



DATA TO TELL US

WHAT, WHERE—AND HOW TO PREVENT

The information volunteers collect sets the International Coastal Cleanup apart from any other beach cleanup effort. Ocean Conservancy publishes the annual data gathered during the International Coastal Cleanup in the Ocean Trash Index, an item-by-item, location-by-location accounting of marine debris picked up by volunteers on just one day. Ocean Conservancy also makes available data reports by location.

Twenty-five years of detailed information from the Cleanup paints a solid picture of the top items of concern in our ocean and waterways. That information enables us to identify where these items originate, so we can stop them at the source.

Many of the items trashing our ocean are disposable products that find their way to the water through improper disposal or dumping. Others escape from waste management systems. The data show us where to focus strategies to stop ocean trash.

25 Years of Cleanups

Almost nine million people have picked up some 144 million pounds of trash during 25 years of the International Coastal Cleanup, the world's largest volunteer effort for ocean health. The weight is equal to that of 41,210 sedans.

Volunteers have cleaned 291,514 miles of coastal and inland shoreline and waterways, a distance equal to two trips around Earth followed by a trip to the moon.



PUERTO RICO

8,763,377
PEOPLE

291,514
MILES

144,606,491
POUNDS

152
COUNTRIES
AND LOCATIONS



INTERNATIONAL COASTAL CLEANUP

25-YEAR DATA SUMMARY



CANADA

25 Years of Entangled Wildlife Found

	AMPHIBIANS	BIRDS	CORALS/ SPONGES	FISH	INVERTEBRATES	MAMMALS	REPTILES	TOTAL
BEVERAGE BOTTLES	3	8	0	27	47	13	2	100
BEVERAGE CANS	1	2	0	15	17	1	0	36
CRAB/LOBSTER/FISH TRAPS	1	11	1	48	106	3	3	173
FISHING HOOKS	2	76	0	54	10	3	6	151
FISHING LINE	9	722	14	553	237	46	55	1,636
FISHING NETS	3	153	1	249	207	29	30	672
BAGS (PLASTIC)	13	102	0	142	91	33	23	404
RIBBON/ STRING	0	91	0	37	29	7	2	166
ROPE	4	160	0	114	53	71	24	426
6-PACK HOLDERS	2	63	0	52	21	3	5	146
PLASTIC STRAPS	2	30		34	12	5	5	88
WIRE	1	31	1	16	13	7	6	75
TOTAL	41	1,449	17	1,341	843	221	161	4,073

SOURCE: OCEAN CONSERVANCY/INTERNATIONAL COASTAL CLEANUP

Birds, fish, and other animals can become entangled in ocean trash, which prevents them from feeding, swimming, and reproducing. Entanglement also causes drowning. In addition, wildlife can mistake things like bottle caps, cigarette butts, and even cigarette lighters for food, consuming them and feeding them to their young. They may become ill from digestive blockage or starve to death because they feel artificially full and stop eating.



BRAZIL

Top Ten Items Over 25 Years

RANK	DEBRIS ITEM	NUMBER OF DEBRIS ITEMS	PERCENTAGE OF TOTAL DEBRIS ITEMS
1	CIGARETTES/CIGARETTE FILTERS	52,907,756	32%
2	FOOD WRAPPERS/CONTAINERS	14,766,533	9%
3	CAPS, LIDS	13,585,425	8%
4	CUPS, PLATES, FORKS, KNIVES, SPOONS	10,112,038	6%
5	BEVERAGE BOTTLES (PLASTIC)	9,549,156	6%
6	BAGS (PLASTIC)	7,825,319	5%
7	BEVERAGE BOTTLES (GLASS)	7,062,199	4%
8	BEVERAGE CANS	6,753,260	4%
9	STRAWS/STIRRERS	6,263,453	4%
10	ROPE	3,251,948	2%
TOP TEN TOTAL DEBRIS ITEMS		132,077,087	80%
TOTAL DEBRIS ITEMS WORLDWIDE		166,144,420	100%

