

International  
**Coastal  
Cleanup**<sup>®</sup>



TRASH FREE SEAS<sup>®</sup>  
**EVERY PIECE,  
EVERY PERSON...**

2015 REPORT



INTERNATIONAL  
**COASTAL CLEANUP**

waterways water habitat boaters pollution  
styrofoam boats plastic wildlife  
volunteer beachgoers shore  
organize birds clean debris trash  
abundant coast fish healthy  
economy swimmers beaches  
oxygen community international  
tourism data ocean

International  
**Coastal Cleanup**<sup>®</sup> In partnership with  
volunteer organizations  
and individuals around  
the globe, Ocean Conservancy's  
International Coastal Cleanup engages  
people to remove trash from the world's  
beaches and waterways, identify the  
sources of debris and change the  
behaviors that cause marine debris in  
the first place.



[www.oceanconservancy.org](http://www.oceanconservancy.org)

## CONTENTS

- 1** A Message from Ocean Conservancy's CEO
- 2** Since We Last Spoke
- 4** Global Spotlight
- 6** Walking, Talking & Sailing for Change
- 8** Engaging With Partners
- 10** Impacts Motivate Action
- 12** Data Spotlight
- 14** Research, Passion & Collaboration
- 16** 2014 Global Ocean Trash Index
- 20** 2014 U.S. Ocean Trash Index
- 22** 2014 Cleanup Coordinators
- 25** Acknowledgments



# ...EVERY COMMUNITY MATTERS



## A MESSAGE FROM OCEAN CONSERVANCY'S CEO

### REVERSING THE TIDE: GLOBAL SOLUTIONS TO STOP TRASH FROM ENTERING THE OCEAN

As CEO of Ocean Conservancy – and now with two International Coastal Cleanups under my belt – I could not be prouder to announce that through the 2014 International Coastal Cleanup (ICC) more than 560,000 volunteers in 91 countries around the world removed over 16 million pounds of trash along 13,000 miles of beaches and inland waterways.

Looking at this in the aggregate of almost three decades of history, the ICC has engaged more than 10.5 million volunteers along 350,000 miles of shoreline to remove more than 192 million pounds of trash in all 50 states and 153 countries. These numbers call for pause – and an extremely big “wow!” does not even begin to express my feelings.

I am incredibly proud of this 29 year effort – the largest of its kind on the planet. I am deeply appreciative of the men, women and children who dedicate their time to remove unsightly and dangerous trash from the ocean and the rivers, lakes and streams that flow into it, especially the 150 country and state coordinators who delivered more than 5,500 cleanups in 2014 alone. I am also most grateful for the governmental agencies, foundations and corporations that provide the funding Ocean Conservancy needs to “pull off” a global Cleanup of this magnitude. Thank you.

As ocean stewards, we at Ocean Conservancy have long known, however, that the Cleanup is a starting point, not an end point. Ever-increasing ocean trash – plastic waste in particular – has produced nothing less than a global crisis for ocean waters, marine wildlife and habitat, human health and safety, and wasted resources and lost revenues for many nations.

Last year I wrote that we had made great strides in working with scientists to answer the questions of “Where does it come from?” and “What harm does it do?” I asked you to “stay tuned” for more in-depth results.

I could not have imagined then the progress we and our partners would make over the past twelve months – nothing short of phenomenal. Several scientists we've worked with through the National Center for Ecological Analysis and Synthesis have published seminal papers in prestigious journals like *Science*, truly elevating our understanding of marine debris. You will read some of their findings on the following page.

At last fall's meeting of the Trash Free Seas Alliance<sup>®</sup>, an Ocean Conservancy-led forum uniting leaders from industry, academia and the NGO community, we presented in-depth research from our own staff and outside experts, debuting what we believe is a truly global solution to the plastics crisis: establishing waste management infrastructure in rapidly developing countries where waste systems are either non-existent or substandard. Our industry and NGO Alliance members agreed with our rationale and signed on. You'll read more about that within these pages as well.

This year I traveled to Davos, Switzerland, where I was invited to participate in the World Economic Forum's Circular Economy Round Table Meeting, co-hosting an “oceans table” around the plastics crisis and our proposed solution. CEOs, national leaders and the office of the U.S. Secretary of State embraced our ideas.

As they say, “the devil is in the details,” and we know we have many details to work out over the next several years, but we are convinced, along with a host of partners, that we're on the right track to truly turn the tide on marine debris. We at Ocean Conservancy remain confident that with the support of partners like you, we will eliminate ocean trash once and for all.

Andreas Merk  
Chief Executive Officer  
Ocean Conservancy

**16 million**  
pounds  
of trash gathered  
from our beaches and  
waterways in 2014

# SINCE WE LAST SPOKE

## HIGHLIGHTS FROM THIS PAST YEAR

### New Debris Science Underscores Reason for Concern and Points to Solutions

In 2011 Ocean Conservancy called for a more collaborative and scientific approach to confronting marine debris, recognizing that cleanups alone could not solve the enormous problem of ocean trash. This resulted in the formation of the Trash Free Seas Alliance®, a group of NGO, academic and industry leaders committed to finding solutions to the ocean trash crisis (see pages 14–15). At the same time, facilitated by Ocean Conservancy, a team of international scientists came together at the National Center for Ecological Analysis and Synthesis (NCEAS) at the University of California, Santa Barbara, to assess the scale, scope and impacts of the marine debris problem.

It was a hallmark year in the burgeoning field of marine debris science, with new findings that provide critical insights into needed solutions. In July, the high profile journal *Science* published a perspective on microplastics in the seas by Dr. Kara Lavender Law (Sea Education Association) and Dr. Richard Thompson (University of Plymouth).

While the authors acknowledged that further research is warranted, they emphasized the mounting concern about the widespread contamination of the marine environment by microplastics. Law and Thompson recommended identifying and eliminating major inputs of waste to the sea as the most effective means of stemming this tide.

Then in early 2015, NCEAS scientists published the first-ever global estimate of ocean plastic inputs. This study, spearheaded by environmental engineer Dr. Jenna Jambeck (University of Georgia), received worldwide media attention when it was released at the annual meeting of the American Association for the Advancement of Science in February. The study showed that between 5 and 12 million tonnes (over 11 billion pounds) of plastics enter the ocean annually from land-based sources. These inputs are highly concentrated from a small number of rapidly developing countries.

These new scientific findings clearly show that stemming the flow of plastics into the ocean must be a priority if we are to protect it from harm. Doing so will require improving basic waste



ISRAEL

collection in those countries where plastics' use is far outpacing society's ability to deal with it. The underlying question for the ocean is how much risk society is willing to accept with respect to the accelerating inputs of plastics into the world's oceans. At Ocean Conservancy, we are convinced that the risk of substantial harm to the ocean, its wildlife and ultimately ourselves is too great to ignore.



USA

Coordinated by NOAA and launched in 2014, the Great Lakes Land-based Marine Debris Action Plan is bringing science, government, industry and NGOs together in a regional partnership to clean up the Great Lakes. The plan's five-year goal is to thoroughly research the problem of marine debris, develop science-based policies and management decisions, and coordinate actions to prevent and reduce marine debris.

"We're thrilled NOAA is here to elevate the issue in this region of the world," said Jamie Cross, manager of the Alliance's Adopt-a-Beach™ Program. "With NOAA and other Great Lakes stakeholders, we can expand upon the debris data that our volunteers collect, delve deeper and begin to solve the problem."

Cleanups are only part of the answer. Not all debris is the kind that can actually be picked up – or even be seen with the naked eye. Among the worst culprits are microbeads, tiny plastic beads, widely used in cosmetics and facial cleansers. Too tiny for water treatment filters to catch, millions of these beads end up in lakes, where fish, birds and other animals can mistake them for food.

Alarmed by the potential health hazard, Illinois recently became the first state to ban products containing plastic microbeads, starting in 2017.

### A Great Win for the Great Lakes

Stretched end-to-end, the coastlines of the Great Lakes would be almost as long as the entire coast of the continental United States. Unfortunately, that translates to lots of litter – everything from cigarette butts and beverage cans to fishing gear and derelict vessels.

The Alliance for the Great Lakes has been at the forefront of efforts to clean up and protect the Great Lakes, both through its year-round Adopt-a-Beach™ Program and as Ocean Conservancy's regional International Coastal Cleanup coordinator. It's a Poseidon-sized challenge but, thanks to the National Oceanic and Atmospheric Administration (NOAA) and regional leaders like the Alliance, great progress is underway.

Other states are expected to follow, and major companies such as Johnson & Johnson, Unilever and Procter & Gamble have pledged to eliminate microbeads from their products – a significant step to address the hazards caused by microplastics in the ocean and waterways.

