

# Keep Bermuda Beautiful

KBB Quarterly Newsletter - Vol.1  
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## Our Mission

To act in every way possible against the proliferation of litter and other unsightly conditions damaging our Island's beauty and promote through education, an awareness in the entire community of the importance of keeping Bermuda beautiful.

A Bermuda Registered Charity #26



**We're on the Web!**  
See us at: [www.kbb.bm](http://www.kbb.bm)  
and on Facebook.

Remember to post your photos and share your stories on the Keep Bermuda Beautiful Facebook page.

## Happy New Year!



Happy New Year to all Corporate Members, members and volunteers. Thank You for helping KBB have a very successful year 2008 and we hope you will give us as much support in 2009. KBB has enjoyed a year of great success in getting the message out of what KBB is about in our community. To that end we wish to introduce the launch of our very first quarterly newsletter of information sharing, scheduling of KBB events and much more as we continue our efforts in Keeping Bermuda Beautiful.

*Chantel J. Simons*  
Membership chair and Newsletter Editor

## From the President's Desk



Hallo,  
We are delighted to introduce our new quarterly newsletter. This will provide our volunteers and associates with up to date news of what we are doing and where we are going. We hope that you will enjoy hearing about how KBB is serving the community and that you will continue to support us by coming out to volunteer or by providing us with the donations that are so necessary for our continued operation. Our very best wishes to each and everyone of you who help to Keep our Beautiful Bermuda beautiful.

*Susan Harvey*  
President



## Household TIP Tree-Free Home:

**As much as possible, create a tree-free home:**

- ✓ Replace paper napkins with cloth napkins
- ✓ Replace paper towels with a special set of cloth towels/napkins - store the used ones in a small container in your kitchen and just wash and reuse
- ✓ Create and use note pads from once-used paper
- ✓ Leave messages for family members/roommates on a reusable message board
- ✓ Make your own cards/letters from once-used products or handmade paper

**Bulky Waste Collection** - Remember that the Ministry of Works and Engineering offers free collection of bulky waste – call 292 7454 or 292 1517 to arrange collection.

## Farewell from Executive Director



Dear Friends,

During my tenure of the last 18 months, you, the great people of this country, have brought this venerable charity back to a state of preeminence. I am grateful for the public support in this effort.

KBB owes much to the schools who invited us in to share our message and went out into their

communities to conduct pick ups; to our corporate neighbors who gave both time and money; to the numerous organizations and sports bodies who used trash-a-thons as a means to raise both money and awareness I am grateful.

Nothing could have been accomplished without the invaluable support of the Works and Engineering Waste Management Department, the Park Rangers and the folks from the Parks department and the team at Vector Control.

I wish to acknowledge the support of board members who shared a vision and passion to have a KBB that crosses the many lines of division that separate us as a people and had the courage to find and support new ways of getting our message out.

And to our precious volunteers, the true core of KBB, who helped drive our monthly clean up efforts throughout my tenure there could never be enough praise or gratitude for the time you give and yet a simple thank you is all that I can offer.

And finally to the local media who have been there at every step of the way helping to spread the word and push forward an idea of a cleaned greener Bermuda. Again I can only say thank you all so very much.

KBB is not just a charity; it is an ideal that becomes embedded in hearts of everyone who has ever touched the shores of this lovely Island. It has been my privilege to serve as a reminder that it is important for all of us to KEEP BERMUDA BEAUTIFUL.

I want to take this opportunity to thank you for your continued support of KBB and look forward to working with you again in the future.

Wishing you all the best for the New Year,

Rich Lathan

## Join a KBB Clean Up

The KBB Clean-Up schedule for 2009 is as follows. Please stay tuned to our website [www.kbb.bm](http://www.kbb.bm) or our Facebook page for more details on clean-up sites.

Sat. Jan 17	Devon Springs Road	9am-12
Sat. Feb 14	Railway Trail opposite Shelly Bay Marketplace	9am-12
Sat. Mar 21	TBA	9am-12
Sat. Apr 25	TBA	9am-12
Fri.-Sun. May 15-17	Island Wide Spring Clean-up	9am-12
Sun. Jun 28	TBA	9am-12
Sat. Jul. 25	TBA	9am-12
Sat. Aug 15	TBA	9am-12
Fri.-Sun. Sep 18-20	Island Wide marine Clean-Up	9am-12
Sat. Oct 17	TBA	9am-12
Sat. Nov 21	TBA	9am-12
Sun. Dec 27	TBA	9am-12

KBB provides gloves, trash and recyclable bags, and drinking water. KBB will also arrange for pick-up of the trash you collect at your own community clean ups.

