



Clean Ocean Action

2018 Corporate Beach Sweeps Annual Report

About Clean Ocean Action's Beach Sweeps

Clean Ocean Action (COA) is a coalition of 115 participating organizations working to improve and protect the waters off the New York and New Jersey coasts. Since its inception, COA has been at the forefront of the fight to protect the NY/NJ waters by gathering thousands of concerned citizens and empowering them to make a difference. Clean Ocean Action has had many successes over the years, but perhaps most visible is the establishment of the largest statewide environmental event in New Jersey, the bi-annual Beach Sweeps.



Twice a year, Beach Sweeps volunteers gather to remove debris from beaches and waterways while recording valuable data about the debris. This program is vital as litter is harmful to animals who mistake it for food or become entangled in it. Litter also has adverse effects on the state's tourism and coastal economy. By removing this debris, volunteers are making NJ's beaches and waterways safer for marine life and more enjoyable for beachgoers. What began as a group of 75 volunteers at one location in 1985 has grown to involve thousands of volunteers at over 70 locations along the Jersey shore, bays, rivers, and inland waterways. The continued growth of the program is a tangible illustration of the public's support for a clean ocean. By collecting data to document the type and amount of debris that is found, Beach Sweeps volunteers become part of a legacy of information that is used to raise public awareness, improve anti-littering programs, and drive public policy to ultimately reduce litter.



Modeled after COA's successful Beach Sweeps Program, COA launched the Corporate Beach Sweeps in 2005 to offer a unique opportunity for corporations to volunteer and give back. From May through September, partners from the tristate area flock to beaches on Sandy Hook at Gateway National Recreation Area in Highlands, NJ to participate in beach cleanups.



Not only do Corporate Beach Sweeps offer an opportunity for team-building and service, but they provide an important educational perspective and presentation. Volunteers become citizen scientists for the day and many are able to utilize their professional expertise to accurately collect important data about the type and quantity of debris removed. This information provides critical resources and data for COA to help implement policy, track consumer behaviors, improve waste management, and find solutions to reduce marine debris at the source.

Corporate partners and employees are encouraged to become a part of the solution by helping to reduce their single-use plastic consumption, picking up or reporting litter, and participating in COA's many campaigns and programs to protect and improve the marine environment of NJ & NY.

The Top Ten

The most commonly collected pieces of debris at the 2018 Corporate Beach Sweeps



1. Plastic Pieces

13,346



6. Plastic Bags

2,214



2. Plastic Caps/Lids

7,836



7. Glass Pieces

1,439



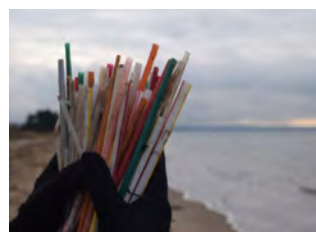
3. Plastic Wrappers

7,673



8. Cigarette Filters

1,416



4. Straws/Stirrers

4,824



9. Plastic Bottles

901



5. Foam Pieces

3,923

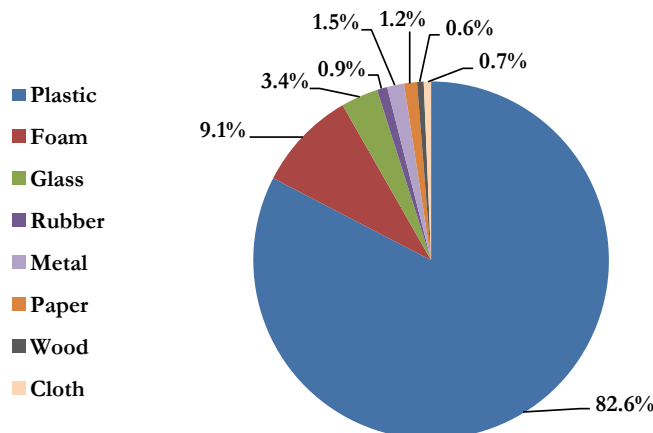


10. Cigar Tips

883

In 2018, **635** volunteers from **19** corporations removed a remarkable **52,822** pieces of debris. Some of the most unusual items found during the 2018 Corporate Beach Sweeps included two inhalers, grill grate, vampire teeth, pair of jeans, Juul pods, Mickey Mouse hat, measuring tape, message in a bottle, parking ticket, and a gas pedal.

