



July Newsletter

Preserving Our Past by Protecting Our Future

Champagne and Composting



To kick off Plastic Free July, Sustainable Marblehead sponsored composting and recycling bins at the Festival of the Arts Champagne Reception on June 26. We funded five compost bins from Black Earth Compost, brought our own recycling

bins and provided volunteers to guide the 500 attendees on what to throw in which bin. We also provided compostable forks to the restaurants and compostable cups for champagne.

This was our first try at working with the Festival to reduce single-use plastic at the reception, so plastic remained: water bottles, some plastic cups, a few plastic spoons. Next year, working with the restaurants and Festival organizers we will be able to improve our service. But already this year Recreation & Parks employees said that the amount of trash at the event was halved.

Sustainable Marblehead's Conservation Group summarized the experience this way: "From our months of planning to rolling big, noisy compost bins down the street in our fancy clothes, this was a memorable day! So many people said "thank you" for the compost and recycling bins, and we made a big impact on diverting lots of plastic, food and tons of corks away from the landfill. We also avoided plastic use with our donated compostable forks and cups. We started conversations with local restaurants about composting. We increased visibility for Sustainable Marblehead and for composting to an audience that may not have paid much attention, or had exposure to our messages previously."

Lessons learned:

- Making all utensils and plates compostable simplifies the trash situation.
- Next year, we'll bring wipes and rubber gloves, as we often had to reach in to retrieve things in the wrong bin.
- Taping photos on the compost and recycle bins to identify what should go in them was VERY useful. Some people did not know that food was compost.

During the month of July, Sustainable Marblehead will be continuing to offer ways to cut down on plastic use, specifically single-use plastic water bottles during the

Festival of the Arts. On July 2, in the parking lot next to the Arnould Gallery, we have arranged for a large “Quench Buggy” mobile water truck from the Massachusetts Water Resources Authority, to be there along with providing compostable paper cups. Visitors can also quench their thirst by getting a cup of water from Sustainable Marblehead’s new “Water Monster,” a huge water cooler that will be placed in the St. Michael’s Church lot.

And on July 8 at 6:30 pm, MacRae’s Sustainable Goods will host a workshop: How to Reduce Plastic -- Buy Less, Use More. To register click [here](#) or go to Events on our website.

Throughout the month, we will post daily to social media with tips for reducing plastic use.

Together, we can make a difference.

Canada To Phase Out Single-Use Plastics



As we work locally to reduce single-use plastics, news from north of the border shows how some countries are using a more top-down approach. Lessons and statistics from Canada can give us both background and inspiration.

Canada is moving forward with a comprehensive plan to ban "harmful" single-use plastics, in a sweeping effort to fight pollution and keep them out of the environment. Most plastic bags, disposable cutlery and plastic straws would fall under the new ban, as well as stir sticks, cups and six-pack rings that hold cans together. A few exceptions have been made for medical needs, accessibility reasons, or other recognized specific cases.

The order will phase in over the next several years, starting with a ban on the manufacture and import of single-use plastics from December 2022. Sales of the items will be prohibited the following year, while the measure will put an end to the export of Canadian plastics by the end of 2025.

Banning single-use plastics will be a complex task given that they are abundant, convenient and cheap. Businesses that heavily rely on the material will also need to come up with new solutions, like the restaurant sector where plastic takeout containers, cutlery and bags are the norm. Many problems have also plagued the global supply chains since the pandemic, so tracking down plastic alternatives and procuring them can be a daunting task especially for industries where margins are not all that high.

Other countries which have put in place various bans on single-use plastic include Chile, the UK and the European Union. However, the United States ranks as the world's leading contributor of plastic waste by generating about 287 pounds of plastics per person annually. Some piecemeal efforts have been put in place by some states like New York and California, but the most action taken at the federal level has been to increase the US recycling rate to 50% by 2030 and the phasing out of single-use plastic products in national parks and other public lands by 2032.

Source: Seeking Alpha <https://seekingalpha.com>

Reusables at Shubie's



Here in Marblehead, one local business is piloting reusables for takeout, after an introduction from Sustainable Marblehead, continuing its efforts to be a leader in finding alternatives to single-use plastic. In mid-June, Recirclable dropped off its containers at Shubie's and they are gearing up to offer the reusables.

