



CLEANOCEANPROJECT.ORG



FUERTEVENTURA / CANARY ISLANDS

The CLEAN OCEAN PROJECT was founded in 2002 by Wim Geirnaert. For the last 15 years, the organization has removed tons of trash from beaches all over the island of Fuerteventura. Besides cleaning the beaches, the goal of the Clean Ocean Project is to educate people about the issue of ocean waste and create awareness towards more sustainable living.



THE PROBLEM

The ocean and beaches are drowning in plastic.

SOLUTIONS

1 // Close the tap

Focus on the source of the pollution problem; the use and production of single-use plastic. Change habits and come up with solutions and alternatives to single-use.

2 // Clean-up

Cleaning up the beaches as a form of education and a way to expose and highlight the size of the problem. Motivating and nudging people to be part of the solution.





CLOSING THE TAP



“Stop sucking, the clean straw project”.



Spain consumes around 13 million straws a day, the highest consumption of plastic straws in a European country

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For 2 months we visited local bars and restaurants all over the island, asking to sign a compromise contract with the environment, promising to never use plastic straws again.

In return, we offered reusable bamboo straws and information about other alternatives like for example paper straws or pasta straws.





We also offered to collect all the plastic straws the establishments had in stock and send it off to a recycling facility that turns them into furniture. We ended up collecting more than 38.000 plastic straws!

In the time of our campaign 81 establishments on the islands of Fuerteventura ditched the plastic straw, and we reduced the annual consumption of staws by 900.000.







CLEANING UP

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“Project Playa Pallet”.



Our goal is for people to take more initiative and that cleaning the beach becomes a daily thing. That is why we created the project Playa pallet

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Playa Pallet is a wooden box made out of recycled materials. It is placed all over the island of Fuerteventura to nudge and motivates people to do beach cleanings daily.



HOW DOES IT WORK?



MARINE DEBRIS ONLY

SOLO RESIDUOS MARINOS





We provide, install, and maintain the pallets. The local government are in charge of collecting the waste.





To inform both tourists and locals about the project we are visible in the local's Surfers Map both with a small ad and with a map showing all the pallet locations. Besides the map, we have a website that works as information about the project, a virtual map, and a platform where you can report if a pallet is full, broken, or has any issues.



THE ORIGINAL SURF MAP

2012-2013





To follow up on the project, we regularly visit the pallets and document the content. We keep this as a database and also as content for social media to educate and inform about plastic pollution.



PALLET REPORT 01



YES -
Single-use plastic bottles / plastic bags /
foodwrappers / deodorant /
aluminium cans from the sea/
Plastic box / plastic jugs

NO -
Picknick waste / beer cans

PLAYA PALLET 17 w



PALLET REPORT 03

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THE BIG WINNERS -
SINGLE USE PLASTIC BOTTLES
FISHING GEAR AND ROPE

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PALLET REPORT 03



YES - from the ocean
Single-use plastic bottles / plastic bags /
foodwrappers / big plastic wrap from
supermarkets
Ghost nets / lost fishing gear
Plastic jugs from cleaning products

NO - from a lazy beach guest
Picknick waste / beer cans / food trash / diapers







THE CHALLENGES

ROOM FOR IMPROVEMENT

Unfortunately, we see that some pallets always contain waste from people who were simply on the beach for a visit. This occurs more in areas that are frequented by surf schools or camping guests. We are trying to improve this issue by educating for on our platform, removing pallets from areas where they turn in to a dumpsters, and by creating new informative signs.

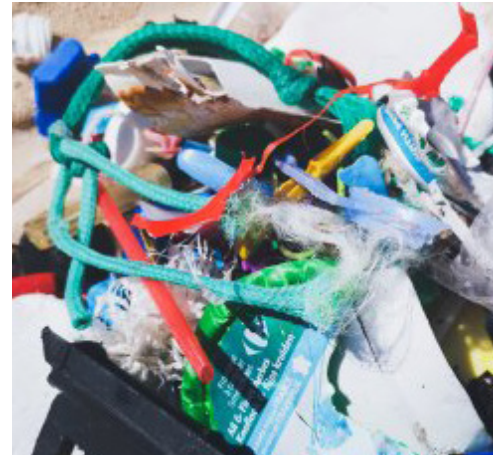




POSITIVE RESULTS

The goal of the pallets is that people start taking responsibility and ownership of the waste surrounding us. A beach clean-up doesn't always have to be arranged by an organization and the action of picking up the garbage is very simple as long as you have a place to dispose of it.





Seeing that week by week our now, 23 pallets are filling up with waste makes us sure that this approach is efficient. We believe, the more people take action and the more the problem is exposed, talked about, and repeated, the more people become conscious as consumers as well. If people stop buying wasteful products, eventually companies will stop making them.