### California Leads the Way with First State-wide Bag Ban

California has long led the nation when it comes to environmental protection and innovation, and last year was no exception. On September 30, Gov. Jerry Brown signed into law the first state-wide ban on single-use plastic bags. "We're the first to ban these bags, and we won't be the last," Brown declared, adding that the ban will help "reduce the torrent of plastic polluting our beaches, parks and even the vast ocean itself."

The ban garnered wide-spread public support. Supermarkets and pharmacies were set to stop dispensing single-use plastic bags this summer, offering paper or thicker reusable plastic bags instead. However, opponents to the bill secured enough signatures to put the ban to a referendum in November 2016. This means the ban is effectively on hold until 2016.

Despite this setback, supporters see the bag ban as a bellwether for similar laws in other states. That would be good news for the ocean, where plastic bags lead the list of consumer products that pose serious threats to marine life.

## LOOKING BACK TO 2014

# TRASH FREE SEAS®

## TIMELINE

### FEBRUARY

*Gyre: The Plastic Ocean*, a science and art exhibition located at the Anchorage Museum in Alaska opens with materials collected from last year's marine debris expedition

### APRIL

Ocean Conservancy's sea turtle team and partners from the Wrightsville Beach Sea Turtle Project and Wrightsville Beach – Keep It Clean present pilot project data at the 34th Annual Symposium on Sea Turtle Biology and Conservation in New Orleans, LA

### MAY

Results from the 2013 International Coastal Cleanup released through "Turning the Tide on Trash"

### JUNE

Ocean Conservancy's CEO Andreas Merkl speaks at the Our Ocean Conference hosted by Secretary of State John Kerry at the Department of State

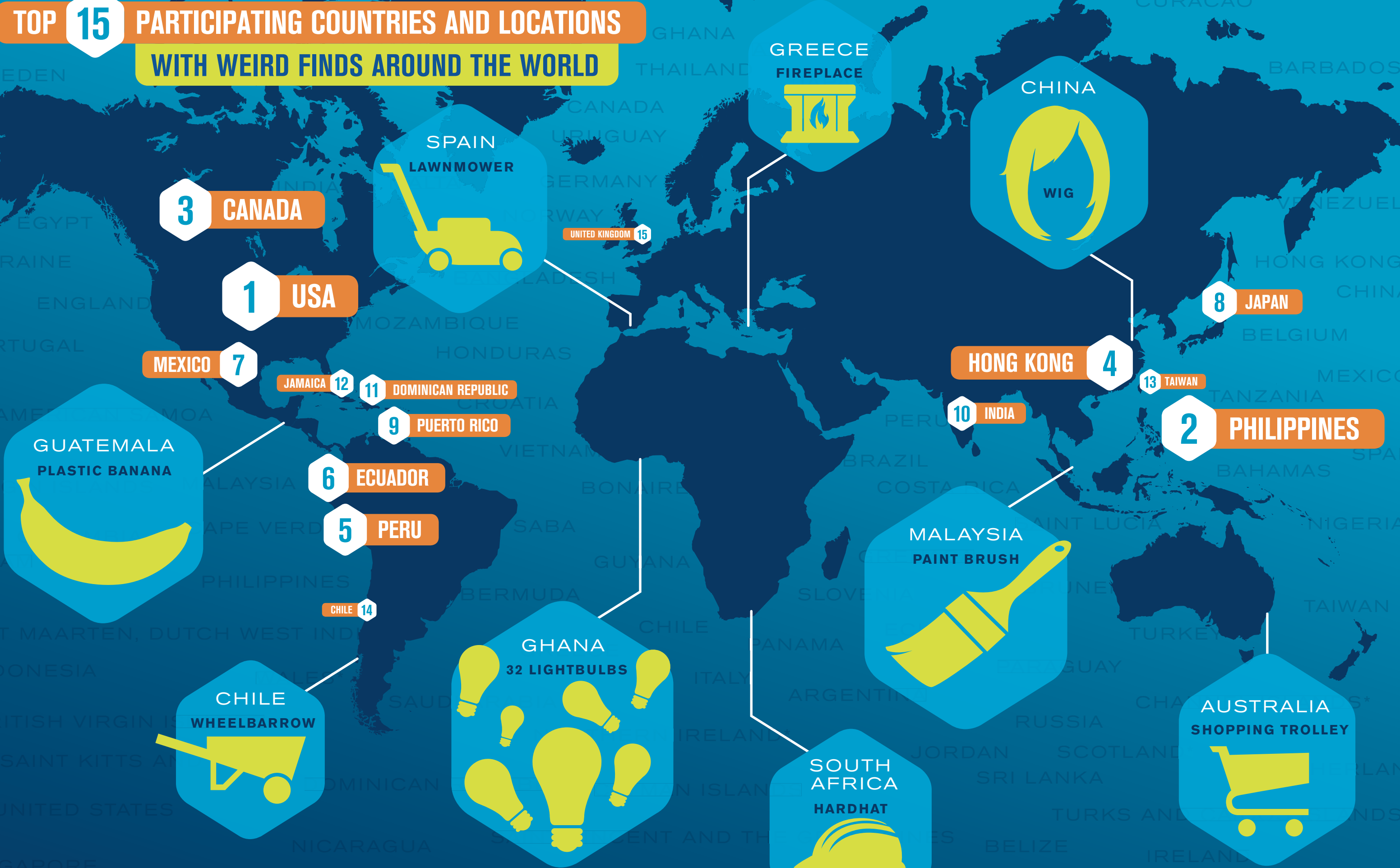
### SEPTEMBER-OCTOBER

The 29th International Coastal Cleanup events held worldwide  
Ocean Conservancy hosts fourth meeting of Trash Free Seas Alliance® in Chicago, IL

### NOVEMBER

The World Business Council for Sustainable Development puts marine debris on its annual meeting agenda  
Trash Free Seas® Director Nicholas Mallos speaks at The Prince of Wales' International Sustainability Unit and Global Ocean Commission's convening on ocean plastics in London, UK

**TOP 15 PARTICIPATING COUNTRIES AND LOCATIONS WITH WEIRD FINDS AROUND THE WORLD**



# WALKING, TALKING & SAILING FOR CHANGE

## MAKING TRASH FREE SEAS A REALITY

### Good Mate: Sailing Towards a Clean Ocean

Every year during the International Coastal Cleanup thousands of volunteers in kayaks, power boats and other watercraft play a vital role in collecting trash that has already entered waterways or the ocean. Through Ocean Conservancy's Good Mate program, created in collaboration with the Brunswick Public Foundation, boaters and marinas are becoming ocean stewards in their communities. Good Mate provides the best practical steps boaters and marinas can take to preserve

the health of the waters they love, from simple eco-friendly boat maintenance to avoiding being a source of ocean trash.

To celebrate green boating everywhere, Ocean Conservancy is inviting all boaters and marinas to take part in Marina Cleanup Day in June 2015. Take time with family and friends to remove and record trash, whether just off the dock or offshore. We'll see you on the water!

For more information on Good Mate and Marina Cleanup Day visit [oceanconservancy.org/goodmate](http://oceanconservancy.org/goodmate) or contact [cleanup@oceanconservancy.org](mailto:cleanup@oceanconservancy.org).

**3,849** boaters traversed  
**416** miles of waterways and collected  
**82,867** pounds of trash



USA

### Engaging Youth to Talk Trash and Take Action

"Our youth are our future." This commonly heard statement is certainly true when it comes to ocean conservation. Youth are the next generation of ocean stewards, and there is no better way to ignite passion than to engage them in combatting the problems that the ocean faces today. So when Ocean Conservancy brought the critical problem of ocean trash to the attention of City Year students in Washington, D.C., last summer, they did not disappoint.

As Ocean Conservancy staff spoke with these middle and high school students about ocean trash — where it comes from and why it is so damaging to ocean wildlife and habitats — they were met with raised hands, impressive comments and creative ideas. Students came up with innovative solutions for prevention that impressed even the most seasoned educators. After students participated in a trash cleanup in Anacostia National Park, their enthusiasm was unprecedented. The group completed the work, tired yet proud, posing around the 700 pounds

of collected trash. The event convinced many students to swear off single-use plastic bottles forever.

The level of participation and engagement from these young people inspired Ocean Conservancy to create a marine debris educational program called *Talking Trash & Taking Action*. The program, developed in collaboration with the National Oceanic and Atmospheric Administration's (NOAA) Marine Debris Program, combines concrete information with hands-on activities to teach students about the dangers of marine debris and how it can be prevented. Join Ocean Conservancy in the fight against marine debris by leading your own educational program. Visit [www.oceanconservancy.org/ed](http://www.oceanconservancy.org/ed) to download the *Talking Trash & Taking Action* program along with other helpful tools to engage youth and adults alike.

