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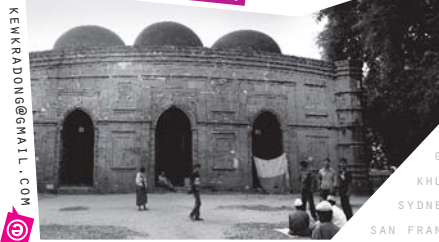
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Like every year, International Coastal Cleanup volunteers visit the country's most popular beaches to find and sort marine debris. This year the team found a fiber glass boat on the shore of St. Martin's Island, till today, this is the largest marine debris in our coast. The origin of the boat is Sri Lanka.



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TRINO, supported by countries most active and oldest youth lead adventure community – Kewkradong Bangladesh. This is totally non-political, non-violence, non-profitable organization originated in Bangladesh. In order to popularize adventure related sports like urban and rural trekking, mountaineering, high altitude trekking, mountain biking, adventure water sports, kewkradong believes in creating local enthusiasm towards voluntarism and conceptual adventure/humanitarian/nature building tourism in Bangladesh. Kewkradong shows professional attitude during handling different projects, expedition planning, concept development and inter organizational relationship.

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 Mahmud Ullah



International Coastal Cleanup (ICC) is a flag ship voluntary initiative in Bangladesh. Over the past 7 years, volunteers from every corner of the country along with Kewkradong Bangladesh and Ocean Conservancy have demonstrated a deep commitment to ridding our coasts and waterways of harmful trash, and protecting and promoting ocean health.

A critical part of our effort has been the leadership of the International Coastal Cleanup, the world's largest volunteer effort for the ocean. In this issue, you'll find inspired volunteer's own experience and companies those who are making it happen every year by showing their best corporate practices.

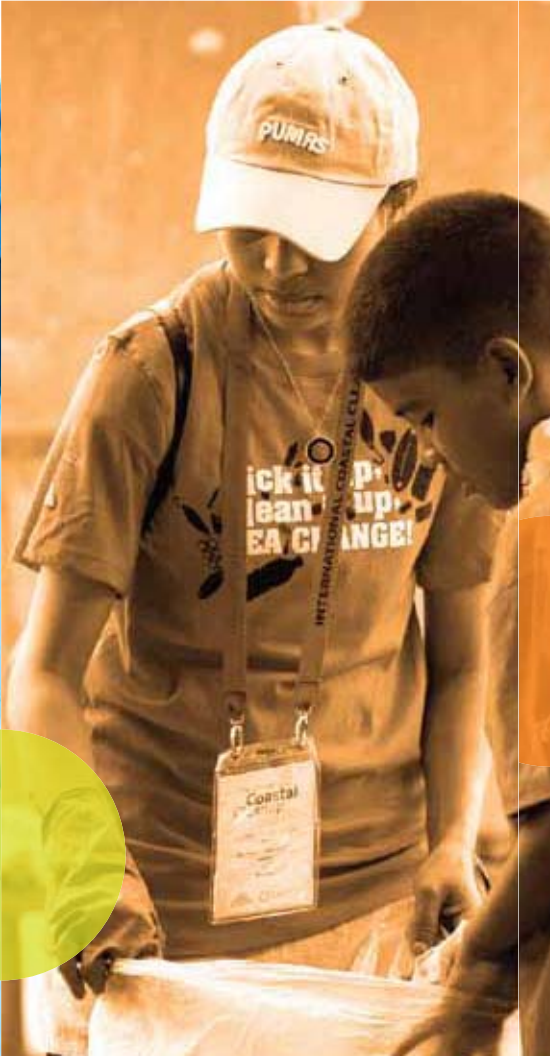
Volunteers don't just clean up; they tally every item they find during the annual event. The 166 million pieces of trash recorded over the last 25 years have given us an invaluable snapshot of ocean trash, from Argentina to Bangladesh. The International Coastal Cleanup has grown into a remarkable international alliance of individuals, nonprofits, corporations and governments.

We are different in so many ways; but what unites us is the determination that our children should enjoy an ocean brimming with wildlife, not teeming with trash.

In this issue, we could talk to Mr. Nail Walker, Resident Coordinator of UN in Bangladesh as he was a cleanup volunteer in Cox's Bazar. Few snapshots of ICC data will show the present status of marine debris plus a small text on Pacific garbage patch as "Garbeg Island" will help everyone to rethink.

Lastly, 7 years of ICC in Bangladesh could contribute to certain sectors particularly from incorporating CSR to different business houses and invoking good number of small and medium scale organization to lunch cleanup in cities, rivers, lakes and any place they find interesting . So, its just not a cleanup, it has become a trend to make your hands dirty by picking up trash. Happy Cleanup !

Shanti
Muntasir Mamun
Editor-in-Chief



INTERNATIONAL
COASTAL
CLEANUP
FROM
THE
VOLUNTEERS

I understood the necessity of coastal cleanup and awareness campaign here. After lunch we went out in small groups. We discovered it's a beautiful place, a piece of heaven. But the future is dark, local people and tourists are turning this heaven into a hell.

NAHID SHARMIN WITH HER EXPERIENCE OF ICC 2011.



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“Please do not throw anything into the sea. We have dustbins all over the ship. Please put things in those. Save our sea from being polluted”-the announcer was repeating this again and again in the middle of his speech on Saint Martin’s Island. He said that we could easily go to Myanmar from the jetty and it will cost only 1700 taka for the visa and the passport. He talked about the resorts around, the hills and other sites to visit. People were listening and planning where to go next. The mesmerizing blue sea made people feel like they want to spend their whole life near this “Daruchini Deep”. Endless blue sky reflecting on the endless blue sea and green hills crowned with white clouds were making people nostalgic. Every single people were dreaming under the broad daylight. The trip was successful. Every heart was saturated, every sound of nature was filling it more and more, every word said by the announcer was giving birth to a new dream of a new trip. But among all these only one thing was missing. Every ear carefully skipped one sentence to listen “Please do not throw anything into the sea. We have dustbins all over the ship. Please put things in those. Save our sea from being polluted”. We were standing at the left end of “Keari Sindbad” and saw people throwing cigarette butts, packets, juice bottles, chips packs and what not.

I felt hopeless, just hopeless. What are we going to do! Coastal clean-up! Who will clean the ocean? Such pathetic!

Every year whole world celebrates the world’s biggest volunteering event, International Coastal Cleanup. An organization named Ocean Conservancy organizes the event. Different countries have different representatives for organizing the event locally. In Bangladesh, Kewkradong Bangladesh (KB) represents Ocean Conservancy and every year in September they organize Coastal Cleanup in Cox’s Bazar. In this year, 2011, KB had decided to clean twice, first in Cox’s Bazar and then in Saint Martin’s.

