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.
On behalf of Linda Maraniss and Ocean Conservancy staff, past and present, I would like to thank the over 11.5 million volunteers who have made similar journeys to the coast. Thanks to you – the volunteers, site captains, state and county coordinators – the International Coastal Cleanup has become a beacon of hope, leading, motivating and inspiring action in support of our ocean. Over the years, this movement has created a family. A family that spans oceans and country borders. A family that works arm in arm for something bigger than us. For 30 years you have exemplified the extraordinary results we are capable of when people join together. To our global family, we thank you. You are our inspiration.

Sincere regards and thanks,

Andreas Merkl
Chief Executive Officer
Ocean Conservancy

It is hard to say what motivated the teachers from Denton, Texas, who drove a small yellow school bus full of seventh graders to Corpus Christi for the coastal cleanup. I saw that bus with the cheerful but tired students leaving for a long drive back home. I never had the opportunity to thank those kids or their teachers for their help that day. I’ve always wished I could have expressed my appreciation to them and the more than 3,000 special people who helped in many ways to make the cleanup a success.

Linda Maraniss, Director, Center for Environmental Education (now Ocean Conservancy)
Gulf States Regional Office, State Coordinator, Texas Coastal Cleanup, 1986

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www.oceanconservancy.org
A LOOK BACK AT 30 YEARS

Thank you to every volunteer that has ever participated in the International Coastal Cleanup. Let’s have a short look back at 30 years of wind in our faces and sand in our eyes, 30 years of sun on our shoulders and dirt on our hands, 30 years of blistering heat and numbing cold, 30 years of extraordinary effort protecting our ocean.

Morton Salt – A Data Collection Success Story

In 1990, International Coastal Cleanup data analysts noted that many volunteers in the Gulf of Mexico reported finding blue plastic bags of Morton’s “Ship ’n Shore” salt, which was used by commercial shrimpers to keep their catch fresh. Morton wasn’t responsible for the improper disposal of its packaging, yet they took action when the data highlighted the problem. The company encouraged people to take advantage of the option to purchase the salt in paper bags rather than in the plastic packaging. And Morton took the additional step of adding messages such as the following to remind shrimpers to take care of their trash: “Don’t be a Litter Boat” and “Stow It, Don’t Throw It.”

Whether we work alone on a deserted beach or with a small group of our friends, we have the knowledge that we are part of a larger congregation. Our statistics join those of others in far off places we may never get to visit.


This report is not about trash. It’s about people – people all over the world who care about the health of our planet and who put that care into action. It’s about cooperation and coalition, sometimes between the unlikeliest of groups who, setting aside their differing viewpoints, work together for a larger common goal.

1984

1986 | USA

1990

1991 | JAPAN

1993

1999 | USA

1993 International Coastal Cleanup Results
In November 2007, First Lady Laura Bush announced the White House’s new marine debris initiative in Biloxi, Mississippi. The White House initiative called for an increase in public/private partnerships on cleanups, the enhancement of public education on debris prevention and an emphasis on international cooperation to end dumping in the ocean. The First Lady has supported marine debris prevention since seeing its damaging effects while on a trip to the Northwestern Hawaiian Islands National Marine Monument.

Senators Daniel Inouye (HI) and Ted Stevens (AK) introduce the Marine Debris Research, Prevention, and Reduction Act. The bill, signed into law the following year, creates a new marine debris program within NOAA, enhances Coast Guard efforts against marine debris and enacts a federal marine debris information clearinghouse.

“Beach cleanups bring people together – school children, fishers, boaters, government employees, port authority personnel, teachers, factory workers, scuba divers and politicians, as well as members of environmental, cultural and civic organizations. One of the benefits of this annual event is the realization that each volunteer is part of a huge international environmental effort, where hundreds of thousands of volunteers are doing the same thing – making a difference.”

1995 International Coastal Cleanup Results

1995

In 1995, sensors were placed in the ocean near Japan to measure ocean currents, but the project was abandoned after a few years due to lack of funding. The sensors were later discovered to be valuable in monitoring ocean currents and were eventually recovered and repurposed.

