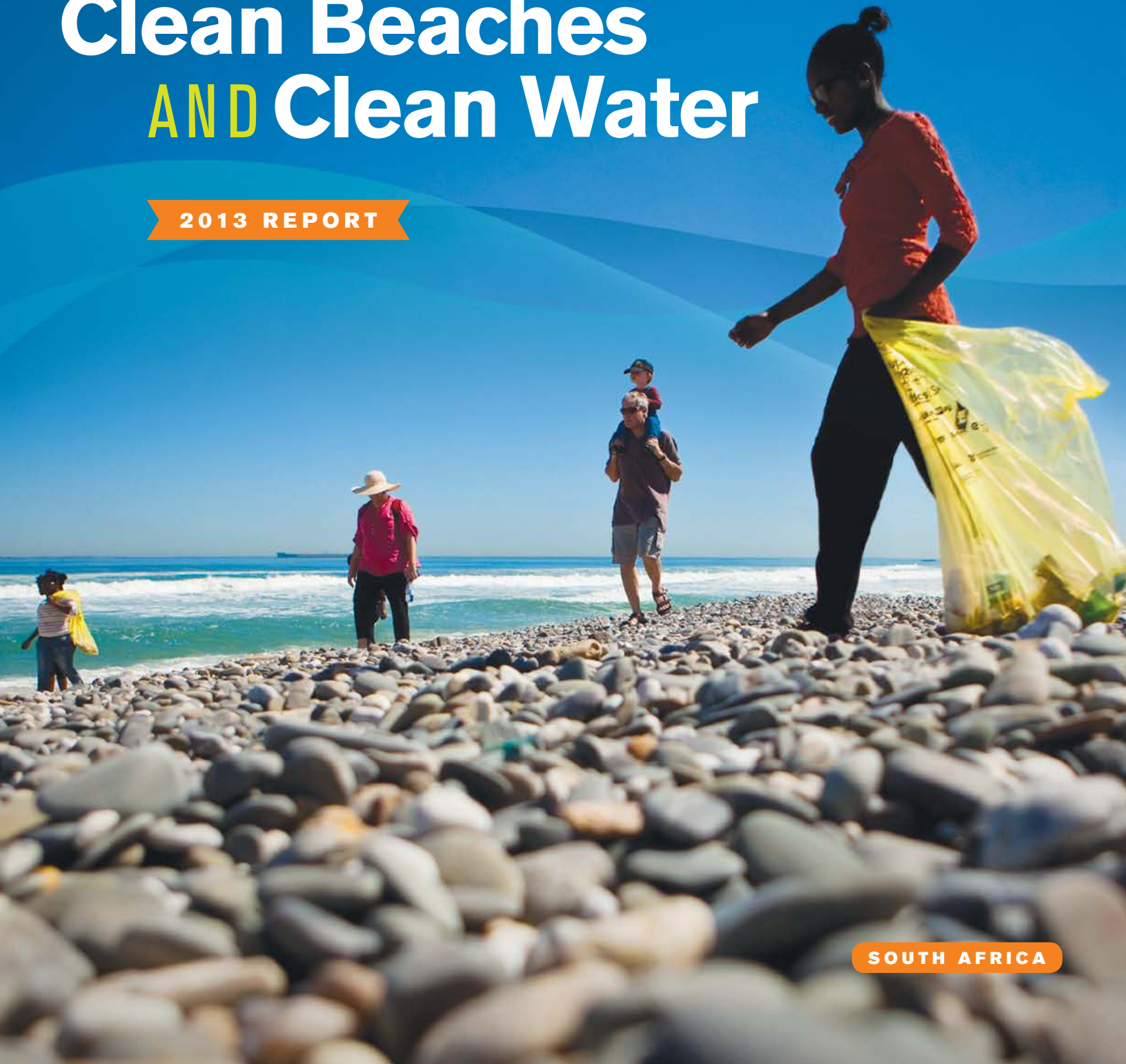


WORKING FOR Clean Beaches AND Clean Water

2013 REPORT



SOUTH AFRICA



DOMINICAN REPUBLIC

WORKING FOR Trash Free Seas

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



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

 www.oceanconservancy.org

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INTRODUCTION FROM THE PRESIDENT AND CEO

Increasing Ocean Resiliency by Tackling Trash Pollution



The ocean supplies much of the air we breathe, the food we eat and the water we drink. That means no matter where you live, your life depends on the ocean. If our ocean isn't healthy, neither are we. And the role of the ocean in sustaining a world population projected to reach 9 billion by 2040 will be crucial to our future on this planet.

Our ability to manage impacts on the ocean will make a critical difference in sustaining the resources and ecosystems that we need to thrive. And a key place to start is tackling the harm caused by ocean trash.

During Ocean Conservancy's 2012 International Coastal Cleanup, volunteers picked up more than 10 million pounds of trash, and our Ocean Trash Index tallies every item. But organizing Cleanups and collecting data about what we find will get us only so far. We must also continue to build a movement to stop trash at the source.

Indeed, without effective engineering and policy interventions—combined with citizen action—that break the chain of marine debris, ocean trash will continue to be out of control, and the impacts on wildlife, on our economy and on human health will only get worse.

Part of this movement is to build awareness and create incentives for smarter choices about the items we use every day—reducing single-use items like shopping bags, food containers and unnecessary packaging—that consistently make up the top 10 list of items found during Cleanups.

Ocean Conservancy's new mobile application, Rippl™, and other consumer resources help individuals reduce their personal impacts. But individual consumer actions, important as they are, cannot solve the ocean trash problem by themselves.

