



Brief prepared for BAPE May 11th 2021

The importance of public communication

In Quebec, Canada and much of the world, the importance and urgency to deal with Climate Change and Environmental Sustainability, is finally being recognized. Policy changes, significant budgets and projects are Happening.

I believe that individuals in our societies have important, even critical, roles to play. As voters, individuals will determine governments at all levels. The governments that will, or won't, develop the required targets, policies, regulations, budgets etc. As consumers, individuals will decide what to buy, how to buy (packaging etc), and whom to buy from. As citizens, homeowners, parents and employees, individuals will decide what to reduce, reuse and recycle.

I suggest these roles will best be carried-out, and accelerated in the right direction, if individuals are provided with all available information about Quebec's plans and ongoing efforts to progress the many initiatives underway. Only with this information, will individuals and organizations, become sufficiently engaged and proactive.

I will provide "recycling" as one example. I suggest that individuals have become somewhat confused and discouraged about recycling. Periodically, news reports provide data indicating low participation rates, and information about plastics and glass, for example, not really being recycled after collection. Furthermore, individuals are encouraged to deliver various items to municipal ecocentres. However, I am unaware of any information about what is done with all these materials after they are received by the ecocentres. To what extent are these materials being re-purposed; and what are the positive impacts of these efforts.

I suggest that, given the importance of individual citizens in society's Environmental efforts, a huge OPPORTUNITY is being missed by not

providing regular positive information to the public about ongoing “projects” such as recycling; and the many other important successes involving BAPE efforts and related government environmental efforts.

I recommend that this situation be changed. Public information about government’s plans and successes will motivate and encourage citizens to better fulfill their important roles.

Thank you for the opportunity to provide these observations and suggestions. And, please continue your good work!

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