



GLEE's 2nd Annual Green Living Awards

Agency/Organization Category

For Cumulative Efforts leading up to January 1st 2009

Name of Agency/Organization: Reef Relief Key West
 City/Island

Name of Applicant and relation to Agency/Org: Mill McCleary Program Manager

Summary

For over 22 years Reef Relief has been a global leader in efforts to educate and activate citizens and public officials to progress "green" stewardship of environmental resources. The Green Living Nomination that we are submitting encompasses a wide variety of ways Reef Relief is expanding as a community leader in the Florida Keys, regionally, and globally.

Part 1: The Keyswide Sustain-Ability Project

GLEE's Goal: Involve all major policy makers in the Keys in systematic emissions reductions & conservation actions. Involving all 6 municipalities, 3 utilities, federal, state and local agencies, non-profits, mentor governments from the mainland, and other national resources, the Keyswide Sustain-Ability Project (KSAP) aims to meet quarterly, researching and convening experts on subjects requested by its participants. The projects strengths include economy of scale, cross pollination of ideas and collaboration on new projects and funding opportunities.

- My Ag/Org is not currently a KSAP member, but we do intend to and can check off some KSAP tenets.
- My Ag/Org is not currently a KSAP member, and will probably not become one.
- I am a KSAP member, but I do intend to become one

The KSAP checklist:

- Adopt [Mayors Climate Protection Agreement tenets](#) (date signed):
- Establish a Green Team, & Staff liaison: Liaison & Team Names: Jeff Pearson
- Hold monthly Green Team meetings: # of Meetings Held:
- Develop a baseline of emissions: Date Began, Completed:
- Create an action plan: Date Began, Completed, Acted on: this is an ongoing effort at our new enviro-center
- Participate in quarterly KSAP meetings: # Mtgs Attended:

Part 2: Accomplishments

<u>Renewable Energy</u>	Demonstrated use and/or promotion of appropriate solar, wind and bio generated sources of renewable energy.
<p>Reef Relief recently partnered with Keys Energy to launch a pilot solar demonstration project that involved putting photo-voltaic panels on our roof to provide solar power for our new environmental center. Keys Energy performed an energy audit of our building and we have sought estimates to implement their recommendations for larger expenses such as a new air conditioning system. They agreed to set up a monitor to show how much we had saved and to maintain the new solar system. Unfortunately, the grant was not approved, but we are seeking other ways to raise the funds.</p>	
<u>Clean Transportation</u>	Demonstrated use and/or promotion of smart, clean and economically efficient uses of biodiesel, fuel cells, and hybrid vehicles. Or no vehicles at all!
<p>Reef Relief partnered with the Propellor Club 2 years ago to host a forum on biodiesel. As a member of the City of Key West Port Authority--we voted for the city to explore converting its operations to use biodiesel. Former board member Russell Teall started up the biodiesel movement in Key West years ago and now has a biodiesel ranch in California; we set up a test situation with the Waterfront Market using biodiesel. I and many of our staff ride our bikes to work and back and car pool to events and encourage others to do the same. I drive an efficient Honda civic for long distances and encourage teleconferencing to avoid travel.</p>	
<u>Clean Boating</u>	Demonstrated adherence and/or promotion of eco-friendly actions whilst on the water, including cleaning products, propulsion, water conservation, fisheries conservation, catch and release techniques, and use of Florida Clean Marinas, Boatyards, and Retailers .
<p>Reef Relief is a the leader in environmental education for boaters in the Florida Keys and at coral reefs worldwide. Go to www.reefrelief.org for examples of our educational brochures, signs, events, programs, and other efforts. We've encouraged the City of Key West to become certified as Clean Marinas as a Port Advisory Board member, and partnered with businesses such as West Marine to promote clean boating. We began in 1987 by installing reef mooring buoys to eliminate anchor damage by boaters visiting the reefs and started up similar programs throughout the Caribbean. We've retailed bilge buddy products, dry composting toilets, etc.</p>	
<u>Energy Conservation</u>	Demonstrated use and/or promotion of energy-efficient appliances, energy audits, and retrofits for financial savings and pollution reduction.
<p>We've implemented parts of an energy audit of our new environmental center in Key West. We use energy efficient lighting and have a recycling center, a bike parking area, and keep our thermostat at 79 degrees or off during cool weather. We've expanded awareness of energy-saving actions on our website and via e-alerts to our online community of 7000 and in our newsletter that reaches 10,000 people three times a year. We served on Key West's Technical Advisory Panel on Solid Waste and promoted mulching of landscaping debris, improvements to the curbside and business recycling program and have met with Waste Management as well.</p>	
<u>Green Building</u>	Demonstrated use and/or promotion of green techniques and technologies during retrofits on existing buildings and efficient designs for new buildings.
<p>We have not yet achieved our goal of a solar panel on our roof. The new Reef Relief Environmental Center did not involve any building, but recycling has always been a big part of our operations and we have organized numerous reef clean-ups and produced "Don't Teach Your Trash to Swim" mini-posters to promote reduction of marine debris; we release the annual beach report to So. Florida media ; DeeVon supported establishment of the first Women's Recycling Center on White Street many years ago. We produced the "Handbook for the Environment" for Keys businesses and hosted a trade show/forum on this at Cheeca Lodge many years ago.</p>	

