

**Ocean Conservancy's**  
Trash Free Seas Program®

**International Coastal Cleanup &**  
*RecycleMania*

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# Our Mission

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Ocean Conservancy is working with you to protect the ocean from today's greatest global challenges. Together with our partners, we create science-based solutions for a healthy ocean, and the wildlife and communities that depend on it.



Ocean  
Conservancy®

New Solutions For A Changing Ocean



Protecting the Arctic




Sustainable Fisheries



Clean Coasts & Habitats



Ocean Acidification



Smart Ocean Planning



Restoring Ecosystems



Safeguarding Wildlife



Ocean Climate

*“..is defined as any persistent solid material that is manufactured or processed and directly or indirectly, intentionally or unintentionally, disposed of or abandoned into the marine environment or the Great Lakes.” -NOAA*



**Waste**

Junk

**Trash**

Litter

**Debris**

Refuse

Rubbish



Ocean Conservancy

2018  
INTERNATIONAL

# Coastal Cleanup

BY THE NUMBERS

## TOP 10 ITEMS COLLECTED



1. CIGARETTE BUTTS  
**5,716,331**



6. PLASTIC BOTTLE CAPS  
**1,390,232**



2. FOOD WRAPPERS  
**3,728,712**



7. PLASTIC GROCERY BAGS  
**964,541**



3. STRAWS AND STIRRERS  
**3,668,871**



8. OTHER PLASTIC BAGS  
**938,929**



4. PLASTIC FORKS, KNIVES  
AND SPOONS  
**1,968,065**



9. PLASTIC LIDS  
**728,892**



5. PLASTIC BEVERAGE  
BOTTLES  
**1,754,908**



10. PLASTIC CUPS AND PLATES  
**656,276**



**1,080,358**  
PEOPLE



**23,333,816**  
POUNDS

**10,584,041**  
KILOGRAMS



**22,301**  
MILES

**35,890**  
KILOMETERS



**97,457,984**  
TOTAL ITEMS COLLECTED



# Impacts

Devastating & Far-Reaching



## 6 DEGREES OF SEPARATION

How does trash travel?

1 Plastic bag from a store in the city



2 blows from a trash can



3 into a storm drain



4 travels through pipes and downriver



5 into the ocean

6 where marine wildlife mistakes it for food.



# A Problem We CAN Solve!

LEARN & EDUCATE

REDUCE  
PLASTIC IN THE  
WASTE STREAM

IMPROVE SOLID  
WASTE

INCREASE  
CAPTURE &  
REUSE



## MARINA CLEANUP DAY

Whether At the Dock or On The Water,  
Everyone Makes A Difference





# International COASTAL Cleanup



15 MILLION  
volunteers

300 MILLION  
pounds of trash

396,000  
miles

33  
YEARS

153+  
COUNTRIES

342  
MILLION ITEMS REMOVED



2014 ICC Kuwait,  
Kuwait Dive Team



2017 ICC, Washington DC



2016 ICC Jamaica, JET



# Citizen Science Data Collection

## VOLUNTEER OCEAN TRASH DATA FORM



Ocean and waterway trash ranks as one of the most serious pollution problems choking our planet. Far more than an eyesore, a rising tide of marine debris threatens human health, wildlife, communities and economies around the world. The ocean faces many challenges, but trash should not be one of them. Ocean trash is entirely preventable, and data you collect are part of the solution. The International Coastal Cleanup is the world's largest volunteer effort on behalf of ocean and waterway health.

### HERE IS HOW IT WORKS:



#### SITE INFORMATION:

Cleanup Site Name:

State or Province:  Zone or County:

Country:  Nearest Crossroad or Landmark:

#### MOST UNUSUAL ITEM COLLECTED:

#### TYPE OF CLEANUP

Land:  Underwater:

Please return this form to your area coordinator. If you are unable to do so, please mail or email it to:

Ocean Conservancy  
Attn: International Coastal Cleanup  
1900 19th Street, NW, 8th Floor  
Washington, DC 20036  
cleanup@oceanconservancy.org