But we didn’t have any idea what would happen there. We were expecting at least 200 local volunteer from the schools. We were 40 from Dhaka. So hope was of 250 to 300 volunteers. We had enough t-shirts, poly bags, dumping bags and gloves. To treat and encourage the local volunteers KB arranged for a “Mezban”. “Mezban” is a favourite event in Chittagong’s local tradition.

We were excited; we reached Saint Martin’s on 6 October, 2011. Rooms were booked in Hotel Abaksh. We rushed to the rooms. After 17 hours journey we all grew tired and I was dishearten! In my dreams Saint Martin’s was surrounded with beautiful eco resorts and blue ocean with golden beach. But oh my poor dreams!

The reality was way too far from them. It was muddy dirty stinky grey sea and beach. Narrow village roads lead to different resorts (!!!) and hotels. I saw a complete disaster. Another ruined natural gift.

I understood the necessity of coastal cleanup and awareness campaign here. After lunch we went out in small groups. We discovered it’s a beautiful place, a piece of heaven. But the future is dark, local people and tourists are turning this heaven into a hell. The beach is full of derbies. Not only inorganic materials but also human waste, people made the beach a public toilet. I bet you cannot walk for 1 full minute without seeing one master piece of human waste! Muntasirbhai found out the biggest derby, an abandoned plastic fibre boat on the beach that came from Srilanka! The sun said goodbye and stars were there to say hello. Oh my God! How can night be so beautiful! Suddenly it was exactly everything what I dreamt of. Speechless!

Next morning we were ready, excited and busy. With all our things we were waiting for the volunteers. Chanchal, Monjubhai and Raihanbhai were looking after the Mezban arrangements. After half an hour our most expected volunteers came – only 20 to 25 students!!! What! Is this true! Is this what we are here for! We were kind of lost. We tried to make them understand what we want, what’s our motto of coming so far and asked them to encourage their friends and family to join us.

We gave them half an hour more to bring more people to clean the coast and so we had 50 more people.

But noble work can never go down. We started getting volunteers. They were not the school going children, they were not from the privileged group of the society, they were the kids who roam around the island and work for their livelihood. They all came and join us to clean their playground – the sea beach.

We found out lots and lots of beverage packets, bottles, cans and what not! They were taken to be burned. It was not exactly what we expected but it was successful. We hope soon Saint Martin's will have waste baskets on the beach and people will use them. Hope there will be enough toilets to use around. Expect the sea will be what we dreamt of while coming to the island. All the volunteers went for Mezban. There were few of us to look after them and rest of us started for Chera Deep, for our next cleanup.



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It was another experience. We board on a fishing boat. Blue blueblue, it was only blue all over, mesmerizing! But people please carry an umbrella in Saint Martin's, otherwise you can eat yourself as grilled you!

But we couldn't get down at Chera Deep. Fishing boats cannot reach to the island shore. It's full of Coral and will destroy the boat. There were not enough small boats to carry us to the island. It would take 2 hours to reach the island. So we came back to Saint Martin's.

Last night! We had bar-b-q setup. Grilled beef with parata and ChammakChallo music made the night memorable forever. We left Saint Martin's on Saturday, 8 October, 2011. Goodbye Daruchini Deep, take care, don't let people destroy you. We will be back and one day everybody will take care of you. Promise!



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KASHFIA NEHREEN (STUDENT)
WITH HER EXPERIENCE OF
ICC 2011

A worldwide celebrated event to raise awareness to make a habit to keep sea beaches safe from unnatural debris which cause ecological imbalance.

It could be one of the Seven Wonders of the World. It could be a place where people could see how vast nature can be. It could be one of the things that represent Bangladesh to the world. I am talking about nothing but the Bay of Bengal. It's a place where nature blooms in its own beauty. It's a place where sky meets the blue water. It's a place where one can find himself losing thousand times in the vastness of nature.

I started with the word, "it could be". But why? The answer is, we have futile to make it so. We like to tell people about it. We love to roam around there and spend some fantastic moments of our life. We love to show ourselves to the world as the owner of such a great asset. But we don't try to make it strong enough to represent ourselves. We don't even try to make it a noticeable place by taking just a little bit of care. We don't like to change ourselves for the Bay of Bengal.

In this state question arises, what am I talking about? I am telling about the habits we have been carrying inside of us. May be most of us have visited the Cox's bazaar sea beach for several times. But how many of us have tried to make ourselves conscious to keep it clean? How many of us have thought about the impacts of trashes, we have left to amuse ourselves? Even, did we try to throw the water bottle in the 'use me' place?

Did we carry the food wrappers with us after having a snack along with the fresh air? If we ask these questions to our conscience, in most of the cases, it will answer- "no".

24th September, 2011. A group of around 90 youths gathered in the sea shore of the Cox's Bazaar, all wearing same t-shirts showing a slogan-"make it a habit". All of them were promising themselves to contribute to have a clean sea shore. Around 200 school students have joined this group and helped to collect debris from the sea shore. All were busy to collect various types of debris which are harmful for the nature. All were celebrating the day in losing themselves to clean up the sea beach and raise awareness among people to grow up a habit to keep our beach clean. It was the day while Bangladesh was celebrating the international coastal cleanup day, a worldwide celebrated event to raise awareness to make a habit to keep sea beaches safe from unnatural debris which cause ecological imbalance. The Keowkradang, a group of youths, have organized this event. . It was not the very first time for them. Even, it was the seventh year they have been organized this international event successfully. Every year they arranges this event to make people aware of keeping coast clean and safe. And surprisingly the number of volunteers have been increasing in every year.

That means, we are becoming mindful. And the credit goes to the Keowkradang. I was also a volunteer in the beach cleaning event. And what I want to do, is to give a warm thanks to the Keowkradang group to make myself aware of keeping sea shore clean. What I have noticed in the event, people were interested to know about the impacts of throwing unnatural debris. All tried to find out all materials which are unfriendly to the nature. I am sure; none of the volunteers will ever engaged themselves to throw rubbish here and there. At least I can strongly say that the event has taught me to arise my conscience to make a healthy habit.

At the very end I would like to remind all, a simple line; "make it a habit".



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In this way, we all tried to take off all the waste and gathered these in a place. It was a big gather of debris. At the end of the program, we arranged a feast in the school compound for the local people, to encourage them to arrange this kind of program regularly and to save their land.

HABIBA ISLAM SIFAR (STUDENT)
ON HER EXPERIENCE WITH ICC 2011

In a Wednesday evening we have started our journey to St Martin. I was very excited as I didn't go there before. After a long time in Thursday noon we reached at St Martin through Taknaf . In Taknaf we left our bus and started another journey by ship. After two hours we landed on the coral island St Martin. It was beautiful and I can't explain how was I felt. St Martin was a mysterious land to me as I was heard many things about this island. So I was excited more than as I was before. It was full of coconut tree and there was a narrow road within the coconut forest. From the port we had to cross the way by walk to our hotel. It looks gorgeous when the sun set on the sea at the end of the day.

