

Working Group to Develop a Public Awareness Campaign on Synthetic Microfiber Pollution

November 14, 2018

Gina McCarthy Auditorium, Hartford, Connecticut

8:30am – 9:00am - Sign In and Light Breakfast

Agenda

I. Introductions

II. Discussion of Requirements in Public Act 18-181

- a. “consumer oriented information that explains the process by which such microfibers are shed from clothing and are dispersed in the state's waterways”
- b. “best practices for consumers to eliminate and reduce the disbursement of microfibers from clothing into the waterways of the state”
- c. “information on efforts that members of the apparel industry, including, but not limited to, brand labels, are undertaking to reduce or eliminate microfibers in clothing”
- d. Other components of a consumer education and awareness program including funding
 - i. K-12 Curriculum
 - ii. Working with Mystic and Norwalk Aquariums on exhibits, research and promotion of research
 - iii. Social media campaign
 - iv. Tie in to plastics in the ocean issue

Break – 10:15 – 10:30

III. Continuation of discussion of above

IV. Recommendations for report – Education, reengineering, filtration

V. Next Steps, Timeline, Goals 11:45 – 12:00

12:00 - adjourn