

TRASH FREE SEAS[®]

2012 REPORT



USA

International
Coastal
Cleanup[®]

Ocean

Conservancy[®]

TRASH FREE SEAS[®]

TACKLING OCEAN TRASH AT ITS SOURCE



JAMAICA

CULTIVATING TRASH FREE SEAS REQUIRES YEAR-ROUND EFFORT

In 2010, Ocean Conservancy celebrated its 25th anniversary Cleanup, which means last year's effort was our 26th – or, as I like to think of it, our first Cleanup of the next 25 years. Over the last two and a half decades, we've learned a lot about trash in our ocean and waterways.



We've learned that we put everything imaginable into the ocean, from bowling balls and chandeliers to the proverbial kitchen sink – something that I actually found at a Cleanup near the Chesapeake Bay last fall. Things we touch every day consistently make the “top ten” list of items found, including cigarette butts, plastic shopping bags and food wrappers.

We've also learned that removing this trash is just one part of the solution. We have to move beyond one cleanup a year and put ocean health front and center in our minds all year long.

Ocean Conservancy's Trash Free Seas® program is developing creative new ways to do this – including a new mobile application for smartphones and an online platform that allows anyone to create a cleanup event.

Those efforts tackle ways to reduce the trash we create and remove what's already on our beaches and in our waterways. But I'm also excited about our efforts to take those two “R's” one step further by working toward reinvention of products and packaging.

At the Clinton Global Initiative annual meeting in September 2011, I announced the launch of our Trash Free Seas Alliance®, a collaborative effort among industry, science and conservation leaders dedicated to eliminating ocean trash through product innovation. By uniting this cross-sector group in a search for solutions,

we aim to find ways to make the ocean too valuable to trash.

Even with more than 25 years of data collected during our International Coastal Cleanup®, one of the most important things we've learned is that we still have a lot to learn about ocean trash. Ocean Conservancy is dedicated to advancing the science on this major pollution problem. We're partnering with a leading ecological think tank to produce peer-reviewed studies and sending our marine debris scientist on a research expedition to study tsunami debris in the Pacific Ocean.

In the pages of this report, we share even more about our efforts to reduce, remove, reinvent and research ocean trash. We also share the spotlight – highlighting our partnerships with Coca-Cola, NOAA and Teva, who are stepping up to explore new ways to work toward trash free seas.

We invite you to step up as well: Take part in what will be our 27th annual International Coastal Cleanup this fall, or host a cleanup of your own any day of the year. The trash free seas conversation doesn't end on the pages of this report; learn what you can do to dive deeper at www.oceanconservancy.org/trashfreeseas.

Together, we can turn the tide on ocean trash by making smart choices – every day – that keep trash off the streets, out of our waterways and away from the ocean. From product innovations to proper disposal, we all have a role to play.

For a sea change,

VIKKI SPRUILL
PRESIDENT AND CEO
OCEAN CONSERVANCY

2011 INTERNATIONAL COASTAL CLEANUP PEOPLE, POUNDS AND MILES



598,076
VOLUNTEERS



9,184,428
POUNDS OF TRASH



20,776
MILES



**DURING THE 2011 CLEANUP,
VOLUNTEERS FOUND
ENOUGH BEVERAGE
CANS AND GLASS
BEVERAGE CONTAINERS
THAT, IF RECYCLED,
WOULD NET \$45,489.**



SOUTH AFRICA

TRASH FREE SEAS

TACKLING OCEAN TRASH AT ITS SOURCE

For 26 years, the International Coastal Cleanup® has been Ocean Conservancy's signature effort to inspire a global movement for ocean health. During that time, more than 9 million people have collected 144 million pounds of trash in 152 countries.

This solid foundation, bolstered by the work of our many partners, has helped start a worldwide conversation about the impact of trash on our coastal communities, waterways and ocean health. Thanks to the help of generous supporters from industry, government and other nonprofits, Ocean Conservancy has been remarkably successful in building strong awareness of the impact of trash and the knowledge that it is a completely preventable problem.

Every day, more and more trash flows into our ocean – a problem that demands a broad-scale response to stop trash at the source. Because of growing interest in this issue over the last 26 years, Ocean Conservancy's Trash Free Seas® program has risen to the challenge of building comprehensive solutions to eliminate trash in our ocean. Our efforts have grown to focus on four areas: strengthening science, engaging industry, promoting policy and empowering people.

STRENGTHENING SCIENCE

Using more than two decades of data collected from the International Coastal Cleanup, Ocean Conservancy provides the only global snapshot of marine debris. This annual record paints a picture of the pervasiveness of ocean trash. But there has been surprisingly little scientific study of this major pollution problem, and too little is known about how trash really affects ocean ecosystems.

In order to learn more about the science of ocean trash, Ocean Conservancy's Trash Free Seas program is partnering with the National Center for Ecological Analysis and Synthesis at the University of California Santa Barbara.

Over a two-year period, this leading ecological think tank will review and synthesize existing literature and data to produce new peer-reviewed scientific analyses and develop an understanding of the large-scale ecological impacts of marine debris.

This collaborative effort will help evaluate the biggest threats to ecosystems and better inform Ocean Conservancy's priorities so that our work will have the greatest impact on ocean health.

ENGAGING INDUSTRY

"We may have much more to learn about the impact of trash on the ocean, but we know enough to act," says David Pittenger, Ocean Conservancy's Trash Free Seas program director. "We also know that this problem is too big to solve alone."

With that in mind, Ocean Conservancy launched the Trash Free Seas Alliance® at the 2011 Clinton Global Initiative Annual Meeting. The Alliance is a cross-sector group of Fortune 500 companies, emerging green startups, conservation leaders and technical experts working to make trash too valuable to toss. Alliance members will drive action to eliminate trash from the ocean in innovative ways and commit to taking organizational action to reduce and, where possible, reinvent products and services that damage ocean wildlife or ecosystems.

In addition to Ocean Conservancy, founding members of the Trash Free Seas Alliance include:

- Algalita Marine Research Institute
- Conservation International
- Covanta Energy
- ITW
- Johnson & Johnson
- Keep America Beautiful
- NatureWorks LLC
- Ocean Recovery Alliance
- Project AWARE Foundation
- Surfrider Foundation
- The Coca-Cola Company
- The Marine Mammal Center
- UGS

Companies like Coca-Cola that are pioneers and innovators in their own right will bring their experience and expertise to bear on the challenge of ocean trash, creating scalable solutions to reach the mainstream.