To achieve trash free seas, we must also fund scientific research to help us better understand what we are up against. And we must invest in industrial innovations to develop materials, manufacturing processes and products that will interrupt the cycle of pollution and keep the ocean healthy. In our search for solutions, we're working with leaders from industry, government, conservation and academia because we know solutions to this problem require the best thinking from many fields.

In the pages of this report, you'll learn more about how Ocean Conservancy is attacking this problem and collaborating with partners to pursue our goal of trash free seas.

By removing ocean trash from the list of severe challenges threatening our ocean's health, we can help preserve the ocean's resiliency and strengthen its ability to provide for a shared ocean future that helps sustain us all.

Please join me in the fight for trash free seas and a healthy, thriving ocean.

Kind regards,

Andreas Merkl
PRESIDENT AND CEO
OCEAN CONSERVANCY

BUILDING A MOVEMENT to Stop Trash at the Source

Ocean trash is a serious pollution problem that affects the health of people, wildlife and local economies. Trash in the water and on the shore can kill marine animals, injure swimmers and beachgoers, and ensnare boat propellers. Ocean trash continues to increase and cause greater harm, despite the commitment from hundreds of thousands of volunteers who are raising the

profile of the issues.

The problem of ocean trash is entirely preventable, but it can be solved only by innovation at key points in the production, consumption and disposal chain. Ocean Conservancy is taking the lead to reduce trash at the source by working with partners to find both engineering and policy solutions.

In the short term, we know

that trash travels—reaching the ocean by way of storm drains and waterways—so we must take action to stop the flow of trash before it has a chance to reach the water.

We're partnering with others to learn more about this issue. Ultimately, solutions will depend upon industry changes, but individual choices will also play an important role in building awareness and taking community-level actions.

Keep the Coast Clear Engages Trash Activists

With the support of the National Oceanic and Atmospheric Administration (NOAA) Marine Debris Program, Ocean Conservancy has built the Keep the Coast Clear web platform to encourage people to take action on a daily basis to keep our ocean trash free.

The newly redesigned website provides sustainable living tips and self-organizing tools that not only educate and engage people but also help create a virtual community of ocean trash activists.



keepthecoastclear.org

Trash Free Seas Alliance: Steps Toward Innovative Solutions

Ocean Conservancy launched the Trash Free Seas Alliance® in 2011 to provide a forum for identifying solutions to help stop ocean trash at the source. Since then, the Alliance has grown to include leaders from industry, academia and conservation organizations who share the common goal of a healthy ocean free of trash.

In 2012, Alliance members came together to learn more about the issue from experts in waste management, materials design and marine-debris science. Market-based polling experts also shared research on consumer attitudes about ocean trash. Armed with this information, the members began the process of zeroing in on specific issues and discussing potential solutions.

Alliance members also participated in a series of cross-sector conversations about topics ranging from zero-waste initiatives to the threat of tsunami debris from the 2011 earthquake in Japan.



SPAIN

2012 Trash Free Seas Timeline

MARCH AND OCTOBER:

National Center for Ecological Analysis and Synthesis (NCEAS) scientific working group meets to evaluate the state of marine debris science (see page 13)

APRIL AND OCTOBER:

Trash Free Seas Alliance meeting brings together industry, science and conservation leaders

MAY:

Marine Debris Specialist Nicholas Mallos travels to Japan to survey tsunami damage and debris (see page 9)

AUGUST:

Ocean Conservancy hosts meeting with Japanese government, Japan Environmental Action Network (JEAN), U.S. Department of State, National Oceanic and Atmospheric Administration (NOAA) and Pacific Coast

Cleanup Coordinators to discuss tsunami debris response efforts
▶ Arctic Program Director Andrew Hartsig travels to Sitka, Alaska, to participate in tsunami-debris cleanups (see page 9)

SEPTEMBER:

Ocean Conservancy scientists analyze and quantify marine debris during Trash Lab (see page 13)

▶ Ocean Conservancy launches the mobile application Rippl™

SEPTEMBER-OCTOBER:

International Coastal Cleanup® events held worldwide

DECEMBER:

Post-Hurricane Sandy cleanup at Jones Beach State Park in Long Island, N.Y. (see page 8)

Good Mate Tips for a Healthy Ocean

In 2012, **6,271** boaters picked up **109,253** pounds of debris from **905** miles of waterways.

Ocean Conservancy's Good Mate program, created in partnership with the Brunswick Public Foundation, helps chart a course to clean water by offering simple, easy-to-follow guidelines for green boating.

Here are two Good Mate tips for trash free seas:

- ▶ Practice "Plus-One Boating" by bringing back everything you take out on your trip—plus one piece of litter from someone else's wasteful wake.
- ▶ Set up trash and recycling bins with lids to ensure that trash is properly discarded and won't travel out to sea via wind and water currents.

To get more tips for boaters and marina owners, visit



oceanconservancy.org/goodmate



Start a Rippl Effect with Ocean Conservancy's Mobile Application

Rippl™ is a free mobile application that helps users make simple, sustainable lifestyle choices by delivering weekly green-living tips. Each tip comes with a customizable alert and is designed to help users conveniently make small changes that will save them money and reduce their trash impacts.

Rippl serves as an electronic version of a string around the finger, helping users turn their desired but often forgotten actions—like bringing a reusable bag to the grocery store—into habits that can help make a lasting difference.

ORGANIZING Cleanups

For more than a quarter of a century, volunteers with Ocean Conservancy's International Coastal Cleanup® have picked up everything imaginable along the world's shorelines: cigarette butts, food wrappers, abandoned fishing gear and even automobiles and kitchen appliances. Their efforts have strengthened awareness in the regions where they work and have helped build commitment to deal with this serious pollution problem.

Many walk, while others set out on boats. Thousands more don scuba gear to seek trash below the water's surface. These passionate ocean lovers not only pick up trash that endangers the health of humans,

wildlife and coastal economies, they count every item as well.

