

THE BIG CLEAN

INTERNATIONAL COASTAL CLEANUP



Want to start a SEA CHANGE?

Join Disney's Friends for Change, Ocean Conservancy, and people all across the planet to help cleanup trash from our world's waterways and ocean for the **International Coastal Cleanup on September 25th!**

Whether you live near the coast or thousands of miles away, **all waterways lead to the ocean**, and we're all responsible for trash we leave behind. If we work together, we can improve the ocean's health and Start a Sea Change!

OCEAN CONSERVANCY'S
International
Coastal Cleanup®

25TH
ANNIVERSARY

www.oceanconservancy.org

HOW CAN YOU HELP?

In order to be green, we need to start by living blue. How? To begin, do your part to protect our waterways and join Disney's Friends for Change and Ocean Conservancy by participating in a cleanup or organizing your own cleanup on September 25th!

<http://www.signuptocleanup.org/index.cfm?usersc=347639&fuseaction=Projects.Main>

NOTE: You can also signup by clicking on the International Coastal Cleanup promo on disney.com/projectgreen

NINE STEPS TO ORGANIZE A CLEANUP

☐ Pick a Place

First you'll want to figure out what beach or waterway you'd like to cleanup. Remember, you can clean beaches, rivers, streams, lakes, bays, and more! Consider the areas most in need and if they are safe and accessible. Once you have a site or two in mind, find out who owns it and how to get permission to host a Cleanup there. Remember, the International Coastal Cleanup is September 25th, so start early!

☐ Create a Check-In

Once you've determined a site, it's important to scout it out and create a check-in station. This is where volunteers can meet on the day of the Cleanup to pick up trash bags, data cards, pencils and instructions.

☐ Contact Your Crew

Now it's time to gather a team of friends, family and local volunteers to make a big impact. Don't worry, you don't have to do it all yourself, in fact, delegation is key! Pick a handful of responsible coordinators (friends and adults) to help you organize the Cleanup. Pick a convenient place and time to meet, and plan the event. You may want to arrange a few meetings before the big day to share ideas, discuss potential issues, and assign responsibilities.

☐ Spread the Word

Let the world know what you're up to and you'll be amazed at the response. There's a lot you can do to spread the word, such as:

- Distribute posters and brochures, and send e-cards to friends inviting them to participate in the Cleanup: www.oceanconservancy.org/ICCecard
- Create a press release and distribute to local media, schools, civic organizations, environmental groups, industries, and more (don't forget boaters, fishermen, and marinas)
- For more ways to spread the word, visit: www.Disney.com/projectgreen & www.oceanconservancy.org

☐ Pick a Recycle Partner

Contact recyclers in your area that will accept aluminum, glass, and plastic bottles, and arrange for them to process items after the event. Then, find a waste hauler who will donate services to deliver your trash and recyclables on the day of the Cleanup.

TIP: You can work with local businesses and non-profit organizations to help supply Cleanup materials!



Expect the Unexpected

Sometimes surprises can come up on event day, even with expert planning. Make sure to have a plan in place for any medical emergencies (such as a first aid kit and cell phone). If you can find coordinators that know first aid, that's a bonus. Remember to wear gloves. **DO NOT TOUCH** or handle any dangerous materials (like broken glass, batteries, animals, or questionable debris). When in doubt, **ALWAYS** seek out the advice of an adult.

Prepare for the International Coastal Cleanup

The big day has finally arrived, now what? Here are a few tips to get things running smoothly:

- Get there before your volunteers to set up the check-in station with materials and data cards. Post signs, to direct volunteers. Label dumpsters and recycling bins.
- Have coordinators instruct volunteers to sign in, collect data (on cards provided), work in teams, and distribute different bags for aluminum, plastic, glass and trash.
- Remind volunteers to sort as they go (it's much easier than sorting at the end of a long day), and make sure they carry trash and recyclables back to the check-in station for pick up.
- Collect data cards (making sure they are filled out properly), and remember to present ICC certificates of appreciation to volunteers who go above and beyond.



Document the Event

Documenting who, what and why is important for your cleanup to have a big impact. For example:

- **Record Your Data:** To truly understand your impact and help Ocean Conservancy keep good records, all volunteers must fill out data cards (see attached).
- **Get Photo Proof:** Another way to show your results is by taking before and after photos. Photos also help make a human connection to the environmental issues we face. Use them to send to media for articles and to sponsors for thank yous and recognition. You can even seek out a media photographer to cover the event for you!
- **Weigh Your Results:** In addition to physically weighing the amount of trash and recyclables you cleaned up on event day (be sure to ask your waste hauler to give you the total weight of what they hauled away), you can also weigh the results of your Cleanup by collecting the contacts of volunteers and sponsors who helped, and keeping media clippings of the event coverage. These results are very powerful and should be shared!



