Message

From: Randy Hartmann [rhartmann@kab.org]
Sent: 11/6/2019 3:36:38 PM
To: Vance, Ronald [Vance.Ronald@epa.gov]; Trina Matta [trina.matta@greenblue.org]
CC: Dylan de Thomas [ddethomas@recyclingpartnership.org]
Subject: RE: Education Committee Infographic
Attachments: Mining Info Graphic.pdf; AR Infographic jobs.pdf

Attached is the revised infographic, I would really like some clarity about moving this forward and finalizing the work product. We can certainly get this out to the Education Workgroup and get their review and present electronically next week.

Randy Hartmann
Senior Director of Affiliate Operations
KEEP AMERICA BEAUTIFUL®
1010 Washington Blvd., Stamford, CT 06901
203.659.3022 | rhartmann@kab.org | kab.org

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From: Vance, Ronald <Vance.Ronald@epa.gov>
Sent: Monday, November 4, 2019 7:07 AM
To: Trina Matta <trina.matta@greenblue.org>
Cc: Dylan de Thomas <ddethomas@recyclingpartnership.org>; Randy Hartmann <rhartmann@kab.org>
Subject: Re: Education Committee Infographic

Hi All. I think a call to discuss is a great idea. Unfortunately, I'm scrambling and traveling through Wednesday. I'm not quite sure what my schedule will be tomorrow and might be able to find some time to break free, but I might not know that until later today. I'll reach out as soon as I find any availability. Otherwise, maybe we can shoot for Thursday.

There has been a flurry of dialogue and inquiries coming our way over the last week about the various products the Network is producing. Some of them have raised concern and we trying to find ways to address them.

The concern about the maps is that the America Recycles Network would be putting out two different maps of the recycling system in the same week. The Network was build on the ideals of collaboration, alignment, and

consistency. So, while I understand that the two maps serve very different purposes, putting out two separate maps in the same week contradicts the core of what the Network is trying to achieve.

Over the last week, EPA has received inquiries over some of the work products and that has raised some concerns on the products that we are planning to release during America Recycles Week and how we position them. For instance, the recycling definition will likely be published in draft form and will be described as a measurement workgroup product as it has been reviewed and commented on by the full measurement workgroup. We will likely be publishing it to the EPA webpage and asking for comment.

For the info graphic(s), we believe we need to re-think how it's presented. Being it is a product of KAB, TRP, and SPC, I think there are several paths forward, but we cannot publish it as an America Recycles Network product as it has not been reviewed and commented on by the full education workgroup or the larger Network. So, I just thinking out loud a little bit here, the info graphic could be published as draft without an organizational brand, or maybe published under the brands of your three organizations.

I apologize for the somewhat last minute direction, but know that this is to protect us all from criticism and will lead to more successful products in the long run. Unfortunately, it is slowing us down a little and adding a couple of steps.

Thanks,
Ron

From: Trina Matta <trina.matta@greenblue.org>
Sent: Friday, November 1, 2019 2:09 PM
To: Vance, Ronald <Vance.Ronald@epa.gov>
Cc: Dylan de Thomas <ddethomas@recyclingpartnership.org>; Randy Hartmann <rhartmann@kab.org>
Subject: Education Committee Infographic

Hi Ron,

Randy mentioned on our call yesterday that you thought the infographic KAB produced for the Education and Outreach Committee conflicted with the systems map we're working on for the Measurement Committee. I also thought they conflicted when I saw the first version, but having seen KAB's latest version and talking it through with Randy, I think the two graphics are geared towards different messages. One is about the benefits of recycling at different stages in the life cycle of materials, whereas the Measurement group's version is more about how materials flow through the system. Dylan and I were wondering if maybe we could all get on the phone and talk about this - maybe a couple of tweaks to language in the Education committee graphic would help set it apart from the Measurement group's graphic?

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Trina Matta

Senior Manager

GreenBlue

600 East Water Street, Suite C

Charlottesville, VA 22902

434.658.1774

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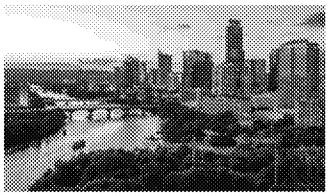
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