Stacked end to end, the length of plastic bottles collected surpasses the depth that sea turtles can dive – and the leatherback can dive to **3,000 feet!**



### Minimizing Trash, Maximizing Turtles

It is hard to imagine how a stray bottle cap or sand toy could hinder travel and lead to death, but for a sea turtle hatchling trash items like these on the beach can block the trek to the sea that is essential for their survival. To better understand the types and amounts of ocean trash that present insurmountable perils on sea turtle nesting beaches, Ocean Conservancy launched *Minimizing Trash, Maximizing Turtles* in 2013. Through a pilot project in Wrightsville Beach, North Carolina, Ocean Conservancy worked in 2014 to expand its debris-monitoring project down the Atlantic coast.

In the southeast United States, the turtle nesting season spans from May to September. This is a busy time for many beaches that see both turtles and tourists. Many coastal communities have volunteer groups that diligently






monitor sea turtle nesting beaches, and during the 2014 season, 16 beaches collaborated with Ocean Conservancy to record and remove trash items in addition to their daily sea turtle monitoring patrols.

Equipped with customized ocean trash data forms, some 250 volunteers in North Carolina, South Carolina, Georgia and Florida removed 52,877 pieces of trash from the beaches they patrolled. What they collected ranged from some of the more common trash items found during the annual Cleanup, like cigarette butts and plastic beverage bottles, to remarkably high numbers of items like plastic toys and balloons. While all trash is problematic, certain items are especially concerning for sea turtles. Items like plastic bags, food wrappers and balloons are ingested by sea turtles at a higher frequency than other trash items, and forsaken beach toys can divert the hatchlings' journey to reach the sea.

Over the past year, Ocean Conservancy staff met with a number of partnering turtle patrol groups down the Atlantic coast. Insights from on-the-ground experts along with the amassed collection data provide tremendous opportunities for collaborative efforts to develop targeted, location-specific strategies and campaigns to prevent trash from ending up on nesting beaches.

Local sea turtle monitoring partners are key to a robust and effective *Minimizing Trash, Maximizing Turtles* campaign. Providing the funding essential for Ocean Conservancy to take this program down the Atlantic seaboard and around to the Gulf of Mexico are four foundations that have been generous and engaged supporters in this work. We thank the Hollomon Price Foundation, the Bernice Barbour Foundation, the Robert & Toni Bader Charitable Foundation and Triad Foundation for this invaluable support.

## TOP 5 ITEMS COLLECTED THROUGH THE MINIMIZING TRASH, MAXIMIZING TURTLES PROJECT

- |   |   |
|---|---|
|  <b>1</b> Cigarette Butts<br><b>12,388</b>                   |  <b>4</b> Straws, Stirrers<br><b>2,470</b>           |
|  <b>2</b> Food Wrappers (Candy, chips, etc.)<br><b>6,026</b> |  <b>5</b> Beverage Bottles (Plastic)<br><b>2,092</b> |
|  <b>3</b> Bottle Caps (Plastic)<br><b>4,743</b>              |   |

### OTHER ITEMS COLLECTED

- |  |   |
|--|---|
|  Toys<br><b>1,629</b> |  Fireworks<br><b>985</b> |
|--|---|

Balloons  
**1,115**



USA

# ENGAGING WITH PARTNERS

Ocean Conservancy is honored to partner with companies, government agencies and organizations whose generosity helps make the International Coastal Cleanup a success. In addition to their financial support and spirit of volunteerism, these partners provide expertise and support to help advance Trash Free Seas® objectives.

## Cox Cleans Up in a Big Way

Cox Enterprises, the newest partner of the International Coastal Cleanup, brought media muscle and horse power to last year's Cleanup, with nearly 300 Cox employees from AutoTrader.com, Cox Enterprises, Kelley Blue Book and Manheim properties removing almost 1,200 pounds of trash from beaches in Orange County, CA., Seattle, WA., and Miami, FL. Their hauls included everything from the ubiquitous bottles, bags and butts to a supermarket shopping cart.

"Our oceans have become a dumping ground throughout the world, and we must do something to change that," says Cox Enterprises Chairman Jim Kennedy, whose love for the ocean stems from his boyhood in Hawaii, where, he says, "I spent more time in the ocean than on land."

Cleanups are a year-round affair for Cox. Through its national sustainability

program, Cox Conserves, the company also partners with American Rivers to remove unsightly and potentially dangerous debris from inland waterways. In addition to removing trash, Cox helps to raise awareness about how we can all play a role in keeping trash out of the ocean through public service announcements (PSAs) produced for Ocean Conservancy and distributed across Cox media outlets.

"Cox colleagues have been thrilled to do their part in keeping our ocean community healthy through beach cleanups," says Bob Jimenez, Cox Enterprises' Senior Vice President of Corporate Communications and Public Affairs. But, he adds: "We also want to inspire the communities where we work to get involved" by spreading the word through PSAs that help people to "understand our important connection to the ocean."

## Johnson & Johnson Family of Consumer Companies

As a division of one of the world's most broadly-based health care companies, Johnson & Johnson Family of Consumer Companies understands that human health and a healthy environment are interrelated. As part of the partnership with Ocean Conservancy's International Coastal Cleanup, the Johnson & Johnson Family of Consumer Companies



Rope collected would be enough rope to pull nearly **6,000** water skiers



USA

supports cleanups globally, including employee-led events in Brazil, China, and France in 2014.

## Hammermill Paper Promotes Sea Turtles

Color makes a difference not just for printing but, thanks to Hammermill Paper, also for the ocean and one of its most endangered species – sea turtles. A brand of paper of International Paper, Hammermill Paper features nature-themed designs on its product packaging. When the company needed to choose a new animal for its paper packaging, it asked its Facebook fans to pick an endangered species for the cover. Sea turtles won, flippers down. Hammermill Paper also designed a swatch book displaying its color paper samples to show distributors. Along with the color samples, the swatch book contains



USA

pictures and facts about sea turtles, the ocean and the importance of protecting them.

## A Toast to Landshark

An International Coastal Cleanup partner and Ocean Conservancy supporter since 2011, Landshark Lager worked through its distributors to promote the 2014 Cleanup to the public and help people in their distribution areas find and sign-up for local cleanup events.

The total trash collected is equivalent to the weight of...

**202** semi-trucks

# 2014 INTERNATIONAL COASTAL CLEANUP SPONSORING PARTNERS

The Coca-Cola Company

Bank of America  
Cox Enterprises

Altria Group, Inc.  
The Dow Chemical Company  
Landshark Lager  
Hollomon Price Foundation  
National Oceanic and Atmospheric Administration  
Glad

Brunswick Public Foundation  
CVS Health  
ITW  
Johnson & Johnson Family of Consumer Companies  
Owens-Illinois Inc.

## OUTREACH PARTNERS:

Keep America Beautiful  
Project AWARE  
U.N. Environment Programme  
U.S. Department of State  
U.S. Environmental Protection Agency

# IMPACTS MOTIVATE ACTION

## TOGETHER WE CAN STEM THE TIDE

### Impacts of Trash Across Species

Trash threatens many of the animals in the ocean that are some of the most beloved species on the planet. More than 600 species of marine animals are impacted by ocean trash, from majestic whales, dolphins, seals and sea turtles to hosts of sea birds and even tiny species of plankton. Animals can become entangled in larger debris items like discarded fishing nets and rope. They may also eat pieces of trash, ranging from microplastics to bottle caps and more. These items can cause serious digestion problems and often death. But citizens around the world are working to combat these impacts through reducing their consumption of single-use plastics and participating in Ocean Conservancy's International Coastal Cleanup.

Plastics are now found **inside animals** throughout the ocean food chain – from mussels to fish to sea turtles to whales.

**57** Marine Mammals

**ENTANGLED ANIMALS FOUND**

**22**

Sharks, Skates & Rays

**440** Fish

Trash like **plastic bags, plastic food wrappers and balloons** are among the most common items ingested by sea turtles.

**46** Sea Turtles

Research shows plastics in the ocean adsorb **chemical contaminants** from surrounding sea water. Animals take in these toxins when they ingest plastic items.

**17** Corals/Sponges

2010-2014 ICC

KUWAIT



GREECE

## TRASH COLLECTED UNDERWATER



To find out more or to get involved under the surface, check out our partner **Project AWARE** at [www.projectaware.org/diveagainstdebris](http://www.projectaware.org/diveagainstdebris)

### Dunkin' Donuts Listens to Students

In early 2014, fifth and sixth grade students from Park School, Massachusetts, decided they were tired of seeing those beverage cups, made of expanded polystyrene or EPS, littering beaches and waterways. The students began a campaign on change.org petitioning Dunkin' Donuts to stop using EPS cups. To call the petition a success is an understatement – the campaign has since garnered over 280,000 signatures.

