

Session 4

Coastal Cleanup and marine litter monitoring

International Coastal Cleanup Campaign Coordinated by JEAN in Japan

Present state and future prospects

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1. The Beginning of JEAN—ICC in Japan Started in 1990

1.1 Japan Environmental Action Network (JEAN) and The Cleanup Office-Japan

Japan Environmental Action Network (JEAN) was founded in 1990 by the coordinating volunteers who participated in the first International Coastal Cleanup (ICC) held at Kugenuma Beach in Kanagawa and other 79 sites in Japan. ICC was first conducted by an American marine conservation organization, The Ocean Conservancy, in 1986 in USA.

JEAN founded “The Cleanup Office – Japan” in 1991 espousing the principle, "Start with what one can do," since action is needed instead of just thinking. The Office organizes a country-wide cleanup campaign and serves as an intermediary for networking local coordinators and volunteers participating in the campaign throughout Japan. The office appeals to the Japanese public to support ongoing cleanup activities within Japan, as well as gathering and sending out information focused on the issues of the marine environment and marine litter.

1.2 People supporting the ICC in Japan

Fellow local coordinators help JEAN to gather data of marine debris from Japan's water shores. There are four major groups that are responsible for coordinating cleanup sites which are open to the public. Two of these groups have participated since the first ICC in Japan at Gamo Tidal Flat in Sendai City in Miyagi Prefecture and Suma Beach in Kobe City, Hyogo Prefecture. The Kagoshima office, in addition to having their own sites, involves the prefecture government which conducts cleanups around the Kinko Bay, calling for citizens' participation. Okinawa O.C.E.A.N. started in 1993 and now coordinates cleanups throughout the year, including about 20 sites for ICC every year. Okinawa O.C.E.A.N. organizes cleanups in Okinawa and reports to TOC independently.

Whether the cleanup scale is large or small, individual local captains (volunteer coordinators) throughout Japan are equally important to this first-hand experience and educational activity. From there, the message can be passed on.

2. How JEAN Operates at Present

2.1. Enlighten the Public on the Marine Debris Issue through Cleanup Activities

The Ocean is a symbol of the global environment for JEAN. The Cleanup Campaign is one of the means to promote our conservation activities.

Marine debris in the natural environment is not only unsightly but also poses threats to wildlife, such as fish, birds, sea turtles, seals and dolphins. These animals may become entangled in

debris or ingest garbage along with real food. Plastic debris degrading, or fragmenting, into small pieces has become a serious problem.

JEAN conducts two cleanup campaigns each year. Through investigative surveys in these campaigns, we learn the actual situation and the effect of marine debris on the global environment. By disclosing the findings of our research widely, we facilitate planning of effective measures to reduce the root causes of debris production.

Through the ICC, we want to appeal the hazardous effects of marine debris; not only that the trash on beaches is dirty and unsightly to the scenery, but that it is now clearly understood that it has become a main cause of environmental pollution. Trash can cause harm to life that entangles or ingests it. Trash imposes a financial burden on local bodies when they try to transport and dispose of it. Damages to tourism are also serious.

In addition, and not the least in importance, especially with regard to plastics, trash decomposing into minute pieces and non-degradability are both considered highly problematic.

We also emphasize the fact that the trash has been produced by people, and we are the ones who must deal with it and prevent it, as it has been proven to be non-biodegradable in the natural environment.

The cleanup campaign is held twice a year - once in spring and again in autumn. The spring campaign gives participants first hand experience of cleanup at beaches and riversides, and fosters consideration of what kind of debris is abundant and why it is there.

At the International Coastal Cleanup Campaign in autumn, litter on beaches and river banks is surveyed. By surveying the composition of debris, the participants become aware of the types, quantity and sources of debris and this inspires them to think about ways of reducing the litter.

2.2 The Trash Survey in the same way at the same time world-wide

ICC is a cleanup involving a trash survey by volunteers. The trash survey is conducted using the same method during the same period worldwide. This in fact gives Japanese volunteers who participate in the campaign, a feeling of oneness with the international effort, enthusiasm and challenges them to reduce the marine debris problem.