The Coca-Cola Company is pleased to be a founding member of the Trash Free Seas Alliance. "Our global commitment to solving the problem of trash in our ocean and waterways is a major company priority," says April Crow, Global Director of Sustainable Packaging for The Coca-Cola Company. "We look to Ocean Conservancy as our ocean partner and an acknowledged leader in finding solutions to ocean trash."

VOLUNTEERS FOUND ENOUGH FOOD PACKAGING TO GET TAKE-OUT FOR BREAKFAST, LUNCH AND DINNER EVERY DAY FOR THE NEXT 858 YEARS. – 2011 CLEANUP

940,227
PIECES





INDIA

PROMOTING POLICY

Ocean Conservancy is taking tangible steps to strengthen national policy on ocean trash and build a broader, more engaged constituency for trash free seas. To that end, Ocean Conservancy is promoting reauthorization of the Marine Debris Research, Prevention and Reduction Act, which provides funding to the National Oceanic and Atmospheric Administration and the U.S. Coast Guard for education and research around marine debris.

Ocean Conservancy has successfully supported action in both chambers of Congress, including introduction in the Senate of the aptly named Trash Free Seas Act. Our policy experts will continue to explore future policy reforms that are grounded in science and that can have the greatest impact. At the same time, Ocean Conservancy will provide partners and volunteers with the tools and resources necessary to advance effective policy solutions in their respective communities.

EMPOWERING PEOPLE

The International Coastal Cleanup will always be the hallmark of Ocean Conservancy's Trash Free Seas program. As the world's largest volunteer effort for the ocean, it inspires action and creates enthusiasm through the sheer number of people who join together on a single day toward a common purpose.

Through the support of individuals, industry, government agencies and other nonprofit organizations, Ocean Conservancy will seize this moment to catapult our Trash Free Seas program to the next level by creating a movement to eliminate ocean trash through 21st century solutions. Our goal is to use the momentum of the Cleanup to mobilize even more people to stop trash at the source. With the help of our partners, Ocean Conservancy is building strong online communities to connect you with the information, guidance and support you need to keep trash from reaching your ocean and waterways.

By broadening the constituency for ocean health and attacking the problem of ocean trash at its root, Ocean Conservancy and our partners and supporters around the world are truly moving toward a future of trash free seas.



NEW ZEALAND



THE JAPANESE TSUNAMI: A NATURAL DISASTER WITH RIPPLE EFFECTS ACROSS THE OCEAN

The earthquake and subsequent tsunami that occurred March 2011 in Japan devastated the island nation and sent shock waves around the world. The well-documented human toll has affected families and communities in ways that are still felt today.

“The tsunami destroyed people’s daily lives, as well as the industries and businesses they depended on to make a living,” says Yoshiko Ohkura, the International Liaison and Information Manager for the Japan Environmental Action Network.

The disaster also generated millions of tons of debris, causing destruction along Japan’s coast and threatening ocean wildlife and other coastal regions as it washed out to sea.

Cleanup efforts are underway, but they’ve been made more dangerous because debris items include homes, furniture, fishing vessels and contaminated materials. Collection and disposal of these hazardous items are costly, but it’s vital that damaged areas recover as soon as possible, says Ohkura, whose organization serves as the International Coastal Cleanup®

Coordinator for Japan. “At this stage, the priority is re-establishing people’s daily lives and restoring shared facilities, such as fishing ports.”

A THREAT TO OCEAN HEALTH


Beyond Japan, the ripple effects from the tsunami debris are just starting to be felt. While it’s impossible to know how much of the debris has sunk or degraded, scientists think that what’s still afloat is making a slow trek across the ocean, carried by wind and currents. Consequently, the repercussions for the ocean’s health are potentially huge.

Debris washing ashore could damage reefs and introduce invasive species. It could also impact threatened and endangered species like the Laysan and black-footed albatross, Hawaiian monk seal, green sea turtle and many other species. Abandoned fishing gear and other debris items that pose an entanglement risk

could threaten seabirds and migratory Pacific species like bluefin tuna, green and leatherback sea turtles, mako and blue sharks, and whales that use the North Pacific waters to forage, breed and migrate.

As the tsunami debris reaches coastlines, it could have immediate impacts not just on wildlife, but also on human and economic health. While it’s highly unlikely that the tsunami debris is contaminated with radiation, some items, like car parts and 55-gallon chemical drums, could leak toxic compounds. Shards of glass, rusted nails and other sharp objects could wreak havoc on barefoot beachgoers.

Debris in the water can pose a hazard to swimmers and scuba divers, and get caught in the propellers and other machinery of commercial vessels. Coastal communities will also have to deal with cleanup costs to keep the beaches safe for both wildlife and people.



**AS THE TSUNAMI
DEBRIS REACHES
COASTLINES, IT COULD
HAVE IMMEDIATE IMPACTS
NOT JUST ON WILDLIFE,
BUT ALSO ON HUMAN
AND ECONOMIC HEALTH.**

INTERNATIONAL COASTAL CLEANUP COORDINATORS PREPARE FOR DEBRIS

That's bad news for coastal regions expecting to see tsunami debris on their shores later this year or next. Chris Woolaway, International Coastal Cleanup Coordinator for Hawaii, is already bracing for impact.

"Hawaii has more endangered species per square mile than any other place on the planet, so we cannot afford to be in denial – or the opposite, to be in a panic," she says. "With the possibility of tsunami debris hitting our shores, we'll have to step up our cleanup and data collection efforts and recruit even more volunteers to help keep our beaches and coastal areas beautiful."

What's challenging, Woolaway says, is that outreach efforts typically focus on human behavior and how solid waste is handled, while this debris results from a tragic natural disaster.

REDUCING IMPACTS

While there's not much we can do to prevent the tsunami debris from reaching Pacific shores, we can take steps to reduce the impacts. NOAA and its partners are leading efforts to collect data, use science to assess the debris and possible impacts, and protect natural resources and coasts. Ocean Conservancy is partnering with NOAA to help educate the public and provide information on the tsunami debris directly to our global network of Cleanup Coordinators. We're also diving into research efforts of our own (see sidebar).

The biggest impact we can have involves the choices each of us makes every day. The truth is that a tsunami's worth of trash is created every year simply by the things we buy, use and throw away. The debris from the Japanese tsunami is a small part of the larger problem of ocean trash.

