

ICC SPONSORSHIP

OCEAN CONSERVANCY'S
International
**Coastal
Cleanup**

ICC SPONSORSHIP



“At Coca-Cola, our sustainability efforts are prioritized in those areas where we can have the biggest impact—climate change, water, and packaging. These three areas connect well with Ocean Conservancy’s work. We recognize their leadership in this space and have found their global reach to work well with our business structure.”

APRIL CROW

*Global Sustainable Packaging Manager,
The Coca-Cola Company*

“The ICC is much more than a simple volunteer event. It is a way for citizens to express their power. It’s both a physical way for people to give back to the ocean and a symbolic act that tells our elected officials and businesses where we buy products and services how much we care about our environment.”

EBEN SCHWARTZ

*California ICC Volunteer Coordinator,
California Coastal Commission*

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Lead the Change

A UNIQUE OPPORTUNITY
TO DEMONSTRATE SOCIAL
RESPONSIBILITY AND
ENVIRONMENTAL
SUSTAINABILITY



START A SEA CHANGE

A Single Effort Started a Sea Change

The International Coastal Cleanup (ICC) was created in 1986, when during a family outing to South Padre Island, Texas, an Ocean Conservancy staff member was troubled by the amount of trash on the shore. Compelled to do something, she soon thereafter organized a beach cleanup and in a mere two hours, 2,800 Texans picked up 124 tons of trash.

Today, a worldwide movement has grown out of that single event. Over the past twenty years, more than six million volunteers in 120+ countries and all U.S. states and territories have cleaned up over 116 million pounds of litter. Trash in the ocean kills more than one million seabirds and 100,000 marine mammals and turtles each year through entanglement and ingestion. On the third Saturday in September each year, the ICC provides a direct and tangible way for individuals to make a difference. Removing trash from the world's waterways makes the ocean healthier **and** more resilient to deal with the onslaught of global climate change.

The ICC represents a snapshot of just one day, one moment in time, but it serves as a powerful reminder of how our random actions actually have a collective and global impact. Trash in the ocean doesn't fall from the sky, it falls from people's hands, and together we can work on a year-round campaign to prevent litter from occurring in the first place and strengthen participants' connection and responsibility for conserving our ocean."

VIKKI SPRUILL
President and CEO, Ocean Conservancy



I was drawn to this project after witnessing firsthand a barge dumping garbage...it made me determined to make a difference in the Great Lakes."

KAELIN LAMBERT
6th grader in Ludington, Michigan

Working together with Ocean Conservancy, our local sponsors, and our volunteers, we are changing the world—one community at a time."

LEONARDO RODRIGO VIANA
Brazil ICC Volunteer Coordinator



This movement is led by Ocean Conservancy—a 35+ year old, 170,000 member science-based research and advocacy non-profit organization—and the effort is coordinated on the grassroots level by an established global network of over 140 volunteer coordinators.

PREVENTION IS THE ULTIMATE SOLUTION

We have the opportunity to make significant strides, not only in cleaning up the trash polluting our waters, but also in reducing the amount that enters the oceans in the first place. Whether trash blows off a boat, flows into a city sewer, down a river, and into our ocean, or reaches the ocean some other way, we can all reduce our impact. This impact is captured every year when volunteers record the millions of pounds of trash they find at cleanup sites. Once analyzed, Ocean Conservancy uses this data to create a sea change in public attitudes and individual responsibility—it is our goal to bring an end to litter in our communities and environment.

A Unique Opportunity to Demonstrate Social Responsibility and Environmental Sustainability

Ocean Conservancy invites your corporation to join a prestigious group of partners answering the call to responsibility and sustainability through the International Coastal Cleanup (ICC). Ocean Conservancy's ICC is a year-round effort to keep our ocean, rivers, lakes, and streams free from trash and safe for people and animals. The annual flagship cleanup each September celebrates this commitment.

SNAPSHOT OF THE ICC

- Culminates in the world's largest single-day volunteer event of its kind.
- Serves as the only comprehensive data report categorizing the types and hazards of marine debris.
- Promotes a year-round campaign to eliminate trash before it ends up in the water.
- Provides corporate and social marketing opportunities and a partnership with other committed companies.

THE PROOF IS IN THE NUMBERS—SEE THE IMPACT OF THE 2007 ICC

- PEOPLE:** Engaged more than **378,000 people**
- POUNDS:** Cleaned up more than **6 million pounds** of trash
- MILES:** Covered more than **33,000 miles** of beaches and waterways
- REACH:** Expanded into **48 states and 76 countries on six continents**

Join a global network of other environmentally-conscious citizens

ICC PARTNER BENEFITS

Partner with Ocean Conservancy and send a clear message of corporate social responsibility and environmental sustainability to your customers, shareholders, and employees.

- Engage your employees in a fun and interactive volunteer event.
- Enhance your commitment to environmental social responsibility.
- Connect to leading Blue Chip corporations and share best practices in environmental sustainability.
- Demonstrate environmental leadership to your constituencies.
- Enhance staff recruitment by providing a high-impact volunteer opportunity.
- Leverage your participation in the ICC in your online, print, radio, TV, and PR marketing.
- Reach new target markets, both nationally and internationally.



One of Philip Morris USA's mission objectives is to reduce the environmental impact of our business and promote the sustainability of the natural resources on which we depend. We are committed to helping prevent cigarette butt litter, which is the number one item collected worldwide during the ICC. It is a strong connection for us to work with an organization focused on raising the awareness of the causes of marine debris and addressing the behaviors that cause litter."

CHERYL COMES
Senior Manager, Environmental Programs, Altria Client Services,
on behalf of Philip Morris USA