



# **Materials Management Advisory Committee**

## **Education & Outreach Subcommittee**

### **Meeting Minutes (meeting conducted virtually)**

**July 2, 2020 10:00am - 11:00am**

**MMAC Members:** Don Buis (IEPA); Kay McKeen (SCARCE); Susan Monte (Champaign County); Josh Connell (Lakeshore); Charlie Murphy (Midwest Compost);

**Also in attendance:** Jessica Miller (IEPA); Sunil Suthar (IEPA); Rose Naseef (SCARCE)

1. Welcoming of Kay McKeen as new Co-chair

Kay shared her experience as Executive Director of SCARCE, an environmental education nonprofit organization located in DuPage County, IL that has been in operation for 30 years. She is particularly interested in pursuing Reduce and Reuse opportunities as well as decreasing recycling contamination.

2. Discussion of Materials for Education and outreach purposes

Kay led a discussion about education and outreach opportunities:

- Provide tidbits of information to local governments on a regular basis so they can share tips with their communities via newsletters, social media, or even on water bills. This might be especially helpful as many government budgets are tight and staff is limited.
- Create more user-friendly online materials / customizable toolkits for citizens and businesses seeking to divert waste from landfills. Ensure they are easy to find on the IEPA website.
- Require local governments / haulers to provide stickers for lids of recycling receptacles to prevent contamination.
- Distribute information in multiple languages where needed.
- Use clipart as much as possible when providing information about disposal options.
- Print instructions on Kraft bags to prevent contamination of curbside organic materials. Reaching out to children in the community to create artwork could increase engagement.
- Create educational materials / programs for schools to supplement their curriculum.
- Provide training for custodial staff.
- Clip art, multiple languages, people may be illiterate in their native language

Kay invited attendees to share information about existing programs, which included:

- [Ohio Materials Marketplace](#) - It is a free online platform that allows businesses and organizations to connect and find reuse and recycling solutions for waste and by-product materials. It saves money for businesses while diverting resources from landfills, but it could be expensive to implement and operate.
- [Michigan's Recycling Raccoon Squad](#) - Its mission is "to help Michigan recycle better, smarter, more efficiently and more adorably." It is effective because it grabs your attention



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and educates without the guilt. An ad campaign is likely to be expensive, but partnering with a business, employing interns, or using social media could defray costs.

- Carol Stream reuse project - Kay reported that SCARCE was able to help a Carol Stream business that was moving to divert 70 percent of its discarded items from the landfill. As a result, thirty local nonprofit organizations received valuable items that will allow them to serve more clients.
- Craigslist.org, Next Door, ReStore are also good examples of successful local reuse

### 3. Open forum for directions of the subcommittee specific materials

- Susan suggested conducting an inventory of existing resources, such as extension programs, businesses, nonprofit organizations, and statewide environmental groups, to avoid duplicating services.
- Kay added that employing interns and using social media can reduce costs.
- Don emphasized using online materials when possible, as minimizing print materials is environmentally friendly. He especially liked the idea of an a la carte platform for users.
- Josh reported that the Illinois Recycling Coalition created a flyer with recycling guidelines. The electronic flyer allows organizations to add their logo and distribute to community members. He stated that the coalition was simply a group that met regularly so development costs were minimal. He will send an example of the flyer to Kay.
- Charlie stated that composting is relatively new for many people and that, to prevent contamination, there should be consistency on what items are acceptable. Keeping instructions simple will prevent contamination, especially in the beginning.
- Odds & Ends:
  - --Hospital Green audit that used a food machine to separate water from solids
  - --New Terracycle PPE Recycling very expensive program
  - --Flat Cans program for recycling aerosol cans of paint - Kane Co, Wheaton and Elmhurst collections scheduled

### 4. Conclusion of meeting

Next meeting is Thursday, August 6, 2020 at 10:00am