2005

In 2005, a group of volunteers in Kenya cleaned up a beach and noted that it was dirty but they did their best and got it sparkling clean. This experience highlighted the importance of beach cleanups in promoting environmental awareness and community involvement.

2007

In November 2007, First Lady Laura Bush announced the White House’s new marine debris initiative in Biloxi, Mississippi. The White House initiative called for an increase in public/private partnerships on cleanups, the enhancement of public education on debris prevention and an emphasis on international cooperation to end dumping in the ocean. The First Lady has supported marine debris prevention since seeing its damaging effects while on a trip to the Northwestern Hawaiian Islands National Marine Monument.
There is a vast sea of trash in our oceans. For the first time, we now have a comprehensive picture of the toll it is taking on seabirds, sea turtles and marine mammals.

**A Comprehensive Assessment of Trash on Marine Wildlife**

A new study published in *Marine Policy* by scientists at Ocean Conservancy and Commonwealth Scientific and Industrial Research Organisation (CSIRO) analyzed the ecological impacts, including entanglement, ingestion and chemical contamination threat, to sea turtles, seabirds and marine mammals posed by the 20 most commonly found items collected during the International Coastal Cleanup. Debris included items such as fishing gear, balloons, plastic bottles and bags as well as a range of other ocean trash. This research was based on elicitation, a widely-used technique to rigorously quantify the professional judgment of a community of experts.

This study shows that some items pose a disproportionate threat to ocean wildlife. In spite of this, we must also go beyond a product-by-product approach to reducing plastics’ impacts in the ocean.

With this knowledge comes the responsibility to seek the most effective solutions to stop the flow of plastics into our ocean. These solutions must range from changing our own behavior as consumers to local efforts such as coastal cleanups and product-specific policy to transformative ways to manage plastic waste at the global scale. Much like the findings from the study, no single entity alone can solve our ocean plastics problem.

**The Results**

- **Lost or abandoned fishing gear such as nets, lines, traps and buoys pose the greatest threat to marine wildlife, primarily through entanglement.**

- **Plastic bags were the second most impactful item to marine wildlife due to the tendency of animals such as sea turtles to mistake them for food.**

- **Consumer products including plastic cutlery, bottle caps, balloons and cigarette butts also exhibit an impact on wildlife, but less so than plastic bags and fishing gear.**
From Sea to Sky, Impacts Abound

Many people wonder about the pervasiveness of the problem of plastic pollution. Two new papers provide a disturbing answer. It turns out plastics in both seabirds and sea turtles are a very big deal. It is global, pervasive and increasing. And it has to be stopped.

A publication in the journal *Proceedings of the National Academy of Sciences* shows the consequences of the plastic avalanche entering the ocean each year. Using global historical data from publications over the last few decades on the presence of plastics in the stomachs of 135 species of seabirds from all around the world, the authors show that plastic contamination is increasing, and they predict that 99% of all seabird species will be eating plastic by 2050 unless something is done to stem the tide. Surprisingly, seabirds that may be most at risk are those that lived at the Southern Ocean boundary in the Tasman Sea between Australia and New Zealand, far from the well-known “garbage patches” at the center of the ocean’s gyres. While plastics are less abundant in the Tasman Sea compared to the gyres, it is where seabirds are most common – and thus at greatest risk of exposure to plastics. Contamination rates have increased from about 26% historically to approximately 65% today; if the trend continues, nearly all species of seabirds – and almost 95% of all individuals – will be exposed to plastics by 2050. So this isn’t just about albatross; it’s about ALL seabirds including fulmars, auklets, prions, storm petrels and the many other species that spend the majority of their lives living over the ocean.