Percentage of Debris by Material



2018 Corporate Beach Sweeps Results

PLASTIC	Food, Candy Wrappers	7,673	RUBBER	Balloons - Mylar	60
	Store/Shopping Bags	846		With String/Ribbon	15
	Trash Bags	186		Balloons - Rubber	78
	Other Bags	1182		With String/Ribbon	13
	Beverage Bottles	901		Condoms	59
	Bleach/Cleaner Bottles	43		Gloves	21
	Other Bottles	159		Rubber Bands	42
	Buckets/Crates/Bins	99		Tires: Part	33
	Cap/Lids	7,836		Tires: Whole	3
	Cap Rings	513		Other Rubber	167
	Cigarette Filters	1,416	METAL	Appliances	2
	Cigarette Lighters	122		Batteries: Car	0
	Packaging	182		Batteries: Other	2
	Cigar Tips	883		Bottle Caps	213
	Bait Bags/Containers	30		Aerosol Cans	7
	Line	112		Beverage Cans	261
	Lures/Floats	42		Other Cans	15
	Nets - Large	16		Car Parts	4
	Nets - Small	21		Crab/Fish Traps	4
	Cups	285		55 Gallon Drums: Old	0
FOAM PLASTIC	Diapers	13		55 Gallon Drums: New	0
	Fork, Knives, Spoons	380		Fishing Hooks	8
	Light Sticks	186		Fishing Sinkers	2
	Plastic Pieces	13,346		Foil	106
	Pens	176		Nails	29
	Ribbon/Tape	172		Pieces	45
	Rope	288		Pull/Pop Tabs	12
	6-Pack Holders	34		Wire	25
	Sheeting/Tarps	15		Other Metal	78
	Shotgun Shells	80	PAPER	Paper Bags	11
	Strapping Bands	106		Cardboard	30
	Straws/Stirrers	4,824		Cartons/Boxes	13
	Syringes	130		Cups	39
	Tampon Applicators	523		Newspapers	6
	Toys	105		Pieces	419
	Vegetable Sacks	8		Plates	11
	Other Plastics	693		Other Paper	94
	Building/Dock Materials	341		Crab/Lobster Traps	2
	Buoys/Floats	14	WOOD	Crates/Baskets	0
	Fast Food Containers	69		Ice Cream Spoon/Sticks	5
	Foam Cups	114		Lumber Pieces	275
	Packaging Materials	75		Pallets	3
	Foam Pieces	3,923		Other Wood	32
	Foam Plates	67		Blankets/Towels	17
	Other Foam Plastic	215		Clothing	59
GLASS	Beverage Bottles	254	CLOTH	Shoes/Sandals	29
	Other Bottles/Jars	22		String	173
	Light Bulbs	2		Other Cloth	73
	Fluorescent Tubes	1			
	Pieces	1,439			
	Other Glass	65	TOTALS	Total Debris	52,822
				Total Corporations	19
				Total Participants	635



2018 Corporate Beach Sweeps Partners



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**Thank You 2018
Volunteers!**

Corporate Social & Environmental Responsibility

Through participating in COA's Corporate Beach Sweeps program, your corporation is already taking steps to be a leader for the environment! This hands-on educational experience not only helps to make an impact on the beaches, but will contribute to stopping the debris at its source. Here are three easy steps to make a difference at your workplace that benefit the environment:

- 1. Reduce Single-Use Items:** Swap out plastic stirrers for bamboo or wood substitutes, use metal cutlery instead of single-use plastic ware in your cafeteria, and provide employees with branded reusable tote bags, mugs, or cups.
- 2. Recycle & Don't Litter:** Make sure that every desk, common area, and outdoor area has a recycling bin for paper and plastic items.
- 3. Spread Awareness:** You can "be the solution to ocean pollution" through educating others on the importance of reducing debris, litter, and consumption. Go the extra step and volunteer with COA during other beach cleanups or programs.

These are just three ways that you can make waves. Learn more at CleanOceanAction.org!

2018 Corporate Beach Sweeps Partners



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Keep in Touch & Current
on Ocean Issues!



@CleanOceanAction



35 Years of Ocean Advocacy!

Thirty-five years ago Cindy Zipf and several environmental leaders decided to give the Atlantic Ocean a voice by taking on the then seemingly impossible task to end ocean dumping. Clean Ocean Action's (COA) coalition has been spearheading creative campaigns to protect the ocean ever since. Today, the lean, green, ocean pollution fighting machine continues to fight hard for their core belief: that the ocean is a shared joy, resource of rich bounty, and priceless asset whose health and vibrancy is a shared responsibility.

"We've made a big splash in the last 35 years, and while water quality has vastly improved, there is always much more to do," said Cindy Zipf, COA's Executive Director.

Today COA is a broad-based coalition of over 115 active boating, business, community, conservation, diving, environmental, fishing, religious, service, student, surfing, and women's groups and the only full-time organization exclusively dedicated to protecting the ocean in the NY/NJ region.

Since 1984 COA has led and implemented campaigns to improve the degraded water quality and marine waters off the New Jersey/New York Coast, some of which include:

- Ended nearly a century of ocean dumping when COA's coalition worked to close eight ocean dumpsites off the coast of NJ in 1988.
- Blocked offshore oil production and liquefied natural gas terminals.
- Organized and coordinated involvement of 32 organizations in the Rally for the Waterways program that works to reduce several sources of human waste in the Navesink River, thanks to dedicated citizens and the DEP who participate in the Volunteer Citizen Water Quality Monitoring program.
- Collected over 6.2 million pieces of debris from New Jersey's beaches and waterways over 34 years of COA's signature state-wide Beach Sweeps program. Launched one of the region's first microplastic research projects.
- Initiated the Clean Ocean Zone to permanently protect the ocean.
- Backed the Beach Protection Act of 2007 to ensure reauthorization of the BEACH bill, which requires national monitoring of swimming beaches and key enhancements to the current law.

