

Marine Debris Solutions Through Public Private Partnerships

Industry, Government & NGO Partners Collaboratively
Provide Recycling Opportunities in Public Spaces

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PROBLEM:

How to decrease land based sources of marine debris?

1. Limited funds, staff resources and competition for environmental messaging all decrease effectiveness of programs
 2. Finding common ground for a wide range of stakeholders can be difficult.
- ✓ *Solution: By creating public-private partnerships we can reduce, prevent and manage marine debris.*

METHODOLOGY

Provide More Away From Home Recycling!

1. Public access points
2. Continuity of bins
3. Continuity of signage
4. Program mirrors local recycling collection infrastructure



Develop Public Private Partnerships

1. Collaborative Partnership Agreements
2. Involves state agency, NGO and industry as anchors.
3. Large regional/state or local collaborations are possible

METHODOLGY

One part of the solution:

Participants

1. KCB
2. California State Parks
3. American Chemistry Council
4. Caltrans



Plastics. Too Valuable to Waste. Recycle.™

1. Partnership based
2. Involves state agency, NGO and industry as anchors
3. Large regional/state or local collaborations are possible



METHODOLGY

One part of the solution led to 3 more opportunities:

Plastics. Too Valuable to
Waste. Recycle.™

1. Recycle.Goal

2. Go H2O!"

3. CSP Youth Outreach



Outcomes

Partnership Expansion

1. 2009 Placement of 9 bins at the H Dana Bowers Rest Area (vista north of Golden Gate Bridge)
2. 2010 Central Coast rest stops included in program were Gaviota and Camp Roberts

Results:

- ✓ *The partnership, along with the help of Adopt-A-Beach, collected 300,680.16 lbs (or 150 tons) of recyclables in 2010*



METHODOLGY

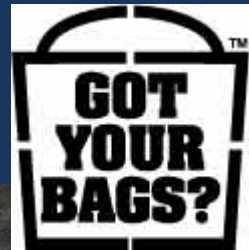
Getting the Word Out in Other Campaigns

Action Prompts



1. PSA-Beach Party

2. Got Your Bags?



New Partnerships in 2010:

Creative Outdoor Advertising (COA)

1. Promote and provide public space recycling along transit corridors and in public spaces for local governments
2. Provides a revenue stream and no cost for the program.



- California K-12 Schools Recycling Challenge

1. The friendly competition is a benchmarking tool for school recycling programs.
2. Promotes waste reduction activities to students, families, faculty and staff



Outcomes

COA established in both
the USA and Canada

1. Location Municipal Property
2. Public Service: Cost Free Recycling
3. Canadian Coastal Provinces:
British Columbia, Nova Scotia & Ontario
4. US Coastal States: Alabama,
California, Connecticut, Florida, Georgia,
Louisiana, Mississippi, New Jersey, South
Carolina, & Washington

- ✓ Clear Lake CA (11 locations)
- ✓ Ventura CA (20 locations BID)

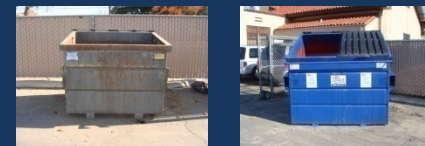


Outcomes

California K-12 Recycling Challenge

- ✓ Thirty-four individual schools completed the competition
- ✓ Three districts representing another thirteen schools completed the competition

- ✓ *Over **74 tons** of materials including 4,317 lbs of CRV beverage containers and 68,628.9 lbs mixed recyclables were recycled*
- ✓ ***45,500 students and 2,100 teachers** participated*



Priority Actions

Actions to reduce marine debris from 2011-2013.

1. Expand public private partnerships that are part of the “Too. Valuable to Waste. Recycle.” Program.

2. Continue outreach and expand participation in California K-12 Recycling Challenge and “Got Your Bags” Programs.



3. Increase inclusion of recycling and trash receptacles in transit streetscaping contracts by local governments. Encourage “drive through” recycling containers.



Provide more away-from-home recycling