Unfortunately, these results don’t stop with seabirds. A new study in the peer-reviewed journal *Global Change Biology* calculates that more than half (52%) of the world’s sea turtles – individuals, not species – have ingested plastic. A team of seven ocean experts applied the same analytical approach used in the seabird study to sea turtles, with disturbingly similar results. By integrating global maps of plastic in the ocean and sea turtle distribution, the team shows that these endangered animals are most at risk of plastic ingestion in hotspots along the coastlines of southern China and Southeast Asia and the east coasts of Australia, the United States and southern Africa. The Olive Ridleys is the species at greatest risk because of its broad diet, oceanic life style and its tendency to selectively ingest plastics. The Kemp’s Ridley is the least at risk because of its tendency to eat animals that live on the bottom of the ocean rather than forage at the ocean surface.

However, it is not all bad news for the ocean, sea turtles and seabirds. In 2015 nearly 800,000 International Coastal Cleanup volunteers exemplified their commitment to clean and healthy oceans. This proves there is hope. There is hope if we collectively commit to preventing plastics from entering our ocean and contaminating the ocean’s wildlife.

“99% of all seabird species will be eating plastic by 2050 unless something is done to stem the tide.”
TOP 20 PARTICIPATING COUNTRIES WITH WEIRD FINDS AROUND THE WORLD
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*Data were downloaded from the Coastal Cleanup and Monitoring Project in China website, www.ccmcn.org.cn/920jtxd. **Cleanup cancelled due to Tropical Storm Erika.
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## 2015 International Cleanups

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**Grand Total** 791,336 18,062,911 8,193,200 25,188.6 40,538.8 13,806,887

***Cleanup had to be postponed due to air quality concerns.***
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<th>FOOD WRAPPERS</th>
<th>PLASTIC BOTTLE CAPS</th>
<th>STRAWS, STIRRERS</th>
<th>OTHER PLASTIC BAGS</th>
<th>GLASS BEVERAGE BOTTLES</th>
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TOTAL ITEMS COLLECTED

| 2,127,565          | 1,024,470        | 886,589                   | 861,340         | 439,571           | 424,934        | 402,375         | 402,122               | 381,669           | 351,585           |
The total weight of trash collected is equivalent to the weight of over 100 Boeing 737s. That’s enough airplanes to fly every athlete to and from the Olympic games.

Enough rope and tires were collected for all 14,000 spectators at Rio Olympic Arena to compete in the rings at the same time.

A pole vaulter would need to reach a height over 200 meters to clear a wall made from all the straws collected. Talk about a new world record! That is equivalent to a vault over “The Wall” in Game of Thrones.

Enough plastic beverage bottles were collected to fill a water polo competition pool.

The total weight of trash collected is equivalent to the weight of over 30 scooters or more than 20,000 Olympic medals.

The weight of all aluminum cans collected is equal to the weight of 30 scooters or more than 20,000 Olympic medals.

Enough rope and tires were collected for all 14,000 spectators at Rio Olympic Arena to compete in the rings at the same time.

A pole vaulter would need to reach a height over 200 meters to clear a wall made from all the straws collected. Talk about a new world record! That is equivalent to a vault over “The Wall” in Game of Thrones.

Enough plastic utensils were collected to line the entire marathon course around Rio de Janeiro.

Enough balloons were collected to lift the starting lineup of an Olympic Rugby team.

Enough rope and tires were collected for all 14,000 spectators at Rio Olympic Arena to compete in the rings at the same time.

Total distance cleaned is equal to traveling from Athens, Greece to Rio de Janeiro, Brazil 4 times.

Enough plastic beverage bottles were collected to fill a water polo competition pool.

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Enough balloons were collected to lift the starting lineup of an Olympic Rugby team.

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Enough plastic utensils were collected to line the entire marathon course around Rio de Janeiro.
Global Weird Finds

- Cigarette Butts: 2,127,565
- Plastic Beverage Bottles: 1,024,470
- Food Wrappers: 888,589
- Plastic Bottle Caps: 861,340
- Straws, Stirrers: 439,571
- Other Plastic Bags: 424,934
- Glass Beverage Bottles: 402,375
- Plastic Grocery Bags: 402,122
- Metal Bottle Caps: 381,669
- Plastic Lids: 351,585

Global Totals

- Total global trash weight is equivalent to the weight of 437 whale sharks.
- Total distance cleaned is equal to nearly 6 times the length of the Amazon River.
- The total global straws collected, when laid end to end could extend down to the deepest point on Earth, the Mariana Trench, and back to sea level 3 times.