2.2.1 The Survey

Once the captains finish their cleanups, they send the results to JEAN. JEAN then puts together all the information to report to The Ocean Conservancy (TOC) who then collects international data and compiles an annual report, "International Coastal Cleanup Report." The report is shared globally and therefore people can see the common problem of marine debris and that leads to making the next step for solving the problem.

JEAN also compiles Japanese survey results and comments from cleanup participants in our annual "Cleanup Campaign Report". It is delivered to those who coordinated local cleanup sites, as well as relevant industries, businesses and government agencies and offices. This report is used as a base for carrying out further examinations toward developing concrete measures and suggestions to reduce the trash.

Apart from the report, JEAN provides survey results to mass media, concerned organizations and groups or individuals, so that the information can reach the general public widely.

2.2.2 The Flow of ICC in Japan

The flow of an ICC campaign is as follows:

First, JEAN sends out notice of a planned ICC and recruits local cleanup captains in Japan. Information is sent out to those captains who participated in previous ICC, usually selected from within the past three years. The notice is sent together with necessary materials, such as an entry/registration form, a manual which explains how to conduct the ICC, “data cards” to record the survey results and other necessary information, map which shows sea areas around the coast of Japan, blank map to mark their site, return envelope, etc. Captains, who are willing to participate and coordinate the year’s ICC, send the entry/registration form back to JEAN, enclosing 1000 yen in postal stamps as their correspondence fee for a year. With this fee, they receive JEAN’s newsletter and the annual report of the year, as well as additional information as needed. Having interest in coordinating cleanups in their local area, there are also new captains who join the ICC campaign as they learn about the activities through our web page or by word of mouth. These people contact JEAN and JEAN in return send them the necessary materials.

When JEAN receives the entry/registration forms from the captains, a list of cleanup sites is printed and sent out to members with the JEAN newsletter. The information is presented on JEAN’s Web site by the end of August, so that the general public can participate in cleanups held in their local area.

Local captains carry out their cleanups and survey on their planned dates, following the instructions in the manual. Once the cleanups are finished, the captains compile all of the survey results onto a data card and send the data card back to JEAN, along with photos, a site indicated map and other information. JEAN started online reporting of cleanup results since the 2006 ICC, but still the paper form of data card is necessary to confirm and check the data sent online.

The Ocean Conservancy set the closing date for result reporting on 15 November. JEAN totals the data and formats it into sheets which TOC requires, and makes a report by then.

Then, JEAN compiles its own annual report, which illustrates the cleanup activity in Japan and survey results of the year, along with articles contributed.

2.3 Environmental Education, Enlightenment and Public Relation Activities

Another area in which we direct our efforts is the area of education and PR for marine environment conservation and marine debris control. We have produced the following materials:

- “Umibe no Karute” – a set of Educational booklets (each consisting of a leader’s guidebook and a children’s workbook) with marine debris as its subject matter.
- Photo panels and a series of “Trunk Museum of Flotsam” – materials for loan that shows samples of sea trash.
- “Gomibako ni natta Umi (The Ocean that Became a Trash Can)” – an enlightenment video on the problems of marine debris, especially a problems of plastic becoming minute pieces. This material was made to let the public know about the severity of accumulation of trash on Japanese coast lines.
- Talks on problems of marine debris at schools/groups on request, and leader training sessions that tie-up with other organizations.

2.4 Countermeasure Projects for the Problems Identified Through ICC

2.4.1 Our Recent Project

JEAN has worked together with Korean non-government organizations (NGO) and researchers on the issue of marine debris. We have suggested that Asian countries need to cooperate and tackle this serious environmental problem – the fact that trash travels in our oceans.

Our liaison started since 2002, as we had an opportunity to visit and meet people in Korea in the spring of the year. In December 2002, JEAN invited three people to Tsushima, Nagasaki, to observe the trash washed ashore and to exchange information on the state of marine debris in each country. In return, JEAN was invited to marine debris workshops held in Korea and gave presentations on the matter. The exchange of visits has continued since then, and in September last year, we worked together in a cooperative effort with Korean Marine Rescue Center (KMRC) in the “International Coastal Cleanup and Workshop in Yamagata 2006” of NOWPAP, providing the how to of ICC and taking the role of leading the activity.

