

Planning Your Own Coastal Clean-up?

Coastal Clean-up Kit

How to initiate and organize your own Coastal Clean-up

2 or more weeks before the Clean-up:

1. Form a clean-up team.
2. Identify the location you wish to clean-up and make a site visit.
3. Identify contacts and possible partners.
4. Brainstorm: theme, size, and other fun-side activities to go with the clean-up.
5. Identify a time and day when the coastal clean-up will take place-plan for at least three hours. Weekends, mornings, and low tide provide the best conditions.
6. Contact your local government unit or barangay to seek necessary permits and guidance on how to dispose of collected trash. In certain areas, you may also need to coordinate with the Department of Environment and Natural Resources-ask them about the rules and regulations.
7. Look for possible sources of funds--grants, donations, fund raisers.
8. Prepare the following items to be used for the clean-up: gloves, alcohol for sanitizer, trash bags or rice sacks, tongs, bamboo sticks, rakes, or any device to reach garbage in difficult places (i.e. underwater, beneath a rock). These items may require minimal funding or donations.
9. Designate an area where volunteers can clean up.
10. When you have set a date, time, venue and secure the support of your local barangay, start promoting the clean-up at least 1 week in advance.

1 week before the Clean-up:

1. Prepare an announcement with instructions (bring your own water bottles, rules of the area, what to wear, etc.)
2. Promote by posting on social media. Use the hashtag **#OurOcean2014** and **#PHcares4oceans** and post on Facebook, Twitter or Instagram.
3. Promote by word of mouth. Tell neighbors, friends and families about the clean-up. Ask them to promote it too.
4. Promote on media. If you have access to your local TV or radio station or can submit the details to them to get the word out, that would be great.
5. Promote by sending invitations to curricular or civic organizations.
6. Gather a list of volunteers to get an estimate of attendees.
7. Order snacks or refreshments for the event.
8. Finalize your program.

On the Day of the Clean-up:

1. Send a mass text message and post an announcement through social media reminding volunteers of the call time and final instructions.
2. Take a photo of the beach before and after the event to show the results. Take a photo of the volunteers.

Prepared by the U.S. Embassy Manila's Public Affairs Section
June 2014



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3. Have someone count the bags of trash and take a photo to show your results.
4. Try to take note of what kind of garbage was collected and mention the weirdest/rarest piece found.
5. Post real-time updates on social media like how many volunteers are participating and how many bags have been collected.

Sample Tweets:

- Come join us for our Coastal Clean-up at <location>! #OurOcean2014 #PHcares4oceans <+graphic poster>
- Today is our coastal clean-up! We are cleaning up <location> today to save #OurOcean2014. #PHcares4oceans <+pic of the dirtiest portion of the location or graphic web poster>
- (Tweeted out every 15 – 30 minutes by POC) As of <time>, we collected a total of <number> sacks of trash at <location> because #PHcares4oceans. #OurOcean2014 <+photo of sacks>
Example: As of 9am, we collected a total of 100 sacks of trash at Paranaque because #PHcares4oceans. #OurOcean2014 <+photo of sacks>

6. Post trivia from the clean-up like what's the youngest and oldest age volunteering. If there is a public personality joining, take note too.
7. Add a group activity before or after the event. A song, an exercise, or a photo session would be a good way to break the ice and commander good spirit.
8. Make a pledge wall (with paper) and invite people participating to write down what they plan to pledge to do even after the clean-up to protect and preserve the ocean.

After the Clean-up:

1. Share your photos and let the world know what you have accomplished.
2. Inform your local barangay of your achievements. They may feature it in a local newsletter, newspaper or radio.
3. Make sure to thank your partners and organizations that helped you carry out the activity.

Let us know. We want to congratulate you for your efforts. Send an e-mail to mnlinfooffice@state.gov or tag us on social media.

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