

# #TRASHTAG CHALLENGE ANTIGUA

CONCEPT NOTE



We face many  
complex challenges

when it comes to

a clean and

healthy ocean, but

one problem

is simple

to understand:

**TRASH.**

# THE PROBLEM

We depend on our ocean for the food we eat, the water we drink and the air we breathe. But beyond these vital resources, there exists a multitude of other reasons why we love the water, from the creatures who call it home to the shores we visit and explore.

Ocean and waterway trash ranks as one of the most serious pollution problems choking our planet.

Far more than an eyesore, a rising tide of marine debris threatens human health, wildlife, communities and economies around the world.

The ocean faces many challenges, but trash should not be one of them. Ocean trash is entirely preventable, and **you** can be part of the solution.

# SPECIES IMPACTS

**Sea Turtles** can get entangled in marine debris like fishing nets, which cause them to drown. They often mistake other debris like plastic bags or little plastic fragments as food causing digestive blockages



**Seabirds** have been deeply impacted by plastic debris through their hunting techniques. When diving to catch food, they use their beak to skim the surface, picking up plastic along the way. Once ingested, it causes an obstruction in the digestive tract and can puncture internal organs.

**Fish** bring in water through their gills, and are increasingly at risk to microscopic plastic debris (microplastics) but this is the one animal that's also commonly eaten by humans. A number of studies suggest that the fish humans consume have at one time or another ingested plastic microfibers



# THE ANTIGUAN PERSPECTIVE

Like other parts of the world, the Caribbean has become increasingly aware of the scourge of plastic pollution. Since 2016, Antigua and Barbuda has banned various forms of single-use plastic as well as Styrofoam in 2018.

Antigua and Barbuda's commitment to this issue sets an example that even smaller nations with small economies can prioritize the environment.

However, there is more work to be done. Plastic pollution ruins our beautiful beaches and coastlines, and blocks drains and gullies. It impacts our own health and lifestyle and hampers economic growth, especially in the tourism sector.

A new challenge has gone viral and prompts people around the world to clean up public areas and post before/after photos. The challenge, started on social media has made it around the world and encouraged people to get outside and help to clean up the environment.

Thus, we propose the **#TrashTag** Challenge Antigua. Each individual can better the ocean's ecosystem by playing their part in keeping the beaches clean. We are protectors of the environment and the life it sustains. Keeping our earth as well as the oceans clean is a great way to teach locals about the importance of having a clean earth, free of scattered trash. The easiest way to do this is to simply pick it up!

# PART ONE: PREP

## **1. Logistics**

Before starting the clean-up, a date, time and convenient beaches that are in need of a cleanup must be selected. Our goal is for five beaches around the island, inclusive of an underwater cleanup during the summer.

## **2. Government Consultations**

Consultations with relevant government stakeholders (Min. of Health, CBH, etc.) to inform them about our intentions and obtain any permits that might be necessary and to be apprised of any date clashes.

## **3. Volunteers**

Targeting service organizations, volunteer groups, friendly societies, churches etc., to determine whether they'd be willing to participate.

## **4. Promotion**

Advertising will mostly be done through flyers and social media. We'd like to limit our paper consumption so will mostly be done online, with videos, radio interviews and features in the local newspapers.

## **5. Sponsor Engagement**

Identification of potential sponsors that could reduce the costs of items for the cleanup, through monetary contributions, donations or in-kind support.

# PART TWO: ORGANIZING SUPPLIES AND LOGISTICS

## 1. Coast Inspection

Once identified, a reconnaissance trip to each beach 1-2 days in advance will help determine types of marine debris, meet-up points for volunteers and what areas will be cleaned. Additionally, registration sites, parking areas, and dumpsites for trashbags/pickup by local authorities will be identified and demarcated.

## 2. Supplies

- Reusable Gloves
- Water cooler (Reminding volunteers to bring their reusable bottles )
- Sunscreen
- Insect Repellent
- Trash Bags
- Pens or pencils
- Data Sheets
- Container for sharp objects
- Clipboards
- Hand Sanitizer
- Mesh Bags (For underwater cleanup)
- First Aid Kits
- Hook Scales
- Refreshments (Healthy snacks that generate minimal waste)

## 3. Emergency Plan

In case of any injuries, certified First-Aiders or Emergency Medical Technicians should be informed and on site.