Share Results & Say Thanks

Way to go! You and your crew just did your part to Start a Sea Change. Here's how to make the most of your efforts:

- Be ready for phone calls from the press and interested organizations, and report your results to the media with enthusiasm.
- Team leaders, don't forget to report your results and share your stories with Disney's Friends for Change at: Disney.com/projectgreen and Ocean Conservancy at: www.coastalcleanupdata and www.facebook.com/oceanconservancy
- Also, remember to report your results and say a HUGE thanks to friends, volunteers and sponsors via thank you cards, email or even a mention in your live TV interview (it can happen if you work hard to spread the word)

MAKE A WAVE!



DATA CARD

Please fill out this data card completely as you collect trash and debris—it's very important information for Ocean Conservancy to collect and evaluate in order to fully understand the state of our planet and the actions we need to take to be green by living blue.

Once your data card is complete, simply enter your results online at www.coastalcleanupdata.org

Thank you for doing your part to Start a Sea Change!

Cleanup Site Information

Type of Cleanup: _____
(beach, river, stream, lake, wetland, etc.)

Cleanup Site: _____ (name)
_____ (city)
_____ (state/province)
_____ (country)

Cleanup Date: _____ (mm/dd/yyyy)

Weight of Debris Collected: _____ (lbs)

Notes: _____

Items Collected ☒ Example

Note: Keep a count of your items using tick marks and enter the item total in the box.

Shoreline & Recreational Activities: Debris from fast food, beach-goers, sports, games, festivals, litter from streets, storm drains, etc.

- | | |
|---|--|
| <input type="checkbox"/> Paper bags | <input type="checkbox"/> Clothing, shoes |
| <input type="checkbox"/> Plastic bags | <input type="checkbox"/> Cups, plates, forks, knives, spoons |
| <input type="checkbox"/> Balloons | <input type="checkbox"/> Food wrappers/containers |
| <input type="checkbox"/> Plastic bottles - 2 liters or less | <input type="checkbox"/> Pull tabs |
| <input type="checkbox"/> Glass bottles | <input type="checkbox"/> 6-pack holders |
| <input type="checkbox"/> Cans | <input type="checkbox"/> Toys |
| <input type="checkbox"/> Caps, lids | |

Ocean/Waterway Activities: Debris from recreational and commercial fishing and boat operations.

- | | |
|--|---|
| <input type="checkbox"/> Bait containers/packaging | <input type="checkbox"/> Fishing Nets |
| <input type="checkbox"/> Bleach/cleaner bottles | <input type="checkbox"/> Light bulbs |
| <input type="checkbox"/> Buoys/floats | <input type="checkbox"/> Oil/lube bottles |
| <input type="checkbox"/> Crab/lobster/fish traps | <input type="checkbox"/> Pallets |
| <input type="checkbox"/> Crates | <input type="checkbox"/> Plastic sheeting/tarps |
| <input type="checkbox"/> Fishing line | <input type="checkbox"/> Rope |
| <input type="checkbox"/> Fishing lures | <input type="checkbox"/> Strapping bands |

Smoking-related Activities

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Cigarettes | <input type="checkbox"/> Cigar tops |
| <input type="checkbox"/> Lighters | <input type="checkbox"/> Tobacco packaging/wrappers |

Dumping Activities

- | | |
|---|--|
| <input type="checkbox"/> Appliances (refrigerators, etc.) | <input type="checkbox"/> Cars, car parts |
| <input type="checkbox"/> Batteries | <input type="checkbox"/> 55-gallon drums |
| <input type="checkbox"/> Building materials | <input type="checkbox"/> Tires |

Other: List any other debris you collected today that concerned you.

THE BIG CLEAN

INTERNATIONAL COASTAL CLEANUP



CERTIFICATE OF APPRECIATION

With grateful appreciation, Disney's Friends for Change and Ocean Conservancy awards this certificate to:

_____ (name here)

for outstanding participation in Disney's Friends for Change: Project Green and for dedication to the International Coastal Cleanup.

Congratulations! You have helped to Start a Sea Change!

Presented by: _____

Signature: _____

Date: _____

OCEAN CONSERVANCY'S
International
Coastal Cleanup® | **25TH**
ANNIVERSARY

www.oceanconservancy.org

