

## **OFE Tiered System**

Choose the qualifying star that best fits your establishment

### **To Be Certified:**

- Straws upon request policy

**Choose two criteria to earn one star, you can earn a maximum of four stars:**

- No single use condiments offered to customers in establishment
- Biodegradable/ recyclable to-go beverage containers are offered
- Air dryers in bathrooms
- Offer a discount to customers who bring in their own reusable beverage container when ordering to-go
- Uses composting or biodegradable straws when straws are requested
- Straws upon request policy advertised in establishment (ex: printed on menu)
- No Styrofoam offered to customers in establishment
- Proper recycling practices offered to customers
- Offers recyclable or biodegradable to-go bags
- Offer recyclable or biodegradable to-go ware
- Only offer reusable cutlery and dishware for onsite dining
- Reusable ramekins for onsite dining
- Vegan and vegetarian options are offered to customers on a regular basis

### **Representation of a restaurant:**

*When New OFE's are Certified:* An initial announcement post on social media will be made (Facebook) and this post will also tell how many stars the establishment has, they will be added to the list of OFE's on Surfriders and Plastic Ocean Projects official websites. As well as their restaurants location will be added to the OFE location map (which is yet to be uploaded to the websites).

- Every so weeks a shout out will be made on social media reminding viewers to check out the lists of restaurants (found in the OFE Facebook page, POP's website & Surfriders) to see who has been added or has gained another star on the tiered system.
- If the restaurant has four stars they will receive a feature on the OFE Facebook page as well as in the quarterly email. This feature will consist of some insider information about their restaurant.
- The lists of restaurants and their qualifications will be listed on the POP and Surfrider websites as well as the OFE Facebook page. Giving the establishments the due credit as well as explaining the system.
- Also keep in mind that we are referencing the 'stars' as 'starfish, to associate it with the ocean. (cute)
- *One day:* access to discounts with vendors for more sustainable products.

### How the tiered system apply to the non-restaurant OFE's :

Currently, the non-restaurant agreement states the following: *"In order to apply as a non-restaurant ocean-friendly establishment, you must list at least 3 reasons you believe your business should be certified as "Ocean Friendly". These reasons should include at least one way you consciously reduce single use disposable plastics. If you need extra space, please use the back of this page."*

Since each business is different, it will not be as simple to come up with a criteria list like we did for restaurants. However, part of the agreement could read something like this: Your business may qualify to earn up to 4 "starfish" on our tiered system. Please indicate your certification level by completing the agreement below:

\*Basic OFE certification= list 1 way your business reduces single use plastic (equal to not serving plastic straws)

List any other practices/policies your business has in place that are "ocean friendly". For every 2 practices listed, you will earn 1 starfish. You may earn a maximum of 4 starfish, which would be equivalent to 8 or more ocean friendly business practices/policies.

#### **TO DO/Questions:**

- Go through the current list of OFE's (98+) and see where they are on the tiered system & then contact them to propose the new system encouraging them to make changes in their establishment.
- Pitch the new system on social media heavily, explaining its purpose and benefits.. letting people know that its still an inclusive initiative. (facebook, instagram, the radio?)
- Update the agreement for restaurants to sign
- Are we having any issues of compliance with restaurants? If so how will they react to this new campaign?