The dedication and commitment to the cause of these young students landed them a meeting at Dunkin'

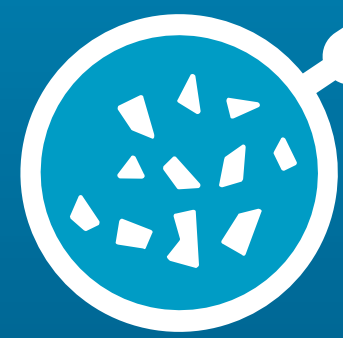
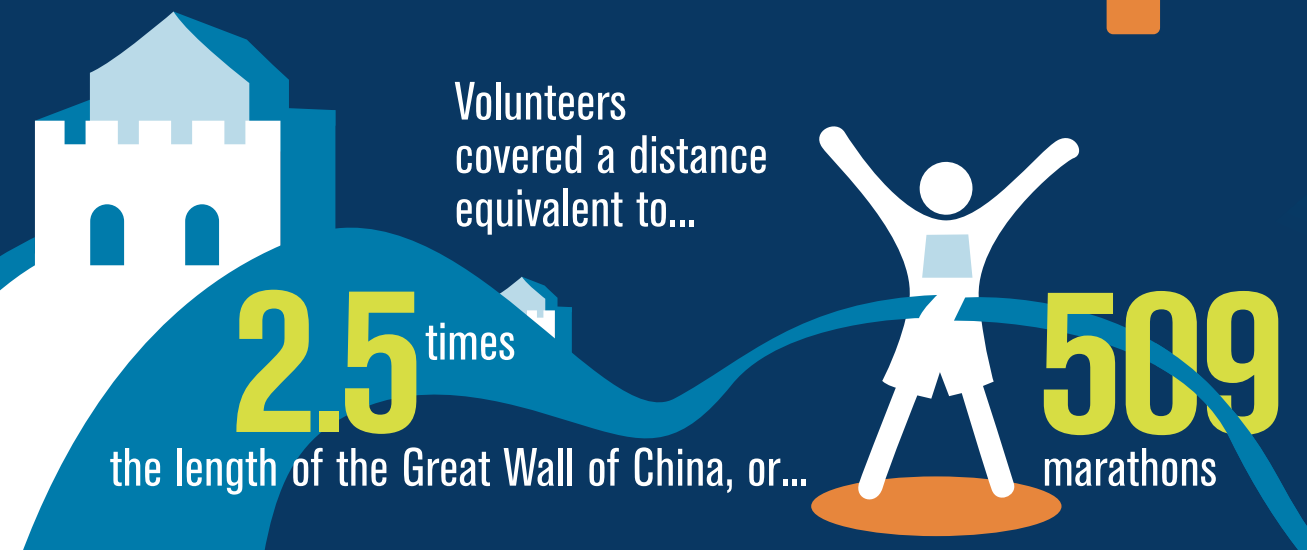
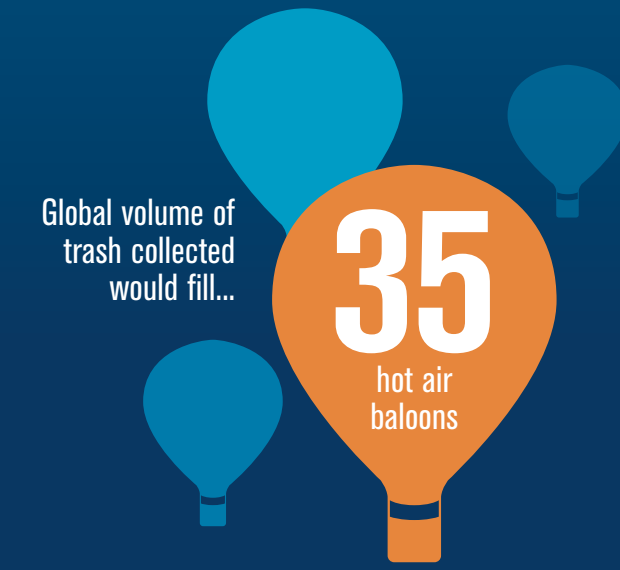
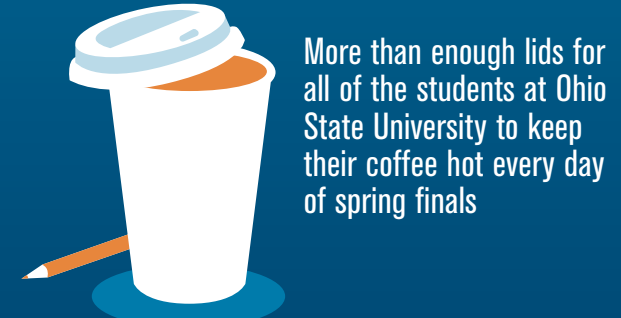
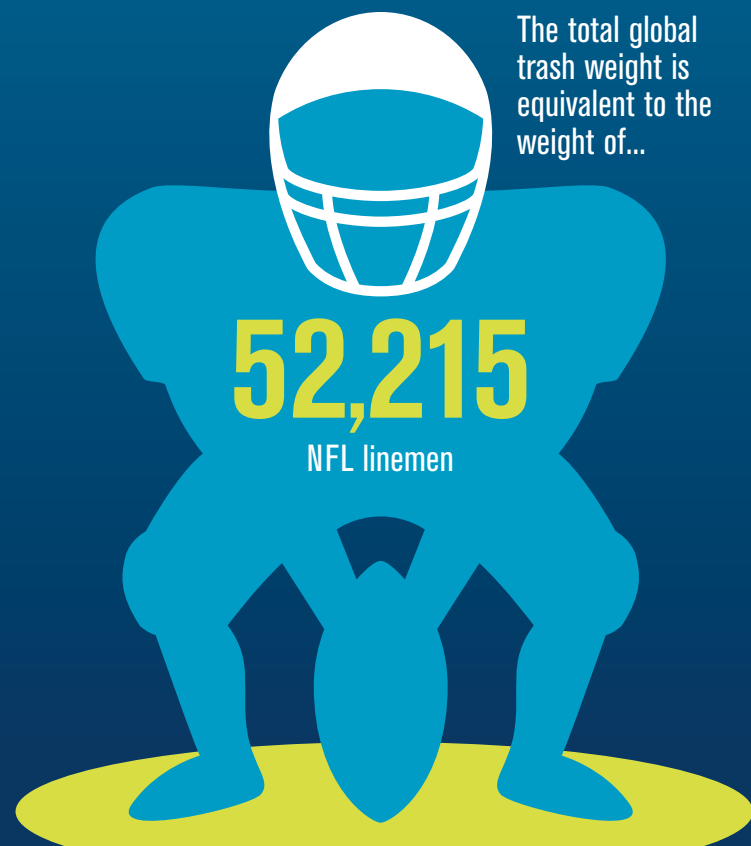
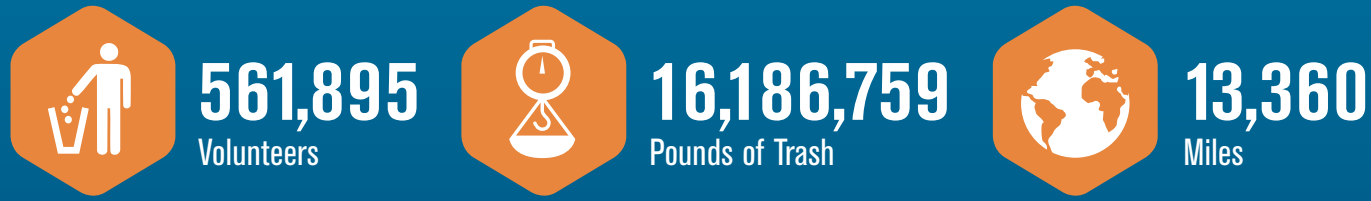
Donuts' Corporate Headquarters in Canton, Massachusetts, where the students expressed their concerns about the 1.7 billion coffees served each year in disposable EPS cups, which could have major consequences if they end up in the ocean. Thanks to the students' persistence, Dunkin' Donuts agreed to switch to more environmentally friendly alternatives for their hot beverages.

Ocean Conservancy's Sarah Kollar was fortunate enough to meet these young ocean advocates at a beach cleanup on Wollaston Beach just outside Boston, Massachusetts. The day was cold, grey and rainy, but just as the kids conquered Dunkin' Donuts' EPS cups,

Sarah and the Park School students hit the soggy sand and swept the beach clean of trash. They found the regular trash culprits including cigarette butts, plastic bottle caps, and plastic pieces, but the experience came full circle when the group picked up a number of Dunkin' Donuts' iconic pink and orange straws, foam pieces and even Dunkin' Donuts cups in their entirety!

