

# P2Rx Administrative Committee Conference Call

## Summary of 4/12/10 discussion

**Attendees.** Donna Walden, WSPPN; Paula Del Giudice, PPRC; Bob Iverson, GLRPPR; Andy Bray and Rachel Smith, NEWMOA; Myla Kelly, Peaks to Prairies; Rick Yoder, P2RIC; Thomas Vinson, Zero Waste; Madeline Sten and Cathy Buller, P2Rx; and Beth Anderson, EPA. ESRC staff was attending an awards ceremony and was unable to attend.

## Pollution Prevention Information Network proposals.

Although the Centers submitted two-year proposals, several Centers were funded for one year. The Centers funded for one year need to submit new proposals by the May 3, 2010 deadline. (Responses due 5/3/10. For more info, contact Beth Anderson at [Anderson.Beth@epa.gov](mailto:Anderson.Beth@epa.gov) or go to: <http://www.epa.gov/p2/pubs/grants/ppin/ppin.htm>. Refer to Sol# EPA-HQ-OPPT-10-05. (Grants.gov 3/18/10)”)

Beth updated the Centers’ status:

P2RIC	Region 7 set the funding up so that P2RIC should get supplemental funding for the second year.
NEWMOA	Set up for one year.
GLRPPR	Not funded as a two-year project. Has to resubmit with a new proposal. The grant was set up as a contract continuation of the previous year’s grant. That extended grant will expire on September 30, 2010.
PPRC	Should check with Washington Department of Ecology to ensure that WDOE will resubmit on PPRC’s behalf. Beth suggested “sweetening the pot” by offering WDOE additional funding.
Zero Waste, Peaks, WSPPN	Set up as two year grants. No re-submittal required.

Beth’s understanding is that Centers should always submit a 2-year budget and work plan to facilitate incremental funding; nonetheless, each regional grant may be subject to different timing and funding schedules.

## Center Updates

GLRPPR	Lost two employees which has slowed work down. Working to identify an alternative to the Regional Roundtable, perhaps webinars.
NEWMOA	Received word that they have received follow up funding from IEIEN for P2Results via

	Washington State. There are two major areas of modification: GHG metrics and expansion of sustainability measures. The sustainability measures were spec'd prior to finalization of the federal rule. There will be an overlay with the Global Reporting Initiatives metrics. In another part of the project, WA state is moving P2 reporting to a new filing system. They will be working on getting servers to talk to one another and plug information into the national results system – and get away from manual submission. Region 2 Roundtable, June 15. Focus will be on data analysis for priority-setting and hospitality.
PPRC	Have a new business manager. The Regional Roundtable, Kitsap Peninsula in Washington, October 5 and 6. Topics will include Toxics Reduction and Climate Change, Green Chemistry, Energy Efficiency, GHG reduction.
P2RIC	Erin will leave at the end of the month. Regional Roundtable, June 15-16.
WSPPN	Annual conference, San Diego, October 27-28. Issued call for papers.
Peaks	Sustainable Agriculture Conference, Bozeman, June 22.

## Preparing for the Summit

Madeline Sten provided an overview of P2Rx at the Summit.

Monday. Summit organizers are checking to see if a meeting space may be found in the morning or especially in the early afternoon (e.g. 12-2). We might be able to use this space for last minute preparations for the meeting with P2 Coordinators.

Meeting with P2 Coordinators, 2-5PM.

