

## PRESS RELEASE

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# Waste Management & Green VI Encourage Action for a Plastic Free July

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The Department of Waste Management, in partnership with Green VI, is encouraging residents, businesses and community organizations across the Virgin Islands to take meaningful action during Plastic Free July.

The campaign aims to divert more plastic from entering the Territory's waste stream while encouraging the public to rethink everyday habits that contribute to plastic pollution.

Director of Waste Management Mr. Brian Davis said that his department has been collaborating with Green VI to promote the reduction of single-use plastics during the month of July. "We are encouraging the community to choose reusable alternatives and participate in recycling activities consistently, Mr. Davis said.

"We are challenging the community to recycle 15,000 pounds of plastic during the month of July, more than double the average monthly collection," the Director revealed.

The campaign has already begun to show encouraging results, with Green VI reporting that approximately 5,500 pounds of plastic have been diverted from the waste stream so far for the month.

"The increase demonstrates what can be achieved when residents actively participate in recycling and waste reduction efforts," Mr. Davis said.

He further stated "The recycling infrastructure is already here, and through our continued partnership with Green VI, we are expanding opportunities to recover and recycle plastics, including materials collected through roadside cleanups. The progress made so far is encouraging, but we need the collective effort of the entire community to help us reach this ambitious target and maintain these practices beyond July."

The community is encouraged to choose reusable alternatives such as carrying reusable water bottles, shopping bags, food containers, cups and utensils, in addition to refusing single-use plastic items whenever suitable alternatives are available.

Green VI Director of Operations, Mr. Dylan Penn, said keeping the Virgin Islands beautiful involves more than maintaining clean beaches. “It is all-encompassing. It means protecting our health, our livelihoods, our culture, and the islands we call home.”

The Department of Waste Management and Green VI are calling on the community to build on the progress already achieved and help create a record-breaking month for plastic recycling.

“Small actions create big waves. Reduce. Reuse. Recycle. Let us work together to Keep the BVI Beautiful,” Mr. Penn advocated.

The Ministry of Health and Social Development remains committed to protecting public health and ensuring the safe and efficient operation of waste management facilities throughout the Territory.

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#### **For Additional Information Contact:**

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