



PVH Volunteers at Horseshoe Cove on Sandy Hook

Clean Ocean Action Corporate Beach Sweeps 2015 Report

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History of Corporate Beach Sweeps

Clean Ocean Action (COA) is a coalition of 130 participating organizations working to improve and protect the waters off the New York and New Jersey coast. Since its inception, COA has been at the forefront of the fight to protect the NY/NJ Bight by gathering thousands of concerned citizens and empowering them to make a difference. COA has had many successes over the years, but perhaps most visible is the establishment of the largest grassroots environmental movement in New Jersey, the bi-annual statewide Beach Sweeps.

Founded in 2005, COA's Corporate Beach Sweeps program is modeled after our successful statewide beach cleanup and offers a creative team-building experience wrapped-up in a day of service at the Jersey Shore. From June through September, COA invites local corporations and their employees to become part of the Beach Sweeps legacy by collecting valuable data while removing harmful debris from the beautiful beaches of Sandy Hook.

Corporate Sweeps are coordinated by the professional staff at Clean Ocean Action. Participants learn about the issues

and solutions surrounding pollution, and become part of a larger, collective citizen action toward improving and protecting our coast.

COA's principal Beach Sweeps program started at one location and has grown in the past 26 years to include over 65 locations along the Jersey Shore. 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 debris that is found on NJ's coast, Beach Sweeps participants 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.



FAQs AND RESULTS

All of your questions about Corporate Beach Sweeps answered!

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Beyond Sweeping

Find out how a handful of corporations went above and beyond during their sweeping experiences.

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Volunteers from Bristol-Myers Squibb triumphantly complete their beach sweep at Sod Banks.



iCims returned this year to complete their 7th Corporate Beach Sweep.

FAQs

How does trash get into the ocean?

Inextricably linked to the watersheds is a massive underground man-made labyrinth of pipelines that collects water runoff, called the storm drain system. As the water drains off roads, parking lots, driveways, and other impervious areas, it also collects pollution including oil, sediments, and litter. The storm drains wash this chemical-and-debris laden water into nearby streams, rivers, and the ocean. This is the primary pathway for litter in the marine environment.

Is a clean beach important to NJ and NY business?

Littered beaches are not only an eyesore, but also cause economic harm to coastal communities, as well as tourism. Clean beaches promote sustainable jobs in the restaurant, recreation, fishing, and tourism industries, among others.

How does marine debris impact marine life?

Animals can become entangled in or ingest marine debris. Entanglement in items such as plastic rings, balloons and strings, and fishing line are serious threats to marine mammals and other wildlife. Ingested plastic items can block or damage the digestive system leading to infection or starvation.

WHAT IS FOUND DURING BEACH SWEEPS?

68%

Plastic materials comprise over 60% of the debris found during COA's Beach Sweeps programs. Most plastics found are single-use disposable plastics. Plastic never biodegrades. Rather, it photo degrades—breaking down into smaller pieces, which causes harm to marine life through ingestion.



2015 Corporate Beach Sweeps Results

Plastic

Food, Candy Wrappers/Bags	2514
Store/Shopping Bags	494
Trash Bags	111
Other Bags	584
Beverages/Soda Bottles	869
Bleach/Cleaner Bottles	30
Other Bottles	127
Buckets/Crates/Bins	25
Cap/Lids	2346
Cap/Rings	335
Filters	935
Lighters	49
Packaging	149
Cigar Tips	200
Bait Bags/Containers	20
Line	91
Lures/Floats	37
Nets - Small	17
Nets - Large	0
Cups	178
Diapers	10
Forks, Knives, Spoons	199
Light Sticks	16
Plastic Pieces	2441
Pens	56
Ribbon/Tape (no balloon)	93
Rope	106
6-Pack Holders	18
Sheeting Tarps	3
Shotgun Shells	35
Strapping Bands	17
Straws/Stirrers	1151
Syringes	19
Tampon Applicators	216
Toys	48
Vegetable Sacks	8
Other Plastics	350

Foam Plastic

Building Materials	29
Buoys/Floats	5
Fast Food Containers	55
Foam Cups	123
Packaging Materials	37
Foam Pieces	471
Foam Plates	19
Other Foam Plastic (specify)	116

Glass

Beverage Bottles	315
Other Bottles/Jars	37
Lights: Bulbs	2
Lights: Fluorescent Tubes	0
Pieces	342
Other Glass	34

Rubber

Balloons - Mylar	62
Mylar With String/Ribbon	50
Balloons - Rubber	64
Rubber With String/Ribbon	30
Condoms	31
Rubber Bands	0
Gloves	14
Tires: Part	3
Tires: Whole	2
Other Rubber:	39