SOURCE: OCEAN CONSERVANCY/INTERNATIONAL COASTAL CLEANUP



25-Year Item Totals

DEBRIS ITEMS/SOURCES	COUNTS
SHORELINE & RECREATIONAL ACTIVITIES	
PAPER BAGS	2,257,254
PLASTIC BAGS	7,825,319
BALLOONS	1,248,892
BEVERAGE BOTTLES (PLASTIC)	9,549,156
BEVERAGE BOTTLES (GLASS)	7,062,199
BEVERAGE CANS	6,753,260
CAPS, LIDS	13,585,425
CLOTHING, SHOES	2,715,113
CUPS, PLATES, FORKS, KNIVES, SPOONS	10,112,038
FOOD WRAPPERS/CONTAINERS	14,766,533
6-PACK HOLDERS	957,975
PULL TABS	1,624,575
SHOTGUN SHELLS/WADDING	301,650
STRAWS, STIRRERS	6,263,453
TOYS	1,459,601
SUBTOTAL	86,482,443

OCEAN/WATERWAY ACTIVITIES	
BAIT CONTAINERS/PACKAGING	382,811
BLEACH/CLEANER BOTTLES	967,491
BUOYS/FLOATS	823,522
CRAB/LOBSTER/FISH TRAPS	314,322
CRATES	313,997
FISHING LINE	1,340,114
FISHING LURES/LIGHT STICKS	945,241
FISHING NETS	1,050,825
LIGHT BULBS/TUBES	438,361
OIL/LUBE BOTTLES	912,419
PALLETS	408,347
PLASTIC SHEETING/TARPS	1,298,171
ROPE	3,251,948
STRAPPING BANDS	801,886
SUBTOTAL	13,249,455

FOR A CREATIVE GRAPHIC BY FRENCH CLEANUP VOLUNTEER NICOLAS VERRIER DEPICTING THE 25-YEAR DATA, GO TO WWW.OCEANCONSERVANCY.ORG/25YEARS

166,144,420

TOTAL DEBRIS ITEMS COLLECTED WORLDWIDE

DEBRIS ITEMS/SOURCES	COUNTS
SMOKING-RELATED ACTIVITIES	
CIGARETTES/CIGARETTE FILTERS	52,907,756
CIGARETTE LIGHTERS	1,468,366
CIGAR TIPS	2,872,086
TOBACCO PACKAGING/WRAPPERS	2,163,570
SUBTOTAL	59,411,778

DUMPING ACTIVITIES	
APPLIANCES	117,356
BATTERIES	713,014
CARS/CAR PARTS	688,612
BUILDING MATERIALS	1,875,252
55-GALLON DRUMS	182,889
TIRES	979,468
SUBTOTAL	4,556,591

MEDICAL/PERSONAL HYGIENE	
CONDOMS	632,412
DIAPERS	863,135
SYRINGES	349,251
TAMPONS/TAMPON APPLICATORS	599,355
SUBTOTAL	2,444,153

117,356

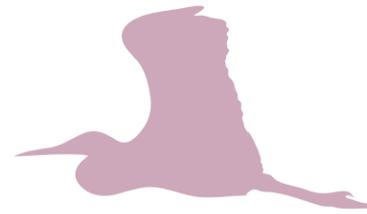
APPLIANCES WOULD FILL 32,600 SINGLE-AXLE ADUMP TRUCKS

863,135

DIAPERS WOULD BE ENOUGH TO PUT ONE ON EVERY CHILD BORN IN THE UK LAST YEAR

52.9 Million

CIGARETTES/CIGARETTE FILTERS WOULD FILL 100 OLYMPIC-SIZE SWIMMING POOLS



CANADA

“As a result of the increased awareness that comes from the Cleanup, the municipal governments have increased the number of garbage receptacles on the beaches and collect them with greater frequency.”