But the good news is that by removing and reducing the amount of trash in our ocean and waterways, we can help ensure that the ocean is more resilient in the face of unavoidable natural disasters.



SCIENTIST AT SEA: A TSUNAMI DEBRIS RESEARCH MISSION

In June, Ocean Conservancy Marine Debris Specialist Nicholas Mallos will join a research expedition traveling from Tokyo to Maui along the projected path of the tsunami debris in hopes of learning more about its size and composition.

"We know a lot of debris was swept out into the ocean, but we don't know what's still afloat," Mallos says. "This research expedition will provide a snapshot of what might show up on our shores." The 5 Gyres/Algalita Japanese Tsunami Expedition will involve more than just a search for tsunami debris. Researchers will use small-mesh sampling nets that skim the surface of the water to collect samples and learn more about plastic pollution in the North Pacific.

During his time at sea, Mallos will also keep an eye out for wildlife like sea turtles, sharks, marine mammals and seabirds. He'll document their locations, monitor their behaviors and note if or how they interact with marine debris.

The research expedition provides an unparalleled opportunity to examine how ocean trash moves and changes over time, Mallos says, because we know precisely when this tsunami debris entered the ocean environment.

"The tsunami event provides a baseline for our research that we don't often have, so what happens over the next several years will teach us about the dynamics of marine debris. And the more we understand this problem, the closer we'll be to finding solutions."



NICK'S JOURNEY

Ocean Conservancy Marine Debris Specialist Nicholas Mallos prepares to head back to sea this summer.

Follow him on Twitter @nickmallos.



BUILDING MOMENTUM: WORKING TOWARD TRASH FREE SEAS ALL YEAR LONG

For one day each year, people of all backgrounds, nationalities and ages – from all over the world – join together to celebrate their love of the ocean. As families, friends, colleagues and neighbors gather to collect trash along beaches, waterways and even underwater, a palpable energy is created by the power of thousands of individuals all coming together to work toward a single goal.


Thanks to growing interest and support over the last 26 years, Ocean Conservancy's International Coastal Cleanup® has inspired and mobilized this annual collective act of goodwill for the world's ocean. And the rush of good energy it creates is contagious. Why else would such dirty work create hundreds of thousands of smiles?

What if the momentum of that day could be maintained all year long? What if acts of kindness for the ocean could be inspired around the world every day?

To make real progress toward a healthy ocean, that's exactly what must happen. With the help of individuals, industry, government agencies and other supporters, Ocean Conservancy's Trash Free Seas® program is developing creative new ways to stop trash at the source and protect the health of the ocean and the coastal communities that depend upon it.

Trash doesn't fall from the sky – it falls from human hands. Each one of us can make smarter choices in everyday actions to keep trash off the streets, out of our waterways and away from the ocean.

PUTTING THE CLEANUP IN YOUR POCKET

 Each fall, hundreds of thousands of people sign up to participate in the International Coastal Cleanup, the largest global volunteer effort for the ocean. So many of these volunteers become invested in keeping their beaches and waterways clean year-round that Ocean Conservancy has been inspired to create a new suite of tools to support trash free seas every day. These online tools will help you and your community share knowledge to eliminate ocean trash as well as create your own cleanup events and share details online.

Ocean Conservancy will also develop a digital data card, accessible via smartphones, to allow citizen scientists like you to record each item you collect, helping you track and share your impact. With a single touch, you can send your data directly to Ocean Conservancy to become part of a daily global snapshot demonstrating the power of collective action on ocean trash.

MOVING BEYOND THE CLEANUP

Motivated by the impact of the Cleanup every year, our volunteers often ask what more they can do to make a difference. One simple recommendation we offer is this: Make smart decisions about the products you choose every day to ensure that trash doesn't travel to the ocean.

Even the best of intentions, however, can get lost in the busy rhythm of life; and Ocean Conservancy wants to make it easy to inspire change in your daily life. Through a new mobile application for smartphones, Ocean Conservancy will make it simple and fun to bring the power of the Cleanup home – and ultimately ensure that less trash makes its way onto the street and into the waste stream in the first place.

With the support of our partners from government, industry and other nonprofit organizations, Ocean Conservancy will harness the power of technology to zero in on the best ways to help people make better choices about the use of disposable products, especially those that top the list of trash collected every year at the Cleanup, like plastic grocery bags, disposable coffee-cup lids and straws. Imagine a community of helping hands at your fingertips, providing real-time advice, reminders and encouragement when you need it.

BUILDING A COMMUNITY

Perhaps the most important aspect of the Cleanup is the power of coming together to make a real difference and help the ocean. With a stronger focus on building those connections through social media, Ocean Conservancy will help keep the conversation and the momentum going all year round.

Our Trash Free Seas program is also expanding the Keep the Coast Clear online community to meet the growing need to provide an interactive space to connect people all over the world around ocean trash issues, track impacts, and share expertise, tools and best practices to stop trash at the source. Visit www.keepthecoastclear.org to learn more.

Momentum is indeed growing for a movement to ensure trash free seas. And now this amazing network of volunteers and ocean partners around the world can connect and engage in new and innovative ways, helping spread the word about ocean trash and the importance of everyday actions to keep the ocean, coasts and waterways clear.



USA



JAPAN

TEVA: A PAIR FOR A FOOT

Like the International Coastal Cleanup, footwear manufacturer Teva has championed clean water for 26 years, making our partnership with its “A Pair for a Foot” initiative all the more fitting.

“After the BP Deepwater Horizon disaster, we wanted to further our commitment to clean water,” explains Will Pennartz, Teva lifestyle marketing manager. “Through the ‘A Pair for a Foot’ campaign, for every pair of shoes Teva sells, we help protect a linear foot of global waterways along rivers, lakes and the ocean.”

Teva has worked with Ocean Conservancy’s International Coastal Cleanup from London to Okinawa to Texas. “We greatly admire Ocean Conservancy, and we’re excited to work together on this global cleanup effort,” says Pennartz. As a key partner, Ocean Conservancy helped lay the groundwork for the program through its international network of Cleanup volunteers, while the Teva team called upon local and regional representatives and retailers to take action around the globe.

“OUR CLEANUP EFFORTS TIE BACK TO WHAT WE CARE ABOUT. A LOT OF PEOPLE FORGET THAT RIVERS AND THE OCEAN ARE CONNECTED.”