The resulting item-by-item, location-by-location Ocean Trash Index that Ocean Conservancy compiles each year provides the only global snapshot of the marine debris littering coasts and waterways around the world.

"The International Coastal Cleanup would never have grown into the world's largest volunteer effort for ocean health without all the dedicated people who make it happen in their corners of the world," says Sonya Besteiro, associate director of the Cleanup.

Ocean Conservancy's partners around the world organize Cleanup

events across entire countries and U.S. states and territories. These Cleanup Coordinators manage a host of responsibilities, from identifying Cleanup sites to engaging reporters who will get the word out to arranging Cleanup day logistics.

And when the last plastic bag and cigarette butt have been picked up on the Cleanup days, these Coordinators ensure that the data collected by their volunteers reach Ocean Conservancy to be compiled and analyzed.

"We have engaged our network of Coordinators every year for the Cleanup," Besteiro says. "They are constantly sharing their connections, research and ideas to help work toward a future of trash free seas."

Bangladesh Cleanup Coordinator Bikes U.S. to Fight Ocean Trash

Curious about the amount of plastic littering U.S. roadways, Bangladesh Cleanup Coordinator Muntasir Mamun and fellow activist Mohammad Ujjal hopped on a bicycle built for two and began a 3,500-mile journey.

They rode from Seattle to Washington, D.C., along highways and country roads, through cities and open spaces. And they rarely found a single mile without at least a beverage bottle or can.

The Bangladeshi activists chose to bicycle across the United States because of its high consumption rate for plastic-based products. Mamun hopes that by raising awareness about the issue, people will think twice the next time they use a disposable product.

"By undertaking this journey, we were trying to raise public awareness as to the impacts of trash not only on the immediate environment where it may be carelessly discarded but also to encourage people to think about the environmental impact chain that reaches right back to the product's production."

After finishing his cross-country bike ride, Mamun refocused on trash-activism in his home country. Through his adventure and advocacy organization, Kewkradong, Mamun coordinated International Coastal Cleanup events across Bangladesh.



BANGLADESH

Weird Finds



IN MEMORIAM:

Seba Sheavly,
Marine Debris Expert

Seba Sheavly was a leader on marine debris issues nationally and internationally, and a devoted advocate for the ocean. She epitomized hard work and commitment to Ocean Conservancy and the International Coastal Cleanup®, working as a staff member from 1994 to 2005, a consultant from 2007 to 2009 and a loyal volunteer for many years, up until her passing in 2012.

During her tenure at Ocean Conservancy, Sheavly expanded the Cleanup to 100 countries by working closely with partners like the United Nations Environment Programme (UNEP) and Project AWARE.

"Seba was very passionate about her work," says Sonya Besteiro, associate director of the International Coastal Cleanup. "Her legacy will continue through the passion she channeled to all of the Cleanup Coordinators."

Calling herself "the grandmother of marine debris," Sheavly worked tirelessly as a marine environmental advocate. She edited or contributed to most of the major marine debris-related reports of the past two decades, including publications from UNEP, UNESCO, the U.S. Environmental Protection Agency and the National Academy of Sciences.

As principal of Sheavly Consultants, she provided advisory services to multiple institutions, including Ocean Conservancy, Project AWARE Foundation, the National Oceanic and Atmospheric Administration's Marine Debris Program, Clean Virginia Waterways and many other organizations. In her final days, Sheavly was developing an online education tool on marine debris in the Caribbean.

Belize Coordinator Encourages Kids to Scout Out Ocean Trash

For more than 100 years, the Scout Association of Belize has taught children to protect and care for the environment, including the country's beautiful coastal waters—home to the world's second-largest barrier reef.

That's why Hilberto Riverol got the scouts involved in the country's first International Coastal Cleanup in 1992. Riverol, a national scout executive with the association, signed his scouts up to join hundreds of volunteers in removing more than 3 tons of trash from about 18 miles of the coast.

The next year—and every year since—the Scout Association has embraced the role of organizing the event under Riverol's devoted leadership.

Riverol values Ocean Conservancy's International Coastal Cleanup because he can show his scouts that so much can be accomplished by volunteers. But he says it's recording what they find that really helps his scouts learn firsthand what's trashing the ocean.

"Participating in the Cleanup, these boys and girls have learned that there are many problems affecting marine life," Riverol says. "Gathering data makes scouts even more aware of the importance of keeping our shorelines clean. They see the danger trash causes when carelessly disposed of in our ocean."



MOBILIZING VOLUNTEERS All Over the World

In 2012, Ocean Conservancy's International Coastal Cleanup® mobilized more than 560,000 volunteers to clean coastal beaches and inland waterways in 97 countries and locations all over the world.

Participating Countries and Locations

Participating U.S. States/District of Columbia

Alabama	District of Columbia	Kentucky	Missouri	Pennsylvania	Virginia
Alaska	Florida	Louisiana	Nebraska	Rhode Island	Washington
Arizona	Georgia	Maine	New Hampshire	South Carolina	West Virginia
Arkansas	Hawaii	Maryland	New Jersey	South Dakota	Wisconsin
California	Idaho	Massachusetts	New York	Tennessee	Wyoming
Colorado	Illinois	Michigan	North Carolina	Texas	
Connecticut	Indiana	Minnesota	Ohio	Utah	
Delaware	Kansas	Mississippi	Oregon	Vermont	

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

CLEANING UP After Natural Disasters

Natural disasters are by their very nature unpreventable. But we can and should learn from storms like Hurricanes Sandy and Katrina as well as the March 2011 earthquake and tsunami in Japan.

When cleaning up marine debris left in the wake of a hurricane or tsunami, it's important to remember that while nature caused these disasters, the vast majority of debris in the ocean was there long before and was caused by people, not by nature.