Rob Guillemin and Suganthi Simon, who are working to set the agenda, have generally agreed to the approach that we developed during the last admin conference call. Rob talked with other Coordinators on Thursday (after our meeting) to get their buy-in and to propose pre-conference work that could jumpstart the discussion in Orlando. We have agreed to the following:

- 1) Joint planning prior to the meeting to jumpstart the discussion. The Executive Committee will represent P2Rx.
- 2) The Centers will lead the session.
- 3) Objectives: Share information on what the two groups are doing on the priorities/issues of concern, how they can support one another more effectively and how to increase the relevance of P2 through projects, marketing and other vehicles.
- 4) We've also agreed to the following (rough) three-part agenda:

Part 1. General overview of P2Rx

- a. Presentation on on-going services, current projects, measurement work, and results of past discussions with Coordinators
- b. Possible demonstration of an application of P2Rx in action
- c. Handouts
- d. Interactive Q&A at the end

Part 2. Facilitated session (World Café or Bar Camp

(<http://en.wikipedia.org/wiki/BarCamp>) that encourages information and idea exchange centered around the 7 priorities or more focused issues of concern that evolve from pre-conference discussions. The P2Rx Executive Committee will work with a steering committee of P2 Coordinators to identify specific topics within the 7 initiatives and other pre-meeting work.

Part 3. Development of joint goals and action items. The objective is to walk away from the meeting with a plan of future action and communications.

Tuesday. P2Rx meeting. 8am -2pm. Our meeting depends on the timing of the NPPR Board meeting. The Centers agreed to move forward with a brown bag lunch with NPPR Board members. The stated objective of the lunch is general: to explore ways of working together more effectively in the future and to identify lost and emerging opportunities.

Display Table. The display table will be set up Tuesday afternoon after the Board meeting. Prior to the meeting, Madeline will send out a sign-up sheet to schedule time at the table. Staffing should probably occur at breaks. At a minimum, we should have Delicious bookmarks and kisses available, a vessel to collect business cards, the display board and a computer at the display table. NEWMOA will use the display at the Region 2 Roundtable. They will ship it to Orlando.

May 25: Show Hours/Reception 3:00 PM to 7:00 PM

May 26: Show Hours 7:15 AM to 5:30 PM

May 27: Show Hours 7:15 AM to 4:00 PM

May 27: Dismantling of Exhibits 4:00 PM to 5:30 PM

Registration Table. We plan to have a yoga sign-up sheet there and postcards advertising the EcoFluxx and Yoga sessions. We will have to man the table from about 4PM Tuesday through Wednesday. We will have postcards advertising our events at the registration table and an Eco-Action poster and/or some of their flyers. We will be donating profits to Eco-Action. Madeline will send a sign-up sheet around to set up registration table staffing.

Tuesday evening, EcoFluxx games. 5:30 to about 8.

Three rounds of 10 will be set up before 5:30 when the plenary session starts. We will start the games before the speaker and continue afterward until around 8 (?). Center directors are expected to help with the games.

Wednesday. Yoga. 6:30-7:30 AM

We have a yoga instructor that will lead the session poolside if the group is small; inside, if it is large. (Thanks to Myla for finding the instructor.) Registration for yoga is available on-line, at the registration desk, and on a drop-in basis.

Wednesday and Thursday. Display Table. Yet to be organized. Madeline will send around a signup sheet to staff the table. We will be able to choose our location.

- Centers should check their bios and include a P2Rx affiliation.
- Centers should set aside time for the EcoFluxx games and display tables. Madeline will send around signup sheets prior to the meeting.

Summit Media Sponsorship. Centers have demonstrated their ability to push information out in the following ways:

P2Rx home	Logo on home page since early March. Web group meeting in April.
NEWMOA	Notice on home page under "What's New". One announcement specific to the Summit. They also mentioned the Summit in other venues, e.g. meetings.
GLRPPR	On the GLRPPR calendar and the Sustainable Electronics Initiative website. A short article on the Summit was sent out on their listservs. A social network push today that included a GLRPPR blog, Facebook page, and a push to the SEI group.
Zero Waste	Logo on home page.
Peaks	Logo on home page, notices twice to the Regional and Tribal listservs.
PPRC	Mid-March, they put the notice up on the Events page which gets sent out in an RSS newsfeed and tweeted the Summit twice, and did a second social network push that included Facebook.
WSPPN	On the WSPPN calendar, have it up as a news event.
P2RIC	Logo on home page in early March, they tweeted the notice twice and sent it out on their listserv.
ESRC	Brought it up on the monthly Region 4 State P2 conference calls.

