

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, bay@annapolisgreen.com.

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

The label features a white circle on the left containing the Plastic Free Annapolis logo: a silhouette of the Maryland State Capitol building above a blue wave, with icons of a straw, water bottle, and other plastic items below. Text below the logo reads "Plastic Free ANNAPOLIS" and "A Public Education Campaign August 20 - September 20". To the right, the background has green and blue wavy patterns. Text reads: "Strategies, Tools & Resources for **REDUCING** single-use plastics **Be part of the solution!**"

Container Label – Inside

The label has a dark blue header with white wavy borders and the text "It's time to rethink plastic". Below, on a white background, is the text: "Join Plastic Free Annapolis and help reduce plastic pollution. *Making a difference is easier than you think.*" followed by a paragraph about the campaign's goal to eliminate disposable plastic. Another paragraph explains the toolkit's contents: "This toolkit makes it easy. Inside, you'll find helpful information, valuable resources, product samples, marketing and social media ideas to engage your customers, and other useful tools that benefit the environment and your bottom line." Below this is the call to action: "Be an environmental champion! *Get started today.*" Four logos are displayed: Maryland Department of Natural Resources, Annapolis Green, NOAA, and the City of Annapolis. At the bottom, a small line of text states: "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."

Coasters



A circular coaster with a white background and a blue and green wavy border. The text reads: "Be part of the solution to plastic pollution!" followed by "Let's refuse, reduce, reuse, recycle & remove unnecessary plastic from our homes & businesses. Together we can make Annapolis Clean, Green & Beautiful!". Below this are the logos for Maryland Department of Natural Resources, Annapolis Green, NOAA, and the City of Annapolis. At the bottom, it says: "Printed on pulp board manufactured from fully managed forests with vegetable based inks" and shows icons of plastic items.

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

Plastic Free Annapolis

Making the Switch

Consumption of single-use plastic has spiraled out of control. Take-out orders alone account for 269,000 tons of plastic waste choking our oceans¹. Join Maryland's Capital City and take a stand against disposable plastic. Plastic Free Annapolis offers strategies, tools and resources to help your business migrate from single-use plastics to products that respect the environment.

Inside this toolkit you'll find durable cutlery crafted from plants, straws derived from corn and paper, compostable plates and cups—all 100% biodegradable—so you can see and feel the quality of these Green alternatives. We've also included a list of suggested vendors to make product sourcing simple.

Consumers increasingly seek out businesses walking their sustainability talk, so we've created table tent cards, bar coasters and window clings to make them aware that your business is a leader in environmental stewardship. There's even an online toolkit complete with print-ready campaign artwork, social media marketing ideas to engage your customers, a Plastic Free Annapolis pledge and valuable information to help you make the switch.

¹Earth Day Network

Each buying decision you make is a testament to the kind of world you want to live in.

Help create a Greener future and pledge to reduce single-use plastic!

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



Plastic Free ANNAPOLIS

AnnapolisGreen.com/Plastic-Free-Annapolis

LEADING *the Way*

RESTAURANT



Galway Bay Irish Restaurant & Pub

Anthony Clarke
Co-owner



Anthony Clarke grew up in Ireland where conservation and environmental consciousness are instilled at an early age. These same attributes are woven into the culture and mission of the four restaurants he and his business partner, Michael Galway, lead.

"Ten years ago, we made the decision to be environmentally responsible as part of our core values and who we are as a business. We started with small changes and built on that. Today, our goal is to reduce our plastic usage within the restaurant's consumer side to less than 1%." When Clarke eliminated plastic straws in favor of ones made from corn in a

wrapper indicating they were eco-friendly, he estimated the annual cost increase to be \$1,500 and built it into his bottom line. Once aware of the environmental dangers plastic straws posed, many customers stopped using straws entirely, making the added cost negligible.

Paper bags and compostable to-go containers are other alternatives Galway Bay customers say they appreciate. "I think it has given us a return because people perceive us to be true to what we say. You have to be relevant in today's society, and the environment is something that you must respect and incorporate into your business model. You can't pretend to do that. You have to actually do it."

Surprising FACT #1

60 million plastic water bottles end up in America's trash each year—that's 1,000 bottles every second.¹

Surprising FACT #2

73% of beach litter worldwide is plastic.²

Surprising FACT #3

More than 40% of plastic is used just once, then tossed.³

Surprising FACT #4

An estimated 7.5 million plastic straws are polluting U.S. shorelines.⁴

¹Healthy Human. ²National Geographic. ³National Geographic. ⁴Money.com., vol. 237.



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Printed on Paper Made with 30% Recycled Fiber

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!**



**Plastic Free
ANNAPOLIS**

AnnapolisGreen.com/Plastic-Free-Annapolis

LEADING *the Way*

HOTEL



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."

