourdes Díaz Colón (Organización Pro-Ambiente Sustentable)
 - Maylene Pérez (Organización Pro-Ambiente Sustentable)
 - Orlando Negrón
- We welcomed three new members of the Sierra Club to our Group: Lourdes Díaz Colón, Maylene Pérez, and Orlando Negrón.

Issues Discussed:

- Gisselle Balaguer and Yolianne Maclay developed a Work Plan to be discussed with the committee. It consists of two phases: phase I consists of activities that can be done without funding, and phase II of activities in which we are seeking funding.
- Phase I proposes the coordination of a forum with the Municipalities 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 committee 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.
- María Mojica provided information about the infrastructure and programs available in each municipality. This information was requested to determine which municipalities we could visit.
- Yolianne explained the proposal provided by Mark and Carrisa (PRRP consultants), which they requested from the communications design students at Syracuse University to design a full-fledged campaign for recycling in Puerto Rico. The cost of this campaign would be \$10,000. Mark believes that we could pursue a sponsorship to cover the cost, but we'd need to make sure that the Committee agrees on hiring them, as they would need input and direction from the Committee. The Committee wants to discuss this proposal

with Mark and Carissa. They were interested in doing this campaign with universities in Puerto Rico.

- The Department of Education has a program called “Nuestros Valores Cuentan” and the Office of the First Lady has another program named “Agenda Verde”. Both serve the purpose of increasing recycling in Puerto Rico. The committee will verify if we can be included in those initiatives.
- Lourdes Díaz and Maylene Pérez, discussed two successful programs with the Hotel Industry and schools, that they have worked on before.
- Maritere was interested in organizing a visit to the MERF located at Guaynabo and contacting the Recycling Coordinator (Milton) to prepare a presentation based on their recycling system.
- **Next Meeting**
 - **Date: October 27, 2010**
 - **Time: 1:00pm to 4:00pm**
 - **Location: ADS Offices**