America Recycles Education/Outreach Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 10:00-11:00 AM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Meeting Notes:

Review of Education and Outreach workgroup goals

- The workgroup will put together resources for public and press audiences.
    - The resources will include positive messages in response to the negative press about recycling.
- Resources created by the Education and Outreach workgroup for the clearinghouse will include:
    - Positive recycling statistics
    - Materials specific statistics
    - Quotes from leadership
- The Recycling Partnership (TRP) sent a Survey Monkey to whole workgroup requesting information on positive recycling messages.

Update on results of Survey Monkey by The Recycling Partnership

- There were about 11 responses out of 50 active participants.
- The link and notice of extended deadline of 9/6 was sent out to workgroup.

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- **Action item:** An additional 15-20 organizations were identified for the group to contact individually, including organizations representing specific materials, including steel, paper, cartons, and glass.
    - American Beverage Association will contact their members.
    - TRP will contact specific brands and retailers
    - EPA will contact US Conference of Mayors and National League of Cities.

America Recycles Day (ARD) and future actions for workgroup

- The workgroup will develop an infographic with positive messages by ARD.
    - TRP and GreenBlue will get back to group about a reasonable timeframe.
    - Tentatively draft infographic will be developed by 10/1.
- It was proposed that Education and Outreach work with Infrastructure group on the clearinghouse.
    - Education and Outreach workgroup could also use the top recycling challenge with limited resources identified by clearinghouse group to guide development of future materials.
    - 2019 messaging will be broad (Year 1)
    - 2020 messaging could be specific to the identified challenge or other theme as decided by the workgroup (Year 2)
    - **Action item:** schedule a call between the Education and Infrastructure steering committees to discuss outline of clearinghouse
- Potential future actions include developing a public service announcement
    - The workgroup was concerned about identifying funding for this task.
    - It could be a multi-part goal, the first year could be devoted to identifying funding with future years spent developing the announcement.
    - Alternatively, the group could agree to collectively push developed messages, not develop a specific national campaign.
        - For example, workgroup members could agree to use developed infographic and push out to people 4 times over 2020.
    - Flexible film was proposed as a possible example campaign material.
        - The campaign would be a wholistic intervention with messaging from processor to consumer (i.e., would cover whole supply chain).
- Possible timeline
    - 2019 we release infographic for workgroup members to use
    - 2020 develop a supply chain messaging campaign for a specific problem (connected with Infrastructure group)
    - 2021 use the created messaging campaign
- Joint editorial could be developed by workgroup that would be released prior to ARD or in 2020.

Next Steps

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

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