

# Introductory Proposal

## Global Action for Healthy Oceans

### **Pacific Basin Beach Cleanup 2015!**

*Draft 6 - Dr. Nancy Messmer and Roy Morris*

Consider this possibility. Organized volunteers will impact the global problem of marine debris around the Pacific Rim. Working together, individuals combined with CoastSavers, Lions Club International, Ocean Conservancy, Surfrider, and other groups will clean beaches on Earth Day 2015. Thousands of volunteers will travel to beaches, pick up trash, recycle the recyclables, and build a commitment to clean healthy oceans and rivers and prevention of future marine debris.

In Washington State, U.S., 1000+ volunteers travel to coastal beaches each year on the annual Earth Day Beach Cleanup. They pick up approximately 10 tons of trash, recycle about a third of it, and some of the volunteers work throughout the year to prevent debris from entering the waterways. They organize on CoastSavers.org, a program of the Washington Clean Coast Alliance, made up of volunteer and non-profit groups (Grassroots Garbage Gang, Lions Club International, Surfrider, Ocean Conservancy, Discover Your Northwest, 4-wheel Drive Association), governmental agencies (Olympic Coast National Marine Sanctuary, Olympic National Park, Washington State Parks) and a growing number of groups and sponsors.

A key organizing feature is the website ([www.coastsavers.org](http://www.coastsavers.org)) with its map-based registration and information system. On the backend of the CoastSavers website is a state-of-the-art, cloud-based constituent management database that acknowledges and tallies all registrations, collects volunteer-entered data, manages email campaigns, and provides robust reporting and dashboard capabilities for an unlimited number of authenticated users. A quick look at this system ([www.coastsavers.org/washington](http://www.coastsavers.org/washington)) reveals a map of the west coast of Washington State and the Strait of Juan de Fuca. Dots mark and classify beaches targeted for cleanups on Earth Day weekend, in the fall for the International Coastal Cleanup, and throughout the year for more focused beach cleanups. During registration for a particular Cleanup event, the map is activated to provide information about each beach and to collect registrations.

Recent media attention given to marine debris as a significant hindrance in the search for Malaysia Flight 370 has brought worldwide attention to the problem of trash in the ocean. The earthquake and resulting tsunami in Japan linked countries throughout the Pacific Basin with concerns about tsunami debris. The resulting partnerships and awareness draw our attention to the ongoing problems of marine debris as a threat to healthy oceans and healthy people. Combining the experience, efforts and resources of CoastSavers with Ocean Conservancy, Surfrider, Lions Club International, and more organizations can produce a Pacific Basin 2015 Earth Day Beach Cleanup, with the long-term goal of expanding both Cleanups and systemic solutions for prevention of marine debris.

Lions Club International is the largest non-governmental volunteer organization, working all over the globe, with language translating capabilities and a track record of trust and service. Search the website, [www.lionsclubs.org](http://www.lionsclubs.org), for “Protecting the Environment”. “Protecting the Environment” is one of the four annual global service activity campaigns for Lions Club International. Ocean Conservancy ([www.oceanconservancy.org](http://www.oceanconservancy.org)) sponsors the International Coastal Cleanup each fall, and we would like to partner with them on this springtime Earth Day initiative. Surfrider ([www.surfrider.org](http://www.surfrider.org)) operates in about 18 countries with the mission “the protection and enjoyment of oceans, waves and beaches through a powerful activist network.” Surfrider, Ocean Conservancy, and Lions Club International are founding members of CoastSavers and we believe their activism and experience will move the Pacific Basin Beach Cleanup 2015 forward. We seek other groups as partners.

**The project can start this simply:**

- 1. Issue an invitation to participate**
- 2. Interested Clubs will link on a website and via email, exchanging information.**
- 3. Groups agree to conduct an Earth Day Beach Cleanup around the date of April 22, 2015 (basically springtime).**
- 4. Each will report to an established email link and website.**
- 5. As it is developed, the online Pacific Basin map will become populated with dots indicating participating beaches with links to information and photos.**

Some number of Lions Clubs and other groups from around the Pacific Basin will participate in 2015. The numbers will grow each year. The goal is to stop the problems of marine debris, by cleaning our beaches and creating other strategies with those who clean the beaches. Marine debris is an international problem and Lions are uniquely poised to organize this effort.

We hope to link with volunteer organizations and networks such as JEAN (Japanese Environmental Action Network), Great Canadian Shoreline Cleanup, SOLVE (Oregon), and more. Many groups already coordinate fall cleanups in conjunction with the International Coastal Cleanup, and we hope springtime cleanups will increase awareness of marine debris and commitment to solutions.

A coalition of Lions Club International, CoastSavers, Ocean Conservancy, Surfrider and others will be a powerful force for producing a successful global volunteer effort to clean beaches around the Pacific Basin on Earth Day 2015.

Contact: Dr. Nancy Messmer: Environment Chair-Lions Club Multiple District 19  
Steering Committee: Washington Clean Coast Alliance ([www.coastsavers.org](http://www.coastsavers.org))  
231 Vista Drive, Sekiu, WA 98381 United States  
Telephone: 360.963.2442  
Email: [able@olypen.com](mailto:able@olypen.com)

# Work Together to Clean Up Marine Debris Around the Pacific Basin

Join Washington CoastSavers, Lions Clubs,  
Ocean Conservancy, Surfrider & more in the  
**Pacific Basin Beach Cleanup--Earth Day 2015**

Please tell us about yourself:

First Name:	<input type="text"/>	Organization:	<input type="text"/>
Last Name:	<input type="text"/>	City:	<input type="text"/>
Email:	<input type="text"/>	Country:	<input type="text" value="-Please Select -"/>
Interest:	<input type="text" value="-Please Select -"/>		

**Sign Up Now**

Washington  
**CoastSavers**



**Express your interest. Fill out form at**  
<http://www.coastsavers.org> **Select Pacific Coastsavers**

**We are looking for partners and volunteers.**  
**Questions: Email [able@olympen.com](mailto:able@olympen.com)**