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# BEACH SWEEPS

## Corporate Program 2014

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 Sweeps today! Contact (732) 872-0111 or  
Education@CleanOceanAction.org**



# 2013 Corporate Beach Sweeps Report

## Two Programs, One Mission: Clean Beaches

September 2013

### Corporate Beach Sweeps

Data and photos from Beach Sweeps and information on some of the craziest finds on the beaches this summer!

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### Scavenger Hunts

Information on the rapidly growing Scavenger Hunt project, some of COA's most challenging prompts, and photos of creative sculptures!

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Prepared by Gianna Fischer, 2013 Summer Intern

## History of Clean Ocean Action's Bi-Annual Beach Sweeps and Summer Corporate 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.

*"It takes passion and energy to do the work that needs to be done to maintain the quality of New Jersey's beaches. I was quite impressed by COA's staff, and I'm so happy that our team went to the Sweep. The ocean is really very powerful and it is important that people understand and respect that."* -Jeanne Hahn, BASF Corporation



### Waves of Thanks to 2013 Corporate Sweeps Volunteers!

- BASF Corporation
- Citrix Online
- iCims, Inc.
- Ingredion Inc.
- Maersk Inc.
- McKinsey & Company
- Nat Sherman
- PVH Corp
- Rothstein Kass
- Siemens Corporation
- UBS
- Wiss & Company



Corporate Beach Sweeps 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 to tourism. Clean beaches promote sustainable jobs in the restaurant, recreation, fishing, and tourism industries, among others.

**What is usually found during Beach Sweeps?**  
Plastic materials comprise over 80% of the debris found during COA's Beach Sweeps programs. Most plastics found are single-use disposable plastics. These materials, such as packaging and straws, are designed to be used for a short period of time, then thrown away. Plastic never biodegrades. Rather, it photo degrades—breaking down into smaller pieces, which cause harm to marine life through ingestion.

**How does marine debris impact marine life?**  
Animals can accidentally 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. Wildlife easily mistake litter for food in their natural diet.

**How can I receive more information?**  
COA's Corporate Sweeps include a 30-minute educational presentation about the harmful effects of marine debris and solutions to the problem. Interested corporations should contact (732) 872-0111 or by email at Education@CleanOceanAction.org.

Corporate Beach Sweeps Results

Food, Candy Wrappers/Bags	1,115
Store/Shopping Bags	137
Trash Bags	102
Other Bags	128
Beverage Bottles	230
Bleach/Cleaner Bottles	12
Other Bottles	58
Buckets/Crates/Bins	5
Cap/Lids	1,419
Cap/Rings	191
Cigarette Filters	856
Cigarette Lighters	19
Packaging	7
Cigar Tips	259
Cups	65
Diapers	8
Bait Bags/Containers	8
Line	73
Lures/Floats	23
Nets - Large	0
Nets - Small	10
Fork, Knives, Spoons	79
Pens	26
Light Sticks	7
Plastic Pieces	1,915
Ribbon/Tape	24
Rope	36
Sheeting Tarps	1
6-Pack Holders	11
Shotgun Shells	17
Strapping Bands	23
Straws/Stirrers	539
Syringes	12
Tampon Applicators	105
Toys	15
Vegetable Mesh Sacks	3
Other Plastics	607
Building Materials	17
Buoys/Floats	1
Fast Food Containers	17
Foam Cups	74
Packaging Materials	15
Foam Pieces	267
Foam Plates	22
Other Foam Plastic	122
Beverage Bottles	69
Other Bottles/Jars	7
Lights: Bulbs	2
Fluorescent Tubes	1
Pieces	265
Other Glass	19

RUBBER

METAL

PAPER

WOOD

CLOTH

Balloons - Mylar	8
With String/Ribbon	4
Balloons - Rubber	17
With String/Ribbon	6
Condoms	65
Gloves	3
Tires: Part	6
Tires: Whole	2
Other Rubber	4
Appliances	1
Batteries: Car	3
Batteries: Other	0
Bottles Caps	71
Aerosol Cans	2
Beverage Cans	56
Other Cans	4
Car Parts	0
Crab/Fish Traps	1
55 Gallon Drums: Old	0
55 Gallon Drums: New	0
Fishing: Hooks	3
Fishing: Sinkers	0
Foil	35
Nails	4
Pieces	18
Pull/Pop Tabs	1
Wire	4
Other Metal	30
Paper Bags	4
Cardboard	23
Cartons/Boxes	1
Cups	20
Newspapers	4
Pieces	66
Plates	44
Other Paper	50
Crab/Lobster Traps	3
Crates	1
Ice Cream Utensils	10
Lumber Pieces	139
Pallets	8
Other Wood	11
Blankets/Towels	4
String	36
Shoes/Sandals	6
Other Cloth	17

Total Debris 9,837  
Total Corporations 12  
Total Participants 332

Corporate Scavenger Hunt Program  
Participation Summary

COA's new and popular Scavenger Hunt is a great way to bring your team together for service. COA splits the group into teams and sets them up for a day of challenge and teambuilding in a variety of ways. Teams earn points for cleaning up the most debris from the beach, discovering the causes behind debris, and using teamwork to create sculptures and arrangements with the beach debris. After a fun morning on the beach, the winning team receives a prize. The Scavenger Hunt is professionally staffed and includes an informative presentation on ocean pollution solutions.

This year, participation in Clean Ocean Action's Scavenger Hunt program was the highest ever in COA's history. These corporations really thought outside of the box to create some unique sculptures in response to this summer's prompts.



A Phillips-Van Heusen team created a flower bouquet (left) when given the task of incorporating all the colors of the rainbow into a sculpture. A Citrix Online team created a sea turtle from the larger debris found during their Sweep (center). A Phillips-Van Heusen team also made a windmill (right).

*"The Corporate Beach Sweeps Program is one of my favorite programs that we offer at Clean Ocean Action. Spending a morning cleaning marine debris from the beach gives individuals the opportunity to make the connection between the trash they are picking up and the everyday decisions they make in their lives that add to that debris. Not to mention it's a great teambuilding experience and a fun day at the beach."*  
-Zach McCue, Clean Ocean Action



Wiss and Company displayed spirit in their different team shirts while cleaning up Sod Banks on Sandy Hook.

Check out some of this year's participating corporations' artwork!  
The 2013 Scavenger Hunt Program included 7 corporations and 275 participants.