Top 10 Items Collected

1. Cigarette Butts: 2,127,565
2. Plastic Beverage Bottles: 1,024,470
3. Food Wrappers: 888,589
5. Straws, Stirrers: 439,571
6. Other Plastic Bags: 424,934
7. Glass Beverage Bottles: 402,375
8. Plastic Grocery Bags: 402,122
9. Metal Bottle Caps: 381,669
10. Plastic Lids: 351,585

International Coastal Cleanup
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**TOP 10 ITEMS COLLECTED IN THE UNITED STATES**

1. CIGARETTE BUTTS
2. FOOD WRAPPERS
3. PLASTIC BOTTLE CAPS
4. PLASTIC BEVERAGE BOTTLES
5. STRAWS, STIRRERS
6. BEVERAGE CANS
7. METAL BOTTLE CAPS
8. GLASS BEVERAGE BOTTLES
9. OTHER PLASTIC & FOAM PACKAGING
10. OTHER PLASTIC BAGS

**GRAND TOTAL**

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**Norton Point**
Norton Point is an eyewear brand based on the island of Martha’s Vineyard, MA. The company believes that plastic flowing into our oceans is one of our planet’s greatest environmental challenges, and it has chosen to become part of the solution. Norton Point has developed the first line of eyewear made from recovered high-density-polyethylene ocean plastics. As a company its mission is to create a value chain for the reuse of ocean plastics by selling fashionable, high-quality eyewear. In keeping with its mission, Norton Point reinvests 5% of net profits back into improving global clean up and mediation practices toward reducing the impact of ocean plastic. Ocean Conservancy looks forward to working closely with Norton Point to provide another life for items collected from beaches and waterways.

**The National Oceanic and Atmospheric Administration: A Leader in Marine Debris Prevention**
Since 2005, cutting-edge work by the NOAA Marine Debris Program (MDP) has moved the issue of ocean trash forward dramatically. Now celebrating its 10th anniversary, the federal program – tasked by the 2006 Marine Debris Research, Prevention, and Reduction Act (renamed the Marine Debris Act in 2012) with protecting the U.S. marine environment from the harmful effects of debris – has partnered with the International Coastal Cleanup since the MDP’s inception. Over the past 10 years, NOAA-led research and outreach has significantly increased public awareness of the issue of marine debris. The NOAA MDP

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**THE COCA-COLA COMPANY, EGYPT**

Sixty volunteers were excited to join this event on the weekend. The team’s objective was to make a difference to Egypt, the country we live in and love ... We were told, ‘We did not only clean the place, but also inspired others to keep it clean!’

Hend El-Halaby & Haitham Cherif, Cairo Concentrate Plant, The Coca-Cola Company
also supports innovative projects such as “Fishing for Energy” which converts old fishing gear – a major marine debris problem – into electricity. Additionally, the MDP focuses on regional coordination and is emphasizing this effort through the creation of regional marine debris action plans.

The NOAA MDP contributes experience as well as funding for International Coastal Cleanup outreach and education. NOAA MDP experts share invaluable research and insights with staff, and employees get personally involved by participating in events from the Gulf of Alaska to the Gulf of Mexico. “Our ultimate goal is to prevent the impacts of marine debris, and the awareness that the International Coastal Cleanup brings to this important issue across the country and around the world is invaluable,” says Nancy Wallace, Director of the NOAA Marine Debris Program. “We are proud to partner with Ocean Conservancy and to support this yearly cleanup effort that has such a positive impact on this important issue.”

