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