



# Clean Ocean Action Corporate Beach Sweeps 2016 Report



## *The History and Impact of Corporate Sweeps*

Clean Ocean Action's Beach Sweeps program is the largest grassroots environmental event in New Jersey and draws thousands of concerned citizens annually. Beginning as a single-location beach cleanup 31 years ago, the Beach Sweeps have grown into a statewide event with more than 70 locations along the coast of New Jersey.

Participants take on the role of citizen scientists, collecting data that adds to an ever-growing legacy that is used to raise awareness, improve litter abatement, and drive policy initiatives. The lasting and growing success of the program is indicative of citizens' support for a clean and healthy ocean.



Due to the overwhelming success of these cleanups, COA founded the Corporate Beach Sweeps program in 2005. This innovative program runs May through September and provides local corporations with the opportunity to participate in valuable team-building exercises, all while helping their environment and contributing to a valuable and growing data set. At the conclusion of each cleanup, the partners receive a breakdown and the total number of debris removed during their event. The program is a truly impactful and motivating experience!

The professional staff at Clean Ocean Action coordinate the Corporate Beach Sweeps and educate participants on the issues and solutions surrounding marine debris, water quality, and ocean pollution. Each participant in the program plays a key role in the larger, collective citizen action effort toward improving and protecting our coast.

The Corporate Beach Sweep program is also a gateway for companies to become better acquainted with COA's work. Clean Ocean Action encourages all Corporate Beach Sweep participants to take their commitment to COA to the next level by participating in a COA "Lunch and Learn" or by becoming a sponsor for the Annual Beach Sweeps program.

If you or your organization are interested in these opportunities, please contact Tory Woods by phone at (732) 872-0111 or by email at [Development@CleanOceanAction.org](mailto:Development@CleanOceanAction.org).





# CORPORATE BEACH SWEEPS

## Top Five Items Collected

1



Plastic Pieces: 4,441

2



Plastic Caps: 4,032

3



Plastic Wrappers: 2,468

4



Cigarette Filters: 1,490

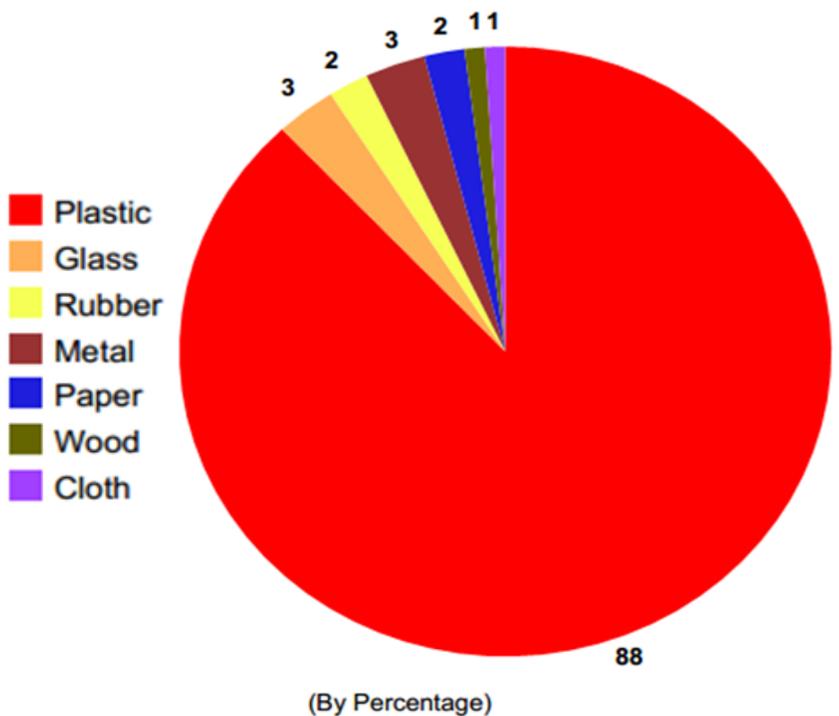
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Straws/Stirrers: 933