**All we need are your hands to help us keep Bermuda beautiful.**



## Why is Recycling Important?

The importance of recycling can be observed in multiple ways. If you are wondering in your mind as to "why I should recycle" then here are some causes, which should convince you to do so.

**Recycling Saves Energy:** When new products are manufactured from the raw material obtained from recycled products, it saves a lot of energy which is consumed for the production. When new products are manufactured from 'virgin materials', the amount of energy consumed is much higher. Besides, the energy required to acquire and transport the 'virgin' raw materials from their origins or natural sources is also saved. Add to that the energy, which is required to clean and protect the environment from the pollutant waste products, especially those which are non-biodegradable (plastic) and fill up the landfill areas.

**Recycling Saves Environmental Conditions and Reduces Pollution:** Recycling helps in preventing global climate change to a great extent. By minimizing the energy spent on industrial production, recycling also helps in reducing greenhouse gas emission. Some of the major fossil fuels used in most industries include coal, diesel, gasoline etc. All these emit harmful gases such as methane, sulfur dioxide, carbon-dioxide to the environment. The processing of fresh raw material also creates toxic materials, which pollute the environment. By reducing the energy used, recycling also minimizes the amount of fuel usage, which in turn reduces the amount of harmful pollutants in the environment.

**Recycling Saves Natural Resources:** We know that recycling involves the processing and usage of the core elements of an old product for the production of new products. This helps in saving our natural resources to a great extent. For example, once an old newspaper is recycled we do not need to use the resource of another tree to produce new paper products. This way, proper recycling can help us preserve our natural resources for our future generations and maintain the balance of the nature.

**Economic Benefits:** Similar to energy and natural resource, recycling also helps in saving a lot of expense, demanded for the production of new products from 'virgin' materials. These expenses include the entire production cycle starting from acquiring the raw materials, transferring them from their origin to production

places, processing and manufacturing costs. Recycling process creates employment opportunities for a lot of people, involved in the various stages of the process. This in turn contributes to the economic development of the state or country.

**Recycling Saves Space for Waste Disposal:** Most of the landfill sites are filled up with a lot of waste products that could have been recycled effectively. Some of these waste materials belong to non-biodegradable category, which takes a long time to decompose. Recycling enables proper usage of these waste products and saves space for landfills. The pace with which landfills are getting filled up, soon we might run short of landfills unless we start following recycling at our own home and spread the word to others.

If you are interested in a tour of the Bermuda Recycling Plant Facility please contact Vanese Flood Gordon on 297 7953.



**KBB is about Something!**  
**KBB is about Litter!**  
**KBB is about People!**  
**KBB is about People doing**  
**Something about Litter!**

Contact KEEP BERMUDA BEAUTIFUL  
And join the people who are doing something.  
KBB@bermuda.bm  
www.kbb.bm  
395 5142

**KEEP BERMUDA BEAUTIFUL**

## Champagne Celebraters Show Tidy Sense

Christmas Day obviously went with a bang looking at the amount of champagne bottles left at Elbow Beach.

Unfortunately, despite efforts to pile up the party debris around the bins on the beach, revellers did not seem to notice the recycling bins.

When Keep Bermuda Beautiful visited the beach on Boxing Day it found two large piles of bottles and other trash around the two bins at the bottom of the steps.

Now partygoers celebrating the New Year are being urged to deposit their empty bottles in the recycling bins where they will be picked up by the Parks Department.

KBB director Dr. Eugene Harvey said: "It was very evident that the Christmas partygoers had made a fine effort to collect their empties together, but failed to notice the bins left for the purpose at the top of the steps."

Dr. Harvey gradually bagged up the bottles, hauling a total 37 bags of recyclables and eight containing general trash up the steps to the recycling bins.

Government Waste Education and Enforcement Officer, Vanese Flood Gordon, said: "Both Waste Management and the Parks Department are immensely grateful to Keep Bermuda Beautiful for their energetic and dedicated work identifying and providing solutions to many of the litter and trash problems that deface the environment.

