

Sustainable Recycling and Reuse Project Pilot First Quarter Status Report

Community Awareness and Outreach Deliverables

Date: *March - April 2013*

Task: *Community Assessment of Project- Informal Focus Group Sessions*

On March 28, 2013, planning for the three (3) community outreach activities began with contacting the various community partners that had committed participation and finalization of each event's itinerary. Presentation material was created with outreach to the targeted communities through the established liaison organizations. Handout material was designed for community awareness information with promotional advertisements distributed to the multiple media outlets – PGTV, Wamalali Radio, Ak'Kutan Radio, and Mad Media. PSA and advertisements campaigns began April 8, 2013 through June 19, 2013 on the various media outlets. All media campaigns will run through February 2014 with a rotating advertisement per quarter.

Communications with the Punta Gorda Town Council began on March 29, 2013. Contact with Ya'Axche Conservation and Trust for outreach to the Golden Stream villages began April 15, 2013. Contact with the Chairman of the Alcalde Associations began on April 29, 2013 for outreach to surrounding villages without a conservation group or organized community group.

Ongoing communications have established relationships with the governing bodies of the targeted communities. Outreach to the Sarstoon-Temesh Buffer Zone Villages is still in efforts. SATIIM, the areas conservation group has been unavailable to assist due to ongoing legal disputes among managed villages and the preeminent occupation of oil companies pursuing oil in the reserved areas of the Sarstoon-Temesh National Park. During the second quarter of the project The targeted communities of the Sarstoon-Temesh area will be approached through the Alcalde Association and community members that frequent the Punta Gorda area.

The months of May and June included activity planning for the Environmental Education events, community partner outreach for first quarter campaign material creation and distribution, and research and development on the targeted communities culture of solid waste disposal. Informal focus group sessions in the Laguna, Eldridge, Forest Home, Jacintoville, Indian Creek, Medina Bank, and San Felipe villages revealed that the common disposal method of solid waste is open burning of all solid debris due to limited solid waste disposal services. The metro area of Punta Gorda Town relies on trash removal by the Town Council once a week with delivery of all trash to the town's solid waste dump located approximately 2 miles outside the township. Throughout the targeted communities, as evaluated during pre-grant proposal submission, there are still no formal recycling services in place in the rural villages of the district.

Community feedback from the informal focus groups sessions reflected positive interest in participating in the project's recycling component. To facilitate the Recycling Collection Sites, more collection bins of a large capacity are needed to capture the amount of plastic that is being consumed in the Toledo District targeted areas. To meet the immediate project objectives, the initial seven recycling drums are being placed in locations that have onsite consumption of plastic bottled beverage and/or controlled access to the recycling bin. This is to ensure minimal collection of trash. Collection of plastic containers gathered from residents recycling within their homes was evaluated during the informal focus group sessions. (Cumulative data of collection volumes and access demand will be compiled during the second quarter report.) Assessment of the projected volume of in-home recycling efforts are anticipated to generate an average of 15 large bags of plastic for disposal at each collection site per week. The initial recycling drum size budgeted in the grant application will not provide sufficient collection space. To meet the need of the projected recycling collection service demand, large collection bins (5 ft by 4 ft by 4ft bins) have been designed to capture the residential recycled plastic. (See illustration – 'Bagged Collection Recycling Bin').

Date: *May – July 2013*

Task: *Event Developments: School Tours/Events*

Upon discussions with community groups such as Rotary Club, the NiHi Hollywood Community Group, Punta Gorda Methodist School, St. Peter Claver Primary School, Ya'Axche Community Outreach Post, Eldridge Community Member, Jacintoville Village Council, and Baranco Community Members, the decision was made to host the environmental education workshops by target area community - one community per quarter. The Punta Gorda metropolitan area was selected first due to its exposure potential to surrounding communities. Events dates were scheduled for June 3, 2013 – Environmental Education Workshop, June 7, 2013 – Project Launch, June 21, 2013 – Environmental Education School Tour, St. Peter Claver Primary School, June 25, 2013 – Punta Gorda Methodist School.

Location arrangements were made May 20, 2013 with promotional material created to distribute information as to the location and times of the events. All media outlets provided event publicity. Due to unfortunate events, one (1) of the scheduled workshops/school tours were not hosted as planned.