On that day we made our plan to organize the program perfectly and our moderator invited the local chairman to support us. Our main program was in the next morning. As we were prepared, we started our main program from early Friday morning. It was really enjoyable as all students of the local school, were with us for helping. We all were wearing red t-shirt which looked gorgeous. All the student were divided into five and we were the leader of the each group. We were given three large polythene bag to take the garbage and put them into those bags. Then we started our work with little children.



They were also very excited to take the garbage. They thought they were also the part of our program. All the local people and the tourist were shocked and their faces showed us a big exclamatory sign.


In this way, we all tried to take off all the waste and gathered these in a place. It was a big gather of debris. At the end of the program, we arranged a feast in the school compound for the local people, to encourage them to arrange this kind of program regularly and to save their land. The chairman of the St Martin was very grateful to us. By the way the photographers were not sat in quite. They took different kind of snaps as they like.

However, may be our program was successful but we cannot say it, strongly that our aim has fulfilled. It is not a job for one day. If we try in this way, maybe we can say it, one day, we are successful and our aim has fulfilled. In that day our country will also be called a clean country like the other countries of the world and it will be a golden motherland for us. By doing this we not only save our country but also save our world.



icc a congregation
for ocean

The International Coastal Cleanup is one of the most prestigious global volunteer efforts taking place for the last 26 years.
textrimla chowdhury



The number of participants for the annual International Coastal Cleanup has increased exponentially in the last few years.

D

The International Coastal Cleanup is one of the most prestigious global volunteer efforts taking place for the last 25 years. Every year on a particular day volunteers choose a location near a lake, stream, river or ocean to carry out cleanups and in the last 25 years, nearly nine million volunteers from 152 countries and locations have cleaned 145 million pounds of trash. Kewkradong, a social business, mixing adventure with advocacy carried out the cleanup activity at Cox's Bazaar in Bangladesh every year. Each year a group of volunteers travel to Cox's Bazaar at a nominal charge providing them with comfortable accommodation and food and in the midst of an enjoyable time the volunteers get to learn the importance of ocean conservation. This year Kewkradong expanded the cleanup activity to a new site in the St. Martin's. The first of the cleanup activity took place in Cox's Bazaar from September 23-25 and the second took place in St. Martin's from October 5-9. The journey began with groups of friends travelling clueless to what to expect. The destination at Hotel Labonee was reached in the early morning gloom of September 23 with evident signs of a rainy day. However, as it is customary with sights of nature, the smell and sight of the sea washed out the

tiredness of the long journey and everyone was charged up. This is how the seventh annual event of International Coastal Cleanup organized by Kewkradong began. Volunteers from different universities made the trip to Cox's Bazaar to clean the shores of the longest beach in the world.

Banglalink sponsored ICC 2011 as a part of their corporate social responsibility. Among the volunteers were many who have regularly participated in this noble initiative. One of them is Salma Khatun who attended the event five out of the seven times in the last seven years. Muntasir Mamun Imran, founder of Kewkradong says, "The number of participants for the annual International Coastal Cleanup has increased exponentially in the last few years. However, now we have made a certain change in the way we want to reach out to people. We know that it is not always quantity that matters, but quality as well. So what we do now is take fewer people; a group that will allow interaction among everyone involved and in that way we can know each other personally." On the first day a group of volunteers went to the shores to start with the cleanup, but it was time for more fun than work at that point. Nothing like true appreciation of how much fun the ocean



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This year Kewkradong expanded the cleanup activity to a new site in the St. Martin's. The first of the cleanup activity took place in Cox's Bazaar from September 23-25 and the second took place in St. Martin's from October 5-9. The journey began with groups of friends travelling clueless to what to expect.

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The Coca-Cola Company, a global partner of the ICC, is exploring the use of other plant materials for future generations of bottles. The company's ultimate goal is a carbon-neutral 100% renewable, responsibly sourced and recyclable bottle.



Arirang Aviation a concern of Korean business giant Youngone helps ICC by operating voluntary flights from Dhaka to Cox's Bazar exclusively for its participating volunteers and other logistics.



Leading boutique house from Bangladesh most commonly known as the Guru of T-shirt in the local market. Nitya Uphar help ICC volunteers to get best quality T-shirt and other outfits at very affordable costs.

LEAD PARTNERS



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POWER OF POLICY

The body of data collected over 25 years by International Coastal Cleanup volunteers has helped inform lawmakers. In 1987 Ocean Conservancy published one of the first studies to identify plastics as a significant threat in the ocean, *Plastics in the Ocean: More than a Litter Problem*. Data cited in that report helped illustrate the problem for the US Congress, which soon enforced restrictions against dumping plastic trash items at sea by adopting Annex V of the International Convention for the Prevention of Pollution from Ships, known as MARPOL 73/78 Annex V. The Cleanup data have been cited in numerous reports, including a 2009 United Nations Environment Programme/Ocean Conservancy publication *Marine Litter: A Global Challenge*. Cleanup data informed passage of the 2006 Marine Debris Research, Reduction, and Prevention Act, as well as California's state marine debris action plan.

The information volunteers collect sets the International Coastal Cleanup apart from any other beach cleanup effort. Ocean Conservancy publishes the annual data gathered during the International Coastal Cleanup in the Ocean Trash Index, an item-by-item, location-by-location accounting of marine debris picked up by volunteers on just one day. Ocean Conservancy also makes available data reports by location.

Twenty-five years of detailed information from the Cleanup paints a solid picture of the top items of concern in our ocean and waterways. Many of the items trashing our ocean are disposable products that find their way to the water through improper disposal or dumping. Others escape from waste management systems. The data show us where to focus strategies to stop ocean trash.

166,144,420
TOTAL DEBRIS ITEMS COLLECTED WORLDWIDE



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has to offer can raise awareness among people to not destroy the shore by littering. In the evening of the first day after the initial round of voluntary work everyone sat in a circle to introduce themselves and hear from Imran who spoke about the start of this wonderful project and where he wants to see it go.

The next day started with volunteers lining up outside Hotel Labonee and walking to the beach where opening speeches were given by the Special Guests, Neal Walker, Resident Coordinator of UN, Denis Nguyen,

Coordination Officer of Resident Coordinator's Office, UN, Craig Sanders, Representative from UN High Commissioner for Refugees, Satish Vangal of UNDP and Rashed Hasan from Banglalink.

Next, it was full-on work as the volunteers dedicated themselves to pick up cigarette butts, plastic and other non-biodegradable waste off the shores of Cox's Bazaar. The slow sprinkling rain was of course in no way an obstacle as everyone enjoyed working. Later everyone sat around to sort the garbage.