"Their clean-ups and education programmes are a constant reminder to the public of the need for proper disposal of litter and trash in the fight for a cleaner, greener and healthier environment."



## Thank-You to the Community

Thank you to all our corporate and community supporters and volunteers who have worked so hard with us throughout 2008 to help us keep Bermuda beautiful. There are many of you to mention and here are a few of our supporters:

ACE Group	Ministry of Works and Engineering
Bank of Bermuda	Miss Teen Bermuda
Blue Water Divers	Northlands Primary
Butterfield and Vallis	Norwegian Majesty Cruise Ship
Couples for Christ	Royal Gazette Green Pages
Department of Parks	Park Rangers
Department of Youth, Sport & Recreation After School Programme	Saltus Grammar School
DIVE Bermuda	Somerfield Academy
Dolphin Quest	T N Tatem Middle School
Fairmont Hotels	Vector Control
Family Ministries	Victor Scott School
Gapital G	Works and Engineering
Guy Carpenter	Waste Management
KPMG	Recycle Bermuda
Marsh	
Ministry of Environment	



Special thanks to Amy Shillingford and Erin Thorndycraft for their contributions in the production of our newsletter.

# KBB 2008 Highlights

April 2008

“We’ve Gotten Careless”

Executive Director Rich Lathan addresses the Hamilton Rotarians. He told them "Those of us between the ages of 35 and 55 grew up with the 'Keep Bermuda Beautiful' message very much part of our daily lives."

However, despite more than four decades of driving home the message to maintain the Island's image as a pristine paradise by not littering, Mr. Lathan said: "We've gotten careless." He explained: "We in Bermuda have experienced a disconnect. And nowhere is it clearer than in the way that we disdainfully treat our environment."

## KBB Collects Ten Tons of Trash so Far This Year

Volunteers have cleaned up about 10 tons of trash so far this year – including one-and-a-half tons of batteries cleared up on one site at the weekend.

Keep Bermuda Beautiful sent a team of volunteers to two sites on North Shore Road at the weekend after a member of the public alerted the group to trash problems.

## May 2008

### KBB Island Wide Spring Clean Deemed Successful



Beer bottles, soda cans and even text books were among the hundreds of trash bags collected by generous volunteers this weekend.

Lining North Shore Road, Devon Springs Road and up and down the Island were bulging black plastic garbage bags and rattling blue recycling bags.

Completely happy to be scrounging through the trees on the Barker's Hill site on her Saturday morning was six-year-old Dnaje Washington. Her grandmother, Julia Washington, had encouraged the six-year-old to help clean-up the Island so she could understand the importance of the environment.



## KBB Statistics

From January - November 2008

KBB was involved in **56 clean up events** • KBB members and volunteers donated over **4,394 hours** of their time to picking up trash • They collected more than **55,651 pounds** of litter and recyclables

- Approximately **3 tons** of other material and **hazardous waste** was also collected - other includes bicycles, motorcycles, **car batteries**, refrigerators, stoves, air conditioners, **TVs**, and **computer components** – all collected from roadsides, railway trails and **areas of beauty around the Island.**



*Top Photo: Rich Lathan, Executive Director of KBB, and three young students doing Community Service for their schools, loft an old pressure tank left in the bushes on the Railway Trail near Camp Hill.*

*Left: Six-year-old Dnaje Washington and her grandmother Julia Washington bag up beer bottles on Bakers Hill in Devonshire during May's Saturday' Keep Bermuda Beautiful 100 Sites Clean-Up.*

*Photo Glenn Tucker*

## September 2008

### Miss Teen Bermuda Islands Challenges Peers to Help KBB



Bermuda's natural beauty has always been a selling point, and one young beauty, Miss Teen Bermuda Islands, Alyssa Rose, is encouraging her peers to join her in enhancing Bermuda's beauty.

"I'm proud of my Island, and I like to show it off," Miss. Rose said. "But recently I haven't seen much to be proud of."

Wanting to make a difference and be proud again, she is committed to raising the profile of Keep Bermuda Beautiful (KBB), and its work in reducing the negative impact of residents on the natural environment.

### KBB Happy with Marine Clean-Up Results

More than 100 volunteers were out in force for Keep Bermuda Beautiful's campaign over the weekend.