1. The initial Event Workshop scheduled for June 3, 2013 was rescheduled to June 29, 2013 due to Project Manager's presence needed at the OAS Technical Training Workshop in Antigua. The Environmental Education Event rescheduled for June 29, 2013, 10:00am to 12:00pm was not successfully hosted. Arrangements made with the PG Town Council for usage of the Town Hall meeting room did not get communicated to the appropriate persons to make access to the building at the time scheduled. Efforts were put forth from 8:00am to 10:00am to reach the Town Council personnel that had keys to open the hall. Around approximately 10:15am, Town Council personnel opened the building to allow event staff to

begin setup of the event. The event staff promptly setup the event tables, chairs, and presentation equipment with observation of persons walking in and back out of the event location. Although event staff was advised to engage in outreach efforts with passer-bys, in the shuffle to setup the event, no handouts were given nor sign-in of waiting participants. After 11:20am, the hall was setup and ready to begin the environmental education workshop. Event Staff waited until 12:00 pm for participants to arrive with the unfortunate outcome of no activities completed during workshop. In addition to the activities not completed, catering for the event had already been prepared along with cost for equipment incurred. The Environmental Education Workshop for Punta Gorda will be attempted again after the remaining two targeted community events are hosted. Community Partner contributions will be pursued to cover cost expended during the June 29, 2013 event.

Of the three community outreach activities scheduled, one project promotional event held, and presentations given to community groups, first quarter outreach efforts extended to over 75 adults and 41 youth from the events that were successfully implemented.

1. The June 7, 2013 Sustainable Recycling and Reuse Project Launch provided 13 key stakeholders in the community of Punta Gorda with the opportunity to presentations of the project scope, detailed information about the project objectives and activities to date, and to ask questions. Project brochures were distributed.
2. The June 25, 2013 Environmental Education Workshop - School Tour at Punta Gorda Methodist School was a success with 30 youth participants. Participants reviewed project presentations and were engaged in focus group discussions on solid waste management and recycling. Surveys were completed with youth receiving solid waste management coloring books.
3. An invitation was extended to the project to present to the Toledo Chapter of the Rotary Club (9 members) on June 27, 2013. The presentation was designed to provide insight to the Rotary Club Members as to how the club and the Sustainable Recycling and Reuse Project Pilot could work together on mutual activities. Outcomes of the meeting included Rotary Club members volunteering their technical expertise in mechanical engineering, community outreach liaison, collection site MOU's, and volunteer support for planning and activities.
4. The School Tour scheduled for St. Peter Claver on June 21, 2013 was not completed due to Principal's cancellation of event. We were advised that the school had too many end of year activities to accommodate the SRRPP event on their schedule. Alternative planning was done to establish a second youth outreach activity with a Youth Gaming Tournament held on June 29, 2013. The Youth Gaming Tournament held on June 29, 2013 provided recycling basketball games and an online recycling video game "Recycling Round-up"
<http://kids.nationalgeographic.com/kids/games/actiongames/recycle-roundup/> for 11

youth and 8 adults. Handout material was also given (project brochures). Although participation levels were not as anticipated, the youth present were eager to participate in the games with enthusiasm as to how they can participate in recycling. Other activities planned for the youth gaming tournament was to decorate the recycling drums. Time delays incurred with the internet loading of video games thus causing delays into the night time hours. No bins were decorated by the youth participants. Bins have their project labeling and "Please Recycle" stickers and will be artistically decorated at the first youth event over the summer break session. Two prizes of \$100 toward school tuition was awarded to Brian Smith, age 13, First Form student for the 2013-2014 school year at Toledo Community College and Shamayya Young, age 11, Standard V student for the 2013-2014 school year at Punta Gorda Methodist School. (not all participants signed in on event log)

Outreach efforts throughout two of the three targeted communities provided dissemination of solid waste management information through word of mouth and handout material given in the villages of Laguna, Eldridge, Forest Home, Jacintoville, Indian Creek, Medina Bank, and San Felipe along with residents in the Punta Gorda metropolitan area. Over 50 project brochures, 40 flyers, and 25 information sheets were distributed to adult community members engaged in discussions regarding the project's scope of objectives and upcoming activities.

