



Ocean Conservancy
Start a Sea Change

Ocean Conservancy's International Coastal Cleanup

Sonya Besteiro

Associate Director, International Coastal Cleanup

sbesteiro@oceanconservancy.org

Leonardo Viana

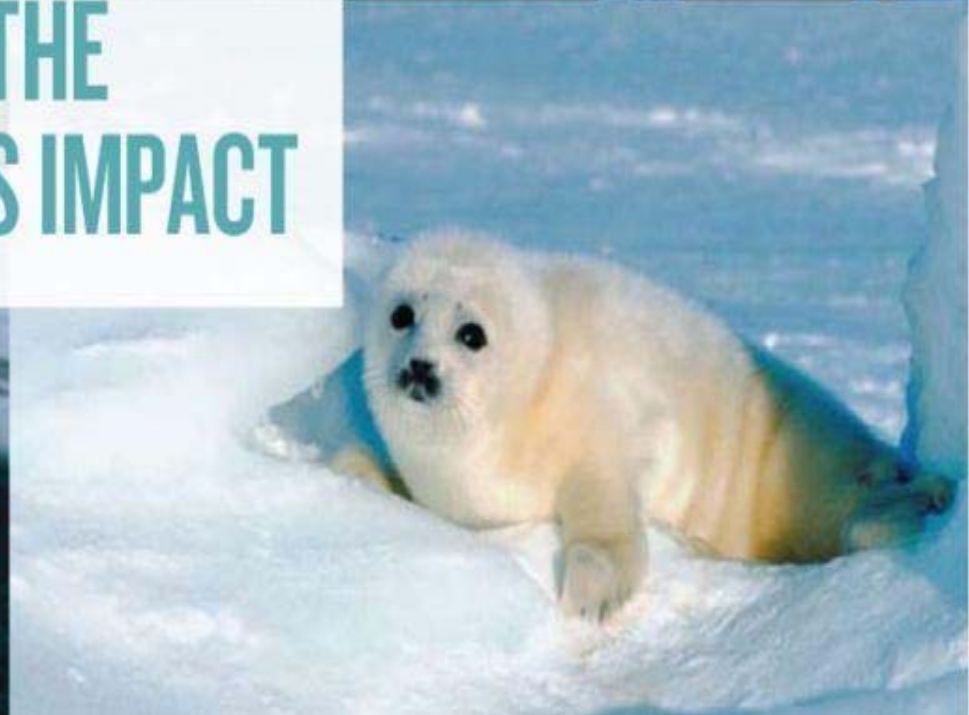
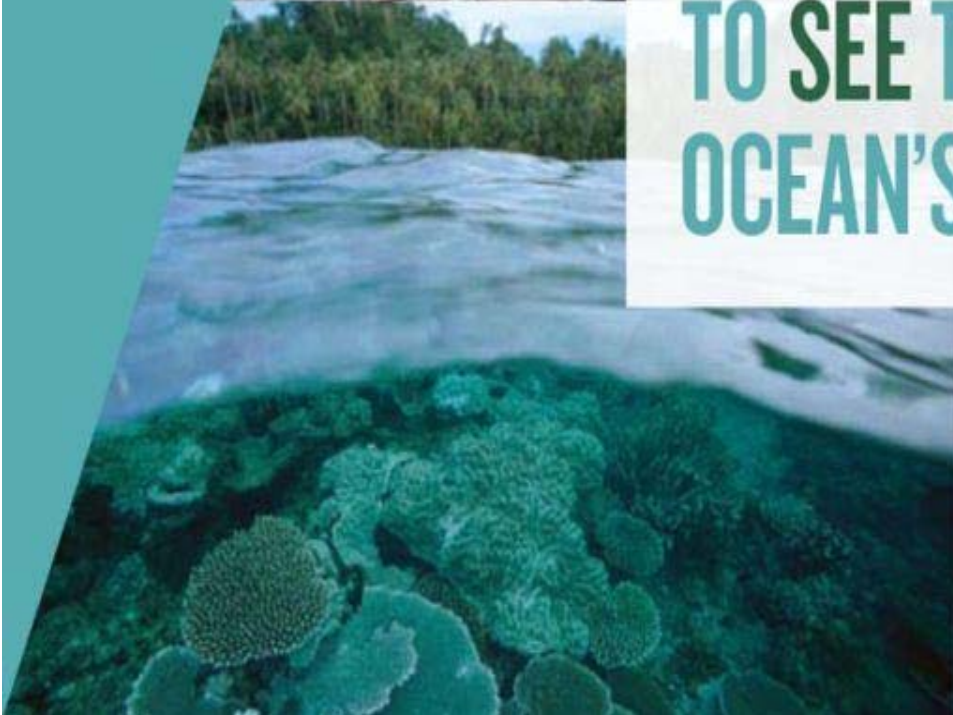
Manager of Strategic Partnerships