**Strong Partners and Good Mates**

Brunswick, a leader in the marine industry, established the Brunswick Foundation in 1997 to support community development and organizations that enhance the country’s water resources for the public’s recreational use. Since 1997, Brunswick has supported Ocean Conservancy’s International Coastal Cleanup and Good Mate programs, enabling Ocean Conservancy to engage with boaters and build partnerships with organizations such as the U.S. Coast Guard Auxiliary, U.S. Power Squadrons and the North American Marine Environment Protection Association. By continuing outreach and engaging new partners, we are charting a course toward trash free seas.

**Bank of America’s Ocean Commitment**

Bank of America is a long-time partner of Ocean Conservancy and the International Coastal Cleanup, participating in events since 2000. Many of its employees across the globe have volunteered to participate in local cleanup events.

“The results from these coastal cleanup events highlight the impact that each one of us can have in our local communities by doing something as simple as picking up debris from our coastlines,” says Alex Liftman, Global Environmental executive at Bank of America.

In 2012, the company was quick to respond when Ocean Conservancy organized cleanups in California, Oregon and Washington as debris from the 2011 Great East Japan Earthquake and Tsunami made its way onto U.S. shores. More recently during the 2015 International Coastal Cleanup, over 1,000 employees participated in events from Boston to Mumbai. Whether it is supporting employee engagement or responding to emergency needs, Bank of America is committed to promoting ocean sustainability worldwide.

“Regardless of where you live, your well-being depends on a healthy ocean,” Liftman says.

Bank of America is also a member of Ocean Conservancy’s Trash Free Seas Alliance®.

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**2015 International Coastal Cleanup**

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Bank of America

Cox Conserves

National Oceanic and Atmospheric Administration

Altria Group, Inc.

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The Dow Chemical Company

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**OUTREACH PARTNERS:**

Keep America Beautiful

Project AWARE

U.N. Environment Programme

U.S. Department of State

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**Good Mate Boat Cleanups**

**PEOPLE:** 8,313

**POUNDS:** 139,208 (63,144 KG)

**MILES:** 632 (1,017 KM)

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Celebrities and Creating Models for the Future
At times, the state of ocean trash can be overwhelming. New reports come out regularly showing the devastating impacts ocean plastic pollution can have on wildlife that call the ocean home. However, it is critical to celebrate the victories, and in 2016, there is cause for a huge celebration!

Thanks to ocean advocates, including each International Coastal Cleanup volunteer, the United States Congress backed a bill banning the use of microbeads in personal care products. On December 28, 2015, President Obama signed this bill into law.

Microbeads might be tiny, but this legislation is huge. The new law means companies will phase out the sale of products containing microbeads over the next two years and will stop making personal care products with microbeads altogether by July 1, 2017.

These small plastic particles have been a staple ingredient in everyday products we use such as body washes, facial scrubs and toothpastes. Since they’re too small to be filtered out by water treatment plants, they flow straight from our sinks to the ocean and into the mouths and gills of sea creatures around the world.

The ban on microbeads is a big step toward stopping plastics from entering our ocean. This new legislation shows a growing bipartisan dedication of lawmakers to create a more sustainable ocean – a mission we can all get behind.

Researching the Link Between Plastics, Fish and Our Clothing
Much of the plastic pollution found across the globe is small, less than 1mm in size. Recently, microplastic has been reported in many surprising places including at the base of the food chain (plankton) as well as in arctic sea ice, deep-sea sediments, rain and our seafood. Yes, our seafood. Researchers who purchased products from markets have reported microplastic in shellfish, fish and sea salt.

In a recent study, scientists quantified plastic in fish from fish markets in Indonesia and the United States. They found debris in a similar amount of fish from each location – roughly 25% of the animals purchased. These include salmon, rockfish, anchovies, bass and oysters. What was striking was the difference in the type of debris found. In Indonesia, the majority of the debris...
In Indonesia, the majority of the debris found in fish guts were fragments of plastic. In contrast, researchers found mostly fibers inside the stomachs of fish and oysters from U.S. markets.

Researchers hypothesize that differences are driven by waste management strategies. In Indonesia, waste management infrastructure is less developed, and large plastic products often leak or are discarded into the marine environment. In the U.S., infrastructure is more developed, and large volumes of treated wastewater, which include fibers, are discarded at sea. One source of these fibers is from washing our clothes.