LIZA GONZALEZ, NICARAGUA COORDINATOR (PASO PACIFICO)



Cigarette butts are far and away the most prevalent item found over the past quarter-century, accounting for more than three times the number of any other item. Six of the top ten items are consumer products made from plastic; much of the rope made today is synthetic, rather than more readily degradable natural fiber.

Over 25 years, Cleanup volunteers have picked up enough glass and plastic bottles (16,611,355) to provide every resident of New York City, Los Angeles, Chicago, and Houston with a cold beverage on a hot summer day.

The United States and Philippines have provided almost half of all volunteers over 25 years. 2000 was the peak participation year, with 844,967 people. The top three participating countries over the past quarter-century were the United States (3,618,462), the Philippines (2,907,608), and Canada (251,141). California, by far the most active US state, had almost one-third of all US volunteers.

25-Year Top Ten Participating Countries

RANK	COUNTRY OR LOCATION	NUMBER OF VOLUNTEERS
1	UNITED STATES	3,618,462
2	PHILIPPINES	2,907,608
3	CANADA	251,141
4	JAPAN	227,762
5	VENEZUELA	187,027
6	BRAZIL	134,701
7	SOUTH AFRICA	106,253
8	INDIA	104,443
9	PUERTO RICO	86,915
10	PANAMA	85,600
152 COUNTRIES AND LOCATIONS		8,763,377

25-Year Top Ten Participating States

RANK	US STATE	NUMBER OF VOLUNTEERS
1	CALIFORNIA	1,076,344
2	FLORIDA	563,380
3	NORTH CAROLINA	341,937
4	TEXAS	256,824
5	NEW YORK	181,791
6	SOUTH CAROLINA	106,987
7	GEORGIA	101,827
8	HAWAII	92,755
9	OREGON	84,695
10	LOUISIANA	75,490
50 STATES AND THE DISTRICT OF COLUMBIA		3,618,462

VOLUNTEERS

ON AND UNDER THE WATER



Boaters: Cleaning Hard-to-Reach Shores

Volunteers collect data from watercraft as well as on land and underwater. In 2010, 6,360 boaters participated, up more than 200 percent from 2009. They collected 162,498 pounds of trash along 145 miles.



Many boaters learn of the Cleanup through Ocean Conservancy's green boating program Good Mate (www.oceanconservancy.org/goodmate), supported by the Brunswick Foundation. Boating clubs and marinas rally volunteers as well. The US Coast Guard Auxiliary, which educates boaters about ocean pollution, urges community members to participate. And the US Power Squadron (a nonprofit, educational organization dedicated to making boating safer and more enjoyable) encourages its members across the country to come out and clean up.

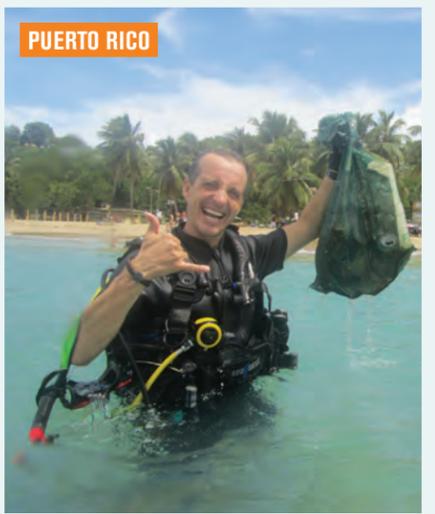
WWW.OCEANCONSERVANCY.ORG/GOODMATE



Divers: Going Beneath the Surface

Our cast-off items, from cans to fishing line, lie unseen beneath the surface, endangering swimmers and wildlife along with important habitat like coral reefs. Back in the early days of the Cleanup, Ocean Conservancy (then the Center for Marine Conservation) joined with the scuba diving industry, the US Environmental Protection Agency, the National Oceanic and Atmospheric Administration, and the US Coast Guard to launch the underwater component of the Cleanup. The diving community stepped up in a big way, including the Professional Association of Diving Instructors (PADI) and its Project AWARE Foundation, which still plays a major role today.