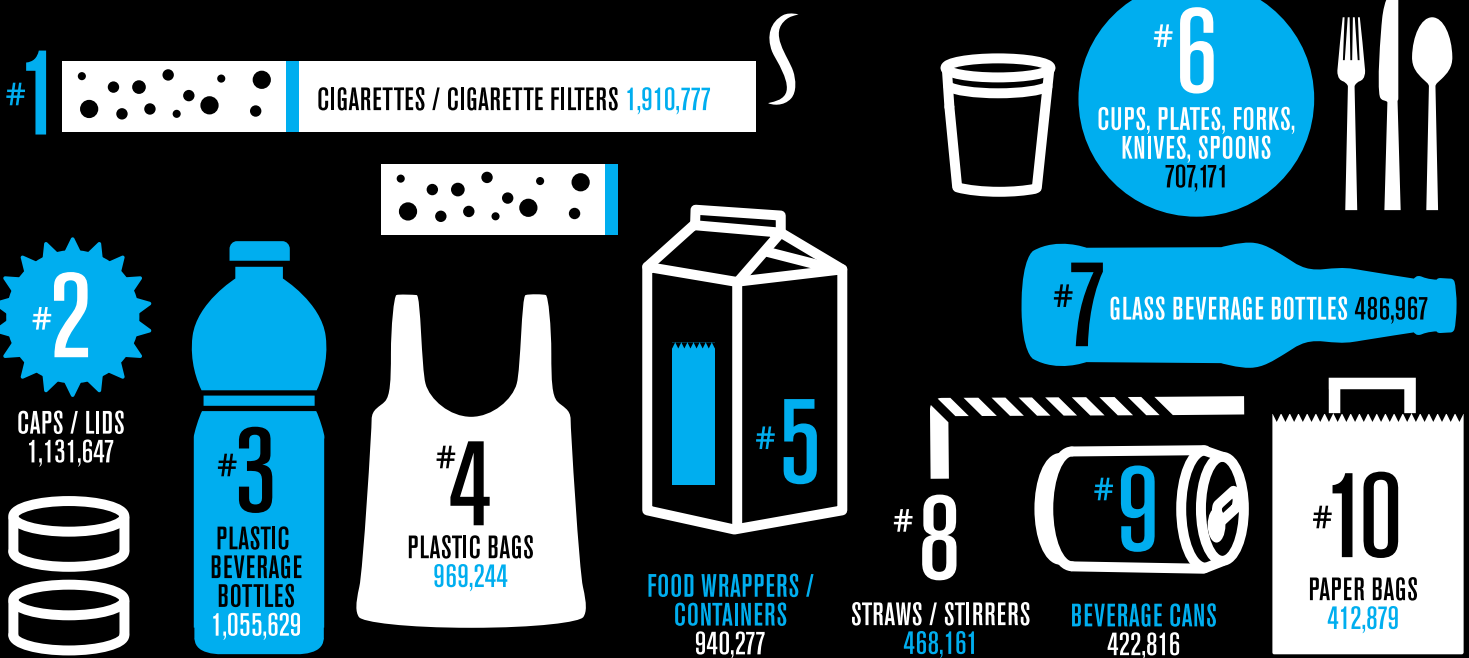
WILL PENNARTZ
TEVA

“This initiative really connects with our customers,” says Pennartz. “Water is a founding theme for Teva; the brand was born on the Colorado River, and all of our cause-related initiatives involve clean water.” That includes the ocean as well as the lakes and rivers where Teva-wearing adventurers spend their leisure time.

“Our cleanup efforts tie back to what we care about. A lot of people forget that rivers and the ocean are connected,” notes Pennartz. “That’s what’s so impactful about ‘A Pair for a Foot.’ We’re focused on shorelines around the globe. And we’re protecting not only our resources but also our playground.”

2011 CLEANUP

TOP 10 ITEMS FOUND



“AS THE LEAD SPONSORING PARTNER OF THE INTERNATIONAL COASTAL CLEANUP, WE ARE COMMITTED TO FINDING A MEANINGFUL SOLUTION TO ELIMINATE DEBRIS IN OUR OCEANS. OCEAN CONSERVANCY CONTINUES TO BE A TREMENDOUS PARTNER IN ADVANCING THE DIALOGUE AND RAISING AWARENESS FOR THIS PREVENTABLE PROBLEM.”

THE COCA-COLA COMPANY



MEXICO



SPECIAL THANKS

2011 INTERNATIONAL COASTAL CLEANUP® SPONSORING PARTNERS

LEAD SPONSORING PARTNER

THE COCA-COLA COMPANY

WORLD OCEAN PARTNERS

BANK OF AMERICA

**NATIONAL OCEANIC AND
ATMOSPHERIC ADMINISTRATION**

LIVING WATERS PARTNERS

ALTRIA GROUP, INC.

THE DOW CHEMICAL COMPANY

GLAD

LANDSHARK LAGER

THE WALT DISNEY COMPANY

HEALTHY BAYS PARTNERS

BRUNSWICK PUBLIC FOUNDATION

TEVA

RIVERS AND STREAMS PARTNERS

BOOZ ALLEN HAMILTON

ITW

O-I

**U.S. ENVIRONMENTAL
PROTECTION AGENCY**

OUTREACH PARTNERS

EARTH DAY NETWORK

KEEP AMERICA BEAUTIFUL

PROJECT AWARE

**UNITED NATIONS ENVIRONMENT
PROGRAMME**

“Through our commitment to address climate change, Bank of America is aligning both philanthropic and volunteer support to International Coastal Cleanup events around the world. Our employees consistently tell us how much they appreciate being able to make a meaningful difference in the health and vitality of the waterways and shorelines in their communities.”

BANK OF AMERICA

“The International Coastal Cleanup brings people of all ages and backgrounds together to make a difference in our ocean’s health. The NOAA Marine Debris Program is proud to partner with Ocean Conservancy in this tremendous global effort to keep the sea free of debris.”

**NATIONAL OCEANIC AND
ATMOSPHERIC
ADMINISTRATION**

“Together, Disney and Ocean Conservancy have inspired kids and families to protect nature and care for our planet. Through support of the International Coastal Cleanup to programs like Disney Friends for Change, we help provide resources and opportunities for kids to make a positive impact on the environment and in their communities.”