Mangrove Bay, Jews Bay, Penhurst Dock, Shelly Bay, St. David's Dock and Grace Church were among the spots to get the treatment for the group's annual marine clean-up day on Saturday.

It formed part of a worldwide initiative aimed at tidying up the oceans co-ordinated by Ocean Conservancy, which promotes healthy and diverse ocean ecosystems.



Keep Bermuda Beautiful Director and former Bermuda College president George Cook, and Michael Simons (left) and other pupils of the T. N. Tatem Middle School haul an abandoned outboard motor found on the rocks on the lower level at Penhurst Park Dock, Devonshire as part of Saturday's Annual KBB Islandwide Marine Cleanup - Photo Glenn Tucker

## October 2008

### 500 Students Join Litter pick and do Their Part to Help Keep Bermuda Beautiful



Northlands after school students participate in the Keep Bermuda Beautiful cleanup at Admiralty House Park - Photo: Mark Tatem

Primary Schools were doing their part in helping the environment by picking up trash at or around their schools.

Over the past three years the Department of Youth and Sport's After School programme has been teaming up with Keep Bermuda Beautiful (KBB) in having the students pick up trash as a yearly project.

The After School Programme, which is a programme held after school hours, is put in place to assist parents with helping to build students' character. Exercise clubs, guest speakers, and healthy eating habits are all part of the activities held on a weekly basis.

## November 2008

### Fort Cleaning Effort Gets High Praise

Staff from the Department of Parks and Keep Bermuda Beautiful (KBB) teamed up with other community volunteers to do maintenance work at Fort St. Catherine.

Organised by KBB director, Richard Lathan, volunteers included Couples for Christ, Family Ministries, ANCOP International Bermuda, KBB and Parks staff.

More than 40 people came out on November 9 and picked up trash, painted the historic artillery, doors, railings and other parts of the fort.

The group also picked up 14 bags of trash around the tourist trail from the town past Tobacco Bay and around Fort St. Catherine's beach.

## 2009 KBB New Year's Resolutions

2009 will be celebrated as Bermuda's 400th Anniversary. Keep Bermuda Beautiful hopes that everyone living here will remember that, in this age of disposables and super packaging, we must make that extra effort to make sure these unwanted items are disposed of properly allowing the Corporations, Parks and Waste Management to do their job of collection efficiently and well. A clean, litter-free environment is lovelier, healthier and psychologically more beneficial for each and every one. To Keep Bermuda Beautiful in every way should be our ambition and our goal – most especially in 2009.

In 2009 KBB will continue to work with Parks, Waste Management, Wedco and the Corporation on a number of initiatives. Recycling, the Bottle Bill, enforceable legislation to discourage littering and dumping, and more efficient removal of boosted roadside trash are among them.

At present the Parks Department has looked to KBB to find volunteers to spruce up the Forts. They have found that the better an area is maintained the less vandalism is likely to become a problem. Already they have worked on Fort St. Catherine. Next for a face-lift are the big guns at the St. David's Battery and also Fort St. George, which are slated for a new coat of paint.

Education has always been seen as an essential component of the KBB programme. Presentations in the schools and talks to the PTAs help to sensitize young people to the need for a clean and healthy environment. Last month KBB presented at Saltus, Saltus Cavendish, and Northlands. Litter awareness will be the subject of further appearances at three other schools shortly.

Probably you have seen KBB's big green barrels bearing the KBB decal out in the community. We distribute these where there is a need. It is generally believed that the best solution to litter is to provide suitable receptacles at every turn. Members of the public will put their litter in a bin as long as one is handy and they don't have to go out of their way. New bins will shortly be rolled out on Princess Street, Shelly Bay, Jews Bay Dock, Cedar Park South, Dockyard South Arm, and Elys Harbour dock to replace others that have disappeared or worn out. We also plan a 2009 schools initiative to paint and decorate recycling barrels for their own use.



## Help us Keep Bermuda Beautiful in 2009

Please remember to help us Keep Bermuda Beautiful in 2009. Join us for the first clean-up of the year starting at 9am on Saturday 17 January on Devon Springs Road in Devonshire. For more information or to organize your own clean-up, please contact us at 295 5142 or [kbb@northrock.bm](mailto:kbb@northrock.bm) or visit [www.kbb.bm](http://www.kbb.bm).