In 1995, underwater Cleanup results were recorded separately for the first time. Some 8,000 divers from more than 30 countries and 23 US states and locations got to work, cleaning up more than 88,300 pounds of debris. The enthusiasm of divers grew. Two years later, diver participation had jumped 235 percent, to more than 18,400. Since the early years, underwater Cleanup events have taken place in many lakes and waterways in addition to the ocean.



PUERTO RICO

“We suspected some marine life might be either camouflaged or entangled in some of the trash collected in our underwater Cleanups. We had a recovery tank on shore for any living organisms we could find. By the end of the Cleanup, we had rescued a number of baby angelfish, damselfish and sergeant majors, a small octopus, a few starfish, crabs, and a beautiful seahorse.”

ALBERTO MARTÍ,
PUERTO RICO COORDINATOR
(SCUBA DOGS SOCIETY)

WEIRD FINDS

“Large amounts of fireworks debris were found at the Pittsburgh Three Rivers Stadium, left over from fireworks at baseball and football games. This was very disturbing to the volunteers who did the Cleanup, who hadn't realized how much debris was produced from fireworks.”

LENI HERR, PENNSYLVANIA COORDINATOR
(VERIZON TELECOMPIONEERS)

“We had a hurricane, so the things we have pulled out of the water and removed from our shores have been amazing. Not just tires, but the whole car; refrigerators still full; dining room tables with the silverware; and just about everything anybody can think of.”

BENJAMIN GOLIWAS, LOUISIANA COORDINATOR
(HOMEPORTNEWORLEANS.ORG)

“The most memorable story is by one of our longtime site coordinators, Glenn Cekus, who heads cleanups at Calumet Beach on Chicago's south side. A few years ago when Glenn worked with the US Coast Guard, some of his colleagues did a dive during the Cleanup. One of them came to the surface and reported that it looked as if there were a dead body underwater. It happened that there were dozens of Boy Scouts there that day who had to be sent home when a 911 crew was called to the scene. After emergency dive crews went under, they eventually brought up... a Coast Guard rescue dummy!”

FRANCES CANONIZADO, ILLINOIS AND INDIANA COORDINATOR (ALLIANCE FOR THE GREAT LAKES)

“The weirdest find was a whole toilet a hundred meters out from the coast on the sea bed. We were wondering who went to all that trouble to take out the toilet on a boat to dump it when he/she could have used the bulk refuse service—which is free in Malta.”

VINCENT ATTARD, MALTA COORDINATOR
(NATURE TRUST MALTA)



“Over the past 17 years, Canadian Cleanup volunteers have found almost everything you would need for a wedding, including a wedding dress, engagement ring, tuxedo jacket, bow tie, wedding invitations, bride and groom cake topper, and veil.”

JILL DWYER, CANADA COORDINATOR
(GREAT CANADIAN SHORELINE CLEANUP)

“After basketball and boxing, politics is the most popular sport in Puerto Rico. Every four years during elections, we find an array of political flags, flyers, and stickers that are both comical and depressing, considering the amount.”

ALBERTO MARTÍ, PUERTO RICO COORDINATOR
(SCUBA DOGS SOCIETY)



Most Peculiar Things

The International Coastal Cleanup data card includes a section to record the “most peculiar” thing found. At many Cleanups, these garner awards. Here are some prizewinners from California:

- ▶ 2008: A family of crawdads living in a purse
- ▶ 2008: A 52-pound bag of dog hair
- ▶ 2009: A grand piano found in a creek
- ▶ 2009: Ten single, unmatched shoes
- ▶ 2010: A dead cow in a bag

2010 INTERNATIONAL COASTAL CLEANUP

During the 25th anniversary Cleanup in 2010, 615,407 volunteers picked up more than 8 million pounds of trash and other debris—enough to cover about 170 football fields. They worked at 5,438 sites around the world.

Since the first Cleanup in Texas in 1986, the Cleanup movement has grown tremendously, in large part due to the phenomenal reach of the Internet in recent years. Inspired volunteers spread the word through social networking. Ocean Conservancy uses e-newsletters and webinars to inform and train the Coordinators who organize events. And volunteers can find local Cleanups, get questions answered, and register online.

