



# HOW TO HOST A BEACH CLEAN-UP

This is an **easy, step-by-step** guide for hosting a beach cleanup as part of Oceanic Global's Chapter series or in partnership with Oceanic Global.

Beach cleanups are a great way to bring your community together and for individuals clean up ocean trash, to start to participate in addressing our plastic pollution issue and to experience first hand, why we need to change the way we are consuming single-use plastics.

## SITE

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- Pick a site relatively accessible via public transportation.
- Choosing a site that you know has a lot of plastic is wise, both so the cleanup is more impactful and so that people walk away understanding the magnitude of marine plastic pollution.

People will feel more connected to and protective of a popular site they already like to visit, so would be more likely to join the cleanup and perhaps decide to make lasting behavioral change as a result of witnessing how much trash accumulates on their favorite beach.

Make sure that the site you are choosing is not regularly cleaned or that no other groups are organising a beach cleanup at that location prior.

- Make sure the that beach you are choosing **will not interfere with any local habitats and coastal life** that you may encounter. For example, that you are not choosing to clean a beach during turtle nesting season.
- **Work with local officials and organisations** when **nativating natural environment**.
- Check whether or not a permit is required to host a large event on your chosen beach.

To do this, you can check the parks website for your region or reach out to the municipality. Have an idea of how many volunteers you expect before applying for a permit.

## PROGRAM

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- Decide whether you will be hosting **another activity** (ie. plantings or yoga), and think about how you want to incorporate that into the cleanup.

Do you want to do the cleanup before or after? What sequence of events makes more sense?

- If no extra activity, you may want to have an **orientation** or make an introduction to the space when everyone is all together.

It is important to share educational information around why everyone has gathered for the cleanup, why it is important for ocean and planetary health and share more about how everyone can get involved.

Think about when to make the announcement and how to keep people cleaning up nearby before then.

- Taking group photos at the beginning is generally a good idea before people start to disperse. Capturing photos at the end of all the trash collected can be a great way to communicate this action.



Please tag **@oceanic.global** in any photos and Oceanic Global will reshare selected ones on their page.

- In general, **develop a plan** of the day with your team to make sure that everything plays out the way you hope.

Managing people can be difficult, and last minute plans are usually hard to implement effectively.

## COMMUNICATION & MARKETING

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- Create a **graphic** at least two weeks before the event clearly indicating time, date and meeting location.
- Create a **landing page** for the event so people can register, whether that is simply a Facebook event page or a Splash event page.

### Your landing page should include:

- Logistical information on the beach cleanup.
- Information what attendees should bring:  
**Reusable Water Bottles    Food in reusable containers    Reef-safe sunscreen**
- Information on what attendees should wear: **Closed-toe shoes**
- Contact information of the contact person(s) and their cell phone numbers

## COMMS & MKTG CONTINUED

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- Decide whether you want to **partner with any like-minded brands**, such as reusable bottle brands, sustainable swimwear brands or alternative straw vendors to provide free merchandise on site.

Make sure to advertise the partnership and tag your partner in your messaging to spread awareness of the event through their network as well.



If this is in partnership with Oceanic Global, please notify Oceanic Global via email of all brand partnerships so Oceanic Global can approve them from a sustainability angle.

- Collaborate with local **press**, or run your own stories on social media to build hype.
- **Post regularly** on social media to keep it on people's minds and make **educational posts** to supplement the graphics so that your beach cleanup becomes a campaign.
- Let us know at **info@oceanic.global** so we can include a post on our newsletter and spread through our network.
- Example text for graphics and social posts:

**Text for the graphic should be simple**

Title / Location / Date / Time & byline for any special activity (ie. yoga, meditation, plantings)

**Text for a social media post can be more descriptive. Here is an example for Instagram.**

This Sunday \_\_\_ is teaming up with \_\_\_ to host a beach clean up in \_\_\_. Please join us on \_\_\_. All attendees will receive \_\_\_ and have the opportunity to participate in \_\_\_ ! RSVP link in bio.  
#beachcleanup #ourchoicesmatter

## MATERIALS

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- Order materials needed for cleanup if not available by a partner organization.
- Materials needed:

**Gloves** (reusable gardening/cloth ones are better)  
**Buckets / Duffel bags** (reusable smaller collection vessels for individuals)  
**Plastic garbage bag** for end of the day (can also use potato starch)  
**Pickers** if available

- You may need to order materials for an on-site setup.

## ON-SITE SETUP

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- Set-up a **table** to welcome people as they arrive at the cleanup, to check-in and pick up cleanup supplies.
- Make sure that at the table, someone is tracking and **recording the amount of trash** collected. Option to weigh trash collected or count number of complete bags.
- If a government agency or parks department is supplying materials, it's important to keep track of how many people arrived so that they can use the number of volunteers when they apply for program funding.
- If possible, set-up a **water station** for people to refill their reusable bottles.

## COMMUNICATION DURING CLEANUP

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- Host a short **orientation** at the beginning of the beach cleanup.

It is important to share educational information around why everyone has gathered for the cleanup, why it is important for ocean and planetary health and share information relevant to the beach cleanup.

- Communication examples include:

Make sure to communicate to children that they should not pick up sharp items, glass or medical waste such as sharp needles, and that they need to ask Site Captain for assistance.

Stay away from any suspected hazardous materials such as propane tanks and Site Captain will need to notify the local fire/hazmat department, environment health agency or the Coast Guard National Response Center.

Do not remove lobster traps or buoys from the location.

Do not touch dead animals and to notify Site Captain so they can contact responsible authorities.

Respect ecosystem such as dunes and seagrass.

Communicate to attendees that even the smallest pieces of plastic are the most harmful and it is important to do a complete "sweep" of the beach.

Communicate how you would like the trash collected and divided onsite.

- Depending on the size of the beach and the amount of trash, hosts may want to divide attendees into smaller teams that can focus in different areas.
- Remind attendees to stay hydrated and to apply sunscreen if necessary.
- At the end of the beach cleanup, allow attendees the opportunity to share about their experience with the clean-up and make sure you let attendees know how they can get further involved.

## TRASH PICKUP

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- Separate your **cigarette butts** to send to TerraCycle to recycle.
- Separate out the **glass/metal/recyclable plastic for recycling** if that is an option in your area.
- Make sure that you can get the trash to a **proper dumpster or collection site** where you have communicated with the collectors

Leaving your collected trash next to a boardwalk trash can only works if you know people will be by to collect it without putting unpredicted strain on cleaning staff.

## ADDITIONALLY

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- Be prepared to **supervise children** or ask parents and guardians to do so.
- Share information, experience, photos from beach cleanup with the **Oceanic Global** team, including the amount of trash collected.
- And most importantly, **have fun!**
- This can be a **great opportunity to gather friends**, families, the local community!

For additional questions, please email [info@oceanic.global](mailto:info@oceanic.global)



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