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Imran says that the instant impact of picking up ten polythene bags is huge for the ocean because one single polythene bag takes one million years to decompose. Likewise, fishing nets left on the beach takes 600 years to decompose and plastic takes 950 years to decay. The statistics gathered about the waste found on the shores by the volunteers is used by Ocean Conservancy, a non-profit advocacy group based in USA which was established 26 years ago. Imran says, "The litter that we collect in our coastal cleanup excursions are not just waste.

They are an indicator for how our sea and oceans are faring. Coastal cleanup from across the globe is successful in achieving huge numbers of data regarding the waste that is collected which is later used by the Ocean Conservancy. Imran also says "There is still a huge gap in the policies regarding the safeguarding of our oceans. Since we are empowered by the force of data and statistics accumulated through all these years of labour and we can eventually ask the policymakers to take these statistics into account when making policies regarding the preservation of our oceans."



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25-Year Data Summary

During the 25th anniversary Cleanup in 2010, 615,407 volunteers picked up more than 8 million pounds of trash and other debris—enough to cover about 170 football fields. They worked at 5,438 sites around the world. Since the first Cleanup in Texas in 1986, the Cleanup movement has grown tremendously, in large part due to the phenomenal reach of the Internet in recent years. Inspired volunteers spread the word through social networking. Ocean Conservancy uses e-newsletters and webinars to inform and train the Coordinators who organize events. And volunteers can find local Cleanups, get questions answered, and register online.

In the past, Coordinators used the mail to deliver thousands of completed data cards to Ocean Conservancy. Now they can report results through Ocean Conservancy's Online Data Collection and Reporting Tool. Participants share everything from local data to inspiring photos and stories on networking sites including Facebook and YouTube.

People Pounds Miles

615,407
8,698,572
14,859

SOURCE: OCEAN CONSERVANCY INTERNATIONAL, CENTRAL CLEANUP

SHORELINE & RECREATIONAL ACTIVITIES

BAGS (PAPER)	300,031
BAGS (PLASTIC)	980,067
BALLOONS	75,168
BEVERAGE BOTTLES (PLASTIC)	1,094,921
BEVERAGE BOTTLES (GLASS)	440,756
BEVERAGE CANS	429,167
CAPS, LIDS	882,936
CLOTHING, SHOES	237,283
CUPS, PLATES, FORKS, KNIVES, SPOONS	524,853
FOOD WRAPPERS/CONTAINERS	853,633
PULL TABS	77,434
6-PACK HOLDERS	40,243
SHOTGUN SHELLS/WADDING	29,339
STRAWS, STIRRERS	433,376
TOYS	101,830
SUB TOTAL	6,501,037

OCEAN/WATERWAY ACTIVITIES

BAIT CONTAINERS/PACKAGING	38,444
BLEACH/CLEANER BOTTLES	65,872
BUOYS/FLOATS	49,970
CRAB/LOBSTER/FISH TRAPS	16,820
CRATES	10,812
FISHING LINE	92,412
FISHING LURES/LIGHT STICKS	27,951
FISHING NETS	46,899
LIGHT BULBS/TUBES	25,456
OIL/LUBE BOTTLES	48,541
PALLETS	15,326
PLASTIC SHEETING/TARPS	79,252
ROPE	241,896
STRAPPING BANDS	42,125
SUB TOTAL	801,776

DUMPING ACTIVITIES

APPLIANCES (REFRIGERATORS, WASHERS, ETC.)	7,134
BATTERIES	26,205
BUILDING MATERIALS	108,322
CARS/CAR PARTS	21,613
55-GALLON DRUMS	4,772
TIRES	21,858
SUB TOTAL	189,904

MEDICAL/PERSONAL HYGIENE

CONDOMS	27,366
DIAPERS	55,350
SYRINGES	14,555
TAMPONS/TAMPON APPLICATORS	26,318
SUB TOTAL	123,589

2010 TOP TEN PARTICIPATING COUNTRIES

RANK	COUNTRY	VOLUNTEERS
1	UNITED STATES	245,447
2	PHILIPPINES	145,733
3	CANADA	29,038
4	DOMINICAN REPUBLIC	27,622
5	INDIA	15,135
6	SOUTH AFRICA	12,747
7	PUERTO RICO	12,558
8	BRAZIL	12,217
9	MEXICO	12,105
10	ECUADOR	9,435
	152 COUNTRIES AND LOCATIONS	615,407

Nearly 2.5 million of the items tallied during the 2010 Cleanup can impact human health. Batteries, car parts, and 55-gallon chemical drums can leak toxic compounds. Disposable diapers, syringes, and condoms may carry bacteria and other contaminants. Volunteers found 26,205 batteries in 2010.

How was your first reaction when you have heard about the cleanup?

The first time I heard of this unique initiative, I thought it's a great idea to organize this sort of a voluntary activity that directly benefits the coastal environment. I especially like that it involves youth in doing something for the environment-which is definitely a positive contribution.

Was that something new?

I had not heard of this cleanup advocacy program before. It's a great way to contribute to nature and not only for those with a direct connection with the project but importantly for youth and anybody who wishes to do his or hers part for the betterment of the coastal environment. It's a great opportunity to be a part of some positive and direct activism for the nature.

How much did you like that?

The concept of the event is good- a few hundred young and energetic volunteers cleaning and picking up debris from the beach, conveying a very strong message to the tourists and beachgoers to be conscious of littering and added to that, I had an enjoyable day on the beach.

Do you think it's possible to make the program more sustainable and frequent?

I don't know for sure but it will definitely require a volunteer mentality- strong enough to rise for the bigger cause which is not only the coast in Cox's bazar, but also the rest of the coast. Generating greater public awareness is another key here.

Do you think, volunteers can play an important role to fight climate impact?

Yes! This is quite crucial for the success of initiatives to address climate change, which is a tough challenge in Bangladesh. Volunteer action as evidenced in this project is an excellent example for what volunteerism can do with real long term impact.

How UN or other big organization can help to make it large?

UN is probably not the best partner for this initiative, although as individuals, as international civil servants, we are keen to help.



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What have you enjoyed most about the cleanup?

The great thing about this cleanup is it brings together all of those who care about the beach and the marine environment. Here, one can share his thoughts, ideas and even experiences with other volunteers. It's great to meet so many likeminded people in a one day event.

*In a short conversation with
Mr. Neal Walker,
Resident Coordinator,
United Nations System Bangladesh
on his experience with
International Coastal Cleanup 2011*



5IMDC

*5th International
Marine Debris Conference in
Honolulu, Hawaii, USA*



Government representatives, major industries and leading marine researchers have come together to make a new set of commitments to tackle the widespread problem of debris in the world's seas and oceans.