Debris Breakdown by Material Type



# 2016 Corporate Sweeps Results

PLASTIC	Food, Candy Wrappers/Bags	2,468	RUBBER	Balloons - Mylar	50
	Store/Shopping Bags	456		With String/Ribbon	42
	Trash Bags	177		Balloons - Rubber	58
	Other Bags	489		With String/Ribbon	23
	Beverage Bottles	863		Condoms	25
	Bleach/Cleaner Bottles	40		Gloves	19
	Other Bottles	146		Rubber Bands	20
	Buckets/Crates/Bins	27		Tires: Part	21
	Cap/Lids	4,032		Other Rubber	94
	Cap Rings	371		Appliances	0
	Cigarette Filters	933		Batteries: Car	0
	Cigarette Lighters	86		Batteries: Other	1
	Packaging	140		Bottle Caps	207
	Cigar Tips	254		Aerosol Cans	3
	METAL	Bait Bags/Containers		27	Beverage Cans
Line		71	Other Cans	12	
Lures/Floats		16	Car Parts	13	
Nets - Large		10	Crab/Fish Traps	2	
Nets - Small		0	55 Gallon Drums: Old	0	
Cups		207	55 Gallon Drums: New	0	
Diapers		15	Fishing Hooks	6	
Fork, Knives, Spoons		303	Fishing Sinkers	4	
Light Sticks		6	Foil	40	
Plastic Pieces		4,441	Nails	25	
Pens		72	Pieces	51	
Ribbon/Tape		87	Pull/Pop Tabs	3	
Rope		144	Wire	16	
PAPER		6-Pack Holders	23	Other Metal	40
		Sheeting/Tarps	18	Paper Bags	24
	Shotgun Shells	85	Cardboard	40	
	Strapping Bands	71	Cartons/Boxes	17	
	Straws/Stirrers	1,490	Cups	71	
	Syringes	16	Newspapers	4	
	Tampon Applicators	256	Pieces	273	
	Toys	134	Plates	22	
	Vegetable Sacks	3	Other Paper	84	
	Other Plastics	390	Crab/Lobster Traps	4	
	WOOD	Building/Dock Materials	76	Crates/Baskets	2
		Buoys/Floats	3	Ice Cream Utensils	3
		Fast Food Containers	62	Lumber Pieces	152
		Foam Cups	202	Pallets	8
		Packaging Materials	46	Other Wood	13
Foam Pieces		582	Blankets/Towels	18	
Foam Plates		125	Clothing	60	
Other Foam Plastic		106	Shoes/Sandals	31	
Beverage Bottles		188	String	78	
Other Bottles/Jars		32	Other Cloth	34	
CLOTH		Light Bulbs	3	<b>Total Debris</b>	<b>22,267</b>
		Fluorescent Tubes	0	<b>Total Corporations</b>	<b>16</b>
		Pieces	453	<b>Total Participants</b>	<b>488</b>
		Other Glass	30		





# CORPORATE BEACH SWEEPS





**CLEAN OCEAN ACTION**

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**Waves of Thanks!**

# Clean Ocean Action Takes On Plastic Pollution

In 2016, 88% of the debris collected by Corporate Sweeps volunteers was plastic, while in 2015 it was 68%. This ongoing trend of increased plastic pollution has not gone unnoticed. Much of plastic pollution is not visible to the naked eye and, as a result, is typically viewed with an “out of sight, out of mind” attitude. Plastic is a major cause for concern because it does not biodegrade but instead photodegrades. As it breaks down in the marine environment, it releases toxic chemicals into the water that were used during the manufacturing process, such as bisphenol A (BPA). Plastics also attract toxins themselves, acting as a sponge to absorb persistent, bioaccumulating and toxic substances (PBTs), such as dioxin and other petroleum-based chemicals. Once the plastic becomes less than 5mm in size, it becomes classified as a microplastic.

Plastics of all sizes in our waters have the potential to inflict great harm on the marine ecosystem. Moreover, microplastics are of particular concern due to their high ingestion potential. Once an organism ingests the plastic, it travels up the food chain where toxic substances bioaccumulate, which in turn poses a threat to human seafood consumers. Any organisms that ingest the plastic also have the potential to die through starvation, as the plastic accumulates in their stomachs.

With such a lack of research in this area, Clean Ocean Action decided to take on a microplastics study in conjunction with the National Oceanic and Atmospheric Administration. This study, which is the first of its kind in New Jersey, was launched in 2014. Since then, nearly 200 sand and water samples have been collected from along the coast of New Jersey and processed using a vacuum-pump filtration system. The samples are currently being analyzed for the presence and abundance of microplastics. Keep an eye out for the results, which will be released on our website once they become available!



## CORPORATE BEACH SWEEPS

*Waves of Thanks to our 2016  
Corporate Beach Sweeps Volunteers!*



**Bloomberg**



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**PVH**



**UBS**

**Want to see your logo here in 2017?**

Contact Tory Woods today to book your Corporate Sweep for Summer 2017  
at (732) 872-0111 or at [Development@CleanOceanAction.org](mailto:Development@CleanOceanAction.org)!