<u>Green Financing</u>	Demonstrated use and/or promotion of tax credits, rebates, and other incentive programs that help finance, sustainability projects. Also includes Socially Responsible Investing.
<p>Reef Relief has worked at the federal level within coalitions and at conferences and with board members such as Randy Hayes of Rainforest Action to promote the concept of energy credits from big business in exchange for emissions reductions. We've provided technical support to link these actions to the health of coral reefs by providing images of our reef surveys and how reef health has declined due to preventable pollution. We've worked with the City of Key West to provide incentives for businesses via stormwater utility credits if they reduce their stormwater, helped write and implement advanced wastewater plans, stormwater treatment plans,</p>	
<u>Healthy Living</u>	Demonstrated adherence and/or promotion of green procurement, green consumerism and healthy choices through buying organic foods and other non-toxic, healthy and sustainable products.
<p>Reef Relief uses ceramic, acrylic, or glass instead of Styrofoam containers. Through a partnership with Waterfront Market we have provided healthy, low impact products for our events and camps since 1990. We've used and promoted the use of non-toxic cleaning products, native landscaping, and use of natural gardening products, etc. in our "Household Guide to Coral Reef Protection" a booklet we wrote in 1990 (available in English and Spanish) and through other educational media through the years. Reef Relief has converted it's retail clothing line to organic products.</p>	
<u>Land Conservation</u>	Demonstrated adherence and/or promotion of conservation of natural habitats by using Keys-Friendly landscaping practices and use of GreenThumb Certified Nurseries .
<p>Reef Relief is dedicated to one thing: protecting coral reef ecosystems. Since 1987, our grassroots efforts have focused on identifying ways to increase protection of the mangroves, seagrasses and coral reefs of the Florida Keys and those around the world through environmental education, policy guidance and direct action marine projects such as installing mooring buoys, surveying the reef, creating coral nurseries, hosting clean-ups, educating target users groups such as boaters, divers, fishermen, visitors, and residents.</p>	
<u>R4 #1: Reduce</u>	Demonstrated reduction of waste through bulk buying, refillable products, double-sided printing, avoiding over-packaged products, closing the loop by purchasing products made of recycled, post consumer content; implementation of policies which encourage and/or mandate waste reduction.
<p>Reef Relief has a policy of using recycled paper when available, we re-fill our ink cartridges and recycle old ones, we recycle cardboard and office paper, we reuse products instead of new such as using the back of discarded office paper instead of buying post-its, etc. 90% of the items shipped from Reef Relief are in recycled packaging.</p>	
<u>R4 #2: Reuse</u>	Demonstrated reuse of products, buy second hand, donate unneeded items, and avoid disposables, and share magazines /other publications before recycling them.
<p>Our office includes items bought from the Salvation Army and we donate items to them when no longer needed. We avoid purchasing disposable items and send around emails instead of printing them out for review.</p>	