**Should we include the Coordinators on monthly calls?** Late last Fall and again earlier this year, Region 4 asked to be put onto the P2Admin Google group. Their intention is very friendly, just to monitor the group, but it does set a precedent. Madeline Sten assured the Coordinators involved that all of the Centers are interested in finding better ways to work with the

Coordinators and open communication avenues; however, the Centers need their space. Coordinators were directed to the meeting minutes as an efficient and effective way of monitoring Center activity. Beth Anderson supported this view in a follow up email. Beth suggested that the Coordinators don't understand, the "diversity of the Centers and what they are doing". Benchmarking would be helpful for the Coordinators. It is difficult to convey the commonality v. distinctions among the Centers. It is very likely that this conversation will come up again in Orlando, so the Centers should be prepared with suggestions.

The Centers seem comfortable with the current use of the listserv and use of the minutes to keep up with P2Rx activities. Suggestions to communicate with the Coordinators included: sending minutes to them directly so they don't have to look for them and reorganizing the minutes so that round-robin and other more interesting discussions at the beginning. The group will develop more suggestions.

**Annual P2Rx meeting.** Madeline will work with the Executive Committee to come up with a draft agenda which she will circulate before the next Admin conference call.

### Marketing plan updates

Round robin on progress on the Marketing Implementation Plan. (Found at <http://p2rx.org/admininfo/markpartcom/>, under Pertinent Documents)

PPRC	Going well. Have met commitments; no issues. Working on rapid response survey. In March, they worked on P2Info house, listing articles there. PPRC will do the P2Rx blog in April.
WSPPN	Using the website survey pop-up and surveying rapid response recipients. They are organizing the WSPPN conference in Oct. They have issued the call for papers and set a planning meeting. They are adding more topics to topic hub re: hospitality and planning webinars. WSPPN doing a series of conf calls encouraging purchasers to purchase green products.
Peaks	Marketing the tribal website. Boosting region 8 participation, especially North and South Dakota. Using emails and direct calling. Not currently working on the survey of Rapid Response.
Zero Waste	Setting up Regional Roundtable meeting. Expect 50-100. Will survey regional stakeholders at the Roundtable meeting.
GLRPPR	Have had to redirect resources from the Regional Roundtable to webinars due to travel restrictions. They will be surveying participants. GLRPPR will do a blog in May for P2Rx on social networking. A staff reduction has put them a little behind on checking topic hubs.
P2RIC	Contacting everyone in the program directory; updating; looking for share-able calendars & RSS/Twitter feeds – moving into machine-automated materials. Catching up with key contacts. Developed regional Twitter feeds; regional RSS feeds where

	available. Have talked with Chad about getting back quarterly report on SUSTAIN updates – in process. Has talked w/ rapid response recipients; report not yet final. That'll fulfill commitment to survey RR recipients (sustain update folks). Solicited listserv members in March
NEWMOA	On schedule with all marketing commitments. In process of putting together new newsletter, then new publications for P2 Info House.

**Rapid Response Surveys.** Madeline reminded the Centers that, according to the Road Map for Rapid Response, Centers offering Rapid Response services are responsible for re-surveying their constituency about Rapid Response’s usefulness. In some cases, Centers may want to offer Rapid response only for a specific topic of interest to a national audience rather than answering P2 questions from their region only.

**P2Rx Blogs.** At some point, each Center committed to prepare a Blog to post on the website. Paula will do one for April. Laura will do one for May. Madeline will ask for a new volunteer during each conference call (for two months ahead). Blogs should be current and newsworthy. Look at <http://www.glrppr.org/blog/> for examples.

**Press Release.** Madeline provided the Centers with a heads up that she will be developing a Press Release process for the P2Results release. The call for data will come at the Summit. Madeline will be contacting the Centers about their current Press Release capabilities and processes. Once the Press Release list is in place, it should be simple to release information quickly, especially if connected with social networking. Discussion of developing the capacity to put out press releases starting with P2Results.

