## **Plastic Free Annapolis Online Toolkit**

Annapolis Green entered into an agreement with the City of Annapolis in the summer of 2019 to create a public information campaign to campaign to shift business and residential consumption habits away from litter-causing, polluting plastic.

It was a month-long campaign, from August 20 to September 20, 2019, that initially focused on the hospitality sector simply because restaurants, bars, coffee shops, hotels and attractions, by their very nature, use many disposable products. Therefore, this Plastic Free Annapolis Toolkit contains products that relate directly to those businesses. However, the concepts and tools are applicable and useful to all types of business including retail, offices, repair shops, and more... and, to individuals.



Grant funding was provided by the National Oceanic and Atmospheric Administration (NOAA), via the Maryland Department of Natural.

Annapolis Green will continue the campaign after the end of initial funding. If you have any questions or would like a physical Toolkit, please contact Annapolis Green, <a href="mailto:bay@annapolisgreen.com">bay@annapolisgreen.com</a>.

Below are images of the materials included in the Toolkit, which is packaged in a compostable clamshell-type carry out food container.



#### Container Label - Outside



#### **Container Label - Inside**

## It's time to rethink plastic

Join Plastic Free Annapolis and help reduce plastic pollution.

Making a difference is easier than you think.

Plastic Free Annapolis is changing the w ay Maryland's Capital City views plastic—one straw, take-out box and bag at a time. We're part of a movement to reduce, and eventually eliminate, disposable plastic from our lives and waterways. **Be part of the solution, too.** 

This toolkit makes it easy. Inside, d'ou'll fin lel p ful information, valuable resources, product samples, marketing and social media ideas to engage y our customers, and other useful tools that benefitthe envir onment and your bottom line.

Be an environmental champion! Get started today.









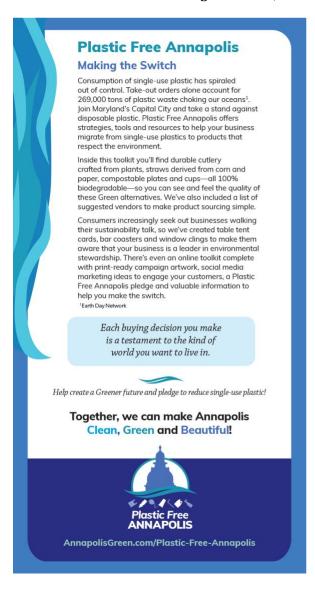
Plastic Free Annapolis is made possible by a grant from the National Oceanic and Atmospheric Administration through the Marvland Department of Natural Resources' Coastal Zone Management Of ce.

#### Coasters





#### Action Card: "Making the Switch," featuring Galway Bay Irish Restaurant and Pub





#### Action Card: "Going the Distance," featuring the Westin Hotel

# Plastic Free Annapolis Going the Distance

By 2050, it's estimated that there will be more plastic in the world's oceans than fish—if we don't all step up. Increasingly, the hospitality industry is leading the charge against plastic waste. In addition to adopting the practices suggested by Plastic Free Annapolis, consider taking some of these actions:

- Provide branded stainless steel water bottles in rooms and water dispensers on each floor.
- Replace plastic bottles in conference rooms with pitchers of filtered water and glass or compostable cups.
- Ditch plastic wrappers in favor of biodegradable ones for in-room amenities and trade plastic laundry bags for reusable ones.
- · Use paper bags for take-out orders.
- Purchase individual beverages, like sodas, in glass containers or cans.
- Trade plastic drink stirrers for wooden ones and eliminate plastic citrus picks.
- Provide condiments, such as catsup and mustard, in self-serve dispensers.
- Use refillable glass or stainless steel containers for salt, pepper, sugar, oil, vinegar and hot sauce.

We all created the plastic pollution problem and it's up to us to fix it.

Refuse, reduce, reuse and recycle single-use plastic

It's time to rethink plastic. Take the pledge to reduce single-use plastic today!

Together, we can make Annapolis Clean, Green and Beautiful!



AnnapolisGreen.com/Plastic-Free-Annapolis

# LEADING the Way



#### The Westin Annapolis

#### Jeffrey Clark Director of Sales & Marketing



"Small things can make a large impact when you add them up." believes Jeffrey Clark, Director of Sales & Marketing at The Westin Annapolis. Throughout the hotel's 225 guest rooms, conference suites and public spaces, signs of environmental stewardship abound. "We recently moved from plastic straws to paper ones, and are thrilled. We also use paper cups for our lobby water and coffee service, and sell tumblers and other reusable beverage containers so guests have options. Proceeds from the sale of stainless steel straws benefit the Oyster Recovery Partnership."

The hotel will soon be replacing disposable plastic toiletry bottles with in-shower dispensers. For Clark and his colleagues, being

Green is more than just business. "You have opportunities where you can make the moral decision, and being environmentally responsible is, in our minds, the correct one. This is something we're passionate about. We've heard from clients that they are as well."

For The Westin Annapolis, adopting Green practices is a win:win. "Our property is more valuable and our top-line revenue has increased steadily each year that we've made environmentally friendly decisions." Clark advises those just starting out to keep it simple. "Take baby steps; once you have that initial accomplishment under your belt, you're off and running. And you know, it feels good."

FACT #1
The average person eats 70,000 microplastics each year.

Surprising FACT #2 Over 2 million tons of plastic water bottles choke U.S. landfills, leaching cancer-cousing toxins into our environment.<sup>2</sup>

Surprising FACT #3 A plastic bag is typically used for just 12 minutes, yet takes up to 1,000 years to decompose.<sup>3</sup> Surprising FACT #4 Plastic kills more than 1.1 million scabirds and marine creature every year.4

<sup>1</sup>Environmental Pollution, vol. 237. <sup>2</sup>Healthy Human.