Trash Free Seas: [www.oceanconservancy.org/cleanup](http://www.oceanconservancy.org/cleanup)  
Be a Green Boater: [www.oceanconservancy.org/do-your-part/green-boating](http://www.oceanconservancy.org/do-your-part/green-boating)  
Sponsors: [www.oceanconservancy.org/cleanup/sponsors](http://www.oceanconservancy.org/cleanup/sponsors)



## CREATE A CLEAN SWELL

## TRASH COLLECTED

**Citizen scientist:** Pick up all trash and record all items you find below. No matter how small the items, the data you collect are important for Trash Free Seas.<sup>®</sup>

**EXAMPLE:**  
Plastic Bags: = 8

**TOTAL #**  
↓

Please **DO NOT** use words or check marks. Only **numbers** are useful data.

### MOST LIKELY TO FIND ITEMS:

Cigarette Butts:	=	Beverage Bottles (Plastic):	=
Food Wrappers (candy, chips, etc.):	=	Beverage Bottles (Glass):	=
Take Out/Away Containers (Plastic):	=	Beverage Cans:	=
Take Out/Away Containers (Foam):	=	Grocery Bags (Plastic):	=
Bottle Caps (Plastic)	=	Other Plastic Bags:	=
Other Plastic Material	=	Paper Bags:	=
	=	Cups & Plates (Paper):	=
	=	Cups & Plates (Plastic):	=
	=	Cups & Plates (Foam):	=

**TOTAL #**  
↓

### PACKAGING MATERIALS:

6-Pack Holders	=
Other Plastic/Foam Packaging:	=
Other Plastic Bottles (oil, bleach, etc.):	=
Strapping Bands:	=
Tobacco Packaging/Wrap:	=

**TOTAL #**  
↓

### PERSONAL HYGIENE:

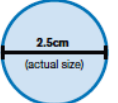
Condoms:	=
Diapers:	=
Syringes:	=
Tampons/Tampon Applicators:	=

**TOTAL #**  
↓

### ENTANGLED

ENTANGLED	TYPE OF ENTANGLEMENT ITEM
ed	Yes or No

Collected:	<input type="text"/> lbs/kgs	Distance Cleaned:	<input type="text"/> miles/km
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# Clean Swell

Yes! It can be used year-round.

Yes! You have access to the data

Yes! It can be used without Wi-Fi or cellular service!

Verizon 3:12 PM 88%

## Create an Account

Not registered? Register here

**Email Address**  
Enter your email address

**First Name**  
Your first name (optional)

**Last Name**  
Your last name (optional)

**Zip Code**  
Your zip code (optional)

**Password**

Home My History Profile

Verizon 2:42 PM 11%

## Ocean Conservancy



 0 Cigarette Butts	 0 Balloons	 0 Toys	 0 Fishing Gear
 0 Plastic Bags	 0 Food Wrappers	 0 Containers (Plastic)	 0 Containers (Foam)
 0 Beverage Cans	 0 Bottle Caps (Plastic)	 0 Bottles (Plastic)	 0 Bottles (Glass)
 0 Cups, Plates	 0 Lids	 0 Stems	 0 Utensils

Home My History Profile

Verizon LTE 3:50 PM 72%

## Ocean Conservancy

# Thank You!

**You cleaned 12.97 pounds of trash!**

Nice job, Sarah! You've now done 18 cleanups, and you've picked up 139.62 pounds of trash!

Fact: Cigarette filters are not only filled with toxins like nicotine, they're also made of plastic.

**Share**

Home My History Profile

# Where do the data go?

www.CoastalCleanupData.org



## TIDES

Trash Information and Data  
for Education and Solutions

Log In | Sign Up

Home View Reports Enter Data About

Our Progress So Far...



**1,137,986**  
people have  
participated



**22,763**  
locations around  
the world



**36,061,905 lbs**  
of trash removed



**40,466 miles**  
covered



Join the Cleanup

View Reports

Download Clean Swell

Enter Data





India, Coast 2 Coast



2016 ICC Philippines, Balesin Island Club



2016 ICC Dubai, Dubai Municipality



2016 ICC Oregon, USA SOLVE

# Thank You!



Questions?

[cleanup@OceanConservancy.org](mailto:cleanup@OceanConservancy.org)



Ocean Conservancy



@ourocean



@oceanconservancy



facebook.com/oceanconservancy