lviana@oceanconservancy.org



IT'S TIME

**TO SEE THE
OCEAN'S IMPACT**







Ocean Conservancy
Start a Sea Change

Ocean Conservancy

Mission:

Ocean Conservancy promotes healthy and diverse ecosystems and opposes practices that threaten ocean life and human life.

Through research, education, and science-based advocacy, Ocean Conservancy informs, inspires, and empowers people to speak and act on behalf of the oceans.

In all its work, Ocean Conservancy strives to be the world's foremost advocate for the oceans.



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Strategic Priorities

Ocean Climate Change- Arctic





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Strategic Priorities

End Overfishing and Work to Provide a Sustainable Seafood Supply





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Strategic Priorities

Conserve Special Ocean Places/ Marine Protected Areas



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Strategic Priorities

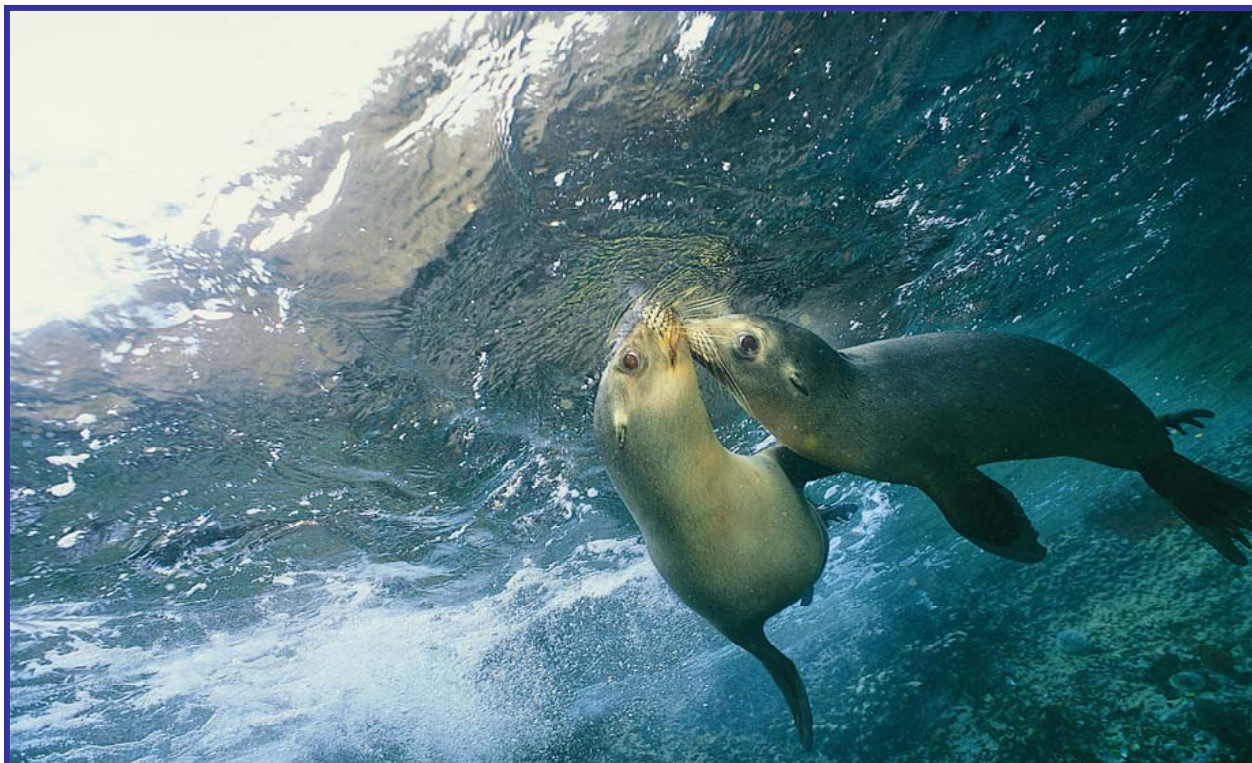
Improve Laws and Policies for Better Ocean Conservation



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Strategic Priorities

Protect Wildlife from Human Impacts



Strategic Priorities

Eliminate Marine Debris- The International Coastal Cleanup

The impact of marine debris – one of the most widespread pollution disasters of our time.

