

# 2014 Corporate Beach Sweeps Report

## Two Programs, One Mission: Clean Beaches

October 2014

**Corporate Beach Sweeps**  
Data from the 2014 Corporate Beach Sweeps and Corporate Beach Sweeps FAQs!

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### Scavenger Hunts

Information on the rapidly growing Scavenger Hunt project, photos of creative sculptures, and this summer's weirdest Beach Sweep find!

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### Waves of Thanks to the 2014 Corporate Sweeps Volunteers!

- ◆ Bloomberg
- ◆ Citrix
- ◆ Goldman Sacs
- ◆ iCims, Inc.
- ◆ Ingredient, Inc.
- ◆ UBS

## 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 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 29 years to include over 72 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 of information that is used to raise public awareness, improve anti-littering programs, and drive public policy to ultimately reduce litter.

**Beginning in 2005**, COA's **Corporate Beach Sweep** program is modeled after our successful statewide beach cleanup and offers a creative teambuilding experience wrapped in a day of service at the Jersey Shore. From May through October, 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. 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.



## Corporate Beach Sweeps FAQs

### How does trash get into the ocean?

Inextricably linked to the watersheds is an underground man-made labyrinth of pipelines that collects water runoff, called the storm drain system. As water drains off roads, parking lots, driveways, and other impervious areas, it collects pollution like oil, sediments, and litter. The storm drains wash this chemical-and-debris laden water into nearby streams, rivers, and the ocean.

### Is a clean beach important to NJ and NY businesses?

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 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.

### 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.

# Corporate Beach Sweeps Results

## PLASTIC AND FOAM PLASTIC

## GLASS

Food/Candy Wrapper/Bags	1395
Store/Shopping Bags	193
Trash Bags	91
Other Bags	216
Beverage Bottles	604
Bleach/Cleaner Bottles	34
Other Bottles	75
Buckets/Crates/Bins	19
Cap/Lids	1330
Cap/Rings	142
Cigarette Filters	455
Cigarette Lighters	36
Packaging	51
Cigar Tips	108
Cups	99
Diapers	10
Bait Bags/Containers	16
Line	51
Lures/Floats	13
Nets - Large	0
Nets - Small	7
Forks, Knives, Spoons	155
Pens	51
Light Sticks	4
Plastic Pieces	1223
Ribbon/Tape	57
Rope	59
Sheeting Tarps	6
6-Pack Holders	11
Shotgun Shells	34
Strapping Bands	9
Straws/Stirrers	689
Syringes	15
Tampon Applicators	141
Toys	29
Vegetable Mesh Sacks	6
Other Plastics	198
Building Materials	27
Buoys/Floats	14
Fast Food Containers	24
Foam Cups	125
Packaging Materials	56
Foam Pieces	272
Foam Plates	44
Other Foam Plastic	59
Beverage Bottles	141
Other Bottles/Jars	15
Lights: Bulbs	4
Lights: Fluorescent Tubes	0
Pieces	518
Other Glass	9

## RUBBER

## METAL

## PAPER

## WOOD

## CLOTH

Balloons— Mylar	12
With String/Ribbon	6
Balloons— Rubber	12
With String/Ribbon	7
Condoms	39
Gloves	14
Tires: Part	8
Tires: Whole	1
Other Rubber	32
Appliances	1
Batteries: Car	0
Batteries: Other	3
Bottle Caps	64
Aerosol Cans	17
Beverage Cans	256
Other Cans	16
Car Parts	5
Crab/Fish Traps	2
55 Gallon Drums:Old	0
55 Gallon Drums:New	0
Fishing: Hooks	1
Fishing: Sinkers	1
Foil	38
Nails	28
Pieces	121
Pull/Pop Tabs	12
Wire	13
Other Metal	37
Paper Bags	50
Cardboard	26
Cartons/Boxes	14
Cups	53
Newspapers	2
Pieces	179
Plates	16
Other Paper	48
Crab/Lobster Traps	1
Crates	0
Ice Cream Utensils	7
Lumber Pieces	47
Pallets	0
Other Wood	18
Blankets/Towels	28
Clothing	27
String	34
Shoes/Sandals	19
Other Cloth	34

**Total Debris: 10,255**

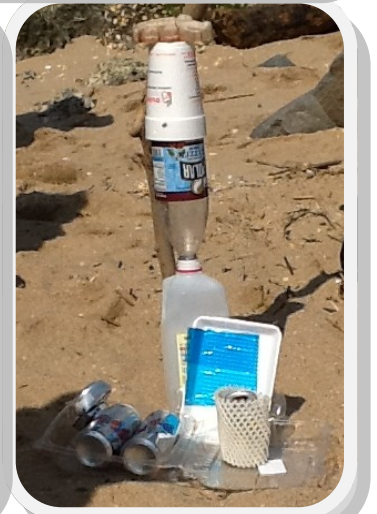
**Total Corporations: 6**

**Total Participants: 245**



# Corporate Scavenger Hunt Program

COA's Scavenger Hunts are a great way to bring your team together for service. COA splits the group into teams and challenges them with teambuilding activities. 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 we hosted 245 volunteers for a total of 7 Corporate Sweeps! Check out some of the artistic sculptures they created!

## What did participants have to say about their Corporate Beach Sweep?

"I look forward to the Corporate Beach Sweep with Clean Ocean Action each year. As my company, iCIMS, continues to grow rapidly I'm glad they still focus on giving back to the local environment. It's a great opportunity to make a positive impact in our community and do some team building with my coworkers. It's one of my favorite perks the company offers."

- Michele McKenna, iCIMS

## Weirdest Corporate Sweep find?



A Hard Hat!





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ADDRESS BLOCK



**Interested in a corporate team-building, volunteer opportunity that will...**

- ◆ Make a difference
- ◆ Give back and improve NJ's quality of life
  - ◆ Build team leadership
- ◆ Provide a day of learning at the shore

***Book your Corporate Beach Sweeps today!***

**Call COA at (732) 872 0111 or email us at  
[Education@CleanOceanAction.org](mailto:Education@CleanOceanAction.org)**