Surprising FACT #1

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

Surprising FACT #2

Over 2 million tons of plastic water bottles choke U.S. landfills, leaching cancer-causing toxins into our environment.²

Surprising FACT #3

A plastic bag is typically used for just 12 minutes, yet takes up to 1,000 years to decompose.³

Surprising FACT #4

Plastic kills more than 1.1 million seabirds and marine creatures every year.⁴

¹Environmental Pollution, vol. 237. ²Healthy Human. ³the balances small business. ⁴World Wildlife Federation.



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

Plastic Free Annapolis

Inspiring a Movement

There's a movement building to reduce plastic pollution and you're part of it! By participating in Plastic Free Annapolis, you join millions of business leaders worldwide who recognize that people not only created this problem, but also have the power—and responsibility—to remedy it.

As a leader in the hospitality and tourism industry, your business can play a pivotal role by significantly reducing the volume of plastic threatening our city and waterways. Working in concert with Annapolis Green and the City of Annapolis, hoteliers and proprietors of restaurants, bars, coffee shops and cruise boats can make a real and lasting difference—and gain recognition as an environmental champion.


Now, more than ever, people seek out environmentally conscious products and businesses, both in their hometowns and when travelling. By replacing single-use plastic products with high quality reusable and compostable ones, your business will attract customers who share your values and inspire them to do the same at home. **Plastic Free Annapolis makes it easy.**

The disposable plastics we use for mere minutes poison our environment for centuries.

With your help we are changing that!

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

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



Plastic Free ANNAPOLIS

AnnapolisGreen.com/Plastic-Free-Annapolis

LEADING *the Way*

MUSEUM

Annapolis Maritime Museum

Alice Estrada
President & CEO

At the Annapolis Maritime Museum, sustainability is a way of life. Not only are the organization's two major fundraisers—the Boatyard Beach Bash and the Oyster Roast—Zero-Waste events, but the museum itself is Zero-Waste as well. "I think that all organizations and commercial businesses have a responsibility to lead the way for the overall population," says President and CEO Alice Estrada. "We teach environmental education and absolutely need to be a model!"


This year, the Maritime Museum is launching a waste-free lunch challenge for the 10,000 students participating in its field trips and camps. Armed with helpful information, teachers encourage students to use cloth napkins, reusable flatware and containers that can be packed time and again.

Host to a number of special events, including the organization's popular summer concert series, the Maritime Museum also educates and encourages vendors, such as food trucks, to be as plastic-free as possible. "We have a Green committee that is always looking at Green initiatives and ways to reduce single-use plastic. 100% of our products are now compostable and we've eliminated the sale of single-use water bottles."

"We are committed to Greening our efforts all around," says Estrada. "It raises awareness among our guests and, hopefully, a consciousness that they may implement these changes at home."

<p>Surprising FACT #1</p> <p>Over the last 10 years, we have produced more plastic than during the entire last century.</p>	<p>Surprising FACT #2</p> <p>Enough plastic is thrown away each year to circle the Earth four times.</p>	<p>Surprising FACT #3</p> <p>The average American throws away approximately 185 pounds of plastic per year.</p>	<p>Surprising FACT #4</p> <p>Plastic constitutes approximately 90% of all trash floating on the ocean's surface.</p>
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Source: EcoWatch



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Window cling



Plastic Free ANNAPOLIS

Today is a good day to change the world!

This establishment is leading the way toward a Cleaner, Greener Annapolis. Come in and join the movement.

Source list for biodegradable products



Business Owners

Eco-Friendly Vendors

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.



VENDOR LIST

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

PJP
(410) 268-7877
www.pjponline.com

Restaurant Depot
(410) 354-1500
www.restaurantdepot.com



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Table tent card

Folds in half

The table tent card features a blue header and footer. The main content area is white with a blue background for the top half. The top half contains a large blue rectangle. The bottom half is white and contains the following text and graphics:

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!

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 waterways 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.

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

Logos for Annapolis, NOAA, Maryland Department of Natural Resources, and the State of Maryland are displayed.

Plastic Free ANNAPOLIS logo features a silhouette of the Annapolis dome and icons for recycling, reuse, and refuse.

Printed on 100% recycled paper
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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:

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 _____

Signature _____



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?



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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 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 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

I pledge to refuse or reduce:

- _____ Single-use plastic water bottles
- _____ Plastic carry-out containers & bags
- _____ Plastic cutlery, plates, cups
- _____ Plastic straws
- _____ Balloons, including helium-filled balloons

These are just a few ideas to get you started. Share your own favorite tips to reduce plastic at home and we'll include them on our website.





Name _____

Email _____

Phone _____

Address _____

Signature _____



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