The good news is that the marine debris problem is preventable, and 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.

Cleanup Volunteers Hit the Beach to Support Sandy Recovery

Superstorm Sandy left in her trail a wake of devastation, both physical and emotional, that will likely require years to repair.

Just over a month after the storm wreaked havoc on the Northeast, Ocean Conservancy teamed up with Cleanup Coordinators from New York and New Jersey to participate in an ocean cleanup along the waterfront at Jones Beach State Park on Long Island, N.Y.

Despite less-than-ideal weather conditions on that December day, more than 70 volunteers scoured the sand and dunes at Jones Beach, removing 2,000 pounds of debris. Many of the items found were entangled in dune grasses or deposited along the landward side of the dunes, left by Sandy's receding waters.

Jones Beach Cleanup

70+ volunteers
2,000 pounds of debris

On the beach, volunteers found items synonymous with summertime: pieces of boat docks, a soft-pretzel concession stand's signage, a radio, and thousands of plastic straws and stirrers that "stuck out of the sand like sprouting dune grass," says Ocean Conservancy Marine Debris Specialist Nicholas Mallos.

At the base of the dunes, personal household items including books, CDs and photographs were strewn among the sand and dune grass. On the other side of the fence, volunteers found remnants of lifeguard stands and other beach structures.

"Finding personal items really hit home that this was not a typical beach cleanup," says Trash Free Seas Coordinator Allison Schutes. "These items were obviously important to people—to have them wash away like that put the enormity of the whole storm into perspective."

In addition to the inspiring efforts of the volunteers and the Jones Beach Park Service, Cleanup sponsors Landshark Lager and Altria Group, Inc. stepped in on short notice with support for this effort.

Clean Ocean Action Continues Coastal Recovery Efforts

The Jones Beach Cleanup was just one small part of a larger coastal recovery effort called "Waves of Action" organized by Clean Ocean Action in the wake of the storm. These monthly events along the devastated coastlines of New York and New Jersey include more than just cleanups.

In the aftermath of the storm, Clean Ocean Action realized there was a disconnect between the people who really needed help and the people who wanted to help but didn't know how, says Tavia Danch, the coalition's education coordinator. "We created this Waves of Action program to really streamline the process of connecting people to projects."

While initial service projects included urgent recovery efforts like helping homeowners repair flood damage, the Waves of Action projects will change as the needs of the community change, says Citizen Action Coordinator Zach McCue.

Future Waves of Action events will keep the momentum going for continued improvement of the shore through sustainable development plans and projects to improve water quality.



SOUTH AFRICA



USA

Tackling Tsunami Debris From Every Angle

More than two years have passed since the massive earthquake and subsequent tsunami that devastated Japan in March 2011, but debris from that disaster continues to wash ashore along the Pacific Coast of the United States and Canada. Some of it contains invasive species that have hitched a ride across the ocean and could threaten local wildlife and coastal ecosystems.

While there's not much we can do to prevent this, Ocean Conservancy is working closely with the National Oceanic and Atmospheric Administration (NOAA) and Japan's Ministry of the Environment to help reduce the impacts and protect natural resources.

JAPAN Surveying tsunami debris and conducting cleanups

Nicholas Mallos, Ocean Conservancy's marine debris specialist, met with International Coastal Cleanup® Coordinators in Japan to learn about the coastal debris left in the wake of the earthquake and tsunami. He joined forces with members of Cleanup Gamo and Japan Environmental Action Network (JEAN) to conduct beach cleanups along the coast.

ALASKA Removing debris from remote coastlines

Arctic Program Director Andrew Hartsig participated in beach cleanups near Sitka, Alaska. Lightweight foamed plastic and foam insulation were among the most common items found. The cleanups were organized by the Marine Conservation Alliance Foundation and Sitka Sound Science Center, with help from Holland America Line and Allen Marine. NOAA and Ocean Conservancy also funded a cleanup at Gore Point, Alaska, where the total weight of debris collected almost doubled the 2008-2011 average.

CALIFORNIA Monitoring shorelines for debris

Jennifer Savage, Ocean Conservancy's North Coast program coordinator, is one of the many participants in NOAA's shoreline monitoring program. Her monthly surveys on one of approximately 60 marine debris monitoring sites that NOAA has established along the West Coast helps identify ocean trash baselines against which potential future tsunami debris can be measured.

GOING FORWARD Continuing tsunami debris response

Throughout 2013, Ocean Conservancy will be working with NOAA, JEAN, Bank of America and other partners to organize cleanups along the Pacific Coast and learn more about the full impacts of the tsunami debris that continues to wash ashore.

Visit



www.oceanconservancy.org/tsunamidebris

to learn more about our tsunami debris response.

WORKING WITH Partners

Partners make the International Coastal Cleanup® possible by building the foundation that supports an effective worldwide

volunteer network. These generous companies, government agencies and organizations not only provide essential funding but also share their expertise with

Ocean Conservancy to help carry the Trash Free Seas® movement forward. They act on solutions and help get volunteers out to work in their communities.



USA

The Coca-Cola Company Cleans Up

The Coca-Cola Company has supported Ocean Conservancy's International Coastal Cleanup for the past 17 years. In 2012, over 23,000 Coca-Cola employees, their friends and families participated in Cleanups that removed more than half a million pounds of trash from coastlines and waterways.

"The International Coastal Cleanup is a unique event because it allows our employees around the world to simultaneously engage on a single day and in support of a single cause," says April Crow, global director of sustainable packaging. "We're able to activate our employees on a local level, but they are really contributing to a global cause."

Because Coca-Cola has a presence in more than 200 countries worldwide, the company has been able to help expand the Cleanup's reach by identifying new Cleanup Coordinators and site locations.