Dunkin' Donuts will not be able to be completely EPS free by the students' deadline of Earth Day 2015, but the Park School Green Club promises to work with the company to see that it follows through on the commitment – and we are certain that's not rubbish!

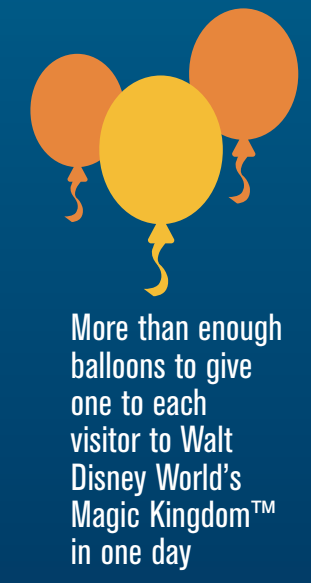
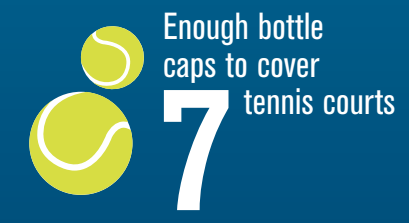
# DATA SPOTLIGHT



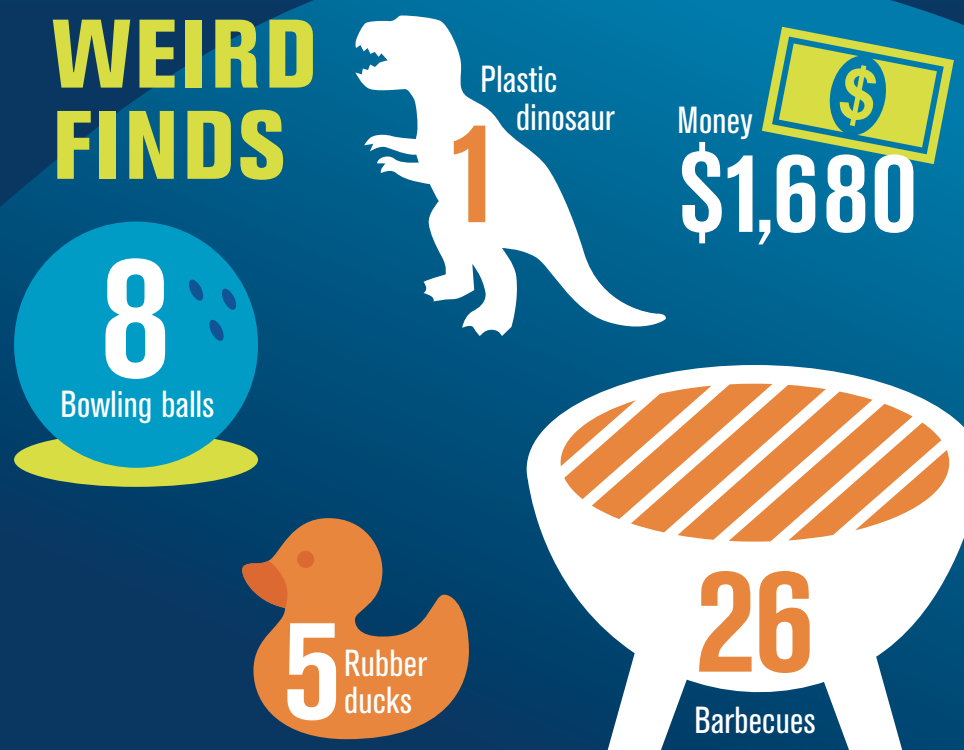
## TINY TRASH, BIG IMPACTS



Tiny Trash are items less than 2.5 cm



## WEIRD FINDS



## TOP 10 ITEMS COLLECTED

- 1** Cigarette Butts  
**2,248,065**
- 2** Food Wrappers (Candy, chips, etc.)  
**1,376,133**
- 3** Beverage Bottles (Plastic)  
**988,965**
- 4** Bottle Caps (Plastic)  
**811,871**
- 5** Straws, Stirrers  
**519,911**
- 6** Other Plastic Bags  
**489,968**
- 7** Grocery Bags (Plastic)  
**485,204**
- 8** Beverage Bottles (Glass)  
**396,121**
- 9** Beverage Cans  
**382,608**
- 10** Cups & Plates (Plastic)  
**376,479**





# RESEARCH, PASSION & COLLABORATION

## INFORMING SOLUTIONS WITH DATA

### A Coordinator Portrait from Paraguay: Pamela Morales Nieves

In 2014, the Trash Free Seas® team had the pleasure of meeting Pamela Morales Nieves, International Coastal Cleanup (ICC) Country Coordinator for Paraguay, while she was in Washington, D.C. for meetings.

Originally from Puerto Rico, Pamela now serves as a Peace Corps Environmental Conservation volunteer in Pilar, Paraguay. Her involvement with the ICC and the impact of her efforts in bringing cleanups to Paraguay are quite remarkable.

A flyer posted on Pamela's college campus in San Juan, Puerto Rico, led her to her first coastal cleanup. She considers this experience to be her awakening into environmental service and activism. She was a site captain for the next four years, leading cleanups with Puerto Rico's ICC Coordinating Organization, SCUBA Dogs Society.

Pamela brought her experience with cleanups to her current role. Although landlocked, Paraguay is surrounded by rivers and its waterways eventually flow into the Atlantic Ocean. She discovered that outside of major cities, many Paraguayans have few choices when it comes to disposing trash. Lacking waste management systems, communities are forced to either burn their trash or discard it in public places, often near waterways.

Determined to turn things around, Pamela worked tirelessly to introduce a cleanup into her community for the

2013 ICC. The concept caught on, and during the 2014 ICC, her recruitment efforts led to 200 volunteers participating at three cleanup sites, where nearly 4,525 pounds of trash were removed.

Thanks to Pamela, entire communities have learned about the threat that trash poses to Paraguay's waterways. There is now a widespread eagerness to develop better waste collection systems to stop the flow of trash from inland to the ocean.

### Confronting Ocean Plastic Pollution at the Global Scale

Ocean Conservancy has "talked trash" for years through the unparalleled efforts of International Coastal Cleanup volunteers. But we've long known that picking up trash alone will not solve the marine debris problem – and the latest science shows that more and more plastic enters our ocean every year. This growing tide of trash must be stopped before it ever gets near the ocean, and Ocean Conservancy's Trash Free Seas®

team, working with a host of partners throughout the world, are rolling up our proverbial sleeves to do just that.

For the past three years, Ocean Conservancy has conferred with experts, engaged renowned scientists and called on industry to help develop a systemic solution that addresses ocean plastics globally.

There is a range of ways to mitigate plastic pollution, and all have value and contribute to solving this growing problem. Bans and product fees have proven effective at reducing the most abundant and impactful forms of ocean trash, like plastic bags. Innovative redesign of products and packaging is prompting manufacturers to consider the full life cycle of the products they produce. And public-facing campaigns

are successfully empowering consumers to reduce their consumption and increase usage of reusable containers, mugs and grocery bags.

But we need other solutions, too. We need a more systemic intervention, global in scope and impact, to adequately reduce the flow of plastics into the ocean and truly turn the tide on debris.

Ocean Conservancy has developed a plan – and industries are getting on board. Through our Trash Free Seas Alliance®, we have launched a new global initiative to find a comprehensive solution to the global ocean plastics crisis. Working alongside industry, economists, waste experts and NGOs, we are developing a sophisticated strategy to establish locally relevant waste management interventions in countries where they are needed most. With a focus on closing major plastic leakage pathways and overcoming economic impediments, this approach aims to create the conditions that make it possible for local communities to gather, separate, sell and treat plastic waste, thus reversing the tide of plastics entering the ocean and advancing the health, economies and well-being of the communities served.

Plastics have done, and continue to do, much good for the world – think automotive, medical and other industrial breakthroughs. But plastic producers and consumer goods companies have a responsibility to ensure their products don't end up in the ocean, where harm can occur. An economically viable and equitable solution can and must be crafted to confront this global problem.

Ocean Conservancy is committed to finding a win-win for the ocean and for business. It is a big, bold and ambitious challenge, but it is absolutely imperative if we wish, someday, to truly celebrate Trash Free Seas®.

## PLASTICS SNAPSHOT

Plastic inputs are highest in rapidly developing countries, which also have some of the lowest **waste collection** rates on the planet.

Without effective waste collection, an **avalanche** of plastic debris will enter the ocean in the coming decade.