Despite decades of efforts to prevent and reduce marine debris, such as discarded plastic, abandoned fishing nets and industrial waste, there is evidence that the problem continues to grow. A lack of co-ordination between global and regional programmes, deficiencies in the enforcement of existing regulations and unsustainable consumption and production patterns have aggravated the problem.

By bringing together experts from some 35 countries, governments, research bodies, corporations including the Coca-Cola Company, and trade associations such as Plastics Europe, the Fifth International Marine Debris Conference resulted in new commitments and partnerships to address the issue of marine debris at global, national and local levels.

Co-organised by the United Nations Environment Programme (UNEP) and the National Oceanic and Atmospheric Administration (NOAA) and held in Honolulu, Hawaii from 20 to 25 March 2011.





The Commitment encourages sharing of technical, legal and market-based solutions to reduce marine debris, improving local and regional understanding of the scale and impact of the problem and advocating the improvement of waste management worldwide.

“Marine debris – trash in our oceans – is a symptom of our throw-away society and our approach to how we use our natural resources. It affects every country and every ocean, and shows us in highly visible terms the urgency of shifting towards a low carbon,

resource efficient Green Economy as nations prepare for Rio+20 in 2012,” said United Nations Under-Secretary-General and UNEP Executive Director Achim Steiner in a message to conference delegates. “The impact of marine debris today on flora and fauna in the oceans is one that we must now address with greater speed,” added Mr. Steiner.

“However, one community or one country acting in isolation will not be the answer. We need to address marine debris collectively across national boundaries and with the private sector, which has a critical role to play both in

reducing the kinds of wastes that can end up in the world’s oceans, and through research into new materials. It is by bringing all these players together that we can truly make a difference,” said Mr. Steiner.

The Commitment marks the first step in the development of a comprehensive global platform for the prevention, reduction and management of marine debris, to be known as the Honolulu Strategy. This document – currently being developed by conference delegates, UNEP, NOAA and international marine debris experts – will aim to provide a strategic framework for co-ordinated action plans to prevent, reduce and manage sources of marine debris. The Strategy will be finalised following the conference.

“This conference comes at a critical time for our world” said Monica Medina, NOAA’s Principal Deputy Undersecretary for Oceans and Atmosphere. “The oceans and coasts are facing a multitude of stressors, including marine debris, that lead to consequences that have both ecosystem and economic impacts. It is vitally important to bring together people committed to these issues to share ideas, develop partnerships and move us all a step closer to the changes that are badly needed for our oceans and coasts.”

Marine debris: risks to livelihoods, wildlife and human health. The impacts of marine debris are far-reaching, with serious consequences for marine habitats, biodiversity, human health and the global economy.

- At least 267 marine species worldwide are affected by entanglement in or ingestion of marine debris, including 86 percent of all sea turtles species, 44 percent of all seabird species and 43 percent of all marine mammal species.

- There is growing concern over the potential impact on human health of toxic substances released by plastic waste in the ocean. Small particles (known as ‘microplastics’) made up of disintegrating plastic items or lost plastic pellets used by industry, may accumulate contaminants linked to cancer, reproductive problems and other health risks. Scientists are studying whether these contaminants can enter the food chain when microplastics are ingested by marine animals.

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- Accumulated debris on beaches and shorelines can have a serious economic impact on communities that are dependent on tourism.

- Marine debris may house communities of invasive species which can disrupt marine habitats and ecosystems. Heavy items of marine debris can damage habitats such as coral reefs and affect the foraging and feeding habits of marine animals.

Surfing for Solutions in Hawaii
One of the key themes to emerge from the Fifth International Marine Debris Conference was the need to improve global waste management.

The Honolulu Strategy will outline several approaches for the reduction of marine debris, including prevention at land- and sea-based sources, and the need to see waste as a resource to be managed. It will also call for public awareness campaigns on the negative impacts of improper waste disposal on our seas and oceans – targeting street litter, illegal dumping of rubbish and poorly-managed waste dumps.

Improving national waste management programmes not only helps reduce the volume of waste in the world's seas and oceans and subsequent damage to the marine environment, but can also bring real economic benefits.



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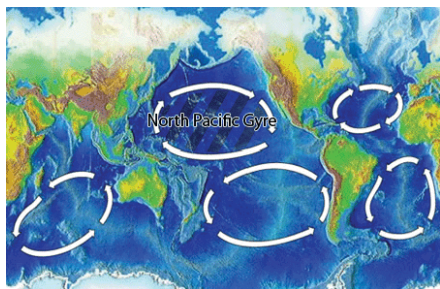
In the Republic of Korea, for example, a policy of Extended Producer Responsibility has been enforced on packaging (paper, glass, iron, aluminium and plastic) and specific products (batteries, tyres, lubricating oil) since

2003. This initiative has resulted in the recycling of 6 million metric tonnes of waste between 2003 and 2007, increasing the country's recycling rate by 14 percent and creating economic benefits equivalent to US\$1.6 billion.

Waste management is one of ten economic sectors highlighted in UNEP's Green Economy Report, launched in February 2011. The report highlights enormous opportunities for turning land-based waste – the major contributor to marine debris – into a more economically valuable resource. The value of the waste-to-energy market, for example, which was estimated at US\$20 billion in 2008 is projected to grow by 30 percent by 2014.

The scaling-up of a transition to a low carbon, more resource-efficient Green Economy is one of two key pillars of the United Nations Sustainable Development conference to be held in Brazil next year. Also known as Rio+20, the conference aims to secure renewed political commitment for sustainable development and address new and emerging challenges – twenty years after the landmark Earth Summit in Rio de Janeiro.

Garbage Island



A SWIRLING SEA OF PLASTIC BAGS, BOTTLES AND OTHER DEBRIS IS GROWING IN THE NORTH PACIFIC, AND NOW ANOTHER ONE HAS BEEN FOUND IN THE ATLANTIC. BUT HOW DID THEY GET THERE?

AND IS THERE ANYTHING WE CAN DO TO CLEAN THEM UP? NOT ALL GARBAGE ENDS UP AT THE DUMP. A RIVER, SEWER OR BEACH CAN'T CATCH EVERYTHING THE RAIN WASHES AWAY, EITHER. IN FACT, EARTH'S LARGEST LANDFILL ISN'T ON LAND AT ALL.

THE GREAT PACIFIC GARBAGE PATCH STRETCHES FOR HUNDREDS OF MILES ACROSS THE NORTH PACIFIC OCEAN, FORMING A NEBULOUS, FLOATING JUNK YARD ON THE HIGH SEAS. PLASTIC THAT BEGINS IN HUMAN HANDS YET ENDS UP IN THE OCEAN, OFTEN INSIDE ANIMALS' STOMACHS OR AROUND THEIR NECKS.