Event Activities Not Hosted

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|----------------------------|---|---|
| 1. Essay | - | No submissions received, activity changed to Youth Recycling Game Tournament |
| 2. Creative Reuse | - | Adult event was not held, activity will be hosted during second and third event with first activity rescheduled prior to end of project |
| 3. Community Clean-up | - | Activity initially scheduled for July 11, 2013 but was cancelled due to death in family of Project Manager. |
| 4. EEW Field Trips | - | Activity will be awarded during second and third event with first awards distributed during rescheduled event. |
| 5. Skits- Play Performance | - | Adult event was not held, activity will be hosted during second and third event with first activity rescheduled prior to end of project |

Date: April 2013 – March 31, 2014

Task: PSA and Ad Campaigns

The development of the projects one of four community awareness and outreach campaigns we completed on April 12, 2013. Mass media broadcasting days are as follows:

PGTV

Ongoing Airing Schedule: April 8, 2013 to March 31, 2014

Broadcast Coverage: As of June 28, 2013

<i>Viewing Area</i>	<i>Airing Days</i>	<i>Station</i>	<i>Qty Aired</i>
Punta Gorda	Monday / Thursday	Channel 22	32
Belize City	Wednesday	KREM	16
Belmopan	Friday / Saturday	Plus TV	32
San Pedro	Tuesday	Reef TV	16
www.pgtv.info	Broadcast Recording Uploaded	Online	32

Wamalali Radio

Ongoing Airing Schedule: April 17, 2013 to March 31, 2014

Broadcast Coverage: As of June 28, 2013

<i>Listening Area</i>	<i>Airing Days</i>	<i>Station</i>	<i>Qty Aired</i>
Punta Gorda	TBD	106.6	TBD

Ak' Kutan Radio

Ongoing Airing Schedule: June 19, 2013 to March 31, 2014

Broadcast Coverage: As of June 28, 2013

<i>Listening Area</i>	<i>Airing Days</i>	<i>Station</i>	<i>Qty Aired</i>
Toledo District	TBD	96.5	TBD
www.tumulkinbelize.org	TBD	online	TBD

Mad Media

Ongoing Street Signage Schedule: June 5, 2013 to September 30, 2013

Broadcast Coverage: As of June 28, 2013

<i>Viewing Area</i>	<i>Signage Location</i>	<i>Date Posted</i>
Punta Gorda Town	George Price Blvd	June 5, 2013

Date: April 2013 – July 2013

Task: Collection Routes, MOU, and Material Collection Logs

Seven (7) collection sites have been established in Punta Gorda Town:

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| 1. Supaul's Grocery and Hardware | Alejandro Vernon Blvd and North Street |
| 2. Punta Gorda Methodist School | Front Street |
| 3. Punta Gorda Town Council | Prince Street at Airstrip |
| 4. WeArt Gallery | Far West Street |
| 5. Rainbow Café | Queen Street at Central Park |
| 6. Southern Grocer (Witz) | King Street at Main Middle Street |
| 7. Coral House Inn | George Price Street at Cemetery |

MOU's are being signed to ensure management of each collection site and communication on issues that may interfere with the collection process. (See attached). Collection of recycled plastic waste was scheduled for July 11, 2013. Due to family emergency circumstances of the Project Manager on July 2, 2013 thru July 17, 2013, the collection route launch will be rescheduled with the clean-up. The delayed collection of the recycled plastic has been necessary to ensure timely pick-up from collection sites in coordination with securing a contractor for transport. Initially the Punta Gorda Town Council was to work in collaboration as the transporter for the Punta Gorda Collection Route. The SRRPP Project Manager spoke with the council's Town Administrator, Deputy Mayor, and Finance Manager who discussed project resources to support cost of service. Council was informed that the recycled material could not be transported during the same collection of trash. This clarification of services concluded the discussion as the cost to operate the council's trash truck separate from its normal trash collection would not be affordable with the projects fuel stipend budget. Transporter Wanted ads are in circulation. Collection of recycled waste material will begin upon acquisition of a collection route driver. Workers for the Material Handling Center have been identified and are awaiting start date.

Date: *March 2013 – July 2013*

Task: *Draft Version of Feasibility Study*

The initial draft version of the Feasibility Study has been completed with the purchase of three product items that reflect positive market interest and applicable usage in the Belizean daily lifestyles. The products selected will be studied for production capabilities and partnership opportunities for their existing manufactures. (See attached report.)

Completed By: Regina Foster

Date: July 15, 2013

Report Attachments:

1. Bagged Collection Recycling Bin – Design
 2. MOU – Plastic Recycling Collection Site
 3. Draft Version of Feasibility Study
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