Between **5 and 12 million tonnes** of plastic enter the ocean annually from land-based sources.



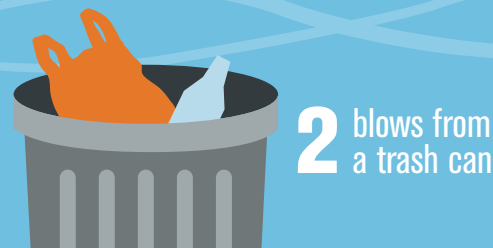
PERU

## 6 DEGREES OF SEPARATION

### How does trash travel?



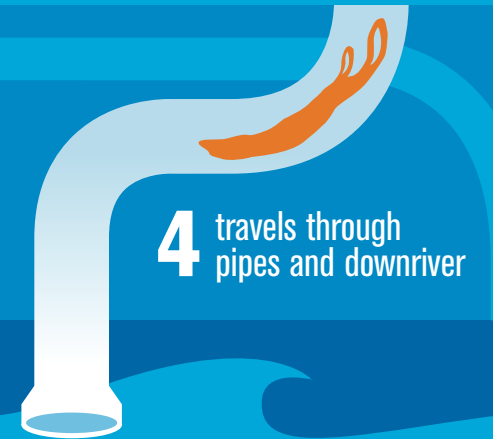
1 Plastic bag from a store in the city



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.

# 2014 INTERNATIONAL CLEANUPS

COUNTRY	PEOPLE/POUNDS/MILES					TOP 10 ITEMS COLLECTED									
	PEOPLE	POUNDS	MILES	TOTAL ITEMS COLLECTED	TOTAL ITEMS PER PERSON	1 CIGARETTE BUTTS	2 FOOD WRAPPERS (CANDY, CHIPS)	3 BEVERAGE BOTTLES (PLASTIC)	4 BOTTLE CAPS (PLASTIC)	5 STRAWS, STIRRERS	6 OTHER PLASTIC BAGS	7 GROCERY BAGS (PLASTIC)	8 BEVERAGE BOTTLES (GLASS)	9 BEVERAGE CANS	10 CUPS & PLATES (PLASTIC)
AMERICAN SAMOA	7	10	1.0	81	11.6	2	3	4	8	-	2	-	-	-	-
ARGENTINA	281	4,464	33.6	23,825	84.8	6,116	287	3,143	2,270	429	569	2,378	1,374	951	1,061
AUSTRALIA	78	338	7.2	3,815	48.9	1,185	221	86	124	65	37	159	94	81	42
BAHAMAS	1,234	10,734	29.9	26,840	21.8	244	989	2,629	1,865	596	807	690	2,581	2,404	1,453
BANGLADESH	1,635	1,986	170.9	37,070	22.7	12,140	14,691	655	106	1,799	-	635	143	613	3,273
BARBADOS	391	2,580	4.2	18,311	46.8	187	823	1,035	2,799	537	605	364	410	183	916
BELGIUM	14	11	0.6	18	1.3	-	-	2	2	-	-	3	3	5	-
BELIZE	1,709	11,729	33.0	69,259	40.5	1,478	5,365	6,364	4,599	2,815	5,409	3,425	2,226	1,427	2,713
BERMUDA	291	5,890	6.8	20,227	69.5	2,247	369	687	614	165	348	52	1,474	357	212
BONAIRE	137	772	8.1	1,113	8.1	-	12	80	1	-	12	1	387	103	55
BRAZIL	3,360	32,332	122.1	117,312	34.9	31,742	9,914	4,273	5,992	7,185	2,102	9,964	1,608	2,702	2,704
BRITISH VIRGIN ISLANDS	112	1,725	9.3	6,657	59.4	641	271	1,124	365	259	136	129	703	457	246
BRUNEI	50	730	0.5	3,872	77.4	760	93	519	271	77	248	93	78	164	98
CANADA	32,807	310,853	1,410.1	1,052,291	32.1	327,287	75,826	40,202	38,033	24,401	23,248	18,236	13,520	28,886	9,796
CAPE VERDE	6	22	0.3	29	4.8	-	1	1	-	-	4	2	2	1	-
CAYMAN ISLANDS	238	2,118	4.2	3,760	15.8	-	23	1,305	554	50	19	62	105	179	62
CHILE	6,010	87,145	54.2	148,992	24.8	33,899	9,318	5,882	8,244	4,626	6,408	5,075	4,512	4,952	2,132
CHINA	1,448	12,319	2.1	78,713	54.4	2,020	2,904	1,779	1,296	248	4,026	3,031	560	514	902
COLOMBIA	1,583	41,066	7.2	73	-	-	-	13	-	1	-	42	10	4	-
COSTA RICA	796	16,778	34.9	43,581	54.8	232	412	19,434	10,611	3,305	134	44	1,727	5,092	23
CROATIA	8	55	0.3	153	19.1	-	-	3	4	-	20	35	5	4	2
CURACAO	2,505	527,843	1.6	625	0.2	-	-	3	-	-	-	-	1	10	1
DOMINICAN REPUBLIC	9,260	65,261	19.0	515,556	55.7	16,924	44,625	48,967	43,313	45,417	20,448	43,305	29,194	22,101	4,982
ECUADOR	16,573	114,123	228.7	450,869	27.2	35,032	26,979	30,947	27,381	10,969	18,439	14,598	21,799	4,431	29,882
EGYPT	18	141	0.6	164	9.1	-	18	26	6	-	-	16	12	9	10
FRANCE	103	1,156	5.0	8,812	85.6	2,525	164	168	341	77	206	230	184	54	31
GERMANY	541	1,072	14.0	57,374	106.1	35,854	5,415	160	1,925	715	1,137	94	304	88	247
GHANA	360	12,752	1.2	17,617	48.9	322	820	1,723	313	81	4,363	4,848	27	71	256
GREECE	4,688	28,907	50.0	164,104	35.0	75,971	3,876	9,966	11,552	8,034	2,590	3,844	1,886	4,731	2,729
GRENADA	105	895	5.0	3,742	35.6	132	319	1,122	281	26	193	39	205	117	316
GUAM	4,101	22,659	29.2	109,950	26.8	15,030	4,901	8,057	6,083	1,392	2,394	2,321	6,096	16,463	1,229
GUATEMALA	92	1,226	0.6	27,799	302.2	150	3,708	1,487	4,308	1,435	1,162	650	444	116	473
GUYANA	307	3,075	3.4	21,793	71.0	172	853	3,018	1,845	1,122	884	689	1,994	1,013	994
HONDURAS	6	66	0.5	47	7.8	-	1	27	-	-	-	1	-	7	2
HONG KONG	24,895	8,576,930	27.4	535,034	21.5	10,455	37,978	19,419	28,938	12,815	7,023	8,154	3,030	2,784	6,958
INDIA	9,943	106,750	174.6	449,877	45.2	40,013	20,876	20,160	20,519	12,165	41,068	19,042	16,056	9,519	14,508
INDONESIA	1,763	2,704	16.7	67,953	38.5	34,313	5,823	1,950	2,019	3,748	2,198	1,292	717	330	299
IRELAND	1,445	15,585	71.2	8,242	5.7	827	913	1,340	410	11	255	290	337	1,330	59
ITALY	13	55	0.5	-	-	-	-	-	-	-	-	-	-	-	-
JAMAICA	7,403	85,766	101.0	507,414	68.5	3,582	16,541	177,794	63,011	6,705	26,416	9,297	16,263	8,280	19,075
JAPAN	14,563	38,026	197.1	193,682	13.3	21,576	8,959	14,600	5,912	2,290	5,802	5,031	5,530	7,349	1,451
JORDAN	9	77	0.2	842	93.6	-	46	74	-	-	-	22	25	245	182
KUWAIT	56	113,207	5.3	-	-	-	-	-	-	-	-	-	-	-	-
MALAYSIA	454	2,817	7.0	11,839	26.1	2,477	860	663	392	871	137	375	245	234	149
MALDIVES	11	370	0.1	399	36.3	15	28	29	7	-	7	1	2	15	6
MALTA	52	2,480	1.6	492	9.5	-	1	114	-	1	1	-	162	84	6
MEXICO	15,742	132,800	134.4	341,114	21.7	64,192	14,382	32,049	29,478	17,752	9,737	13,305	11,115	5,582	8,421