WHAT'S IT MADE OF?

THE PATCH IS CHARACTERIZED BY EXCEPTIONALLY HIGH CONCENTRATIONS OF PELAGIC PLASTICS, CHEMICAL SLUDGE, AND OTHER DEBRIS THAT HAVE BEEN TRAPPED BY THE CURRENTS OF THE NORTH PACIFIC GYRE.[2] DESPITE ITS SIZE AND DENSITY, THE PATCH IS NOT VISIBLE FROM SATELLITE PHOTOGRAPHY,

SOURCES OF POLLUTANTS

THERE IS STRONG SCIENTIFIC DATA CONCERNING THE ORIGINS OF PELAGIC PLASTICS. THE FIGURE THAT AN ESTIMATED 80% OF THE GARBAGE COMES FROM LAND-BASED SOURCES AND 20% FROM SHIPS IS DERIVED FROM AN UNSUBSTANTIATED ESTIMATE.[13] SHIP-GENERATED POLLUTION IS A SOURCE OF CONCERN, SINCE A TYPICAL 3,000-PASSENGER CRUISE SHIP PRODUCES OVER **EIGHT TONS OF SOLID WASTE WEEKLY**, A MAJOR AMOUNT OF WHICH ENDS UP IN THE PATCH, AS MOST OF THE WASTE IS ORGANIC.[14] POLLUTANTS RANGE IN SIZE FROM ABANDONED FISHING NETS TO MICRO-PELLETS USED IN ABRASIVE CLEANERS.

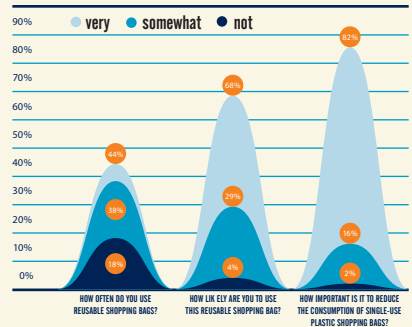
SINCE IT CONSISTS PRIMARILY OF SUSPENDED PARTICULATES IN THE UPPER WATER COLUMN. SINCE PLASTICS BREAK DOWN TO EVER SMALLER POLYMERS, CONCENTRATIONS OF SUBMERGED PARTICLES ARE NOT VISIBLE FROM SPACE, NOR DO THEY APPEAR AS A CONTINUOUS DEBRIS FIELD. INSTEAD, THE PATCH IS DEFINED AS AN AREA IN WHICH THE MASS OF PLASTIC DEBRIS IN THE UPPER WATER COLUMN IS SIGNIFICANTLY HIGHER THAN AVERAGE.

WHERE IS IT?

THE GREAT PACIFIC GARBAGE PATCH, ALSO DESCRIBED AS THE PACIFIC TRASH VORTEX, IS A GYRE OF MARINE LITTER IN THE CENTRAL NORTH PACIFIC OCEAN LOCATED ROUGHLY BETWEEN 135°W TO 155°W AND 35°N TO 42°N.[1] THE PATCH EXTENDS OVER AN INDETERMINATE AREA, WITH ESTIMATES RANGING VERY WIDELY DEPENDING ON THE DEGREE OF PLASTIC CONCENTRATION USED TO DEFINE THE AFFECTED AREA.

Ready to Reuse!

To study the use of reusable shopping bags in the United States and how participation in the Cleanup may change people's behavior toward reducing marine debris, Ocean Conservancy conducted an informal survey of almost 1,700 International Coastal Cleanup volunteers in eight US states (Florida, Massachusetts, Mississippi, Nebraska, New York, Ohio, Texas, Virginia) and Washington, DC—and thanks to the National Marine Sanctuary Foundation, each survey participant received an Ocean Conservancy reusable shopping bag. Clearly, it is very important for a large majority of the people surveyed (82 percent) to reduce single-use plastic bags.



HIV/AIDS Advocacy World Tour on Bicycle

June 2008, a group of youth set off for an advocacy world tour on bicycle to aware likeminded people about HIV/AIDS. Group of three started their journey from Thailand. This was no other commuting or touring but finding the local organizations and delivering the advocacy materials were prime objectives of the team.

Let's be together, let's stop AIDS, believing this motto, the team delivered the message to cities to cities on different continents. This initiative directly brought the benefit to the Millennium Development Goal/MDG.

Trino will represent a photo story in its every issue as part a part of the team's conjugation with adventure and advocacy.



**Together
we are**

Mexico
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The Honolulu Strategy

The Honolulu Strategy is a framework document. It does not supplant or supersede activities of national authorities, municipalities, industry, international organizations, or other stakeholders; rather, it provides a focal point for improved collaboration and coordination among the multitude of stakeholders across the globe concerned with marine debris. Successful implementation of it will require participation and support on multiple levels—global, regional, national, and local—involving the full spectrum of civil society, government and intergovernmental organizations, and the private sector.

This results-oriented framework consists of three goals and associated strategies to reduce the amount and impact of marine debris from land-based and sea-based sources and marine debris accumulations (Table ES-1). Conceptual models and results chains were the basis of the framework in the Honolulu Strategy. The Fifth International Marine Debris Conference, in March 2011, catalyzed development of the Honolulu Strategy. Input from conference participants and stakeholders around the world was solicited and incorporated into development of the Honolulu Strategy.

Global Framework for Prevention and Management of Marine Debris

Goal A: Reduced amount and impact of land-based sources of marine debris introduced into the sea

Strategy A1. Conduct education and outreach on marine debris impacts and the need for improved solid waste management

Strategy A2. Employ market-based instruments to support solid waste management, in particular waste minimization

Strategy A3. Employ infrastructure and implement best practices for improving stormwater management and reducing discharge of solid waste into waterways



Strategy A4. Develop, strengthen, and enact legislation and policies to support solid waste minimization and management

Strategy A5. Improve the regulatory framework regarding stormwater, sewage systems, and debris in tributary waterways

Strategy A6. Build capacity to monitor and enforce compliance with regulations and permit conditions regarding litter, dumping, solid waste management, stormwater, and surface runoff

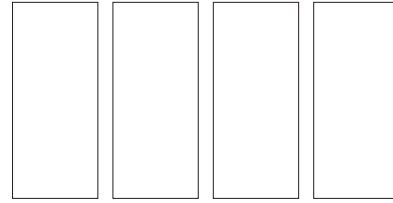
Strategy A7. Conduct regular cleanup efforts on coastal lands, in watersheds, and in waterways— especially at hot spots of marine debris accumulation.