- Beach beauty
- Tourism/economy
- Ocean health
- Wildlife
- Climate Change
- Human health



What is Marine Debris?

Marine Debris: any persistent
solid material that is
manufactured or processed
directly, or indirectly, and is
disposed of or abandoned
in any marine environment

(Fed. Reg. 45555, Sep. 9, 2009)



What is Marine Debris?

Marine debris also includes abandoned, lost, or otherwise discarded (derelict) fishing gear





IT'S TIME

**TO STOP
TRASHING
OUR BEACHES**

International Coastal Cleanup

History:

Began in 1986

Texas

1,800 volunteers

24 tons of trash

22 miles of coastline

1989 ICC became
International with Canada
and Mexico



International Coastal Cleanup

Today...

The world's largest volunteer effort to clean up our marine environment.

Held in September of each year.

Is held around every major body of water around the planet.

Since 1986 over seven million volunteers have participated, removing 124 million pounds of trash from over 250,000 miles of shoreline and waterways.

24% inland



Ocean Conservancy

Start a Sea Change
www.oceanconservancy.org

Hawksbill Sea Turtle
Eretmochelys imbricata

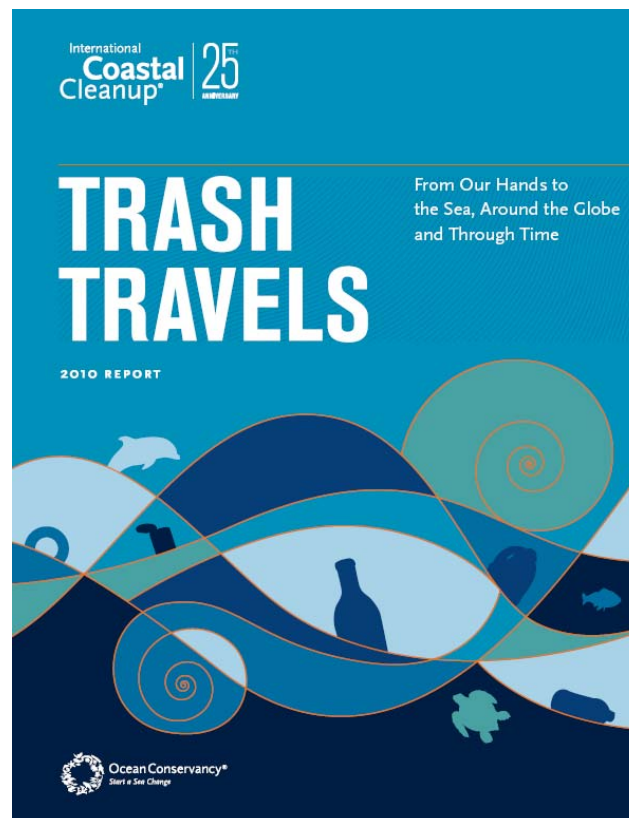


International Coastal Cleanup

Annual Data Report

World's only snapshot of trash in and around our shorelines and waterways.

Country- by- country, state- by- state, item- by- item



International Coastal Cleanup

Results from the Field and Beyond

Leonardo Viana

Manager of Strategic Partnerships

Results: 2009

500,000 volunteers

7.4 million pounds of trash collected

108 countries and locations,
45 U.S. states + District of
Columbia

Top 3 items- cigarette butts,
plastic bags, food wrappers/
containers



Results: 2009

08 countries (new countries)