<u>R4 #3: Rot (Compost)</u>	Demonstrated waste diversion through composting of food scraps and yard trimmings
<p>Reef Relief has been the Florida Keys distributor of Sun-Mar Dry Composting Toilets for many years; we sell them at cost to boaters and others. Reef Relief founders Craig and DeeVon have had one on their boat since 2000.</p>	
<u>R4 #4: Recycle</u>	Demonstrated recycling of items accepted by local waste hauler and/or other items which may be recycled elsewhere (e.g., electronics, CFL light bulbs, cell phones, printer cartridges); implementation of policies which encourage and/or mandate recycling practices
<p>See above.</p>	
<u>Water Conservation</u>	Demonstrated use and/or promotion of water use reduction through efficient irrigation, xeriscaping, cisterns, rain barrels, water audits and/or use of reclaimed water.
<p>Reef Relief spear headed the effort that helped pass the state legislation to phase out 7 ocean outfalls that discharge wastewater onto coral reefs with advanced treatment and reuse of 300 million gallons/day. This will insure adequate fresh water supplies for south Florida. Our president Paul Johnson obtained this commitment from the governor and DEP head Mike Sole, in cooperation with the statewide Florida Coastal and Ocean Coalition; he has met with state regulators to draft it, testified before House and Senate committees, and done lots to support this legislation.</p>	
Water Quality	Demonstrated use and/or promotion of wastewater treatment, storm water retention, phosphorus free products, slow release fertilizers, animal waste reduction, etc.
<p>Reef Relief's Clean Water Campaign supported the effort to establish the first ever Keys Sanctuary with a Water Quality Protection Program--testified before Congress, worked with Key West on a voter referendum to adopt advanced wastewater treatment for Key West and encouraged similar efforts in Puerto Rico, Negil-Jamaica, and other places with coral reefs. Wrote and pushed the county to adopt a strong phosphate ban. Worked with the county to adopt a strong phosphate. Worked with the city on stormwater treatment. Served on Port Authority to provide reef-friendly leadership</p>	
Youth Leadership	Involve local students in projects and research for healthy long-term choices in any of the above for the future of all.
<p>Reef Relief's Discover Coral Reefs School Program has introduced literally thousands of Keys students to coral reefs and how to protect them through everyday efforts and distributed thousands of the "Coral Reef Guide for Kids of All Ages", "South Florida's Water Wonderland" booklet, DVD's and more targeted at students. Children's groups visit our center. Our college intern program includes two students per semester. We accept summer high school interns and collaborate with classes around the world on reef projects. Also, for the first time in 2008, Reef Relief offered Coral Camp, a summer camp program for kids from June through August.</p>	

GLEE Participation	Actively involved with GLEE via ideas, time and/or membership to help further GLEE's Mission and Goals .
<p>Although there aren't enough hours in the day to try to achieve all we set out to do each day, we welcome and support collaboration and partnership with GLEE.</p>	
Other Factors	Have you done something else not included in the scope of this application? Let us know!
<p>We have surveyed coral reefs, worked with scientists to discover the causes of reef decline, and applied the lessons to solutions that we promote to eliminate reef decline. We have also fought plans for offshore oil drilling and other nefarious plans. Also this year Reef Relief launched our Reef Ranger Certification Program, which is a two day workshop offered at no charge to charter boat captains and crews; giving them a deeper understanding and appreciation of the coral reef ecosystem and the issues affecting it.</p>	

Part 3: Other Agency/Organization Factors

Team Commitment	List staff or other supportive people on your "Green Team"
<p>We have a very small staff; the executive director, a marine projects director, the program manager, part time help, college interns and a cast of volunteers. We all do our part every day, along with a great board of directors who meet and give of their time and resources to help promote our efforts to protect our coral reefs, our economy and our quality of life.</p>	
Communications	How are your environmental efforts visibly communicated to staff, locals, tourists, shareholders, customers and/or vendors?
<p>Reef Relief's Coral Reef Conservation Program sustains a multimedia campaign that involves presentations, meetings, email, website, local radio and television, documentaries, journals, online efforts, printed brochures, signage, newsletters, operating environmental centers, and more to communicate to various target audiences. We just reprinted our Coral Reefs brochure that is broadly distributed throughout the Keys to tourist and watersport businesses, educational facilities, mailed, and used for special events.</p>	
Certifications/Memberships	Do you currently hold any green certifications or memberships?
<p>Reef Relief is blessed with numerous awards, certificates and recognitions from the Point of Light Award from senior President Bush, to Renew America's Environmental Sustainability Awards for several years, the 1st Robt Rodel Environmental Achievement Award, Fla. Governor's Environmental Achievement Awards, many local awards including Piece of the Rock, Athena Award from the Key West Chamber, many foreign awards from Jamaica, Cuba, Honduras, and other places we have worked on coral reef protection.</p>	

Part 4: Green Pledge

I certify that the above information is correct to the best of my knowledge.