Goal B: Reduced amount and impact of sea-based sources of marine debris, including solid waste; lost cargo; abandoned, lost, or otherwise discarded fishing gear (ALDFG); and abandoned vessels, introduced into the sea

Strategy B1. Conduct ocean-user education and outreach on marine debris impacts, prevention, and management

Strategy B2. Develop and strengthen implementation of waste minimization and proper waste storage at sea, and of disposal at port reception facilities, in order to minimize incidents of ocean dumping

Strategy B3. Develop and strengthen implementation of industry best management practices (BMP) designed to minimize abandonment of vessels and accidental loss of cargo, solid waste, and gear at sea.



Strategy B4. Develop and promote use of fishing gear modifications or alternative technologies to reduce the loss of fishing gear and/or its impacts as ALDFG

Strategy B5. Develop and strengthen implementation of legislation and policies to prevent and manage marine debris from at-sea sources, and implement requirements of MARPOL Annex V and other relevant international instruments and agreements

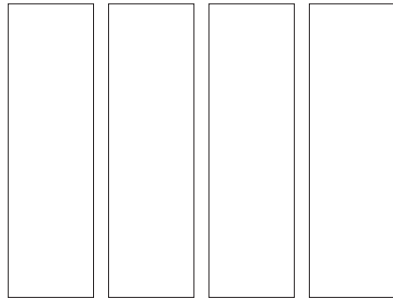
Strategy B6. Build capacity to monitor and enforce (1) national and local legislation, and (2) compliance with requirements of MARPOL Annex V and other relevant international instruments and agreements

Goal C: Reduced amount and impact of accumulated marine debris on shorelines, in benthic habitats, and in pelagic waters

Strategy C1. Conduct education and outreach on marine debris impacts and removal

Strategy C2. Develop and promote use of technologies and methods to effectively locate and remove marine debris accumulations

Strategy C3. Build capacity to co-manage marine debris removal response



How to Use the Honolulu Strategy

The Honolulu Strategy was developed to provide a framework around which civil society, governments, and the private sector can describe and share their work and learn from one another. The Honolulu Strategy can serve as a:

- Planning tool for developing or refining marine debris programs and projects
- Common frame of reference for collaboration and sharing best practices and lessons learned
- Tool to support development of a monitoring program to evaluate the effectiveness of the strategy across multiple programs and projects

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The Honolulu Strategy does not specify how an organization should implement its action plan or limit the scope of an action plan. For example, addressing some causes of marine debris requires consideration of issues much broader than marine debris (e.g., solid waste management, run-off and stormwater management, aquaculture, and resilience to natural disasters) or issues outside that of marine debris (e.g., user conflicts in areas with shipping, recreational use, and fishing; regulations requiring replacement of fishing gear types; and externalization of economic factors governing shipping, platform, or fishing operations in bad weather). Likewise, in undertaking site-based management, practitioners may consider marine debris as one of several significant challenges to managing the use of natural resources.



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PLASTIKI

ACROSS THE PACIFIC ON PLASTIC

AN ADVENTURE TO SAVE OUR OCEAN

The Plastiki began her adventure nearly four years ago after taking inspiration from a report issued by UNEP called 'Ecosystems and Biodiversity in Deep Waters and High Seas' and Thor Heyerdahl's epic 1947 expedition, The Kon-Tiki. True to Adventure Ecology's values, a compelling and pioneering expedition was needed that would not only inform, but would also captivate, activate and educate the world that waste is fundamentally inefficient design. With more efficient design and a smarter understanding of how we use materials, principally plastic, waste can be transformed into a valuable resource, in turn helping to lessen our plastic fingerprints on the world's oceans.

To undertake the Plastiki expedition Adventure Ecology was not only influenced by the principles of 'cradle-to-cradle' design and biomimicry but brought together a multi-faceted team from the fields of sustainable design, boat building, architecture and material science in order to foster a collection of new ideas and cutting edge technologies that allow the Plastiki to be a truly unique, one-of-a-kind expedition Vessel.

WHAT MAKES THE PLASTIKI DIFFERENT TO OTHER VESSELS?

Adventure Ecology is on a mission to beat waste by thinking smart and showcasing how waste can be used as a valuable resource through our use of the everyday, highly consumed and iconic 'pin up', the plastic bottle.

- The Plastiki is engineered almost entirely from 12,500 reclaimed plastic bottles that provide 68% of the boat's buoyancy.

- The Plastiki is a modern vessel that has taken advantage of all available sustainable design technologies and cutting edge materials to achieve the project brief.
- A unique recyclable plastic material made from srPET makes up her super structure
- The mast is a reclaimed aluminum irrigation pipe
- The one-of-a-kind sail is hand-made from recycled PET cloth
- The secondary bonding is reinforced using a newly developed organic glue made from cashew nuts and sugar cane
- The Plastiki is 'off-the-grid' relying primarily on renewable energy systems including; solar panels, wind and trailing propeller turbines, bicycle generators, a urine to water recovery and rain water catchment system and a hydroponic rotating cylinder garden.

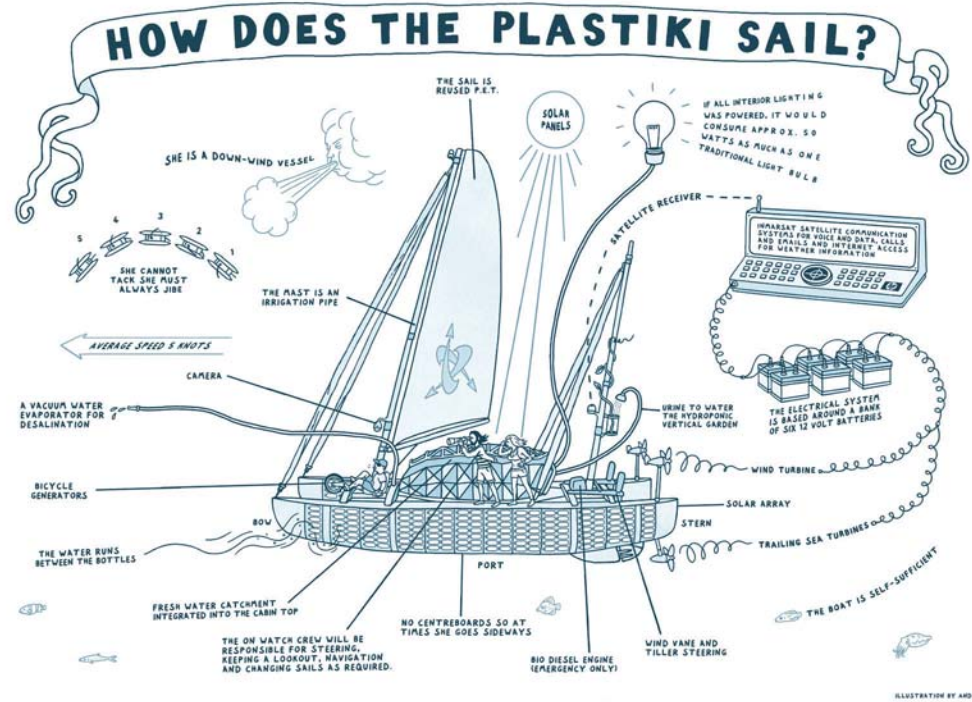
HOW DOES THE PLASTIKI SAIL?

