



KEEP AMERICA BEAUTIFUL AFFILIATE

# COMPANIES FOR A CAUSE



# KEEP PASCO BEAUTIFUL

## OUR MISSION

Our Mission is to improve Pasco County by engaging the community in sustainable efforts to reduce litter, promote waste reduction, and encourage beautification.

## ABOUT US

Since 1992, Keep Pasco Beautiful (then, Keep Pasco Clean and Green) has facilitated service events and programs for Pasco County residents of all ages. Keep Pasco Beautiful, Inc. is a 501(c)3 nonprofit environmental organization that is self-supporting. We are a community coalition of volunteers from the public and private sectors, including government, education, business, industry, civic groups and individuals. For every \$1 we receive in government funding we raise \$3.50 through donations and volunteer hours.

Pasco County borders the Gulf of Mexico with approximately 20 miles of mainland coast. Stormwater pollution is an issue in Pasco County, as many of the trash that enters the stormwater system ultimately ends up in the Gulf of Mexico. Marine debris is something that everyone has the power to prevent.

Keep Pasco Beautiful's **Companies for a Cause** will work with local businesses to:

- Provide education on how to prevent waste from entering our waters.
- Promote businesses to the public, highlighting the importance of sustainable business practices.
- Reduce trash at the source.

Our program will have a local benefit on stormwater pollution, while increasing marketing efforts for local businesses.

# COMMITMENT & AGREEMENT

Join Keep Pasco Beautiful (KPB) in championing the movement to reduce litter and protect the environment by keeping our stormwater systems clean.

## **Keep Pasco Beautiful will:**

- Educate partners on sustainable business practices to prevent stormwater pollution.
- Promote businesses through social media, the KPB website, and press release which will increase the marketing potential for partners.
- Supply promotional items for customers during the kickoff event.
- Publish a monthly blog article about a selected partner.
- Engage customers through monthly giveaways.
- Collaborate with stakeholders from USF's College of Global Sustainability and the Pasco County Department of Public Works.
- Provide window cling identifying business as Companies for a Cause partner.

## **Partners will:**

- Share what your business is currently doing to reduce litter and keep the stormwater system clean.
- Commit to at least five strategies with full implementation by December 2022.
- Recertify annually through the application process.
- Display the window cling in the window/door of your business as well as other educational material upon certification.
- Educate customers about your commitment in the campaign.

# SUSTAINABLE STRATEGIES

- Provide a trash receptacle outside of the business that has a lid or reduced opening
- Provide a receptacle outside of the business for cigarette butts
- Provide staff time for employees to clean up the side walk, parking areas, and grass around business
- Participate in a commercial recycling program
- Offer plastic straws only upon request
- Use alternative material straws, such as paper, bamboo, glass, silicone, metal or compostable options
- No plastic bags offered for take-out/to-go orders
- Provide customers cloth or reusable bags made from recycled materials
- Offer incentive or discount for customers to bring their own reusable bags, cups or containers
- No Styrofoam for take-out/to-go orders
- Use only reusable tableware for onsite dining, such as metal or eco-friendly bamboo flatware
- Provide disposable tableware only upon request
- Provide reusable or edible/compostable cutlery for take-out
- Add vegetarian/vegan menu options
- Check your local recycling guidelines to make sure you are recycling correctly
- Choose locally sourced foods and products
- Provide bicycle parking
- Purchase green cleaning supplies that do not contain harmful chemicals

# SUSTAINABLE STRATEGIES

- Consider energy efficiency solutions, such as installing LED lights/ solar outdoor lighting/ solar power panels
- Go paperless whenever is possible
- Choose green paper products
- Use products made with recycled materials, such as recycled cardboard and/or other paper items
- Opt for sustainable seafood options
- Donate leftover food
- Add your own sustainable actions. We encourage creativity!

Share your involvement with Companies for a Cause and your commitment to protect Pasco waters and reduce stormwater pollution on social media using **#KeepPascoWatersBeautiful**

# EXPAND YOUR IMPACT

## ENGAGE

**Adopt-A-Road** is a volunteer program that picks up litter along Pasco County roads.

- This is a free program for Pasco County maintained roads where participants will receive supplies and training necessary.
- Each adoption group holds a minimum of 4 projects per year through a two-year contract.

**Annual Cleanups** bring the Pasco community together, promoting shared community responsibility by picking up litter.

- The Great American Cleanup is held in March, and is a partnership with Keep America Beautiful. In 2021, 659 volunteers at 37 locations throughout Pasco County volunteered for 1,531 hours and picked up 18.46 tons of trash.
- The Coastal Cleanup is a partnership with Ocean Conservancy that takes place in September. The 2020 cleanup had 922 volunteers that volunteered for 3,248 hours at 36 locations throughout Pasco County, picking up 19.52 tons of trash.

**Community Events** bring all ages together to celebrate the environment.

- The Pasco Upcycle & Arts Festival is an event that focuses on waste reduction. Its purpose is to change peoples' perceptions of what can be salvaged into not only something useful, but often times a work of art. This event is in November to coincide with America Recycles Day.
- Pasco County Earth Day has been celebrated on the fourth Saturday in April for over 20 years at Crews Lake Park in Shady Hills. There are numerous educational vendors that promote sustainability and teach all ages what they can do to have a positive impact on our planet.
- Our Arbor Day event is held on Florida Arbor Day, which is the third Friday in January. We distribute Florida native or Florida friendly trees at no charge to the community so they can plant them at their residences.

# PARTNERS

This program is a partnership of organizations that have come together to create a more sustainable vision for Pasco County. Thank you all for doing your part to keep Pasco waters beautiful.



Photo Credits:

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