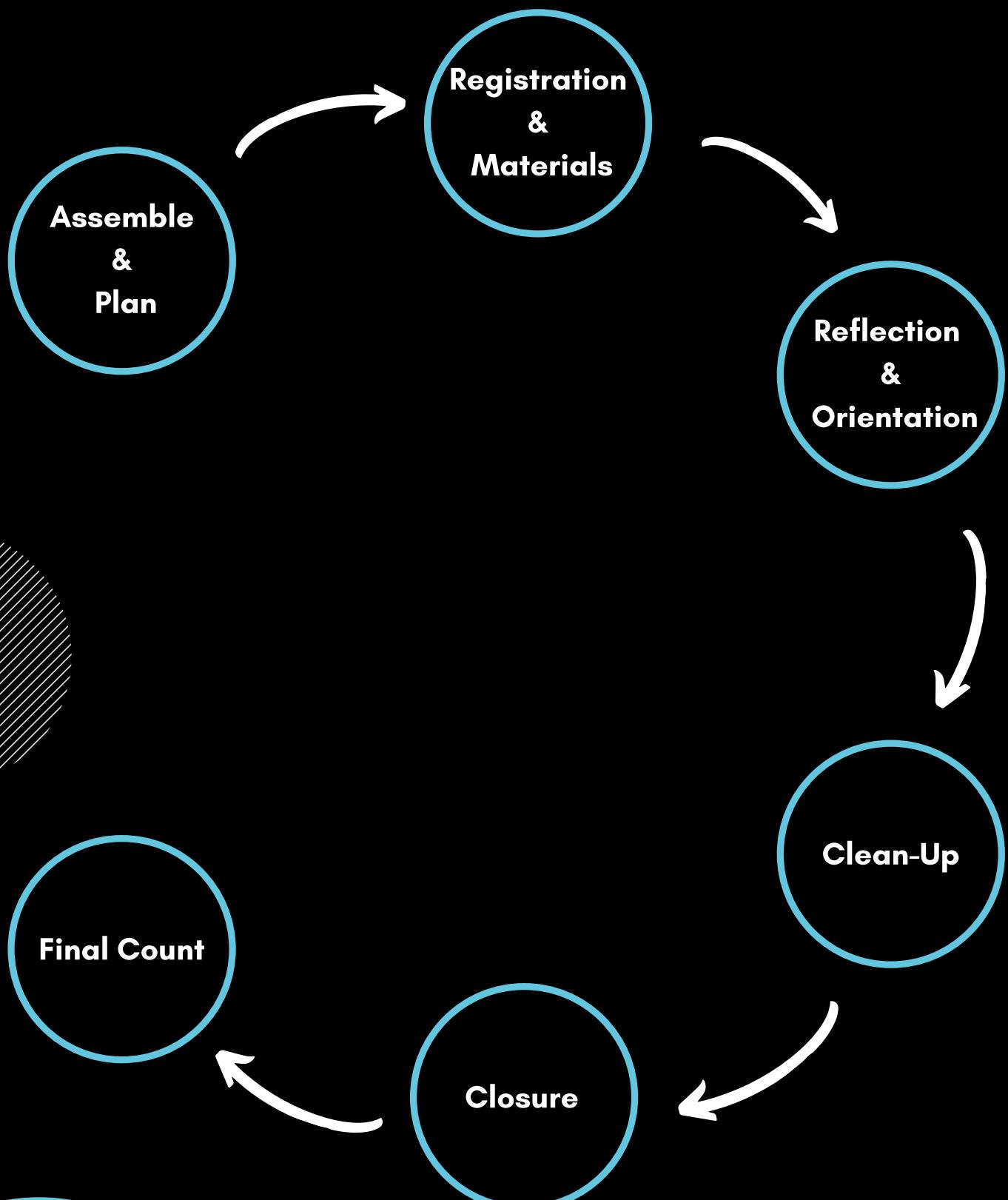
## 4. Transportation

To reduce carbon emissions generated, recommendations will be made that volunteers walk, cycle, use public transport, or carpool to the clean-up.

## 5. Delegation

Identification of persons responsible for registration, volunteer orientation, data management, photos.

