



Searching for a corporate volunteer opportunity that will...
 Make a difference...give back and improve NJ's quality of life...build team
 leadership... and provide a day of fun and learning at the shore?
 ...You've found it! Book your Corporate Beach Sweep today!
 Contact Tavia Danch: 732 872-0111 or Education@CleanOceanAction.org

Corporate Program 2012



Clean Ocean Action
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Corporate Report
 2011



Corporate Beach Sweeps 2011 Report

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 coasts. Since its inception, COA has been at the fore-front of the fight to protect the NY/NJ Bight by gathering thousands of concerned citizens and empowering them to make a difference. Clean Ocean Action has had many successes over the years, but perhaps most visible is the establishment of the largest environmental movement in New Jersey, the bi-annual statewide Beach Sweeps.

The Sweeps 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 the 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 Sweep participants become part of a legacy or information that is used to raise public awareness, improve anti-littering programs, and drive public policy to ultimately reduce litter.

Clean Ocean Action runs its clean-up events with the vision of naturally clean New Jersey beaches where these events are no longer needed. For more information about Clean Ocean Action and the Beach Sweeps, please visit www.CleanOceanAction.org.

Founded in 2005, COA's Corporate Beach Sweep program is modeled after our successful statewide beach cleanup and offers a creative team-building experience wrapped 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 Sweep legacy by collecting valuable data while removing harmful debris from the beautiful beaches of Sandy Hook.

"I highly recommend the Corporate Beach Sweeps program. It's a great team building and educational event where you can also help our oceans and environment."

-Tom Thornton, Morgan Stanley

The Corporate Sweeps are coordinated by the professional staff of Clean Ocean Action. Corporate Sweeps are a unique opportunity for companies to team build, provide a service to their local communities, learn about the issues and solutions surrounding pollution, and to ultimately become part of a larger, collective citizen action toward improving and protecting our coasts.



Bloomberg Beach Sweep Team

Frequently Asked Questions:

How does trash get into the ocean?

Inextricably linked to the watersheds is a massive underground man-made labyrinth of pipelines that collect 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.



Loreal volunteers record & remove debris.



Volunteers from Ethicon embrace the Corporate Beach Sweep program with teamwork and service.

Is a clean beach important to NJ business?

Littered beaches are not only an eyesore, but also can cause economic harm to coastal communities, as well as NJ’s 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 make up 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.

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 can easily mistake litter for food that make up their natural diet.

Eager to learn more? How can I sign up?

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 Tavia Danch at (732) 872-0111 or by email at Education@CleanOceanAction.org.

2011 Corporate Beach Sweeps Items Collected

P L A S T I C	Cigarette wrappers	1,302	G L A S S	Beverage Bottles	391
	Food, Candy Wrappers/Bags	5,621		Food Jars	20
	Store/Shopping Bags	972		Other Bottles/Jars	58
	Trash Bags	660		Fluorescent Light Tubes	2
	Other Bags	1,218		Lights: Bulbs	79
	Beverages/Soda Bottles	1,575	R U B B E R	Pieces	747
	Bleach/Cleaner Bottles	138		Other Glass (specify)	70
	Milk/Water/Gallon Jugs	487		Balloons - Mylar	105
	Motor Oil/Lotion Bottles	71		With String/Ribbon	68
	Other Bottles	315		Balloons - Rubber	105
	Buckets/Crates/Bins	774		With String/Ribbon	34
	Cap/Lids	9,118		Condoms	124
	Cap/Rings	3,534		Gloves	41
	Cigarette Filters	1,251		Tires	57
	Cigarette Lighters	352		Other Rubber: Specify	190
M E T A L	Cigar Tips	1,098	M E T A L	Bottles Caps	342
	Cups	615		Aerosol Cans	99
	Diapers	29		Beverages Cans	513
	Bait Bags/Containers	128		Food Cans	52
	Line	273		Other Cans	23
	Lures, Floats	65		Crab/Fish Traps	0
	Nets - Large	8		55 Gallon Drums: Old	13
	Nets - Small	66		55 Gallon Drums: New	0
	Fork, Knives, Spoons	673		Nails	14
	Hard Hats	3		Pieces	59
F O O D	Light Sticks	1,080	P A P E R	Pull/Pop Tabs	17
	Plastic Pieces	9,075		Wire	45
	Ribbon/Tape (no balloon)	229		Other Metal: Specify	84
	Rope	386		Paper Bags	96
	Sheeting Tarps	37		Cardboard	39
	6-Pack Holders	84		Cartons/Boxes	53
	Shotgun Shells	199		Cups	155
	Strapping Bands	327		Newspaper/Magazines	102
	Straws/Stirrers	5,648		Pieces	506
	Syringes	168		Plates	86
M A M I C	Tampon Applicators	1,110	W O O D	Other Paper: Specify	65
	Toys	267		Crab/Lobster Traps	4
	Vegetable Mesh Sacks	37		Crates/Baskets	4
	Other Plastics (specify)	1,377		Ice Cream Spoon/Sticks	64
	Buoys/Floats	102		Lumber Pieces	266
	Cups	515		Pallets	3
	Egg Cartons	22		Other Wood: Specify	47
	Fast Food Containers	112	C L O T H	Blankets/Sheets/Towels	65
	Meat Trays	63		Clothing: Specify	57
	Packaging Materials	755		Shoes/Sandals	71
	Pieces	2,769		String (No Balloon)	129
	Plates	122		Other Cloth: Specify	82
	Other Foam Plastic (specify)	414		2011 Total	58,039

2011 Corporate Beach Sweep Totals

Total Items Collected: 58,039 Volunteers: 789
Average Pieces Per Person: 74



Berkeley College volunteers come together after a successful sweep in June 2011.

“Berkeley College recognizes that we are part of a greater community and how important it is to give back. As a higher education institution we understand the importance of education and to be educated by the knowledgeable staff of Clean Ocean Action about keeping our environment safe and clean made the entire day special.”

-Jeffery Ehalt, Berkeley College

Waves of Thanks to
2011 Corporate Sweep volunteers!

- Berkeley College
 - Bloomberg
 - Bristol Meyers Squibb
 - Chase Home Lending
 - Ethicon
 - Goldman Sachs
 - iCims
- Johnson & Johnson
 - Life Cell
 - Mercedes Benz
 - Merrill Lynch
 - Morgan Stanley
 - Stern & Associates
 - UBS



Volunteers collect and remove large debris from shoreline.