THE WALT DISNEY COMPANY

“Altria and its companies are committed to reducing the environmental impacts of their businesses and their products. We are proud of our long-standing support of Ocean Conservancy’s efforts to reduce the amount of litter in our nation’s waterways.”

ALTRIA GROUP, INC.

“Brunswick Public Foundation supports Ocean Conservancy in encouraging environmentally responsible behavior on the water. With the boaters we serve, we seek to maintain and protect our invaluable ocean and waterways.”

BRUNSWICK PUBLIC FOUNDATION

“Helping to keep our oceans and beaches clean is all our collective responsibility. Through our limited-edition can and co-branded educational webpage, Landshark Lager helped connect adult beer drinkers to the work of Ocean Conservancy.”

LANDSHARK LAGER

“As a leader in outdoor footwear, Teva understands the importance of keeping our waterways and beaches clean. The International Coastal Cleanup is a critical event to help us accomplish this as part of our ‘A Pair for a Foot’ initiative, where we cleaned 4.3 million linear feet of global waterways in 2011.”

TEVA

“Dow has been a proud sponsor of the International Coastal Cleanup for 26 years. We value our relationship with Ocean Conservancy and their dedication in developing global solutions and public education needed to change the behaviors that cause marine debris and litter.”

THE DOW CHEMICAL COMPANY

“EPA is proud to support the International Coastal Cleanup because it provides an important opportunity for people to become involved in protecting their local waterways and making a positive difference in their communities. Everyone can play a part in caring for our oceans, rivers and lakes by cleaning up trash and marine debris.”

**U.S. ENVIRONMENTAL
PROTECTION AGENCY**

CHARTING A COURSE TO A CLEAN OCEAN:

GOOD MATE PROVIDES THE KNOW-HOW ON GREEN BOATING

Recreational boating means enjoying freedom and natural beauty on the water. However, the nature of boating also makes it a potential source for water pollution. In partnership with Brunswick Public Foundation, Ocean Conservancy is helping boaters and marine operators take simple, practical steps to protect both the boating experience and our ocean with the Good Mate program.

The project began nearly 10 years ago as a grassroots outreach campaign, and for the first time last year, Good Mate materials became available online. This wealth of easily accessible information, conveniently organized into resources for boat owners and marina owners, arms boaters and marina operators with the tools to help reduce the amount of trash and debris in the ocean.

PRACTICAL TIPS FOR BOATERS

Boating is a great way to experience the wonders of the ocean and our country's waterways. However, mishandling a boat can harm ecosystems, wildlife and water quality.

Damage usually occurs accidentally through improper piloting, irresponsible use or the neglect of vessel maintenance. Ecosystems can also be harmed if a vessel is anchored improperly, is operated in shallow water, runs aground in a sensitive area or is operated without regard to aquatic animals.

Good Mate offers practical tips to boaters to help avoid some of these harmful circumstances, urging boaters to:

- Understand procedures for interacting with wildlife, especially marine mammals.
- Check to make sure boats are free of plants and small animals to avoid transfer of exotic or invasive species.
- Prevent trash, debris and waste from entering the water.

PROTECTING THE OCEAN FROM SHIP TO SHORE

Opportunities to practice sustainable boating habits don't end when a boat is docked. Refueling, maintenance, repair and storage of a vessel all present environmental risks. Reducing these risks will not only preserve clean water and protect the animals that live in it, but will keep boaters and their families safe – and could even save you money.

Tips offered through the Good Mate program while on shore include:

- Properly dispose of trash, debris and waste.
- Safely refuel your vessel and recycle used oil and filters.
- Ask marinas to stock environmentally friendly cleaning products.

Both Ocean Conservancy and Brunswick Public Foundation know that boaters can enjoy the ocean only if it is free of trash and other harmful material. Good Mate offers easy steps for all boaters to follow to be environmental stewards for years to come.

All hands on deck to be a Good Mate!

WWW.OCEANCONSERVANCY.ORG/GOODMATE



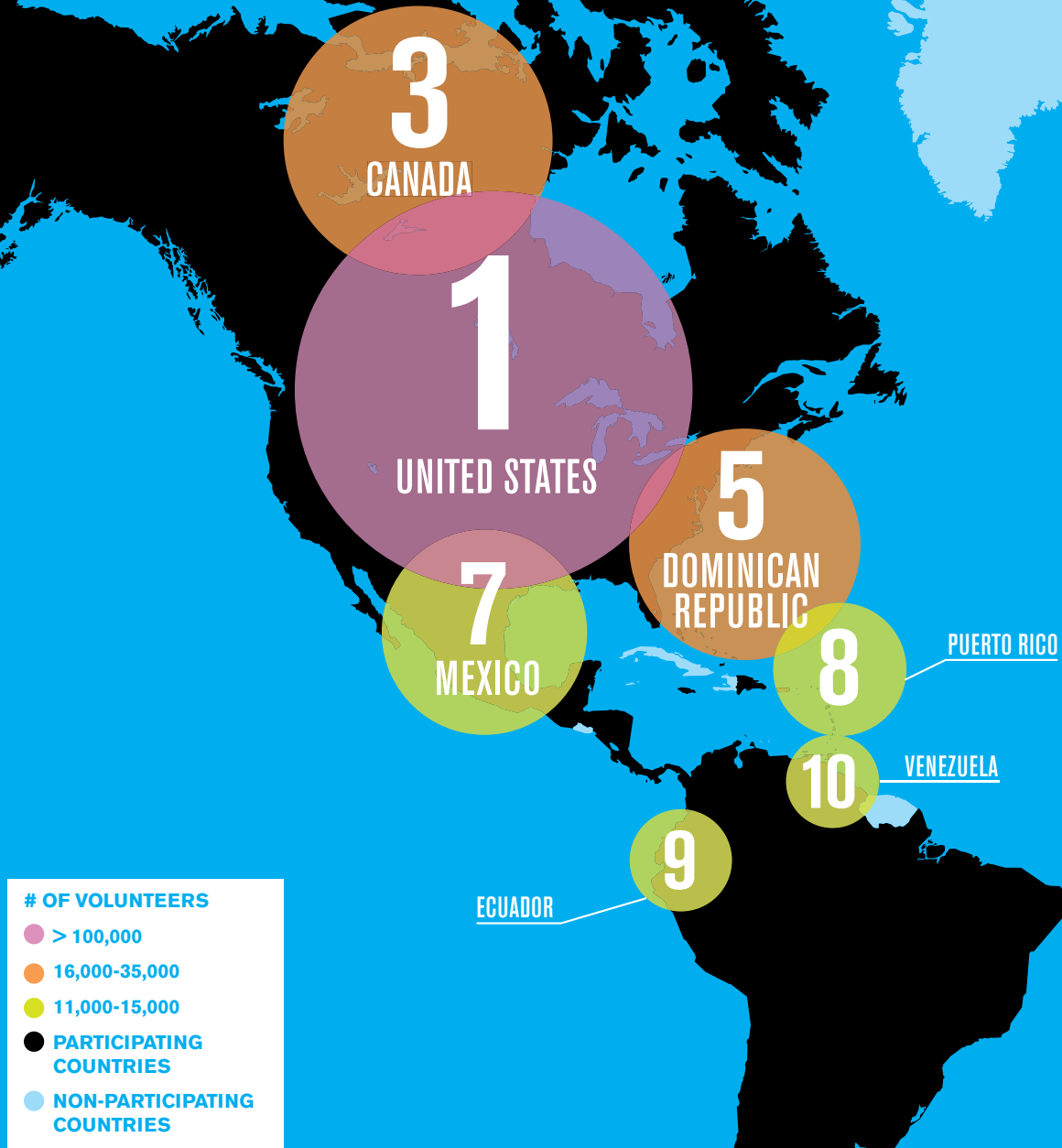
**DURING THE 2011 CLEANUP,
VOLUNTEERS FOUND
ENOUGH LIGHT BULBS
(24,384 BULBS) TO
REPLACE EVERY LIGHT
ON THE EIFFEL TOWER.**