# PART THREE: CLEAN-UP DAY



# SAMPLE OF FORM

## TRASH COLLECTED

**Citizen scientist:** Pick up all trash and record all items you find below. No matter how small the items, the data you collect are important for Trash Free Seas®.

**EXAMPLE:**

Plastic Bags:

**TOTAL #**

**=**

**8**

Please DO NOT use words or check marks.  
Only **numbers** are useful data.

**TOTAL #**

**MOST LIKELY TO FIND ITEMS:**

Cigarette Butts: =  
Food Wrappers (candy, chips, etc.): =  
Take Out/Away Containers (Plastic): =  
Take Out/Away Containers (Foam): =  
Bottle Caps (Plastic): =  
Bottle Caps (Metal): =  
Lids (Plastic): =  
Straws/Stirrers: =  
Forks, Knives, Spoons: =

**TOTAL #**

**=**

**8**

**PACKAGING MATERIALS:**

6-Pack Holders: =

Other Plastic/Foam Packaging: =

Other Plastic Bottles (oil, bleach, etc.): =

Strapping Bands: =

Tobacco Packaging/Wrap: =

**TOTAL #**

**=**

**8**

**FISHING GEAR:**

Fishing Buoys, Pots & Traps: =  
Fishing Net & Pieces: =  
Fishing Line (1 yard/meter = 1 piece): =  
Rope (1 yard/meter = 1 piece): =

**TOTAL #**

**=**

**8**

**PERSONAL HYGIENE:**

Condoms: =

Diapers: =

Syringes: =

Tampons/Tampon Applicators: =

**TOTAL #**

**=**

**8**

**OTHER TRASH:**

Appliances (refrigerators, washers, etc.): =  
Balloons: =  
Cigar Tips: =  
Cigarette Lighters: =  
Construction Materials: =  
Fireworks: =  
Tires: =

**TOTAL #**

**=**

**8**

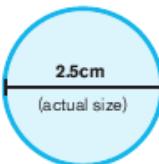
**TINY TRASH LESS THAN 2.5CM:**

Foam Pieces: =  
Glass Pieces: =  
Plastic Pieces: =

**TOTAL #**

**=**

**8**



**DEAD/INJURED ANIMAL**

**STATUS**

**ENTANGLED**

**TYPE OF ENTANGLEMENT ITEM**

Dead or Injured

Yes or No

**ITEMS OF LOCAL CONCERN:**

1.

2.

3.

**CLEANUP SUMMARY (circle units)**

Number of Trash Bags Filled:

Weight of Trash Collected:  lbs/kgs

Distance Cleaned:  miles/km

# PART FOUR: POST-CLEANUP

## **1. Separation of Waste**

Items which are recyclable will be separated and placed in demarcated bins for pick-up by the relative authorities.

## **2. Weighing In**

By quantifying the amount of trash removed from our beaches, it can be rewarding for both volunteers and organizations alike. The weight and amount of trash bags collected will be recorded.

## **3. Before/After Photos**

In addition to invitations to media outlets, pictures of the whole group will be taken to post and share on social media. This will not only thank the volunteers but inspire others with our clean up efforts! Volunteers will also be asked to post their own pictures with #TrashTagChallengeAntigua for further visibility.

## **4. Recognition**

Volunteers should be rewarded for their efforts. Examples of prizes include: Most Garbage Collected, Strangest Item Found, Largest Group, Most Outstanding Participant, Youngest and Oldest Participant.

## **5. Cleaning Up After Ourselves**

When the group is ready to leave, all trash must either be left at a designated drop-off location or taken to be disposed of properly. No materials should be left behind.

# WHAT'S NEXT?

For a lot of us, the beach is our happy place. It's where we go to soak up the sun, relax on a Sunday afternoon with family or to take long walks to help us mull over major decisions.

In Antigua, we're lucky enough to have 365 beaches to choose from, all year round. Naturally, we feel a little protective of our beaches. We're shocked to see that some people don't care as much about our beaches as we do. When we spot trash and debris littering our beloved beaches, it's upsetting—not only because it damages the beauty of the beach, but also because it hurts the fragile ecosystems that so many species call home.

If you, or your organization is interested in partnering with us to accomplish this goal, we may truly be the solution to **beat plastic pollution**.

For more information, feel free to contact:

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