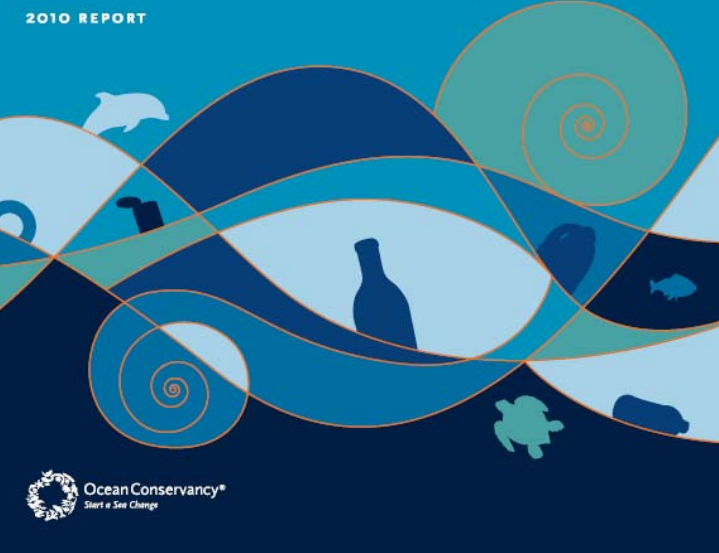

- El Salvador, Panama, Papa New Guinea, Peru, Cape Verde, Gibraltar, Libya, Lithuania, Luxembourg, Namibia, Samoa, Togo, Tonga
- California (82,400 volunteers)
- Philippines (74,493 volunteers)

International Coastal Cleanup® 25TH ANNIVERSARY


TRASH TRAVELS

2010 REPORT

From Our Hands to the Sea, Around the Globe and Through Time

INTERNATIONAL COASTAL CLEANUP DATA CARD



Thank you for participating in Ocean Conservancy's International Coastal Cleanup (ICC). The commitment you have made today is the first step to ensuring we can enjoy a cleaner ocean all year round. The data you collect during the Cleanup is invaluable to Ocean Conservancy's effort to start a sea change every day; helping us educate public, business, and government officials about the scale and serious consequences of the global marine debris problem. Thank you. We could not do it without your help!

1. CLEANUP SITE INFORMATION

Category of Cleanup (choose one): Coastal Inland Waterway (River/Stream/Tributary/Lake)

Type of Cleanup (choose one): Beach/Shoreline Underwater Watercraft (powerboat, sailboat, kayak or canoe)

Location of Cleanup: State _____ Country _____

Province _____ Zone or County Cleaned _____

Cleanup Site Name (beach, park, etc.) _____

Today's Date: Month: _____ Day: _____ Year: _____ Name of Coordinator: _____

Number of People Working on This Card _____ Distance Cleaned _____ miles or _____ km

Number of Trash Bags Filled _____ Total Estimated Weight Collected _____ lbs. or _____ kgs.

Estimated Time Spent on Cleanup _____

2. CONTACT INFORMATION (EACH INDIVIDUAL TEAM MEMBER)

1. Name _____ 3. Name _____

Email Address _____ Email Address _____

2. Name _____ 4. Name _____

Email Address _____ Email Address _____

3. ENTANGLED ANIMALS


List all entangled animals found during the Cleanup. Record the type of debris they were entangled in, for example: fishing line, fishing nets, balloon string/ribbon, crab/lobster/fish traps, plastic bags, rope, six-pack rings, wire and other items (please specify).

Animal	Alive/Released or Dead	Entanglement Debris

4. WHAT WAS THE MOST PECULIAR ITEM YOU COLLECTED? _____

The following national and international organizations endorse and/or support the International Coastal Cleanup:
 • NOAA Marine Debris Program
 • U.S. Environmental Protection Agency
 • UNESCO - United Nations Environment Programme
 • IUCN - The World Conservation Union
 • Intergovernmental Oceanographic Commission (IOC) of the United Nations' Educational, Scientific, and Cultural Organization (UNESCO)

Please return this card to your area coordinator or mail it to:
 Ocean Conservancy
 1001 17th Street, NW
 8th Floor
 Washington, DC 20036
www.oceanconservancy.org