HAWAII

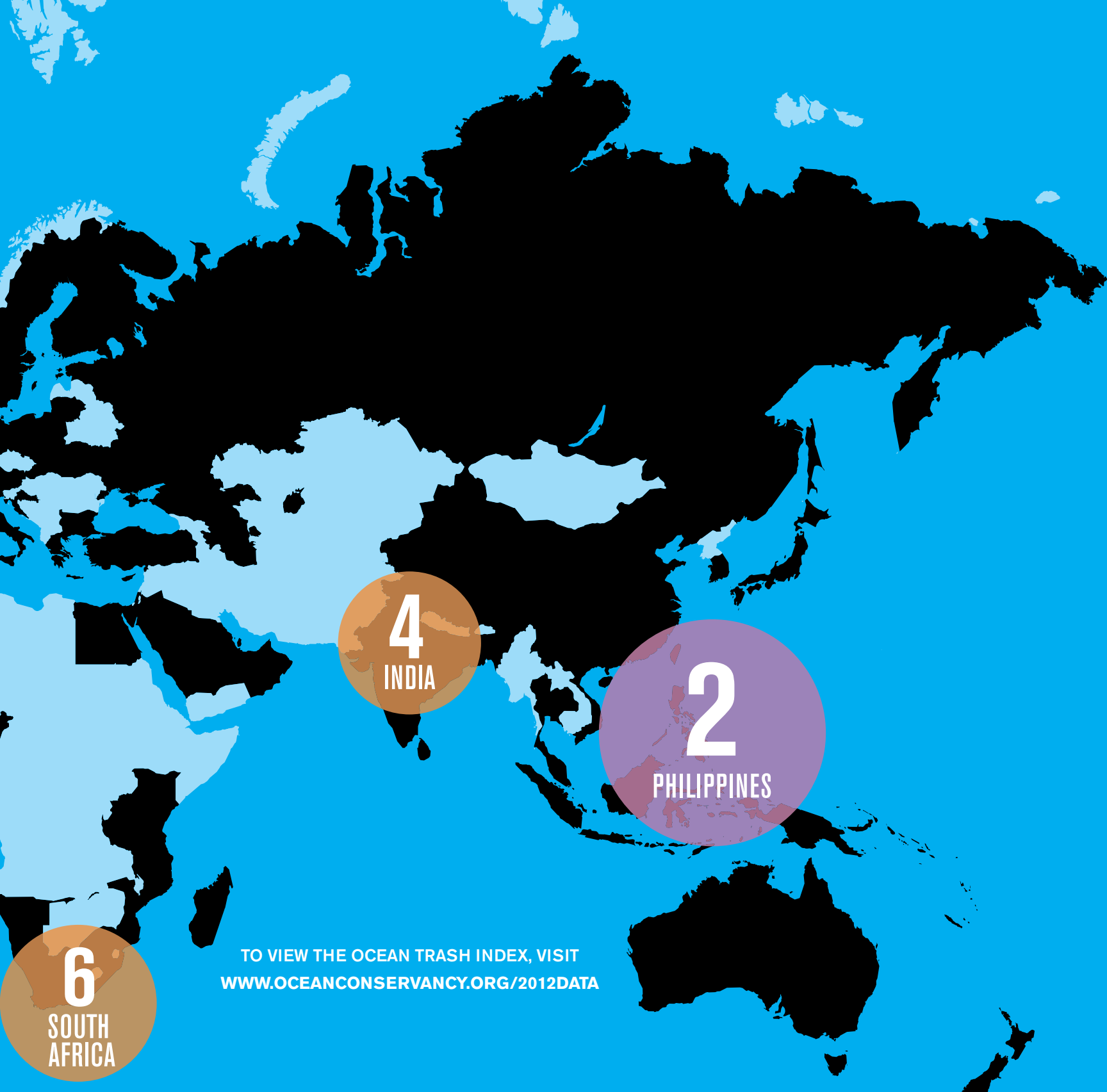
TOP 10

PARTICIPATING COUNTRIES AND LOCATIONS



OCEAN CONSERVANCY'S FIRST OFFICIAL CLEANUP TOOK PLACE ON 12 DIFFERENT SITES ALONG THE TEXAS SHORELINE IN 1986. THAT EFFORT HAS EVOLVED INTO THE INTERNATIONAL COASTAL CLEANUP® WE KNOW TODAY, WHICH LAST YEAR MOBILIZED NEARLY 600,000 VOLUNTEERS TO CLEAN COASTAL BEACHES AND INLAND WATERWAYS ALL OVER THE WORLD.