We are making an effort to continue this cooperation and spread steps toward resolving the problem to other countries of the NOWPAP region and further to other Asian countries. We plan to have a study session in China this year.

2.5 Holding Conferences and Forums

JEAN has held several conferences on marine debris issues, such as “Conference on Issues of Marine Debris on Beaches” (held in Tobishima, Yamagata in August 2003, in Tsushima, Nagasaki in October 2004, in Oki, Shimane in November 2005 and in Shiretoko, Hokkaido in July 2006) and “Action Forum for Clean Seashores” (February 2004, March 2005 and February 2006). These conferences are held with the participation and cooperation of many researchers, organizations and groups concerned, as well as government offices.

2.6 Toward Building a Platform

2.6.1 Level of Social Understanding on the Issues of Marine Debris in Japan

Regretfully, the level of social understanding on marine debris issues is low in Japan. Many Japanese people still seem to believe that the problem can be solved by voluntary cleanup activities by community people and volunteers. People and groups who are willing to participate in clean-up events are plentiful. If we can harness their enthusiasm and support, making them aware of the real problems behind the generation of trash on beaches, then perhaps a greater step will have been taken to solving the problems of marine debris.

On the other hand, a large number of people who belong to non-profit or non-government organizations and researchers have applied their skills to this issue.

However, the problem is that some of those specialist practices are conducted within individual organizations and the results are kept internally without having any compatibility with those of other bodies. It is necessary to disclose the information possessed by individual organizations and present the data in a compatible manner.

2.6.2 Tardiness in Starting Up an Academic Study

In addition to the problems of incompatible data, there seems to have been a delay in commencing academic researches into several areas of marine debris problems. A lack of collection techniques of trash is one issue. It is difficult to collect debris en route down the rivers. Underwater trash and minute pieces of synthetic materials are also difficult to collect.

Marine debris is often of bad quality and troublesome to recycle or put to effective use because of adhesion of salt and grime or shellfish. This area also needs to be studied to seek the best

technique for recycling marine trash, as has been done for recyclable trash on land.

Fragmentation of plastic is also becoming a serious issue. The effect of minute plastic pieces on the natural world should be examined. Possible problems for consideration are the effect of ingestion of such minute pieces along the line of the food chain, toxicity or pollution of water and food resources because of the characteristic of chemical absorption by plastics, and effects on future generations.

2.6.3 What Needs to be done?

There are different issues concerning trash being intermixed – the source of occurrence is one issue and content or type of trash is another. Most of the time, it is difficult to identify who produced trash. The “Polluter Pay Principle” has been discussed, but has not actually been established. The involvement of various organizations and systems in collection and processing gives further difficulty.

To solve these problems, it is necessary to have a system that can address individual problems by promptly sharing information. At present, related organizations cope with the problems separately. Integration and cooperation is urgently needed.

Considering the conference on islands’ marine debris, held annually since 2003, JEAN has made a proposition of a “platform for the problem of marine debris” as a social system, in order for the betterment of the problem. We have appealed to people and organizations concerned, having a number of informal discussion gatherings, and are preparing for the official establishment of such a system. This platform will be a nation-wide system that also fits with local circumstances. It will be more applicable and realizable when there are collaborating research investigations that incorporate information provided by the general public.

3. Prospects and Development of JEAN’s Actions on the Marine Debris Problem

3.1 Maintain and Extend Our Actions to Raise Awareness on the Marine Debris Problem

JEAN will continue to take the role as a coordinator of ICC. ICC will still be an effective tool to address the issue of marine debris because it can raise public awareness through the first-hand experience of picking up and survey the trash on beaches. The survey educates participants about the following matters and challenges them to think of solutions.

- The primary source of the marine debris is trash produced from everyday life, reaching the sea through rivers and waterways
- Everyone generates garbage, thus it is a visible and easily understandable subject
- The best solution = cultivation of a community to have good eyes and skillful hands, thus preventing generation of garbage, and building a recycling-oriented society
- Role of community = through the marine debris survey during ICC, people can understand the actual situation of the garbage and that the amount generated by human society is substantial; remove as much trash as possible; and act for betterment.