Metal

Appliances	0
Batteries: Car	1
Batteries: Other	0
Bottles Caps	97
Aerosol Cans	15
Beverages Cans	403
Other Cans	10
Car Parts	5
Crab/Fish Traps	0
55 Gallon Drums: Old	0
55 Gallon Drums: New	0
Fishing: Hooks	12
Fishing: Sinkers	9
Foil	52
Nails	62
Pieces	38
Pull/Pop Tabs	23
Wire	15
Other Metal	53

Paper

Paper Bags	23
Cardboard	50
Cartons/Boxes	25
Cups	53
Newspaper/Magazines	18
Pieces	317
Plates	26
Other Paper	139

Wood

Crab/Lobster Traps	2
Crates/Baskets	5
Ice Cream Spoon/Sticks	2
Lumber Pieces	129
Pallets	3
Other Wood	34

Cloth

Blankets/Sheets/Towels	30
Clothing	45
Shoes/Sandals	48
String (No Balloon)	86
Other Cloth	72

Total Debris: 17,679

WAVES OF THANKS TO THE 2015 CORPORATE SWEEP VOLUNTEERS!

2015 HIGHLIGHTS

AIG
 Bloomberg
 Bristol-Myers Squibb
 Citrix
 Edrington
 iCims
 Johnson and Johnson
 KPMG
 Royal Bank of Canada
 TerraCycle
 UBS
 Verizon Wireless
 West-Ward Pharmaceuticals



A Citrix volunteer with a large plastic pipe found on Fishermen's Beach.

Total corporations: 14

Total participants: 495

Above and Beyond Sweeping

The summer of 2015 saw a wide range of additions to the Corporate Beach Sweep program. Many participants exceeded expectations and sought to do more than collect marine debris. COA is pursuing improvement of the 2016 program to follow in the footsteps of these inspiring participants.

Location, location, location

The Corporate Beach Sweeps program typically cleans two bayside beaches found on Sandy Hook, Sod Banks and Horseshoe Cove. Although cleaning the same beaches several times each summer ensures that debris is being removed and data collection is constant, natural complications such as high tides allowed the opportunity for the program to expand to new locations. Several beaches on Sandy Hook were cleaned as part of the Corporate Sweeps program for the first time ever, such as Fishermen's Beach, Kingman and Mills, Lot B, and Plum Island. Diversifying the sweep locations further strengthened the evidence that marine debris is a big problem on a variety of beaches, both on the ocean and along the bay, and ensured a more enriching education experience for individuals to understand how their everyday decisions add to the debris they found.

Scavenger Hunts

A fan favorite, COA's Scavenger Hunt incorporates education and creativity into a team-building activity inspired by marine debris. The group is split into teams and given various prompts to design sculptures and arrangements using the marine debris that was collected during the cleanup. The staff, who judges the artwork, were blown away by the innovative pieces produced by professional employees playing with trash. In addition, the winning team receives a prize for their hard work.

Butt-Out Cigarette Butts

This Summer, COA was ecstatic to team-up with TerraCycle, an upcycling company located in Trenton, NJ. Seven corporations participated in Cigarette Brigades, one of TerraCycle's programs that donates \$1.00 to the Keep America Litter Free Program in exchange for 1 pound of cigarette waste. During a given cleanup one team was designated to collect and mark down only cigarette filters during their beach clean-up. Over the course of the summer 935 filters were collected!

Keep Off the Dunes

RBC Wealth Management planted over 100 individual dune grasses at Bayshore Waterfront Park in June. Dune grass are vital to the protection of shoreline structures because they absorb storm surges and prevent coastal erosion. COA is researching the possibility of incorporating dune grass plantings into many more Corporate Beach Sweeps for the upcoming summer.



Dirty Dozen Collecting

Johnson and Johnson collected specific categories of debris in labeled buckets to be put on COA's Dirty Dozen poster. The poster is used at a variety of local events and showcases the top 12 types of marine debris found on beaches.



The interns of Bloomberg begin their clean-up on Fishermen's Beach.



RBC Makes Waves to Save our Seas

Volunteers from Royal Bank of Canada planted dune grass at Bayshore Waterfront Park. In addition, the corporation received presentations at their office before and after the sweep to come full circle in their learning experience.

Address Block

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Corporate Program 2016

This corporate volunteer opportunity will...

Make a difference

Give back and improve NJ's quality of life

Build team leadership

Provide a day of fun and learning at the shore

Book your Corporate Beach Sweep today! Contact Catie Tobin: (732) 872-0111 or
Education@CleanOceanAction.org