Coca-Cola is also working on innovations like the company's new EKOCYCLE™ brand initiative—created in partnership with recording artist will.i.am—that develops new consumer products using recycled materials.

In 2011, Coca-Cola joined Ocean Conservancy's Trash Free Seas Alliance® as a founding member. Coca-Cola's goal is to leverage resources—both human and financial—to collaborate on research and solutions with other leaders from the industry, nonprofit and academic sectors.

400 Coca-Cola Cleanup sites

23,172 volunteers participated

500,586 pounds of trash removed



IRELAND

Landshark Lager's Fin-tastic Voyage

Last summer, Landshark Lager partnered with Ocean Conservancy to host the Landshark Fin-tastic Voyage, a series of cleanups accompanied by paddleboarding events and beach parties to celebrate keeping our coasts clear of trash.

Paddleboarding was at the center of the activities at each of the nine stops along the East Coast and Gulf of Mexico. Once volunteers successfully removed trash from the beaches, they hopped on paddleboards to enjoy the ocean that they came to protect.

"Landshark customers are passionate about the ocean and the beach lifestyle," says Shana Ruffus, director of CSR-Environment for Anheuser-Busch. "The partnership with Ocean Conservancy created a deeper connection and inspired customers to take action to protect what they love."

In addition to the Fin-tastic Voyage events, Landshark distributed their second annual limited-edition 16-ounce cans featuring the Ocean Conservancy logo and a call to action to protect the ocean. The 12-ounce bottle packaging, which was available throughout the country during the summer, provided customers with helpful hints to recycle bottles and cans as well as ways to reuse the packaging.

Meet Our Newest Partner: CVS Caremark

In spring 2013, CVS Caremark is excited to host five shoreline cleanups across the country, offering their colleagues the opportunity to give back to their local communities and support the environment.

"We know that the health of our ocean and waterways directly impacts our own health, so we look forward to doing our part in cleaning up our shorelines," says Eileen Howard Boone, senior vice president of Corporate Communications and Community Relations for CVS Caremark.

2012 International Coastal Cleanup Sponsoring Partners

The Coca-Cola Company

Bank of America

National Oceanic and Atmospheric Administration

Altria Group, Inc.

The Dow Chemical Company

Landshark Lager

Glad

Brunswick Public Foundation

The Walt Disney Company

CVS Caremark

Booz Allen Hamilton

ITW

O-I

Teva

U.S. Environmental Protection Agency

OUTREACH PARTNERS

Earth Day Network • Keep America Beautiful • Project AWARE
• United Nations Environment Programme

ADVANCING Scientific Research

Ocean Conservancy believes robust science must be the foundation of solutions to the ocean trash problem. We are committed to science as the key to learning more about the scale, scope and impacts of debris found on beaches and in waterways around the world—and using this information to determine how we

can prevent it in the first place.

For most people, trash on the beach is an unsightly nuisance. But for scientists, ocean trash is a complex topic that has far-reaching implications for the health of the environment and for the people who rely on a healthy ocean for food, recreation or other benefits.

That's why Ocean Conservancy

shares the data we collect each year during the International Coastal Cleanup®, helping the public and scientists around the world better understand this issue. We also invest in scientific research efforts to further investigate the sources and impacts of ocean trash and identify solutions.

Trash Lab Takes a Closer Look at Ocean Trash

In 2012, Ocean Conservancy built on the annual International Coastal Cleanup by taking a closer look at the trash collected from beaches and waterways through a pilot project we call Trash Lab.

During Trash Lab, our scientists sorted, measured and analyzed the trash they found in key locations to get a more complete picture of what's polluting our ocean. They focused on learning more about the different kinds of plastics in the ocean—from large, identifiable items to tiny, unidentifiable fragments of debris called microplastics.

"Ocean Conservancy's International Coastal Cleanup has been collecting data on ocean trash for 27 years," says Conservation Science Director Stan Senner. "But this is really the first time we've looked at the trash on our beaches through a new lens to understand more about what items and materials are likely to cause the greatest harm."

Ocean Conservancy's science team rigorously calculated the weight of the top 20 items found during the Cleanup, providing a new metric that allows us to better evaluate their potential impacts.



PUERTO RICO

Scientists at NCEAS Investigate Plastics Impacts

Over the course of more than two decades of Cleanups, Ocean Conservancy has compiled the world's largest and most comprehensive database on ocean trash. But an international array of independent scientists—from waste management specialists to toxicologists to population biologists—is also studying the effects of marine debris on the environment.

This range of perspectives has never before been brought together to determine what we really know about marine debris and what additional areas of scientific research are needed. Ocean Conservancy is committed to science informing the debate, which is why we're supporting this independent scientific working group at the National Center for Ecological Analysis and Synthesis (NCEAS) at the University of California, Santa Barbara.

We brought these scientists together to get to the bottom of three fundamental questions: how much trash is in the ocean, where does it go, and what are its ecological impacts? Their work is currently underway and is sure to provide new perspectives on the scale and scope of marine debris—particularly the effects of plastics on marine life and human health—and to help inform what we can do to protect our ocean.



IN MEMORIAM:

Senator Daniel Inouye, Ocean Champion

The ocean lost a true legislative champion in 2012 with the passing of U.S. Senator Daniel Inouye of Hawaii.

"As a U.S. senator from the country's only island state, Inouye championed the causes of the ocean that surrounds and helps sustain the culture and economy of Hawaii," says Janis Searles Jones, Ocean Conservancy's executive vice president for policy and programs. "One of Capitol Hill's true bipartisan senators, he wielded his influence to work across the aisle and help pass landmark legislation for ocean health."