3.2 Strengthen the Liaison amongst the Countries around the Northwest Pacific Ocean; Appeal Cooperation to Other Asian Countries and World-wide

The issue of marine debris cannot be solved in one country alone, as marine debris travels over the earth’s great water body – the oceans. Information sharing and action taking in a cooperative manner are vital. JEAN, with the cooperation and support of Korean NGOs, will

expand the use of ICC to not yet fully enforced areas and countries, starting within Asia. We would like to appeal for more active and collaborative information sharing and operation of ICC activities.

Although, through The Ocean Conservancy's "International Coastal Cleanup Report," we recognize so many countries and areas in the world participated actively and enthusiasm has been maintained for over 20 years of ICC, communications among international coordinators are at a stage that still needs to be improved and become more active.

JEAN hopes to gain more interaction with the Northwest Pacific countries and also beyond that boundary, extend to Southeast Asia, and then to the world.

3.3 Anticipated Cooperation and Interactive Work among Various Sectors of Society

Considering the source and generation of marine debris, it is obvious that the various sectors of society need to work together toward resolution of this problem. Within Japan, JEAN will make efforts for linking diverse organizations and individuals concerned.

Businesses and industries, which produce commodities and put them on the market, need to consider preventing trash generation on the product lines or after consumers' purchase and use. The development of effective collection systems of used products is also anticipated. In addition, we expect business and industry sectors to reinforce the environmental viewpoint in their social contribution activities and programs.

For educating the general public on the issue of marine debris, it will be effective to work with groups or organizations/associations that deal with the field of environmental education through experiencing nature or marine sports. We consider still the need for a wider flow of environmental information and education. For that, JEAN should be a provider of knowledge and available for those who want information on the marine debris issue and ICC.

The marine debris issue cannot be solved while we blame each other -- we humans are responsible for littering our beaches. We now all understand that it is a serious and imminent issue, and therefore cooperation, research and action are needed.

ICC Campaign Coordinated by JEAN in Japan Present State & Future prospects

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Content of Today's Presentation

1. The Beginning of JEAN
 - 1.1 Japan Environmental Action Network and The Cleanup Office-Japan
 - 1.2 People supporting ICC in Japan
2. How JEAN Operates?
 - 2.1 Enlighten the Public
 - 2.2 The trash Survey
 - 2.3 Environmental Education, Enlightenment and Public Relation Activities
 - 2.4 Countermeasure Projects
 - 2.5 Holding Conferences and Forums
 - 2.6 Toward Building a Platform
3. Prospects and Development of JEAN's Action
 - 3.1 Actions to Raise Awareness on the Marine Debris Problems
 - 3.2 Strengthen the Liaison
 - 3.3 Cooperation and Interactive Work

1. ICC, JEAN and The Cleanup Office-Japan

Brief History of ICC relative to JEAN

- 1989 The Ocean Conservancy (TOC) conducted a study of plastic marine garbage for EPA
- 1986 Texas, USA
The first beach cleanup by TOC staff members
- 1989 Canada and Mexico joined – starting of ICC
- 1990 JEAN joined ICC: 80 sites with 800 participants
- 1991 The Cleanup Office Japan to organize the country-wide cleanup campaign
- **2006** The growth: 218 sites with 16,726 survey participants



People supporting ICC in Japan

- **Cleanup Gamo** (Sendai, Miyagi)
participating ICC since 1990
- **Cleanup Kansai Office** (Kobe, Hyogo)
established in 1991, participation since 1990
- **Cleanup Kagoshima Office**
established in 1995, participation since 1993
- **Okinawa O.C.E.A.N**
established in 1995, participation since 1993
report results to TOC, independently
- Local Captains (coordinators) **throughout Japan**
about 170 captains

How JEAN Operates at Present

Enlighten the Public
on the Marine Debris Issue through ICC

Show it, make them realize and think about it!