### **Partnership discussion continued**

At the last meeting, WSPPN and Madeline were tasked with coming up with a structure for work groups for on partnerships and a strategy for getting to know key Summit speakers and attendees. “Partners” refer to organizations with similar objectives that 1) may improve P2Rx’s ability to access and push out information or 2) may be willing to fund P2Rx work to accomplish objectives of mutual benefit. Key points include:

- Centers have been successful at seeking partnerships at the Regional level. P2Rx should address partnerships at the federal level. A focused approach should not preclude being ready to take advantage of opportunities that arise.
- The primary funding partnerships to date have been with OPPT and the Regional Coordinators. We should work outward from the programs we know to those who may be able to use our services. Begin partnerships with what we know.
- Partnership discussions in the past have been largely unfocused. A strategy with a focus on specific areas of expertise might be more successful. We could start by contacting program

areas in the agency whose areas of focus overlap with P2Rx topic areas —such as energy conservation, water conservation, climate change and purchasing. (These are just suggested topics. The group would need to decide.)

- We should identify our priorities as a group and each Center’s priorities as they relate to P2Rx.
- Two Centers are non-profits. Five Centers are university-based. One Center is housed in a state agency. The Centers should identify constraints arising from these diverse organizational arrangements.
- Work with partners should take advantage of the diversity of the Centers and their programs as opposed to homogenizing the Centers. Because of this diversity, it may be helpful to break into small groups of two or three Centers with similar areas of focus to identify key EPA programs and/or individuals that we want to work with.
- In identifying prospective partners, we should take special note of organizations with programs and methods of communication and operation very similar to P2Rx. These organizations may hold great potential for synergies in the long term.

### Proposed approach

#### Identifying prospective partners (Long term)

1. Identify common topics of interest from the Topic Hub listing or the current most important topical focus at each Center. Select three. (We will try to identify the topics prior to the meeting in Orlando.)
2. Break the Centers into teams of 2 or 3 based on topics of interest and expertise. (We will try to identify the topics prior to the meeting in Orlando.)
3. Charge each team with identifying programs within EPA (first) that have a strong interest in the topical area. Ask Beth to provide assistance with this task.
  - a. Provide contact information on the program and a key contact, if possible.
  - b. Identify the specific area of interest (e.g. not energy conservation, but energy conservation for tribes)

#### Courting prospective partners (Short term-Summit)

4. When we get the information on the Summit speakers and attendees, review the lists to identify any key individuals the team or P2Rx Coordinator should meet with.
  - a. Contact prospective partners prior to the Summit to arrange meetings.
  - b. If there are several representative of a prospective partner organization, consider scheduling a small group meeting.
5. For prospective partners we meet with at the Summit, prepare follow up materials with the assistance of the P2Rx Coordinator.
6. For prospective partners not attending the Summit, we establish contact by a variety of means from phone to meetings in person.

Discussion. The Centers were supportive of the approach. One of the Centers commented that the approach responds to a recent conversation with an EPA P2 Coordinator on bringing people together to work on moving an issue forward; developing a menu of services; and starting with where people are at now/ already providing; ID gaps & needs; find funding to do that. WSPPN suggested setting up a background piece on staff and Center resources. Madeline will recruit Scott Butner to photograph the Center directors.

Next steps for this process

- Madeline will poll the Centers for area of interest to see if we can identify 3-4 key areas. WSPPN offered to help set a survey up.
- The Centers will discuss the key areas at the May Administrative call
- Centers will work on their topics prior to the Annual meeting where they can meet with their group members to further discuss strategy and next steps.

**Handouts.** Both for the P2Coordinators meeting and other meetings we should develop some core handouts. If you already have materials that seem to be particularly effective at describing application of P2Rx, please take the time to send them to Madeline. She will be asking the Marketing and Partnering committee to convene to help develop some handouts.

**Errata:** In the March 10 minutes, Laura Barnes was mistakenly included in the list of attendees. She was not on the call.