# 2014 INTERNATIONAL CLEANUPS

COUNTRY	PEOPLE/POUNDS/MILES					TOP 10 ITEMS COLLECTED									
	PEOPLE	POUNDS	MILES	TOTAL ITEMS COLLECTED	TOTAL ITEMS PER PERSON	1 CIGARETTE BUTTS	2 FOOD WRAPPERS (CANDY, CHIPS)	3 BEVERAGE BOTTLES (PLASTIC)	4 BOTTLE CAPS (PLASTIC)	5 STRAWS, STIRRERS	6 OTHER PLASTIC BAGS	7 GROCERY BAGS (PLASTIC)	8 BEVERAGE BOTTLES (GLASS)	9 BEVERAGE CANS	10 CUPS & PLATES (PLASTIC)
MOZAMBIQUE	353	1,728	0.3	6,519	18.5	99	179	1,124	391	18	413	379	1,026	464	76
NETHERLANDS	10	179	0.3	-	-	-	-	-	-	-	-	-	-	-	-
NICARAGUA	2,120	64,826	38.9	212,730	100.3	3,592	25,107	21,445	5,471	4,656	5,633	21,783	3,128	1,680	2,860
NIGERIA	35	106	0.0	413	11.8	8	75	15	59	2	93	13	5	3	2
NORTHERN MARIANA ISLANDS	1,074	17,765	60.2	26,327	24.5	4,035	1,899	1,387	1,412	767	937	823	567	3,059	351
NORWAY	50	1,102	0.5	521	10.4	1	-	7	-	-	-	1	197	27	5
PANAMA	70	772	1.2	-	-	-	-	-	-	-	-	-	-	-	-
PARAGUAY	192	4,525	3.5	5,292	27.6	638	164	432	93	64	437	285	576	247	124
PERU	18,901	540,551	135.1	1,032,540	54.6	13,222	31,649	54,695	13,072	24,257	53,836	31,608	31,475	30,846	97,814
PHILIPPINES	107,695	448,503	208.3	2,031,420	18.9	150,627	544,974	53,373	77,466	100,048	114,889	110,225	40,594	25,162	52,890
PORTUGAL	51	51	0.5	3,276	64.2	638	253	26	46	41	198	128	30	5	40
PUERTO RICO	12,579	123,218	253.6	482,848	38.4	63,997	12,727	56,910	21,662	27,698	11,212	9,837	27,760	12,126	29,381
REPUBLIC OF KOREA	4,908	183,805	36.0	90,871	18.5	10,769	4,575	3,947	3,071	1,836	-	8,434	4,162	3,189	1,497
RUSSIA	21	7	0.1	1,669	79.5	652	229	-	48	378	32	36	1	-	1
SABA	157	640	0.5	3,744	23.8	640	139	179	121	98	98	48	141	184	186
SAINT KITTS AND NEVIS	507	3,409	11.3	15,640	30.8	191	683	2,930	1,795	208	284	638	755	605	487
SAINT LUCIA	55	450	0.3	1,087	19.8	-	-	500	100	-	-	90	10	-	-
SAINT VINCENT AND THE GRENADINES	331	6,520	24.5	10,686	32.3	215	596	2,054	483	213	219	298	929	521	157
SAUDI ARABIA	903	21,495	1.7	14,883	16.5	1,527	824	926	1,099	584	423	535	429	741	629
SINGAPORE	3,501	32,146	11.7	173,534	49.6	13,968	12,097	19,034	7,034	8,922	10,618	4,677	1,843	1,973	5,909
SINT MAARTEN, DUTCH WEST INDIES	247	6,158	1.2	4,864	19.7	29	22	1,390	150	92	-	680	780	320	-
SLOVENIA	88	293	4.5	7,072	80.4	1,108	432	134	295	107	444	-	-	251	77
SOUTH AFRICA	3,208	25,704	82.5	71,728	22.4	2,720	15,488	4,802	8,581	3,738	1,988	1,028	1,291	522	329
SPAIN	1,630	17,803	15.6	173,475	106.4	22,667	3,131	2,940	5,280	10,238	2,244	2,709	1,468	3,887	1,378
SRI LANKA	1,222	10,509	6.7	37,947	31.1	2,539	2,863	4,680	1,533	1,639	1,254	4,093	1,769	644	1,288
SWEDEN	2,267	3,677	73.6	-	-	-	-	-	-	-	-	-	-	-	-
TAIWAN	6,670	18,431	12.6	141,885	21.3	4,586	1,942	27,381	7,732	8,185	-	16,205	7,233	1,560	2,784
TANZANIA	27	75	2.3	574	21.3	21	16	16	37	11	27	8	12	4	11
THAILAND	4,183	33,863	11.4	42,958	10.3	1,478	7,027	2,148	2,741	2,633	298	896	776	1,269	23
TRINIDAD AND TOBAGO	530	4,695	10.5	18,708	35.3	733	974	4,099	1,598	214	822	319	1,366	461	525
TURKEY	518	7,397	3.4	17,337	33.5	5,200	600	1,535	1,820	355	13	615	554	670	166
TURKS AND CAICOS ISLANDS	168	1,395	9.3	-	-	-	-	-	-	-	-	-	-	-	-
U.S. VIRGIN ISLANDS	1,134	10,067	70.9	240,220	211.8	2,231	3,973	5,643	4,740	2,527	1,683	1,098	4,081	3,272	1,628
UKRAINE	20	8,818	0.3	5,924	296.2	1,150	545	679	367	54	25	120	453	378	214
UNITED ARAB EMIRATES	599	777	2.0	7,313	12.2	796	264	723	362	137	154	247	686	1,316	199
UNITED KINGDOM	5,534	16,968	688.5	227,286	41.1	17,078	16,091	8,203	11,436	16	2,953	2,928	1,159	5,301	18
UNITED STATES	209,698	4,144,109	8,517.0	4,924,820	23.5	1,138,854	365,434	241,284	303,417	146,494	88,351	90,790	113,527	147,758	57,193
URUGUAY	2,400	9,855	21.8	26,970	11.2	2,313	1,552	1,141	2,566	1,497	1,796	1,765	188	118	281
VENEZUELA	1,031	13,962	1.2	108	-	1	1	100	1	-	-	1	-	1	-
VIETNAM	5	4	0.3	6	1.2	-	-	-	-	-	-	-	-	2	-
<b>GLOBAL TOTALS</b>	<b>561,895</b>	<b>16,186,759</b>	<b>13,359.8</b>	<b>15,214,527</b>	<b>27</b>	<b>2,248,065</b>	<b>1,376,133</b>	<b>988,965</b>	<b>811,871</b>	<b>519,911</b>	<b>489,968</b>	<b>485,204</b>	<b>396,121</b>	<b>382,608</b>	<b>376,479</b>