Inouye was an early champion in the fight against ocean trash, serving as a lead sponsor to introduce and eventually pass the Marine Debris Research, Prevention and Reduction Act in 2006. He also led and co-sponsored the most recent reauthorization of the bill. In addition, he played a key role fighting for legislation on fisheries, coral reef conservation and ocean funding, among other issues.

COLLECTING Data

The Ocean Trash Index presents state-by-state and country-by-country data about ocean trash collected and tallied by volunteers around the world on one day each fall during Ocean Conservancy's International Coastal Cleanup®. Volunteers have collected data since 1986, and the numbers are used to raise

awareness, identify hotspots for debris or unusual trash events, and inform policy solutions. Cleanups alone can't solve this pollution problem. Nevertheless, the Ocean Trash Index provides a snapshot of what's trashing our ocean so we can work to prevent specific items from reaching the water in the first place.

Changes to Ocean Conservancy's Cleanup Data Form

Starting with International Coastal Cleanup events in 2013, Ocean Conservancy will distribute new data forms that will help us learn more about what kinds of debris are polluting beaches and waterways around the world.

The new data forms are more specific, asking volunteers to note not just the type of items they find but what they are made of as well. Understanding what kinds of materials are on our beaches is important in order to advocate for product redesign or new policy solutions that would address the most problematic items and materials, says Ocean Conservancy Marine Debris Specialist Nicholas Mallos.

"Pulling out those subtle, but vital, details during data analysis allows us to use a fine-toothed comb to parse the issue."

2012 International Coastal Cleanup



561,633
volunteers



10,149,988
pounds of trash



17,719
miles

Top 10 Things Found



1 2,117,931
cigarettes / cigarette filters



2 1,140,222
food wrappers / containers



3 1,065,171
beverage bottles (plastic)



4 1,019,902
bags (plastic)



5 958,893
caps, lids



6 692,767
cups, plates, forks, knives, spoons



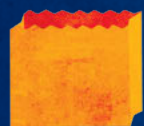
7 611,048
straws, stirrers



8 521,730
beverage bottles (glass)



9 339,875
beverage cans



10 298,332
bags (paper)

UNITED STATES CLEANUPS: People/Pounds/Miles

US STATE/DC	Land			Underwater/Watercraft			Total		
	PEOPLE	POUNDS	MILES	PEOPLE	POUNDS	MILES	PEOPLE	POUNDS	MILES
ALABAMA	2,909	173,637	226.8	419	5,899	44.0	3,328	179,536	270.8
ALASKA	359	3,575	29.8	-	-	-	359	3,575	29.8
ARIZONA	27	357	0.6	-	-	-	27	357	0.6
ARKANSAS	655	13,700	31.0	-	-	-	655	13,700	31.0
CALIFORNIA	35,450	304,529	1,017.3	248	975	21.1	35,698	305,504	1,038.4
COLORADO	9	150	1.5	8	5	0.0	17	155	1.5
CONNECTICUT	1,751	9,273	39.6	38	900	3.0	1,789	10,173	42.6
DELAWARE	1,417	6,085	82.5	-	-	-	1,417	6,085	82.5
DISTRICT OF COLUMBIA	221	3,958	2.6	4	150	0.0	225	4,108	2.6
FLORIDA	22,086	428,962	952.5	1,276	23,951	222.5	23,362	452,913	1,174.9
GEORGIA	24,434	369,105	1,786.3	-	-	-	24,434	369,105	1,786.3
HAWAII	3,519	18,453	70.6	27	190	13.5	3,546	18,643	84.1
IDAHO	73	768	0.3	35	1,000	0.2	108	1,768	0.5
ILLINOIS	1,992	7,192	31.2	-	-	-	1,992	7,192	31.2
INDIANA	818	2,711	15.3	-	-	-	818	2,711	15.3
KANSAS	96	1,294	3.0	-	-	-	96	1,294	3.0
KENTUCKY	130	4,210	39.5	-	-	-	130	4,210	39.5
LOUISIANA	828	7,801	47.6	-	-	-	828	7,801	47.6
MAINE	1,513	15,492	64.6	-	-	-	1,513	15,492	64.6
MARYLAND	1,504	34,604	54.0	88	1,600	6.0	1,592	36,204	60.0
MASSACHUSETTS	2,726	15,247	142.9	12	187	4.9	2,738	15,434	147.8
MICHIGAN	2,104	5,385	182.1	25	115	2.1	2,129	5,500	184.1
MINNESOTA	363	4,005	26.9	-	-	-	363	4,005	26.9
MISSISSIPPI	2,567	54,680	221.0	-	-	-	2,567	54,680	221.0
MISSOURI	75	1,093	8.0	-	-	-	75	1,093	8.0
NEBRASKA	185	2,439	38.0	-	-	-	185	2,439	38.0
NEW HAMPSHIRE	881	2,480	20.1	26	210	3.5	907	2,690	23.6
NEW JERSEY	465	6,480	10.4	-	-	-	465	6,480	10.4
NEW YORK	5,762	61,393	231.0	-	-	-	5,762	61,393	231.0
NORTH CAROLINA	16,351	409,148	1,488.1	6	41	0.0	16,357	409,189	1,488.1
OHIO	1,519	23,088	39.4	-	-	-	1,519	23,088	39.4
OREGON	309	1,471	21.2	-	-	-	309	1,471	21.2
PENNSYLVANIA	7,800	697,711	2,362.4	41	16,438	0.2	7,841	714,149	2,362.6
RHODE ISLAND	2,033	18,814	72.5	24	220	0.4	2,057	19,034	72.8
SOUTH CAROLINA	2,203	17,565	104.8	67	1,605	16.5	2,270	19,170	121.3
SOUTH DAKOTA	-	-	-	12	200	1.0	12	200	1.0
TENNESSEE	110	1,585	11.5	-	-	-	110	1,585	11.5
TEXAS	9,289	305,560	168.4	6	2	0.2	9,295	305,562	168.6
UTAH	547	3,733	25.2	2	632	0.2	549	4,365	25.4
VERMONT	64	458	1.1	-	-	-	64	458	1.1
VIRGINIA	7,084	487,671	352.9	407	3,835	46.5	7,491	491,506	399.4
WASHINGTON	489	1,830	11.8	45	1,323	1.9	534	3,152	13.7
WEST VIRGINIA	8	73	1.6	-	-	-	8	73	1.6
WISCONSIN	764	1,645	41.0	10	175	0.0	774	1,820	41.0
WYOMING	10	120	0.5	-	-	-	10	120	0.5
TOTAL	163,499	3,529,523	10,078.5	2,826	59,652	387.7	166,325	3,589,175	10,466.2