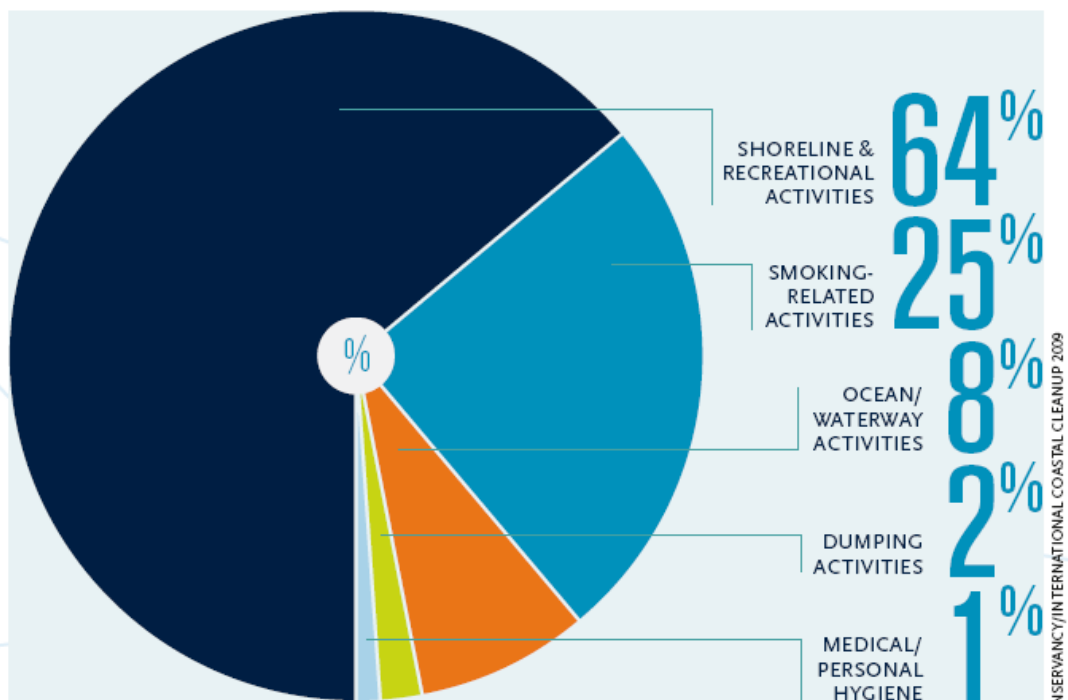
TOP TEN ITEMS

- Cigarettes/Cigarette Filters-21%
- Bags (Plastic)
- Food Wrappers/Containers
- Caps/Lids
- Beverage Bottles (Plastic)
- Cups, Plates, Forks, Knives, Spoons
- Beverage Bottles (Glass)
- Beverage Cans
- Straws, Stirrers
- Bags (Paper)

from 2009 International Coastal Cleanup



2009 WORLDWIDE SOURCES OF MARINE DEBRIS



TOTAL DEBRIS ITEMS COLLECTED WORLDWIDE

10,239,538

SOURCE: OCEAN CONSERVANCY/INTERNATIONAL COASTAL CLEANUP 2009

TOP TEN PARTICIPATING US STATES

RANK	US STATE	NUMBER OF VOLUNTEERS
1	CALIFORNIA	82,365
2	GEORGIA	23,668
3	FLORIDA	22,703
4	NORTH CAROLINA	18,433
5	NEW YORK	10,425
6	TEXAS	9,374
7	VIRGINIA	5,641
8	ALABAMA	3,473
9	SOUTH CAROLINA	3,472
10	MISSISSIPPI	3,205
45 US STATES AND DISTRICT OF COLUMBIA		218,779

SOURCE: OCEAN CONSERVANCY/INTERNATIONAL COASTAL CLEANUP 2009

COASTAL VS. INLAND SOURCES OF MARINE DEBRIS

SOURCE	NUMBER OF COASTAL DEBRIS ITEMS	NUMBER OF INLAND DEBRIS ITEMS	TOTAL NUMBER OF DEBRIS ITEMS
BOAT & RECREATIONAL ACTIVITIES	5,023,636	1,617,658	6,641,294
BOATING/WATERWAY ACTIVITIES	1,792,801	718,987	2,511,788
BOATING-RELATED ACTIVITIES	653,646	129,897	783,543
CAMPING ACTIVITIES	139,043	59,020	198,063
MEDICAL/PERSONAL HYGIENE	83,032	21,818	104,850
TOTALS	7,692,158	2,547,380	10,239,538



nya



Yamagata, Japan





Santo Domingo, Dominican Republic

Behavior Change Pilot Project

In 2009, Ocean Conservancy engaged Reingold to conduct a behavior change pilot project- focusing on peoples outlooks in regards to marine debris



Methodology and Goals

Surveyed 154 visitors in Anacostia Park, Washington D.C.

