

INTRODUCING

#PlasticFreeKB



*in partnership with the Key Biscayne Community Foundation &  
The Key Biscayne Chamber of Commerce*



## ELIMINATING SINGLE-USE PLASTICS

*Through partnerships with local environmental nonprofits & a three-tiered certification system for local businesses, #PlasticFreeKB plans to eliminate single-use plastics in the Village of Key Biscayne.*



# Key Biscayne Sustainability Plan



**2007** VKB Council approved Village Goes Green Initiative under Mayor Vernon.

**2008** Resident-led green committee created in partnership with local organizations and school groups.

**2013** Mayor Caplan revitalized the VGGI by creating and appointing an official Green Committee.

**2014** The Green Committee, with Council member Holloway as liaison, created the Key Biscayne Sustainability Plan.

**2015-2022** Since the Sustainability Plan was created, several local nonprofits have been working to create a more sustainable island paradise.

**2023** The Village, the Chamber of Commerce, and the Key Biscayne Foundation started the #PlasticFreeKB.



## NONPROFIT PARTNERS

### **Key Biscayne Citizen Scientist Project**

Promoting environmental education and awareness of local resources on Key Biscayne and Virginia Key.

### **Miami Waterkeeper: Key Biscayne**

Supporting water quality monitoring at multiple sites around Key Biscayne.

### **Free Plastic**

Reducing the environmental impact of plastic pollution through education, community engagement, and the development of new recycling techniques.

### **Fill A Bag**

Converting daily beach walks and paddle outings into meaningful beach and mangrove cleanups.

### **A Zero Waste Culture: KB Community Compost**

Composting waste and other organics to create rich-nutrient filled soil.

### **The Rosenstiel School of Marine, Atmospheric, & Earth Science (UM)**

Working in tandem with UM faculty and students to educate general public through KBCSP, Sea Grass Restoration, Toadfish White paper, Coral Restoration, and Climate Change Symposiums.



## #PLASTICFREEKB'S GOALS

**Join** Miami-Dade County's Plastic Free 305 Program.

**Outreach** to Key Biscayne businesses and residents to eliminate single-use plastics.

**Educate** on how to adopt reusable and sustainable replacement strategies.

**Invite** residents and businesses to register in a 3-tier program.

**Promote** a culture shift away from single use plastics.

**Reward** participating businesses and residents with exclusive incentives.

**Celebrate** Key Biscayne's businesses and residents who eliminate single use plastics.

# PLASTIC FREE CERTIFICATION TIERS

The three-tier annual certification process for businesses includes:







## PROGRAM INCENTIVES

All Tier One businesses will receive subsidized or donated alternatives through a partnership with SoluBag.

All Tier Two businesses will receive a mom-and-pop grant toward plastic elimination.

All residents who commit to eliminating single-use plastic bags will receive a reusable bag.

Residents who commit to the program are eligible to win gift certificates to restaurants and businesses that are program members.