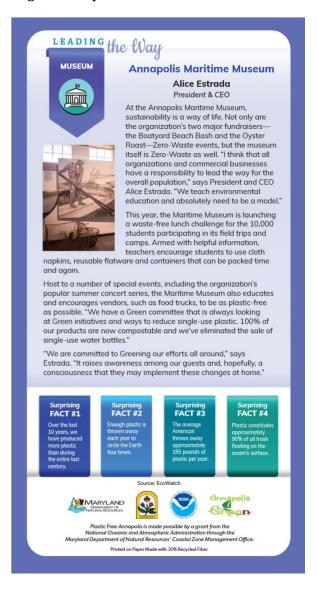


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#### Action Card: "Inspiring a Movement," featuring the Annapolis Maritime Museum





#### Window cling



#### Source list for biodegradable products



#### Together, we can make Annapolis Clean, Green & Beautiful!

As the demand for environmentally responsible products, grows, so does their quality and availability. To help make product sourcing simple, Plastic Free Annapolis has assembled a list of vendors offering eco-friendly alternatives. And check with your current suppliers as well. As more resources become available, we'll update this list online at AnnapolisGreen.com/Plastic-Free-Annapolis.



#### **Biodegradable Store**

(866) 402-1831 ext. 2 www.biodegradablestore.com

#### BioSafe

(240) 490-1703 www.biosafe.co

#### Costco

(800) 774-2678 www.costco.com

#### EcoWare Inc

(604) 880-1148 www.ecowareproducts.com

Genpak (518) 798-9511 www.genpak.com

Green Paper Products (866) 241-5489 www.greenpaperproducts.com

#### Greenstaurant

(770) 648-7305 www.greenstaurant.com

**Leonard Paper Co.** (800) 327-5547 www.leonardpaper.com

#### Paper Mart

(800) 745-8800 www.papermart.com

(410) 268-7877 www.pjponline.com

## Restaurant Depot (410) 354-1500

www.restaurantdepot.com









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#### Table tent card

Folds in half



Plastic Fiee A mapolis is made possible by a grant from the National Oceanicand Atmospheric Administration through the Maryland Department of Natural Resources' Coasial Zone Management Office.









Take the pledge to switch from disposable plastic to environmentally friendly alternatives today. AnnapolisGreen.com/Plastic-Free-Annapolis

Every bit of plastic ever created still exists. The disposable plastic we use for mere minutes poisons our environment for centuries. Plastic does not break down, it breaks up into increasingly smaller particles called microplastics, which entrap and kill seabirds and marine life, leaching toxins into our worterways and land. Plastic Free Annapolis is engaging residents, local businesses and visitors to reduce, and eventually eliminate, single-use plastic in Maryland's Capital City.

Help Annapolis make plastic pollution a thing of the past



# It's time to rethink plastic.

Consumption of single-use plastic has spiraled out of control, choking our waterways and poisoning our land. Each of us contributes to the problem, and it's up to us to remedy it.

# Be part of the solution to plastic pollution.

Refuse, reduce, reuse and recycle single-use plastic at home and wherever life takes you.

Together, we can make Annapolis Clean, Green and Beautiful!

#### Business pledge card



## **Business Owners**

## Pledge to Refuse & Reduce Single-Use Plastic

#### Together, we can make Annapolis Clean, Green & Beautiful!

**Plastic Free Annapolis** is a public education campaign to reduce the plastic waste stream in Annapolis and is designed to make it easier for businesses and residents to switch from single-use or throw-away plastic to environmentally friendly alternatives.

Are you ready to make a switch that will be good for your bottom line and good for the planet? Plastic Free Annapolis will help you on that journey. Participating businesses receive free social media promotion, newspaper advertisements, and a toolkit that includes sample products and marketing tools, such as signage and stickers.

By taking the pledge, you commit to maintain and uphold your elected level of stewardship, and share your good practices with patrons.

#### **Business Name:**

Signature

I pledge to reduce or eliminate:
Single-use plastic water bottles
——— Plastic carry-out containers & bags
Plastic cutlery, plates, cups
——— Plastic straws
Balloons, including helium-filled balloons
Specify other steps you are willing to take:
Business Type
Contact Name
Email
Phone
Address

#### **BUSINESS OWNERS**

#### Did you know that

tourists and residents are increasingly searching for eco-friendly businesses? It pays to be a steward of the planet.

#### Did you know that

potential and current employees are increasingly interested in working for sustainable establishments?









Plastic Free Annapolis is made possible by a grant from the National Oceanic and Atmospheric Administration through the Maryland Department of Natural Resources' Coastal Zone Management Office.

Printed on 100% recycled paper

### Sample card of various types of compostable straws

Provided by a local compostable straw vendor

#### Individual pledge card (not part of Toolkit)

front **Residents & Visitors** Pledge to **Refuse & Reduce** Plastic Free ANNAPOLIS Single-Use Plastic Together, we can make Annapolis Clean, Green & Beautiful! Plastic Free Annapolis is a public education campaign to reduce the plastic waste stream in Annapolis and is designed to make it easierfor residents and businesses to switch from single-use or throw-away plastic to environmentally friendly alternatives. Are you ready to make the switch? Plastic Free Annapolis will help you on that journey. By taking the pledge, you commit to maintain and uphold your elected level of stewardship, and share your good practices with others.

#### back

	Single-use plastic water bottles
	_ Plastic carry-out containers & bags
	Plastic cutlery, plates, cups
	_ Plastic straws
	Balloons, including helium-filled balloons
	e just a few ideas to get you started. Share your own favorite duce plastic at home and we'll include them on our website.
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