In the past, Coordinators used the mail to deliver thousands of completed data cards to Ocean Conservancy. Now they can report results through Ocean Conservancy's Online Data Collection and Reporting Tool. Participants share everything from local data to inspiring photos and stories on networking sites including Facebook and YouTube.



>8 Million
POUNDS OF TRASH COULD COVER ABOUT 170 FOOTBALL FIELDS



IN 2010, 114 COUNTRIES & LOCATIONS PARTICIPATED IN THE INTERNATIONAL COASTAL CLEANUP

Types of Cleanup

2010	PEOPLE	POUNDS	MILES
BEACH/INLAND WATERWAY	600,427	8,284,229	14,520.0
UNDERWATER	8,620	251,845	194.3
WATERCRAFT	6,360	162,498	144.7

TOTALS **615,407** **8,698,572** **14,859**

- American Samoa
- Argentina
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belgium
- Belize
- Bolivia
- Brazil
- British Virgin Islands
- Brunei
- Bulgaria
- Canada
- Cape Verde
- Channel Islands
- Chile
- China
- Colombia
- Cook Islands
- Costa Rica
- Croatia
- Cyprus
- Denmark
- Dominica
- Dominican Republic
- East Timor
- Ecuador
- Egypt
- Estonia
- Fiji
- Finland
- France
- Germany
- Ghana
- Gibraltar
- Greece
- Grenada
- Guam
- Guatemala
- Guyana
- Honduras
- Hong Kong
- India
- Indonesia
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Jordan
- Kenya
- Lithuania
- Luxembourg
- Madagascar
- Malaysia
- Maldives
- Malta
- Mauritius
- Mexico
- Mozambique
- Namibia
- Netherland Antilles
- Netherlands
- New Zealand
- Nicaragua
- Nigeria
- Northern Mariana Islands
- Oman
- Panama
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Qatar
- Republic of Korea
- Russia
- Saint Kitts and Nevis
- Saint Lucia
- Saint Vincent and the Grenadines
- Samoa
- Saudi Arabia
- Scotland
- Seychelles
- Singapore
- Sint Maarten, Dutch West Indies
- Slovakia
- Solomon Islands
- South Africa
- Spain
- Sweden
- Switzerland
- Taiwan
- Tanzania
- Thailand
- Trinidad and Tobago
- Turkey
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- US Virgin Islands
- Vanuatu
- Venezuela
- Vietnam
- Wales

2010 INTERNATIONAL COASTAL

CLEANUP DATA

2010 Item Totals

DEBRIS ITEMS/SOURCES	COUNTS
SHORELINE & RECREATIONAL ACTIVITIES	
BAGS (PAPER)	300,031
BAGS (PLASTIC)	980,067
BALLOONS	75,168
BEVERAGE BOTTLES (PLASTIC)	1,094,921
BEVERAGE BOTTLES (GLASS)	440,756
BEVERAGE CANS	429,167
CAPS, LIDS	882,936
CLOTHING, SHOES	237,283
CUPS, PLATES, FORKS, KNIVES, SPOONS	524,853
FOOD WRAPPERS/CONTAINERS	853,633
PULL TABS	77,434
6-PACK HOLDERS	40,243
SHOTGUN SHELLS/WADDING	29,339
STRAWS, STIRRERS	433,376
TOYS	101,830
SUBTOTAL	6,501,037
OCEAN/WATERWAY ACTIVITIES	
BAIT CONTAINERS/PACKAGING	38,444
BLEACH/CLEANER BOTTLES	65,872
BUOYS/FLOATS	49,970
CRAB/LOBSTER/FISH TRAPS	16,820
CRATES	10,812
FISHING LINE	92,412
FISHING LURES/LIGHT STICKS	27,951
FISHING NETS	46,899
LIGHT BULBS/TUBES	25,456
OIL/LUBE BOTTLES	48,541
PALLETS	15,326
PLASTIC SHEETING/TARPS	79,252
ROPE	241,896
STRAPPING BANDS	42,125
SUBTOTAL	801,776



