

**WASHINGTON BEVERAGE CONTAINER INITIATIVE — Project Kick-Off Meeting**  
**August 31, 2006**

The Rhode’s Center – 950 Broadway / Tacoma, WA 98402

**PURPOSE:**

To develop a strategy to measurably increase the recycling and decrease the disposal of beverage containers in Washington.

**DESIRED OUTCOMES:**

- Shared understanding of key interests and concerns of all stakeholders.
- Shared understanding of “the status quo” (what we do and don’t know), including more information about the current state of beverage container recycling in Washington and key elements of other successful programs.
- Agreement that there are opportunities to increase recycling and decrease disposal of beverage containers.
- Agreement on the principles of a viable strategy to increase beverage container recycling in Washington.
- Identification of opportunities for collaboration:
  - Identify follow-up needed to determine resource commitments
  - Identify follow-up needed to develop potential projects

— AGENDA —

TIME	TOPIC AND PROCESS	LEAD
8:30 – 9:00	COFFEE AND CONVERSATION	—
9:00 – 9:30	<u>OPEN MEETING – WELCOME AND INTRODUCTIONS!</u> <ul style="list-style-type: none"> <li>• Meeting Kick-Off – Acknowledge Partnerships in Design Team</li> <li>• Review Purpose, Outcomes and Agenda</li> <li>• Logistics and Administrative Business:                             <ul style="list-style-type: none"> <li>– Facility</li> <li>– Meeting Process and Facilitator’s Role</li> <li>– Develop Groundrules</li> </ul> </li> <li>• Individual Introductions</li> </ul>	Vicky Salazar / Bill Smith Jennifer McNeil
9:30 – 9:45	<u>SETTING THE CONTEXT FOR THIS MEETING</u> <i>Why this meeting at this time with these people?</i>	Vicky and Bill
9:45 – 10:15	<u>STAKEHOLDER INTERESTS AND CONCERNS – IDENTIFICATION</u> (“Affinity Diagram” – Brainstorm Ideas and Sort Into Categories for “Catch-Ball”) <ul style="list-style-type: none"> <li>• <i>With respect to increasing the recycling and decreasing the disposal of beverage containers, what are you most interested in and what are you most concerned about?</i></li> </ul>	Jennifer
10:15 – 10:30	–BREAK– PREPARE CATCH-BALL STATIONS	—
10:30 – 11:15  (~ 6 Stations @ ~ 7 Minutes Ea.)	<u>STAKEHOLDER INTERESTS AND CONCERNS – SMALL GROUP DISCUSSION</u> (“Catch-Ball” / “Around-The-World” Process) <ul style="list-style-type: none"> <li>• Identify 1–2 representatives to stay with and “speak for” each station</li> <li>• For each category identified, small groups rotate through stations to discuss the ideas presented there and answer/build on the following questions:                             <ul style="list-style-type: none"> <li>– <i>What does this information mean to us?</i></li> <li>– <i>How might we attend to these issues and concerns in any projects we undertake together?</i></li> </ul> </li> </ul>	Jennifer
11:15 – 11:45 (~ 6 Stations @ ~ 5 Minutes Ea.)	<u>STAKEHOLDER INTERESTS AND CONCERNS – REPORT OUT TO LARGE GROUP</u> Representative(s) from each station summarizes and reports out discussion highlights	Station Rep.
11:45 – 12:00	<u>STAKEHOLDER INTERESTS AND CONCERNS – LARGE GROUP DISCUSSION</u> <ul style="list-style-type: none"> <li>• <i>What are our reactions?</i></li> <li>• <i>What understanding do we have as a group about the individual interests and concerns present?</i></li> </ul>	Jennifer

—DRAFT DETAILED AGENDA, 08/10/06—

12:00 – 1:00	–LUNCH–	—
1:00 – 2:30 (30 minutes)	<u>PANEL PRESENTATION: THE STATUS QUO</u> <ul style="list-style-type: none"> <li>• Present baseline information about the state of beverage container recycling and disposal, including:                             <ul style="list-style-type: none"> <li>– Rates of recycling and disposal for aluminum, glass and plastics</li> <li>– Information about efforts external to Washington state</li> <li>– Roles and responsibilities of various players within the system</li> <li>– Information gaps (what we don't know)</li> </ul> </li> <li>• Large Group Clarifying Q&amp;A</li> <li>• Small Group (cross-representative) Table Discussion:                             <ul style="list-style-type: none"> <li>– What did we hear?</li> <li>– What are our reactions?</li> <li>– What's missing?</li> <li>– Identify Representative to Report Out</li> </ul> </li> <li>• Small Groups Report Out to Large Group – Additional Information</li> </ul>	???
(15 minutes)		Jennifer
(15 minutes)		Small Groups
(30 minutes)		Small Group Rep.
2:30 – 2:45	–BREAK–	—
2:45 – 3:15	<u>OPPORTUNITIES FOR COLLABORATION</u> (Large Group Discussion and Brainstorm List) <ul style="list-style-type: none"> <li>• <i>Do we agree that there are opportunities to collaborate and increase recycling / decrease disposal of beverage containers in Washington?</i></li> <li>• <i>What potential projects might we collaborate together on?</i></li> </ul>	Jennifer
3:15 – 4:00 (20 minutes + 25 minutes)	<u>PRINCIPLES OF VIABILITY</u> (Small Group Discussion and Report Out) <ul style="list-style-type: none"> <li>• <i>What factors are critical to developing a viable strategy?</i></li> </ul>	Small Groups
4:00 – 4:15	<u>NEXT STEPS AND ACTION ITEMS</u> <ul style="list-style-type: none"> <li>• Identify follow-up work and action plan</li> </ul>	Jennifer
4:15 – 4:30	<u>CLOSE MEETING – THANK YOU AND GOOD-BYE!</u>	Vicky and Bill
NLT 4:30	<u>ADJOURN</u>	—