

James Therrien <jimmyt3540@gmail.com>
Thu 10/8/2020 21:45
To: DEEP RecyclingProgram

EXTERNAL EMAIL: This email originated from outside of the organization. Do not click any links or open any attachments unless you trust the sender and know the content is safe.

I believe that any move towards increasing the percentage of recyclable material (moving towards the 60% diversion mark) can only be accomplished by educational and out reach programs. There's a growing concern in the public sector that environmental issues are becoming more important with each passing year. Most people just don't know what to do. Recycling awareness programs will offer the public opportunities to learn the details concerning our state wide trash management system and the role that the public needs to play. Included in these educational outreach programs should be the need to have all the recyclable materials be cleaned.

We need to get to the point where manufacturers are eager to get our state's recyclable material. But first we need to increase both the quantity and the quality of the recyclable material. The outreach programs would raise awareness in other areas as well. Once the public understands the value in removing glass, plastic and cardboard from the trash stream then removing the organics from the trash stream won't seem like such a big deal. The key to success in any of these CCSMM working groups is educating the public. After that everything will fall into place.

Last summer I made a video for Old Saybrook entitled "Jim Therrien talks recycling ". I have gotten nothing but positive feedback from that video. People are hungry for environmental information and actionable activities. It's all about educating the public.