Recirclable is based on the idea of a “circular economy,” leasing and reusing containers to extend their life cycles and reduce waste. Recirclable purchases reusable containers and lends them to restaurants. Customers can choose to use these containers to package their takeout meals, then return the containers to the restaurant where they are washed and used again. Customers do not pay any extra as long as they return the Recirclable containers within 14 days. If they return the containers later than that, customers are charged about \$15. The restaurants themselves are charged a similar amount to the costs of normal takeout containers.

Doug Shube comments that the Recirclable program’s technology is impressive, tracking container history, with reminders so customers don’t forget to bring it back on time. Shubie’s will mainly be using Recirclable at its prepared food counter, where guests can have lunch or dinner packaged up to take home. With a QR code, customers can get the Recirclable app quickly. It just takes a few seconds to sign up. And another QR code at the container drop-off area lets the app know that the container has been returned.

Shubie’s is set to launch the program soon, and doesn’t have any feedback yet, but is anticipating it

will be a very popular program, especially with the large group of regulars who come in weekly or multiple times a week.

For more on how this works, click [here](#) and scroll down to the video.



Look What's Growing at the Glover School Organic Garden

Using a grant from Friends of the Marblehead Public Schools, Kaya Frechette, Co-Chair of Sustainable Marblehead's Education Group, and volunteers have created two organic raised-bed garden areas at the Glover School.

Stephanie Zweig-Brown, the Education Group's other Co-Chair, has set up a [Facebook group](#) to coordinate group activities that shows photos of families enjoying the gardens.

Lassana's Landscaping made a generous donation of soil to the garden. Now the beds are built, soil has been moved to fill them and plants are growing. Students from preschoolers up have worked in the gardens. First graders planted carrots, arugula, celery, turnips, beets and cucumber. Third graders planted corn, broccoli, beets, peppers and kale. Even tiny strawberries are growing in the beds.

On the Facebook page, families can sign up for Black Earth Compost using this [link](#) and get \$5 off their first bill, plus \$5 will go to the Sustainable Marblehead Education Working Group for Marblehead Public School Gardens.

Students and families are encouraged to visit the Glover School Organic

Garden throughout the summer to log observations, sketch, practice mindfulness, or other creative activities.

And, over the summer, it's essential to water the plants. To sign up, click [here](#).



Sustainable Marblehead Donates to Tree Fund

Following our successful tree-planting effort in April, recently Sustainable Marblehead donated \$300 to Marblehead's Tree Donation Fund. Palma Bickford, Chair of Sustainable Marblehead's Town Trees and Urban Forestry Working Group handed over the check to Marblehead's Tree Warden Jon Fobert in late June (photo above). The Tree Warden uses the funds to buy and plant town trees.

If you would like to see more town trees planted along our streets, to beautify our

town and shade sidewalks and passersby from the summer heat, please give generously. It's easy: simply write a check made out to the Town of Marblehead with "Tree Donation" in the memo line and send it or drop it off at the Marblehead Tree Department, Attn: Tree Donation Fund, 3 Tower Way, Marblehead, MA 01945. For more information, click [here](#).

To have better information on where we need to plant trees, a tree inventory is underway. Volunteers under the supervision of Fobert and Sustainable Marblehead's Tree Group are getting out on the streets of Marblehead armed with the town's three iPads to capture the location, species, health, photos and environment of each street tree. This is a big job, which will take all summer and into the fall to complete. If you'd like to volunteer to help in this effort, please send an email to: Pal.bickford@sustainablemarblehead.org.



Leaf Blower Ban and Bylaws

Many people have asked what's happening with the summertime break from gas-powered leaf blowers passed at Town Meeting in May. Here is a summary of where we stand from the sponsors of Article 31: Beth Grader, Kathy Breslin, Jeanie Stahl, Rita Sullivan and Myra Sussman.

Article 31, the Memorial Day to Labor Day ban on gas-powered leaf blowers, passed decisively at Marblehead's 2022 town Meeting, 254 to 202.