While that first Cleanup was led by a lone Ocean Conservancy staff member, these days our Cleanups couldn't happen without the help of hundreds of Cleanup Coordinators, a generous group of corporate supporters and, of course, the many thousands of volunteers who join us on the beach.



TO VIEW THE OCEAN TRASH INDEX, VISIT
WWW.OCEANCONSERVANCY.ORG/2012DATA

PARTICIPATING COUNTRIES AND LOCATIONS

- | | | | | | | |
|----------------|-----------------|-----------|------------------|-------------------|-----------------------------|----------------|
| Argentina | Canada | Germany | Malaysia | Paraguay | Singapore | Turkey |
| Australia | Channel Islands | Ghana | Maldives | Peru | Sint Maarten,
Dutch West | United Arab |
| Austria | Chile | Gibraltar | Malta | Philippines | Indies | Emirates |
| Bahamas | China | Greece | Mexico | Poland | India | United Kingdom |
| Bahrain | Colombia | Grenada | Mozambique | Portugal | Slovenia | United States |
| Bangladesh | Cook Islands | Guam | Netherlands | Puerto Rico | South Africa | United States |
| Barbados | Costa Rica | Honduras | Netherlands | Republic of Korea | Spain | Virgin Islands |
| Belize | Croatia | Hong Kong | Antilles | Russia | Sri Lanka | Uruguay |
| Bermuda | Cyprus | India | New Zealand | St. Kitts and | Sweden | Venezuela |
| Bolivia | Dominica | Indonesia | Nicaragua | Nevis | Switzerland | Vietnam |
| Brazil | Dominican | Ireland | Nigeria | Saint Vincent and | Taiwan | Wales |
| British Virgin | Republic | Israel | Northern Ireland | the Grenadines | Tanzania | |
| Islands | Ecuador | Italy | Northern Mariana | Samoa | Thailand | |
| Brunei | Egypt | Jamaica | Islands | Saudi Arabia | Trinidad and | |
| Bulgaria | Finland | Japan | Norway | Scotland | Tobago | |
| Cambodia | France | Kenya | Panama | Seychelles | Tunisia | |

2011 COORDINATORS

COUNTRY AND LOCATION COORDINATORS

ARGENTINA

Liliana Toranzo
Asociación ReCrear

BAHAMAS – ABACO

Anita Knowles
Friends of the Environment

BAHAMAS – GRAND BAHAMA ISLAND

Renamae Symonette/Erika Gates
Bahamas Ministry of Tourism

BAHAMAS – NASSAU

Rinaldo Smith
Dolphin Encounters

BALI

Irene Millar
Eco Leadership Pte Ltd

BANGLADESH

S. M. Muntasir Mamun
Kewkradong

BARBADOS

Asha Jones
Caribbean Youth Environmental Network

BARBADOS

Michael Thompson
National Conservation Commission

BELIZE

Hilberto Riverol/Richard Alcoser
The Scout Association of Belize

BERMUDA

Anne Hyde
Keep Bermuda Beautiful

BRAZIL

Caio Marco Antonio
ASSU - Ubatuba

BRITISH VIRGIN ISLANDS

Jasmine Bannis
Conservation & Fisheries Department

BRUNEI

Alan Tan
Beach Bunch

CANADA – BRITISH COLUMBIA

Jill Dwyer
Vancouver Aquarium Marine Science Centre

CANADA – NEW BRUNSWICK

Melanie Lucas
The Green Network - ACAP Saint John

CANADA – PRINCE EDWARD ISLAND

David Boyce
Three Rivers Heritage Association

CAYMAN ISLANDS

Erin Bodden/Robyn Larkin
Cayman Islands Tourism Association

CHILE

Leonardo de la Maza/Michelle Manley
*Aquatic Environment Preservation Department,
DIRECTEMAR, Chilean Navy*

CHINA

Yonglong Liu
Shanghai Rendu Enterprise Consulting Co. Ltd

COSTA RICA

Giovanna Longhi
Asociación Terra Nostra

CYPRUS

Andreas Demetropoulos
Cyprus Wildlife Society

DOMINICA

Terry Raymond
Dominica Youth Environment Organization

DOMINICAN REPUBLIC

Oscar Oviedo
Fundación Vida Azul

ECUADOR

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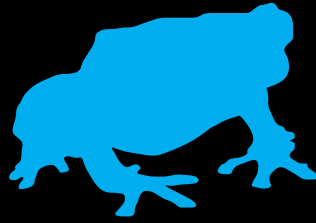
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THREATS TO WILDLIFE