Goals:

- Evaluate the reasons behind public avoidance towards picking up trash
- Find ways to influence personal behavior change



Findings

People have social barriers towards avoiding cleaning up unknown debris

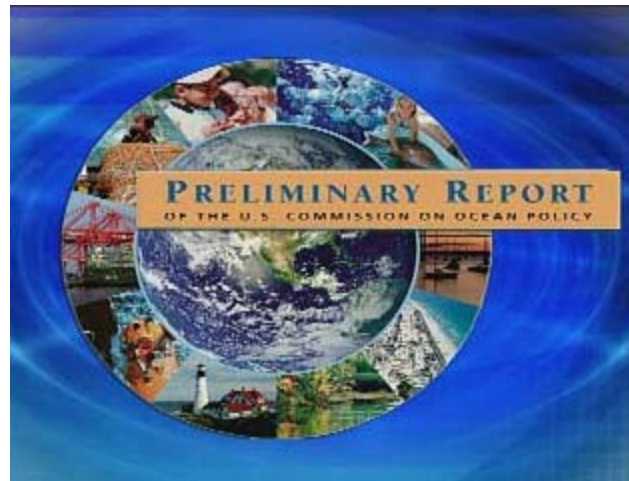
Group cleanups and availability of better disposal methods encouraged visitors to want to appropriately dispose of potential marine debris



ICC Effective through Policy and Partnerships

Cited in Chapter 18 of the
*2004 U.S. Ocean
Commission Report- An
Ocean Blueprint for the 21st
Century*

ICC data collection led to the
development of the National
Marine Debris Monitoring
Program



ICC Effective through Policy and Partnerships

The ICC has also partnered with NOAA's Marine Debris Program via the 2006 Marine Debris Research, Prevention, and Reduction Act



ICC Effective through Policy and Partnerships

Marine Litter: A Global Challenge



Prepared by
Ljubomir Jeftic, Seba Sheavly, and Elik Adler

Edited and designed by
Nikki Meith

March 2009

- Cited in UNEP's *2009 Marine Litter: A Global Challenge*
- ICC data was used in UNEP's assessment in finding the status and amount of marine debris

Effectiveness and Achievements

- The ICC has motivated people to be active in their communities and clean up the environment



- The ICC has also led to the creation of several local recycling programs in neighborhoods around the world



Effectiveness and Achievements

Six- pack holder rings are now photodegradable



How do we stop the flow of marine debris?

Effective policy initiatives require best available scientific information

Need to better document the debris types and sources having the greatest impact

Current data are compelling, but more research is needed to target biggest sources of debris

BP *Deepwater Horizon* Oil Spill

Crisis in the Gulf of Mexico

Unfolding environmental disaster

Unparallel impacts on ecosystems, wildlife, commercial fisheries, recreational activities, and tourism



Looking Ahead: Setting the Course for Relief, Restoration, and Reform

- Pre-oil arrival cleanups



Gulf Oil Spill Tracker: Report an Incident

Help track where oil is coming ashore. Fill out the form below and submit to: oilspill.skytruth.org/reports/submit

Note: For your own safety, do NOT touch oil or any objects or wildlife contaminated with oil. Report all wildlife found to 1-866-557-1401 (Please note that this is a BP hotline).

Contact Information:
Name (First) _____ (Last) _____ Email _____
Phone Number _____ Volunteer Code (if applicable) _____

Incident Information:
Please take accurate note of your location(s); you will be asked to identify them on a map when you file your report online. If possible, please take a photo or video of the incident.
Date _____ City _____ State _____
1) Time: _____ GPS Location (latitude/longitude): _____
Location of Incident (example: beach close to marshes) _____
Beach/Shoreline Name _____
Oil on: Water Wildlife Debris/Trash on Land
Land Unaffected Area Debris/Trash in Water
Description of Incident: (Type of: environment, trash, wildlife, found dead or alive, etc)

2) Time: _____ GPS Location (latitude/longitude): _____
Location of Incident (example: beach close to marshes) _____
Beach/Shoreline Name _____
Oil on: Water Wildlife Debris/Trash on Land
Land Unaffected Area Debris/Trash in Water
Description of Incident: (Type of: environment, trash, wildlife, found dead or alive, etc)

Please take a photo or video of the incident and report it to oilspill.skytruth.org/reports/submit
If you find more incidences of oil than fit on this card, please continue onto another card.

- Oil Spill Tracking Card

<http://oilspill.skytruth.org/>

Questions?



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Associate Director, International Coastal
Cleanup
sbesteiro@oceanconservancy.org

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