However, it probably won't become a bylaw before the end of this summer. All articles passed at Town Meeting must be approved by the Attorney General of Massachusetts. The town had 30 days from May 3 to submit to the Attorney General's office any actions of Town Meeting. The Attorney General has 90 days to respond to the

town and has the option to extend the process by another 90 days.

Even when the bylaw is enacted, enforcement may be difficult because the bylaw does not include enforcement or penalties. The sponsors of Article 31 plan on submitting an amendment at the 2023 Town Meeting that will address enforcement, penalties and fines.

In the meantime, homeowners do not need to wait for the bylaw to be enacted. Like others in town who have already done so, you can ask your landscapers not to use gas-powered leaf blowers. Some residents have extended their directive to include electric blowers, and some have requested that blowers not be used on their property all year long.

The summertime break from gas-powered leaf blowers lowers carbon emissions and protects the health of both residents and landscapers. Voluntary compliance this summer is a great opportunity to move forward and

implement the will of Marblehead voters.



Green Boater Contest 2022

Sustainable Marblehead and Sailors for the Sea are organizing a friendly competition among Marblehead yacht clubs to sign up Green Boaters this summer, an effort to get as many boat owners as possible to “take the pledge” for sustainability in our local waters.

The “green team” at each of our local yacht clubs has committed to encourage their members to take the Green Boater pledge. The yacht club that signs up the largest number of Green Boaters this summer will be recognized for their leadership in sustainability.

The Sailors for the Sea pledge is to avoid throwaway plastics and be responsible for one’s own actions to

keep our harbors and waters clean. An estimated 33 billion pounds of plastic leaks into the marine environment every year — the equivalent to dumping a garbage truck full of plastic into the ocean every minute, 24/7/365.

It's easy to take the pledge. Point your browser [here](#).

Help keep Marblehead waters clean, and thank you for taking the Green Boater pledge.

Upcoming Events



Plastic Free July Hydration Stations at the Festival of the Arts

Watch for the Festival of Arts' hydration stations sponsored by Sustainable Marblehead:

- July 2: "Quench Buggy" mobile water truck in the parking lot next to Arnould Gallery & Framery, 111 Washington Street.
- July 2-4: "Water Monster" St. Michael's Church lot.



Plastic Free July Workshop: Buy Less, Use More

July 8, 6:30 pm

MacRae's Sustainable Goods 108
Washington St.

Space is limited!

[RSVP](#) today

Join us at MacRae's for a discussion about how to get more out of what we buy, so we waste less! Come with your ideas to share as we will be compiling a list and sharing it with all participants! We do better together!

Presented by: Jennifer Lewis, owner
of MacRae's Sustainable Goods



Land & Sea Cleanup – Save the date!

September 17, 2022

11:30 am

Please join Sustainable Marblehead and SPUR for our fourth annual cleanup. We

will be mobilizing volunteers to clean trash and debris from our oceans, beaches and parks at over 30 locations.



Did You Know?

According to the United Nations World Tourism Organization, international tourism has continued to recover from the COVID-19 crisis at a strong pace so far in 2022. Destinations welcomed almost three times as many international overnight visitors as in the same period of 2021, with Europe leading the rebound.

Tourism is picking up, but over-tourism can wreck popular sites.



What Can You Do?

As responsible tourists, we can do our bit to travel with a light footprint, while being mindful of the environment and contributing to a destination's economy.

Take a slight detour. Research destinations and plan itineraries consciously to keep at a distance from tourist epicenters and visit during quiet

seasons.

Leave the place pristine and undisturbed. The easiest way to do that is by reducing the waste you generate by bringing your own snacks and water bottle.

Support local economies. Seek sustainable, authentic and local experiences. By truly living like a local on a vacation, you will fall in love with a place and treat it like home, taking back enriching memories, and, of course, all that you brought with you (plus the waste you generated).

For more click [here](#).

Support

Sustainable Marblehead is a community organization working to reduce waste and achieve net-zero carbon emissions by 2040. Our work is important, and we can't do it alone. Please join us by donating today.

[Donate Today](#)

Special thanks to our Community Champion Sponsors



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