



International
**Coastal
Cleanup**[®]



Ocean
Conservancy

Our ocean is filling up with trash. And most of this trash is plastics.

Plastic bags, fishing line, aluminum cans, food wrappers and cigarettes – these are just some of the millions of items littering our shores, fouling our environment, threatening wildlife and affecting our businesses.

For decades, volunteers with Ocean Conservancy's International Coastal Cleanup have removed millions of pounds of trash from our oceans, beaches and waterways every fall. While most walk, many set out on boats and others venture underwater in search of trash. They not only pick up trash, they count every item as well. The resulting item-by-item, location-by-location Ocean Trash Index provides the only global snapshot of the ocean trash littering the world's coasts and waterways.

Cleanup volunteers will be out again next year, and the year after that and the year after that. But cleaning up trash only does so much. What we need to do is stop trash at the source, before it reaches the water.

Ocean trash isn't an ocean problem; it's a people problem – one that is entirely preventable. Keeping our ocean free from trash is one of the easiest ways we can make the ocean more resilient. Ocean Conservancy is at the forefront of building a movement to stop trash before it reaches our waterways.



**YOU CAN HELP KEEP MILLIONS OF POUNDS
OF TRASH OUT OF OUR OCEAN.**

LEADING THE WAY

At Ocean Conservancy, we're always looking for new solutions for a changing ocean. We're engaging our network of partners and volunteers to stop the flow of trash at the source before it has a chance to reach the water and threaten wildlife, or soil our beaches and depress local economies.

Ocean Conservancy launched the Trash Free Seas Alliance® to eliminate ocean trash. The Alliance unites industry, science and conservation leaders who share a common goal for a healthy ocean free of plastics. It provides a constructive forum focused on identifying opportunities for cross-sector solutions that drive action and foster innovation.

We're also developing innovative approaches to plastic design, reuse and recovery that can be adapted to many industries and in-country waste management infrastructure.

But we still need your help.

GET INVOLVED

While solutions are built on individual actions of people, organizations and companies, it will take a collective movement to make the biggest difference for Trash Free Seas. Here are three things you can do to find new solutions for a changing ocean. Participate in the International Coastal Cleanup! For more information on the Cleanup and how you can find a site near you, visit www.oceanconservancy.org/cleanup.

» **Pledge to fight trash!** If 10,000 people chose to reduce their trash for one month, we could reduce the trash on Earth by more than one million pounds. Take the pledge to Keep the Coast Clear at www.oceanconservancy.org/keep-the-coast-clear/pledge.html and help stop trash at its source.

» **By taking a holistic approach** to tackling trash – instead of relying entirely on cleanups – together we can move one step closer to lasting solutions.

For more information on the International Coastal Cleanup and how you can join near you, visit www.oceanconservancy.org/our-work/international-coastal-cleanup/.



Ocean Conservancy, established in 1972, educates and empowers citizens to take action on behalf of the ocean. From the Arctic to the Gulf of Mexico to the halls of Congress, Ocean Conservancy brings people together to find solutions for our water planet. Informed by science, our work guides policy and engages people in protecting the ocean and its wildlife for future generations.

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With offices in Alaska and on the West, Gulf and East coasts.

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Ocean
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6 DEGREES OF SEPARATION

How does trash travel?



YOUR DAILY CHOICES CAN HELP KEEP THESE WATERS CLEAN.

If you would like more information about Ocean Conservancy and its other programs, please visit us at

www.oceanconservancy.org