



INTERNATIONAL COASTAL CLEANUP



This document holds all of the information you need to know to be an International Coastal Cleanup leader. If you have any questions at all, feel free to email Ocean Conservancy's Trash Free Seas® team at cleanup@oceanconservancy.org. We are so grateful for your passion to help us solve the ocean trash problem. The ICC is great because of you!

History of the International Coastal Cleanup

Since 1986 Ocean Conservancy has been working with partners around the world to organize the International Coastal Cleanup. The Cleanup has engaged over 13 million people since its inception, removing over 250 million pounds of trash from the world's beaches and waterways. Each year, on the third Saturday in September, hundreds of thousands of volunteers participate and learn about the impacts of



marine debris. The data collected by volunteers are used by NGOs, policy makers, educators and industry innovators to engage the public, craft policies and inform solutions to reduce marine debris. Cleanups are on rivers, lakes, inland and shorelines and can be on foot, on watercraft and even underwater with scuba divers. Volunteers are encouraged to collect trash and recyclable materials in separate bags to be disposed of properly.

Planning and Materials

[Cleanup Locations Map](#): On Ocean Conservancy's website is a map that allows interested volunteers to find cleanups in their communities. Cleanup organizers like yourself can post events

to the map and volunteers can contact and register with you directly. It's a great way to garner more volunteers at your event!

www.SignupToCleanup.org

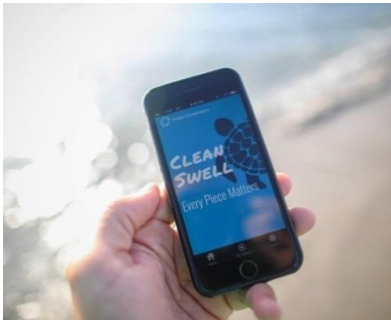
[Start a Cleanup Toolkit](#): If this is your first time planning a cleanup, this page is a great place to start! It has tips and suggestions for before, during and after your cleanup event.

www.OceanConservancy.org/Trash-Free-Seas/International-Coastal-Cleanup/Start-A-Cleanup/

[Data](#): Since the inception of the Cleanup, over 265 million items of trash have been collected and recorded by volunteers around the world. The data are vital because they help inform solution to stopping ocean trash at the source. Cleanup organizers and volunteers can choose between paper data forms or using our new mobile app, Clean Swell.

www.CoastalCleanupData.org





Clean Swell: A data collection mobile application available (free) in the App Store and Google Play Store. Volunteers use Clean Swell to track the items of trash they collect in real time and then instantaneously upload the information to Ocean Conservancy's global, open source database. Asking volunteers to use the same "group name" will assist in reporting local and global impact. A group name could be as simple as the location, for example "XYZ Beach" or it could indicate your group, for example "CCL- South Africa".

www.OceanConservancy.org/CleanSwell

Supply Order Form: Ask Ocean Conservancy for the yearly International Coastal Cleanup Supply Order Form to order any printed supplies you may need for your cleanup. Materials are available in multiple languages and each of the below items is provided here in PDF form as well:

ICC Volunteer Data Card and Coordinator Summary Data Card: Data forms to track item counts during the cleanup. These are available in additional languages; please reach out to us for more information.

Ocean Trash Poster: An informational poster highlighting the most common items of trash collected at cleanups.

Can You Top Last Year's Finds? Poster: An informational poster explaining data collection.

Certificate of Appreciation: A certificate from Ocean Conservancy thanking the volunteer for their efforts.

Cleanup Event Flyer: A promotional flyer that allows you to fill in local cleanup information.

NEW! Clean Swell Poster: Includes easy steps on how to use the app for data collection.

T-shirt Artwork: A unique design is available each year to organizers interested in printing T-shirts, stickers, banners, etc. Please reach out to Ocean Conservancy if interested in this design.

Communications Toolkit: Shared in the weeks leading up to the ICC to assist partners with ICC promotions, media outreach and social media outreach.

Post-Cleanup Data Reporting

TIDES: Create an account with our public online database to enter and view marine debris data. Data collected using paper data cards can be entered into the system by location. Group names can be used to filter and sort both paper and Clean Swell data entries. Clean Swell entries automatically show up as points on the map when submitted. Local, state, country and global debris reports can be pulled using group names, dates or locations. *To learn more, please email Sarah Kollar at skollar@oceanconservancy.org to attend an informational webinar.*

Ocean Conservancy's published TFS Reports: Data, fantastic stories, new science and more shared in an annual report.

www.OceanConservancy.org/ICCReports