# 2014 UNITED STATES CLEANUPS

STATE	PEOPLE/POUNDS/MILES					TOP 10 ITEMS COLLECTED									
	PEOPLE	POUNDS	MILES	TOTAL ITEMS COLLECTED	TOTAL ITEMS PER PERSON	1 CIGARETTE BUTTS	2 FOOD WRAPPERS (CANDY, CHIPS)	3 BOTTLE CAPS (PLASTIC)	4 BEVERAGE BOTTLES (PLASTIC)	5 BEVERAGE CANS	6 STRAWS, STIRRERS	7 BOTTLE CAPS (METAL)	8 BEVERAGE BOTTLES (GLASS)	9 GROCERY BAGS (PLASTIC)	10 OTHER PLASTIC BAGS
ALABAMA	5,519	55,050	293.4	204,885	37.1	44,697	14,646	11,600	13,696	10,874	6,688	5,167	7,208	4,056	3,240
ALASKA	446	880	23.0	11,386	25.5	1,014	436	352	402	388	54	-	84	312	45
ARIZONA	104	615	0.9	2,948	28.3	66	214	42	243	272	63	20	119	173	168
ARKANSAS	47	1,547	34.0	2,971	63.2	201	140	32	85	110	38	44	74	50	1,109
CALIFORNIA	67,441	1,216,721	1,836.1	1,261,501	18.7	294,099	118,196	63,360	30,331	20,650	33,860	34,228	21,307	22,346	20,317
CONNECTICUT	1,935	31,248	57.2	83,963	43.4	22,452	7,758	3,624	5,535	3,362	2,082	2,358	1,746	1,983	1,975
DELAWARE	1,842	7,307	85.0	69,872	37.9	18,149	5,485	5,276	3,760	2,696	2,346	1,031	1,532	1,194	1,713
DISTRICT OF COLUMBIA	108	778	0.9	10,471	97.0	586	950	749	1,677	313	298	110	292	241	365
FLORIDA	22,777	285,112	861.1	715,009	31.4	229,610	45,375	51,378	29,603	25,162	26,602	23,201	18,281	10,093	9,812
GEORGIA	23,921	500,397	933.4	110,016	4.6	25,974	5,966	2,058	15,497	11,454	2,522	484	9,658	4,253	2,158
HAWAII	2,842	42,317	70.5	232,650	81.9	43,017	10,607	11,772	4,117	1,969	2,563	8,604	2,343	2,105	2,563
IDAHO	1	40	0.3	134	134.0	-	4	13	8	5	4	3	2	2	-
ILLINOIS	2,186	7,527	33.2	94,984	43.5	25,101	5,806	6,021	1,885	2,139	3,715	3,058	1,693	1,222	1,545
INDIANA	1,031	5,346	14.4	34,067	33.0	9,056	1,693	3,580	793	546	1,943	559	297	504	488
KANSAS	60	65	6.0	2,292	38.2	84	274	105	226	160	60	9	49	213	114
LOUISIANA	1,101	6,284	44.8	51,006	46.3	4,671	3,666	4,856	5,727	2,143	1,524	1,448	1,374	944	1,244
MAINE	2,078	10,484	109.5	33,144	15.9	8,613	2,479	695	1,479	745	385	242	384	282	748
MARYLAND	1,470	139,063	52.4	132,785	90.3	12,053	5,689	5,359	14,861	2,370	2,606	1,219	2,205	3,097	1,628
MASSACHUSETTS	3,052	58,391	142.3	128,284	42.0	35,568	9,276	6,683	6,335	3,617	3,100	2,166	2,268	1,648	2,719
MICHIGAN	2,331	4,124	116.7	100,249	43.0	25,702	7,048	8,424	1,431	916	3,506	893	433	879	1,044
MINNESOTA	125	457	6.2	4,387	35.1	542	535	128	208	216	60	49	69	91	181
MISSOURI	32	550	5.5	2,648	82.8	141	247	52	336	297	33	38	32	162	74
NEBRASKA	414	4,647	41.9	14,569	35.2	2,304	1,512	473	1,100	1,626	169	360	573	617	469
NEVADA	98	4,305	1.0	3,472	35.4	185	153	140	779	169	25	59	72	201	105
NEW HAMPSHIRE	1,293	6,715	29.9	45,503	35.2	25,202	1,690	1,274	498	804	599	340	326	165	429
NEW JERSEY	2,830	21,687	100.5	103,367	36.5	13,402	10,502	8,294	4,808	2,441	7,525	4,327	2,220	2,340	2,333
NEW YORK	6,907	92,825	252.8	317,882	46.0	49,547	25,056	24,541	16,733	8,014	15,459	8,853	7,769	7,506	7,407
NORTH CAROLINA	15,136	301,550	1,327.3	102,850	6.8	33,259	7,429	3,760	7,109	5,477	1,788	1,440	4,434	2,427	1,409
OHIO	1,381	17,519	28.4	78,508	56.8	8,664	8,084	3,509	5,251	3,385	2,597	1,086	2,161	2,272	2,007
OREGON	3,674	63,772	289.5	22,642	6.2	2,684	952	1,345	597	343	336	356	303	222	223
PENNSYLVANIA	12,819	650,351	893.0	111,304	8.7	27,489	9,821	4,575	13,129	4,584	2,090	1,179	3,778	2,440	1,638
RHODE ISLAND	2,101	16,368	57.9	157,579	75.0	41,803	11,032	8,923	6,687	4,481	5,337	3,128	3,688	2,151	4,299
SOUTH CAROLINA	2,728	27,518	122.2	103,005	37.8	31,767	9,309	5,418	5,648	5,355	2,621	1,947	3,968	1,518	1,444
SOUTH DAKOTA	8	175	2.0	240	30.0	-	-	-	25	75	-	-	20	3	6
TEXAS	9,308	282,185	137.1	313,689	33.7	30,046	11,799	43,671	24,612	9,324	8,616	6,142	5,840	5,710	4,986
UTAH	25	41	2.0	868	34.7	79	270	46	49	26	18	21	14	19	28
VERMONT	199	5,945	32.1	2,890	14.5	364	452	32	207	278	15	31	100	17	28
VIRGINIA	8,032	263,833	373.2	169,559	21.1	47,639	15,199	6,019	13,480	8,735	3,235	1,630	5,670	6,609	6,940
WASHINGTON	1,056	8,192	71.0	42,146	39.9	12,524	3,197	1,223	1,063	1,285	635	889	746	337	669
WISCONSIN	1,240	2,178	28.7	45,095	36.4	10,500	2,487	4,015	1,274	952	1,377	558	395	386	681
<b>US TOTALS</b>	<b>209,698</b>	<b>4,144,109</b>	<b>8,517.0</b>	<b>4,924,820</b>	<b>23.5</b>	<b>1,138,854</b>	<b>365,434</b>	<b>303,417</b>	<b>241,284</b>	<b>147,758</b>	<b>146,494</b>	<b>117,277</b>	<b>113,527</b>	<b>90,790</b>	<b>88,351</b>

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Linzi Knowles-Belton,  
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S. M. Muntasir Mamun,  
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Michael Thompson,  
*National Conservation Commission*

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Waynelle Collymore-Taylor,  
*Caribbean Youth Environment Network*

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Ricardo N. Alcoser,  
*The Scout Association of Belize*

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Anne Hyde,  
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Alan Tan,  
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Susan Debreceni,  
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*The Green Network - ACAP Saint John*

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*Wildlife Rescue and Conservation Association (ARCAS)*

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Dari AlHuwail,  
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Kofi Renner,  
*Clean Coast Nigeria*

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Mali Hole Skogen,  
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*Asociación Nacional Para la Conservación de la Naturaleza*

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*Department of Physical Planning and Environment*

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Pedro Holanda,  
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N. Sivasothi,  
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Wayne Munger,  
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Daniel Rolleri,  
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Jagath Gunasekara,  
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Anton Hedlund,  
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Ted Chang,  
*Kuroshio Ocean Education Foundation, Taiwan Ocean Cleanup Alliance (TOCA)*

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Suhaitai Praisankul,  
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Kanyarat Kosavisutte,  
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Marissa Mohamed,  
*Caribbean Network for Integrated Rural Development*  
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Aslin Karanfil & Şeyda Dağdeviren,  
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*ADCNR State Lands Division Coastal Section*

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Loretta Brown,  
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Jon Schmidt,  
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Joan Hauser-Crowe

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Todd Brennan,  
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Washington, DC 20036  
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George Leonard, Ph.D.

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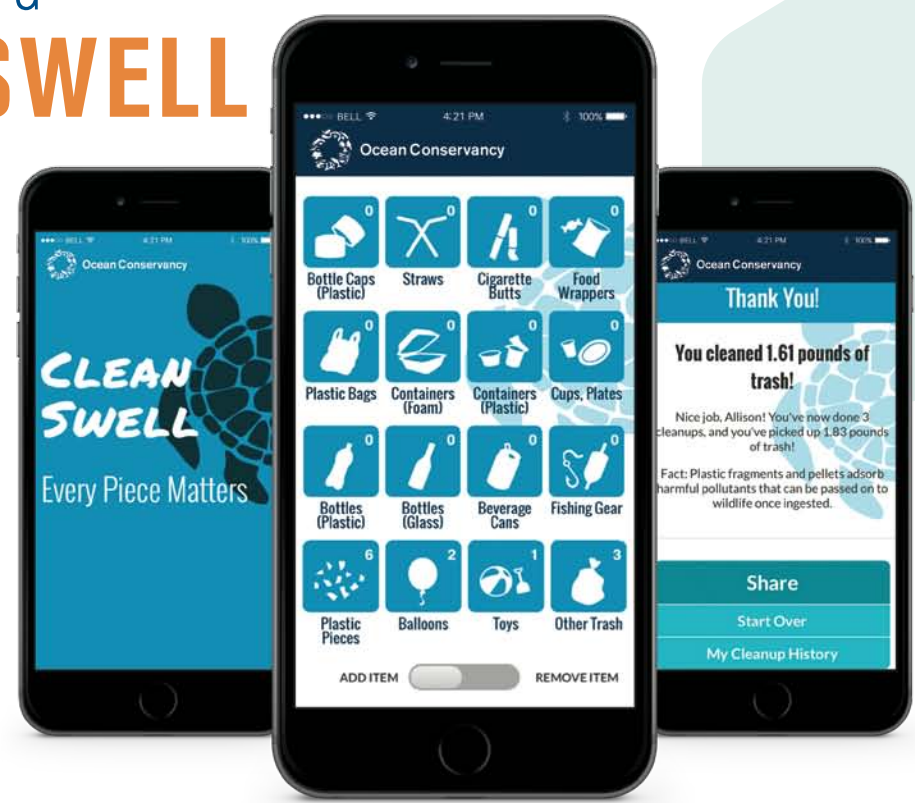
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Now there's an easier way to collect data for the International Coastal Cleanup. Ocean Conservancy's new mobile app, Clean Swell, allows you to quickly and easily track each piece of trash as you collect it.

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