COUNTRY OR LOCATION	ISLAND	Land			Underwater/Watercraft			Total		
		PEOPLE	POUNDS	MILES	PEOPLE	POUNDS	MILES	PEOPLE	POUNDS	MILES
ARGENTINA		133	4,650	2.5	-	-	-	133	4,650	2.5
ARUBA		-	-	-	7	22	28.0	7	22	28.0
AUSTRALIA		44	121	1.6	14	95	0.4	58	216	2.0
AUSTRIA		-	-	-	35	33	-	35	33	-
AZERBAIJAN		157	2,669	5.0	-	-	-	157	2,669	5.0
BAHAMAS	Abaco	123	970	3.7	-	-	-	123	970	3.7
	Grand Bahama Island	375	3,140	11.5	-	-	-	375	3,140	11.5
	Nassau	500	6,000	2.0	-	-	-	500	6,000	2.0
	TOTAL	998	10,110	17.2	-	-	-	998	10,110	17.2
BAHRAIN		73	551	0.0	1	44	0.1	74	595	0.1
BANGLADESH		1,251	2,452	159.4	-	-	-	1,251	2,452	159.4
BARBADOS		407	1,517	1.4	-	-	-	407	1,517	1.4
BELGIUM		-	-	-	19	137	0.2	19	137	0.2
BELIZE		1,019	8,726	23.3	-	-	-	1,019	8,726	23.3
BERMUDA		180	3,235	6.8	55	1,300	1.7	235	4,535	8.5
BOLIVIA		86	2,725	2.0	-	-	-	86	2,725	2.0
BONAIRE		52	1,290	0.5	106	1,764	0.0	158	3,054	0.5
BRAZIL		8,397	71,962	78.8	25	101	-	8,422	72,063	78.8
BRITISH VIRGIN ISLANDS	Tortola	180	1,365	5.8	8	2,000	0.3	188	3,365	6.0
	Virgin Gorda	35	55	0.8	-	-	-	35	55	0.8
	TOTAL	215	1,420	6.5	8	2,000	0.3	223	3,420	6.8
BRUNEI		104	1,001	2.5	-	-	-	104	1,001	2.5
CAMBODIA		54	176	0.6	-	-	-	54	176	0.6
CANADA		30,445	280,893	1,761.4	278	5,735	12.9	30,723	286,628	1,774.2
CAYMAN ISLANDS		107	1,363	5.3	-	-	-	107	1,363	5.3
CHANNEL ISLANDS		138	584	6.3	-	-	-	138	584	6.3
CHILE		7,823	128,978	72.9	84	904	2.0	7,907	129,882	74.9
CHINA		695	1,923	0.5	-	-	-	695	1,923	0.5
COLOMBIA		2,987	69,666	78.0	-	-	-	2,987	69,666	78.0
COSTA RICA		1,440	31,953	19.3	50	172	1.9	1,490	32,125	21.1
CROATIA		81	369	1.2	83	13,743	0.4	164	14,112	1.6
CUBA		-	-	-	24	600	0.4	24	600	0.4
CURAÇAO		-	-	-	112	1,154	2.5	112	1,154	2.5
DOMINICAN REPUBLIC		17,947	192,454	271.1	1,050	4,611	11.2	18,997	197,065	282.3
ECUADOR		12,459	99,810	72.4	-	-	-	12,459	99,810	72.4
EGYPT		9	13	0.4	145	1,314	42.0	154	1,327	42.5
ENGLAND		2,081	13,631	56.6	65	1,861	0.5	2,146	15,492	57.2
FIJI		67	730	1.8	26	220	0.6	93	951	2.4
FINLAND		-	-	-	85	573	1.2	85	573	1.2
FRANCE		40	93	3.7	-	-	-	40	93	3.7
GERMANY		36	260	1.4	70	1,574	6.8	106	1,834	8.2
GHANA		210	11,023	0.9	-	-	-	210	11,023	0.9
GIBRALTAR		-	-	-	14	220	0.1	14	220	0.1
GREECE		3,189	29,940	64.4	99	3,501	2.3	3,288	33,441	66.7
GRENADA		2	959	0.3	30	551	0.5	32	1,510	0.8
GUAM		3,449	20,766	21.7	64	50	38.3	3,513	20,816	60.0
HONDURAS		-	-	-	17	507	0.2	17	507	0.2
HONG KONG		23,777	238,114	81.6	25	381	1.6	23,802	238,495	83.2
INDIA		16,726	145,204	272.9	30	2,077	2.5	16,756	147,281	275.4
INDONESIA		518	1,638	6.2	327	2,469	3.1	845	4,107	9.3
IRELAND		471	4,578	23.3	-	-	-	471	4,578	23.3
ISRAEL		7,253	48,138	63.2	85	1,786	1.2	7,338	49,924	64.4
ITALY		-	-	-	46	523	0.6	46	523	0.6
JAMAICA		3,932	49,257	44.2	155	5,955	1.6	4,087	55,212	45.8
JAPAN		7,869	37,098	25.9	616	7,821	2.6	8,485	44,919	28.5
KENYA		60	6,614	4.4	-	-	-	60	6,614	4.4