NUMBER OF ANIMALS FOUND



4

AMPHIBIANS

BECAME ENTANGLED IN BEVERAGE BOTTLES AND DEBRIS



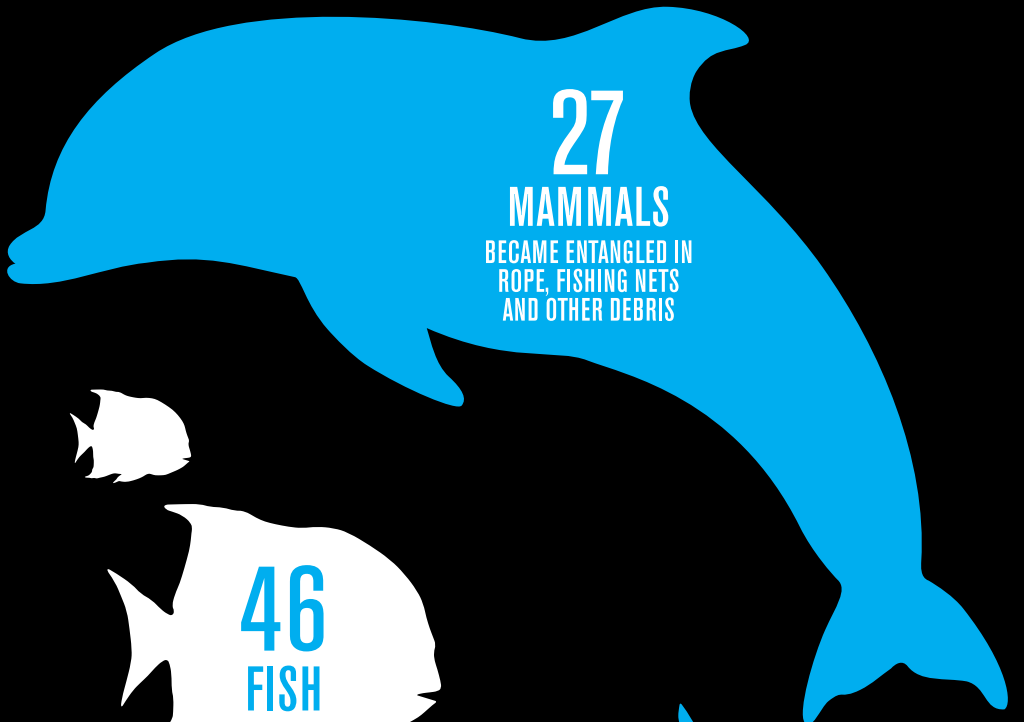
49
BIRDS

BECAME ENTANGLED IN FISHING LINE AND FISHING NETS



18
REPTILES

BECAME ENTANGLED IN CRAB TRAPS, FISHING NETS OR PLASTIC BAGS



27

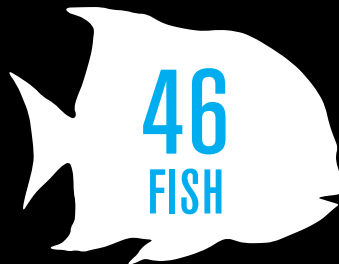
MAMMALS

BECAME ENTANGLED IN ROPE, FISHING NETS AND OTHER DEBRIS

97

INVERTEBRATES

BECAME ENTANGLED IN FISHING LINE, PLASTIC BAGS, BEVERAGE BOTTLES AND OTHER DEBRIS



46
FISH

BECAME ENTANGLED IN FISHING NETS, FISHING LINE OR PLASTIC BAGS



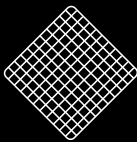
4

CORALS & SPONGES

BECAME ENTANGLED IN FISHING LINE OR OTHER DEBRIS



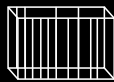
FISHING LINE



FISHING NETS



PLASTIC BAGS



CRAB TRAPS



BEVERAGE BOTTLES



ROPE

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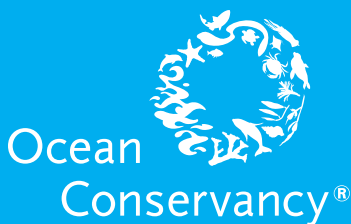
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6. Tsunami: Alex Hofford
7. Nicholas Mallos: Ocean Conservancy
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12. iStockphoto
13. Hawaii: Petty Officer Jay C. Pugh
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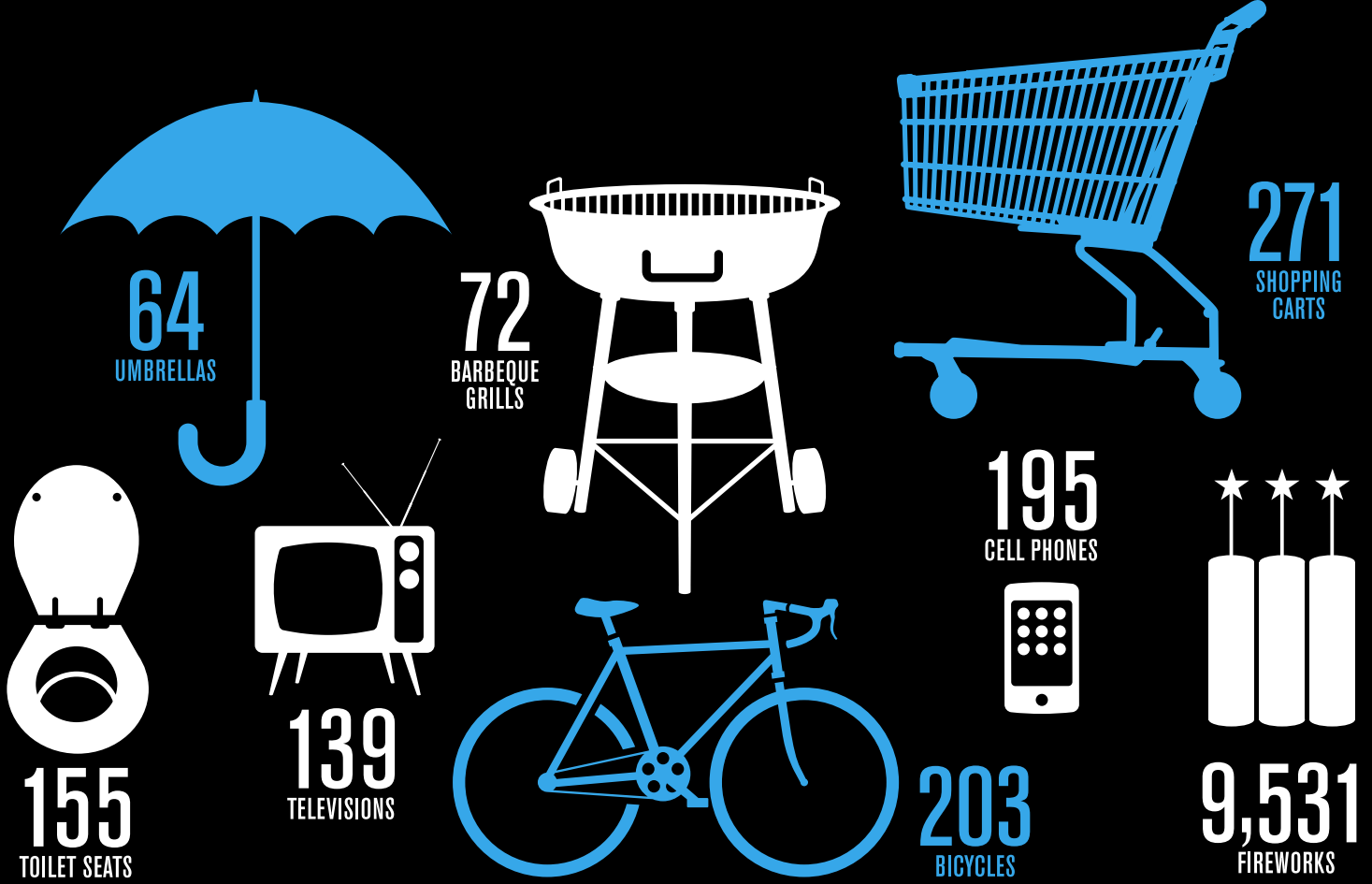
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