Like microbeads, plastic fibers are a component in treated effluent from wastewater treatment plants, but their small size currently makes filtering them impossible. The concentrated wastewater from washing machines empties into the ocean from more than 200 wastewater treatment plants.

This type of marine debris has been gaining increasing attention as a global contaminant, but the impacts remain largely unknown. What we do know is that further study is warranted, as fibers are increasingly being reported in marine habitats and animals.

Using Cleanup Data to Establish a Debris Density Baseline

Citizen science is at the core of the International Coastal Cleanup. For the past three decades, more than 11.5 million citizen scientists across 153 countries have documented and removed more than 200 million items of debris from beaches, waterways and oceans. As a result, this amassed data set is unparalleled in scope and scale. Through a new research partnership, a team from NOAA, Ocean Conservancy and CSIRO have set out to further advance scientific knowledge by using statistical tools to draw out additional insights from this 30-year data set, with the goal of establishing a first-ever debris density baseline for the United States.

Currently underway, this analysis elucidates temporal and spatial trends in marine debris that will help decision-makers develop more effective policies to confront the diverse challenge of marine debris. Additionally, the analysis strives to draw out inferences about causative factors — such as land use, population density and geographic elements — that drive differences in patterns among varying product types. Research like this highlights the value and power of citizen science and further exemplifies the tremendous effects of International Coastal Cleanup data.
Collaboration in the Pacific Islands

New International Coastal Cleanup Coordinator Kelsey Richardson works on marine debris issues across 21 Pacific island countries and territories with the Secretariat of the Pacific Regional Environment Programme (SPREP). Waste is a serious and growing problem in the region. With remote locations, limited space (small islands) and growing populations, Pacific island countries and territories are faced with financial and human resource capacity constraints and have very little space to dispose of their trash. There is a high risk for island trash to end up in the ocean as pollution, with negative impacts to surrounding marine ecosystems. In celebration of the 30th International Coastal Cleanup, SPREP spearheaded collaborative efforts working with countries across the Pacific region to organize local Cleanups.

Engagement in Kuwait

The Kuwait Dive Team “Guardians of the Sea” is one of the new members to the International Coastal Cleanup network in 2015. For years the Kuwait Dive Team has been the go-to group in the nation for removal of sunken vessels and large debris – work that spans Kuwait’s entire coastline and offshore islands. They also monitor coral reef ecosystems and rescue entangled marine life. Like Ocean Conservancy, they are involved with outreach and education and even have a “Beach Cleanup Mobile Unit” van that has brought cleanup resources and environmental education to hundreds of students. What’s more, in August 2015, the Kuwait Dive Team created the Global Environmental Guardian Network that seeks to foster collaboration and cooperation among environmental organizations and teams that carry out similar missions.

Unprecedented Forum in China

In December 2015, there was an unprecedented gathering of local and international environmental organizations, government agencies and academic institutions in Haikou, China. The First China Ocean Philanthropy Forum was the first nationwide forum focusing on ocean conservation and sustainability in China. The Forum was initiated by

To find out more or to get involved under the surface, check out our partner Project AWARE at www.projectaware.org/diveagainstdebris.
the China Blue Sustainability Institute and Shanghai Rendu Ocean NGO Development Center (the International Coastal Cleanup Coordinator for China), to enhance the communication among ocean-related NGOs in China and to raise public attention on ocean sustainability issues. The two-day event attracted 95 institutions and organizations across China, Taiwan and Hong Kong, with over 150 participants. Ocean Conservancy applauds China Blue and Rendu for organizing this historic event. The Forum is the first platform in China that connects NGOs with government, research institutes and industry on ocean issues, and it is a testament to the incredible efforts around the world to protect the marine environment.