DEBRIS ITEMS/SOURCES	COUNTS
SMOKING-RELATED ACTIVITIES	
CIGARETTES/CIGARETTE FILTERS	1,892,526
CIGARETTE LIGHTERS	56,477
CIGAR TIPS	140,856
TOBACCO PACKAGING/WRAPPERS	136,956
SUBTOTAL	2,226,815
DUMPING ACTIVITIES	
APPLIANCES (REFRIGERATORS, WASHERS, ETC.)	7,134
BATTERIES	26,205
BUILDING MATERIALS	108,322
CARS/CAR PARTS	21,613
55-GALLON DRUMS	4,772
TIRES	21,858
SUBTOTAL	189,904
MEDICAL/PERSONAL HYGIENE	
CONDOMS	27,366
DIAPERS	55,350
SYRINGES	14,555
TAMPONS/TAMPON APPLICATORS	26,318
SUBTOTAL	123,589



SOURCE: OCEAN CONSERVANCY/INTERNATIONAL COASTAL CLEANUP



2010 Top Ten Participating Countries

RANK	COUNTRY OR LOCATION	NUMBER OF VOLUNTEERS
1	UNITED STATES	245,447
2	PHILIPPINES	145,733
3	CANADA	29,038
4	DOMINICAN REPUBLIC	27,622
5	INDIA	15,135
6	SOUTH AFRICA	12,747
7	PUERTO RICO	12,558
8	BRAZIL	12,217
9	MEXICO	12,105
10	ECUADOR	9,435
114 COUNTRIES AND LOCATIONS		615,407

SOURCE: OCEAN CONSERVANCY/INTERNATIONAL COASTAL CLEANUP/2010



For all the years we have been doing beach Cleanups, plastic has been by far the most common article collected. People got so tired of recording plastic bottles that they started to write 'nuff' and 'whole heap' and 'too many to count.' We had to incorporate this in our training so volunteers would understand the importance of the count."

TAMOY SINGH, JAMAICA COORDINATOR (JAMAICA ENVIRONMENTAL TRUST)

Human Health Threats

Nearly 2.5 million of the items tallied during the 2010 Cleanup can impact human health. Batteries, car parts, and 55-gallon chemical drums can leak toxic compounds. Disposable diapers, syringes, and condoms may carry bacteria and other contaminants. Volunteers found 26,205 batteries in 2010.

Volunteer Participation

TOP TEN COUNTRIES AND LOCATIONS: The greatest turnouts came from the United States, the Philippines, and Canada. The Philippines nearly doubled their participation from the previous year. The countries with the most Cleanup sites were the United States (3,004), Canada (990), and Mexico (99).

NOTABLE INCREASES: Kenya, which had 196 volunteers in 2009, brought out 6,525 volunteers in 2010—a stunning 3,229 percent increase. The Dominican Republic grew their volunteers by 137 percent, going from 11,636 to 27,622.

UNITED STATES: In the United States, volunteers covered 46 states and the District of Columbia. Only Kentucky, North Dakota, Tennessee, and Vermont did not turn in data cards. The states with the most individual Cleanup sites were California (629), Florida (417), and New York (276).

2010 Top Ten Participating States

RANK	US STATE	NUMBER OF VOLUNTEERS
1	CALIFORNIA	108,741
2	FLORIDA	25,290
3	GEORGIA	21,270
4	NORTH CAROLINA	15,710
5	NEW YORK	9,235
6	TEXAS	9,230
7	VIRGINIA	6,157
8	SOUTH CAROLINA	3,923
9	OREGON	3,588
10	PENNSYLVANIA	3,442
46 US STATES AND THE DISTRICT OF COLUMBIA		245,317

SOURCE: OCEAN CONSERVANCY/INTERNATIONAL COASTAL CLEANUP/2010