The Plastiki's design and sail plan only permits her to sail with the wind just forward of her beam - she is a down-wind vessel.

In keeping with her design ethos she has no centreboards so her leeway is significant - in other words she sometimes goes sideways as well as forward. Predicting an average speed for the passage of approx. 5 knots She cannot tack, she must always gybe (putting the back of the boat through the eye of the wind rather than the bows)

THE SYSTEMS:

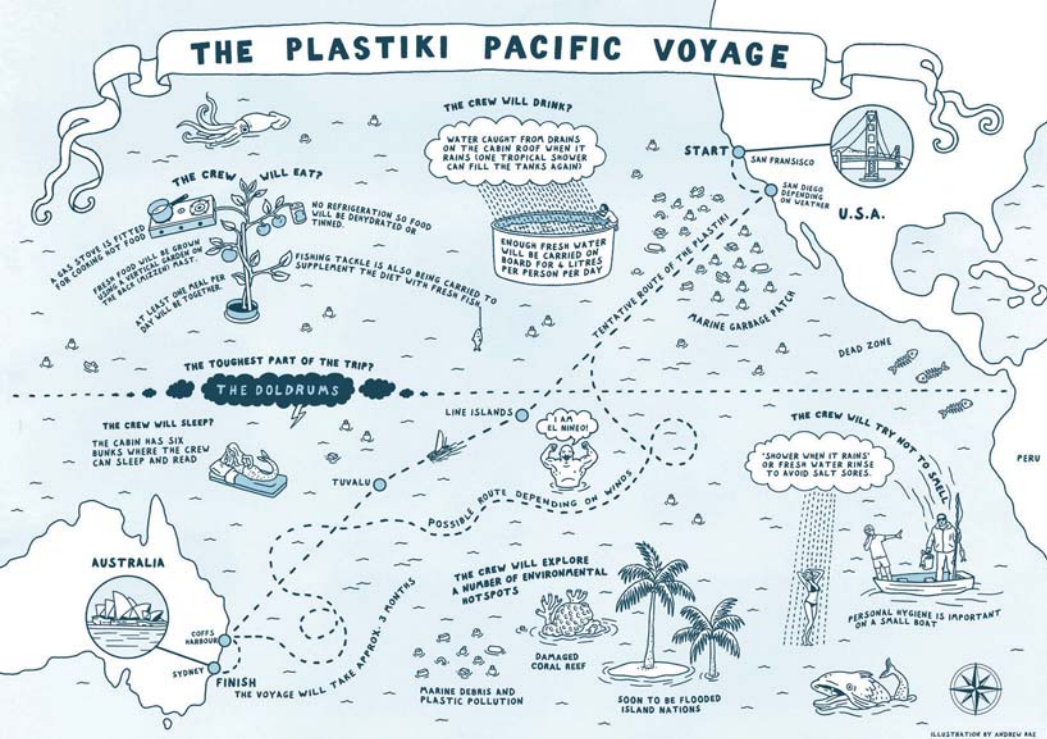
These sources of energy will be efficiently controlled by the most up to date technology provided by technology partner HP.



- Solar panels.
- Wind turbines.
- Trailing sea turbines.
- Bicycle generators.
- A vacuum water evaporator for desalination.

- A separating toilet and waste storage with evaporative technology for weight reduction.
- Hydroponic Vertical Garden.
- The electrical system is based around a bank of six 12 volt batteries.

THE PLASTIKI PACIFIC VOYAGE



CREW BIOGRAPHIES

David de Rothschild: David is the founder of Adventure Ecology, an organization that harnesses the adventures and stories in order to inspire educate and activate individuals, communities and business.

Jo Royle – Skipper: is internationally recognized as one of Europe's leading female ocean yacht skippers.

David Thomson – Co-skipper: David began his career in the field of racing sail making; this led him to be asked to sail with those whom he had made sails for.

Olav Heyerdahl: Olav is the grandson of Thor Heyerdahl whose 1947 'Kon-Tiki' expedition took the intrepid crew across the Pacific Ocean in a replica of an ancient Inca raft made from balsa wood and other native materials.

WHY

- It is estimated that almost all of the marine pollution in the world is comprised of plastic materials. The average proportion varied between 60% and 80% of total marine pollution.
- In many regions in the northern and southern Gyres, plastic materials constitute as much as 90 to 95% of the total amount of marine debris.²
- Scientists estimate that every year at least 1 million seabirds and 100,000 marine mammals and sea turtles die when they entangle themselves in plastic pollution or ingest it.
- According to Project Aware, 15 billion pounds of plastic are produced in the U.S. every year, and only 1 billion pounds are recycled. It is estimated that in excess of 38 billion plastic bottles and 25 million Styrofoam cups end up in landfill and although plastic bottles are 100% recyclable, on average only 20% are actually recycled.

WHAT'S THE PLASTIKI EXPEDITION PHILOSOPHY?

- It's about recognizing that waste is fundamentally a design flaw (it does not appear in nature)
- It's about re-thinking waste as a resource.
- It's about cyclical 'cradle-to-cradle' philosophies rather than linear thinking when it comes to how we design our world.
- It's about a better understanding of the lifecycle's and materials used in our everyday lives.
- It's about being curious and open, being prepared to let go of assumptions in order to undertake a new 'Planet 2.0' way of thinking and acting.

- It's about acknowledging that we don't have all the answers and that nobody is as smart as everybody.
- It's about being collaborative and curious so to engage multiple perspectives, skills, opinions and organizations.
- It's about constantly learning, unlearning and re-learning.
- It's about re-integrating back into the web of life by recognizing and reducing our human fingerprints on the natural world.
- It's about moving on from just articulating the problems and inspiring action of the solutions.
- It's about encouraging the world to reduce, reuse, recycle and rethink more of the planet's natural resources.
- It's about delivering a spectacular global "Message in a Bottle".

HOW WILL THE CREW WORK THE BOAT?

On a watch system – they will take turns in teams of 2, changing the watch every few hours day and night. The on watch crew will be responsible for steering, keeping a lookout, navigation and changing sails as required. There will also be a rota of cleaning and cooking to keep the ship a happy ship.

WHAT WILL BE THE TOUGHEST PART OF THE TRIP?

From a sailing point of view it will be crossing the ITCZ (Doldrums) which are positioned between 2 and 6 degrees north of the equator. The Doldrums are where southern and northern hemisphere weather rotations collide and negate each other.

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