**Transforming Waste in the Philippines**

Over the years, Zoological Society of London-Philippines (ZSL-P) has actively promoted and supported the annual International Coastal Cleanup. While they have helped catalyze the annual participation of thousands of volunteers in partner communities and local governments, ZSL-P has also created Net-Works – their banner initiative directed at finding more sustainable, broad-based and innovative solutions to address instances of dumping or abandoning fishing nets in the ocean. Net-Works operates at 22 collection sites in two regions in central Philippines, where collected nets are shipped to their processing partner in Europe, Aquafil. Aquafil uses the nets to create a nylon yarn that is then manufactured into carpet tiles by the company, Interface. As of August 2015, Net-Works has shipped 114,495 lbs. (51,934 kg) of net to Aquafil.

**Beautifying Lake Malawi**

In Malawi, a team of concerned citizens led by Mosess Sankson and Innocent Mjumira came together in 2015 to ensure that Lake Malawi, the third largest freshwater lake in Africa and a UNESCO World Heritage Site, had an International Coastal Cleanup event. The team, named the Malawi Beach & Underwater Cleanup, worked with Ocean Conservancy to make sure it had materials and a plan in place. Its first cleanup was a huge success with 135 volunteers participating in the removal of nearly 63,000 pieces of trash. Having witnessed a cleanup in Cape Town, South Africa, Mosess was inspired to build on the efforts in Malawi. He envisions a trash free “beautiful crystal blue Lake Malawi” and looks forward to the 2016 International Coastal Cleanup in Malawi.

**Promoting the Prevention in the South Pacific**

International Coastal Cleanup Coordinators in South America are leading the charge to address the problem of marine debris on the South Pacific marine ecosystem. In 2015 VIDA, the Coordinators in Peru, began a regional training program in collaboration with Coordinators in Chile, Ecuador and Colombia. This tremendous effort includes marine debris workshops and beach cleanups to target the most problematic forms of debris in the region. Their work is supported by the U.S. Department of State, the Regional Office of the Environment at the U.S. Embassy in Peru and the Permanent Commission for the South Pacific. The goal of the initiative is to aggregate the data across the four countries and establish a regional data snapshot that highlights the most persistent and threatening forms of debris to the Pacific Coast’s ocean and coastal habitats.

**A Big Year for Canadian Shorelines**

Canadians love being around the water. With the longest coastline in the world and thousands of lakes and rivers, every Canadian lives near a shoreline. Since 1994, the Great Canadian Shoreline Cleanup has contributed to the International Coastal Cleanup and encouraged Canadians to protect their waterways by coordinating shoreline cleanups. A joint initiative of the Vancouver Aquarium and WWF-Canada and presented by Loblaw Companies Limited, the Shoreline Cleanup celebrated its most events in one year in 2015, with more than 2,000 cleanups registered across Canada. By collaborating with groups such as Girl Guides of Canada, federal and regional parks agencies, and key municipalities, the Shoreline Cleanup continues to reach new audiences. They look forward to the next 20 years of protecting Canadian shorelines and waterways from the threats of litter.
A SPECIAL THANK YOU
2015 COORDINATORS

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Mel Amancio & Isaac Silveira

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“[In the next 30 years] I would like to see a true drop in the amount of micro material – pellets and nodules – in the marine environment … And of course that cleanups only collect materials that have been in the environment longer than 30 years … no new introductions!”

John Kieser, Plastics SA, South Africa

My vision for the next 30 years is to keep growing, both the number of volunteers participating in cleanups around Mexico, and also the awareness of the dangers of ocean trash.

Alejandra Lopez de Roman, Club Regatas Corona A.C., Mexico
SOLVE is fortunate to have many 'ocean trash heroes' who have been with us since the first volunteer coastwide cleanup in Oregon in 1984 including Mark Saelens [who] always goes above and beyond to take groups out during the year and Angela Stewart who served as a zone captain for 28 years!

Joy Irby, SOLVE, USA
With Clean Swell™, join a global community working to improve our ocean by adding vital data to the world’s largest database on marine debris. This database is used by scientists, conservation groups, governments and industry leaders to study ocean trash and take action to ensure trash never reaches our beaches.

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This report is not about trash. It's about people – people all over the world who care about the health of our planet and who put that care into action.