Continued on page 18

COUNTRY OR LOCATION	ISLAND	Land			Underwater/Watercraft			Total		
		PEOPLE	POUNDS	MILES	PEOPLE	POUNDS	MILES	PEOPLE	POUNDS	MILES
MALAYSIA		60	705	1.2	27	176	0.2	87	882	1.4
MALTA		30	864	0.6	-	-	-	30	864	0.6
MEXICO		16,801	160,442	169.5	144	657	0.3	16,945	161,099	169.8
MOZAMBIQUE		200	1,500	0.3	-	-	-	200	1,500	0.3
NETHERLANDS		-	-	-	50	1,984	0.1	50	1,984	0.1
NEW ZEALAND		14	220	0.5	91	1,193	4.1	105	1,413	4.6
NICARAGUA		3,274	92,839	56.2	1,862	22,540	531.7	5,136	115,379	587.9
NIGERIA		264	1,191	12.4	-	-	-	264	1,191	12.4
NORTHERN IRELAND		157	1,302	1.3	-	-	-	157	1,302	1.3
NORTHERN MARIANA ISLANDS	Rota	435	2,910	28.0	6	73	0.5	441	2,983	28.5
	Saipan	1,350	6,719	40.3	-	-	-	1,350	6,719	40.3
	Tinian	250	1,286	2.8	-	-	-	250	1,286	2.8
	TOTAL	2,035	10,915	71.0	6	73	0.5	2,041	10,988	71.5
NORWAY		11	110	0.2	-	-	-	11	110	0.2
PANAMA		73	55,585	3.5	10	331	0.3	83	55,916	3.8
PAPUA NEW GUINEA		184	1,840	3.1	-	-	-	184	1,840	3.1
PARAGUAY		25	375	0.1	-	-	-	25	375	0.1
PERU		12,463	460,658	251.7	450	16,204	0.6	12,913	476,862	252.3
PHILIPPINES		143,840	2,960,454	442.6	106	269	1.5	143,946	2,960,723	444.0
POLAND		-	-	-	22	265	0.1	22	265	0.1
PORTUGAL		-	-	-	10	66	0.1	10	66	0.1
PUERTO RICO		8,350	92,080	213.7	595	23,300	3.5	8,945	115,380	217.2
REPUBLIC OF KOREA		8,554	723,013	89.5	14	6,173	0.1	8,568	729,186	89.6
RUSSIA		2	1	0.0	-	-	-	2	1	0.0
SABA		176	2,115	0.8	19	240	0.1	195	2,355	0.8
SAINT KITTS AND NEVIS	Nevis	216	3,149	8.5	5	80	0.9	221	3,229	9.4
	Saint Kitts	248	2,718	2.7	-	-	-	248	2,718	2.7
	TOTAL	464	5,867	11.2	5	80	0.9	469	5,947	12.1
SAINT VINCENT AND THE GRENADINES	The Grenadines	32	200	1.0	-	-	-	32	200	1.0
SAUDI ARABIA		216	13,503	2.5	20	661	0.1	236	14,165	2.6
SCOTLAND		448	4,741	10.9	-	-	-	448	4,741	10.9
SINGAPORE		3,946	43,841	713.9	-	-	-	3,946	43,841	713.9
SINT MAARTEN, DUTCH WEST INDIES		567	5,094	6.0	-	-	-	567	5,094	6.0
SLOVENIA		-	-	-	65	2,646	0.9	65	2,646	0.9
SOUTH AFRICA		4,284	53,616	66.7	-	-	-	4,284	53,616	66.7
SPAIN		1,273	22,130	20.1	8	66	0.1	1,281	22,196	20.2
SRI LANKA		1,561	12,937	5.2	-	-	-	1,561	12,937	5.2
SWEDEN		4,048	18,247	1,011.9	8	66	0.1	4,056	18,314	1,012.0
SWITZERLAND		2	11	0.6	-	-	-	2	11	0.6
TAIWAN		6,945	49,223	17.7	-	-	-	6,945	49,223	17.7
TANZANIA		-	-	-	158	2,844	4.4	158	2,844	4.4
THAILAND		5,572	5,971	12.7	184	3,599	7.2	5,756	9,569	19.8
TRINIDAD AND TOBAGO	Trinidad	230	2,058	1.3	-	-	-	230	2,058	1.3
TURKEY		62	2,054	1.2	-	-	-	62	2,054	1.2
U.S. VIRGIN ISLANDS	St. Croix	297	4,500	3.8	35	300	0.1	332	4,800	3.9
	St. John	116	963	7.8	-	-	-	116	963	7.8
	St. Thomas	314	5,000	5.2	-	-	-	314	5,000	5.2
	TOTAL	727	10,463	16.7	35	300	0.1	762	10,763	16.8
UNITED ARAB EMIRATES		220	882	3.1	152	470	6.9	372	1,352	10.0
UNITED STATES		163,499	3,529,523	10,078.5	2,826	59,652	387.7	166,325	3,589,175	10,466.1
URUGUAY		1,500	14,727	16.8	-	-	-	1,500	14,727	16.8
VENEZUELA		1,050	47,049	5.3	12	816	0.1	1,062	47,865	5.4
VIETNAM		350	2,569	0.6	-	-	-	350	2,569	0.6
WALES		414	1,949	8.0	-	-	-	414	1,949	8.0
TOTAL		550,904	9,941,518	16,599.5	10,729	208,470	1,119.2	561,633	10,149,988	17,718.5



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