- ☉ Trash in natural environment is dirty and unsightly
- ☉ Trash entangles marine wildlife and has hazardous effect
- ☉ Trash maybe eaten by wildlife, accidentally or mistaken for food
- ☉ Trash imposes financial burden on local governments (our tax!)
- ☉ Plastics will be decomposing into small pieces
- ☉ Trash is the product of human being, thus we are responsible

Points in ICC Marine Debris Survey

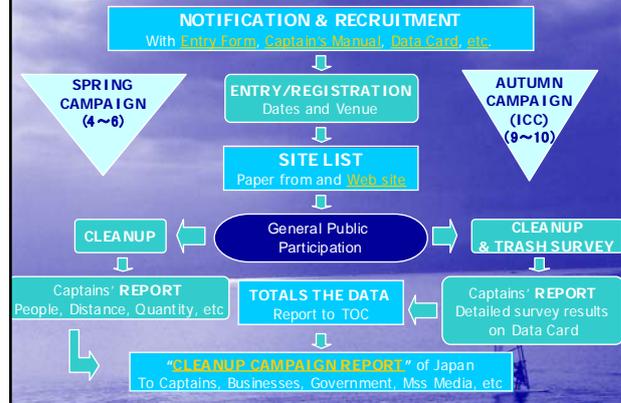
Collection of Survey results is
"A snapshot of the present state of marine debris"

- Get to know the types and quantity of trash
- Make them think the source and cause of trash
- Seek for the measurement of trash reduction

Disclosure of the Survey Results

- TOC's "[International Coastal Cleanup Report](#)"
 - * Useful tools for making national policies and solution measurements
 - * Sharing information world-wide
- "Cleanup Campaign Report" of Japan by JEAN
 - * Attainment of work done
 - * Information sharing by site captains, industries and business bodies, government offices, general public through mass media, etc.
 - * Use it as the bases for examination and suggestions for concrete policy making and prevention measures

Flow of Cleanup Campaign in Japan



Environmental Education, Enlightenment and Public Relation Activities

- "[Umibe no Karute](#) (carte)"
- Photo panels and a series of "[Trunk Museum of Flotsam](#)"
- "[Gomibako ni natta Umi](#) (The Ocean that Became a Trash Can)"
- [Talks](#) on problems of marine debris

Our Projects and Activities

Cooperation with Korean NGOs and researchers

Exchange information on marine debris and its problem

Exchange of visits to observe the state of marine debris in each country since 2002.

Holding and attending conferences in Korea and Japan

- * Marine debris workshops held in Korea
- * Conferences on the issues of marine debris "Marine Debris Summit" (2004 in Tsushima, 2005 in Oki)
- * "Action Forum for Clean Seashores" in Tokyo (2006)
- * "International Coastal Cleanup and Workshop in Yamagata 2006"

Holding Conferences and Forums

- "Conference on Issues of Marine Debris on Island Beaches"
 - Tobishima, Yamagata in August 2003
 - Tsushima, Nagasaki in October 2004
 - Oki, Shimane in November 2005
 - Cape Shiretoko, Hokkaido in July 2006
 - (2007 Conference will be held in Sado Island, Niigata)
- "Action Forum for Clean Seashores"
 - February 2004, March 2005 and February 2006
 - (also planned on April 2007)

These are held with the participation and cooperation of many researchers, organizations and groups concerned, as well as government offices.

Small or closed symposiums and study sessions are also held in some occasions.

Toward Building a Platform

people who belong to non-profit or non-government organizations and researchers have applied their skills to marine debris issue

The problem

- practices are conducted within individual organizations
- the results are kept internally without having any compatibility with those of other bodies.

Needs of the information disclosure

"platform for problem of marine debris"

a social system, in order for the betterment of the problem a nation-wide system that also fits with local circumstances

Prospect and Development

- **Maintain and Extend** Our Action to Propagate the Issue
 - Make people know
 - The primary source of the marine debris
 - Every one litters
 - The best solution
 - Role of community and individuals
- **Strengthen the Liaison**
 - Promotion of ICC in NOWPAP area
 - Promoting cooperation and information Exchange with Southeast Asia
 - Make it to a world-wide action
- **Anticipated Cooperation and Interactive Work**
 - Prevention of trash generation
 - Activities of Environmental learning through experiencing Nature
 - Information sharing

ICC System Introduction in the Far East of Russia

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In September, 2006 there was held an international working meeting on sea coast cleanup issue where representatives of Japan, Republic of Korea, and the USA reported on the experience in finding solution to the sea coast pollution problem through International Coastal Cleanup (ICC) procedure. The said procedure implies that representatives of different countries go out to the sea coast at the last weekend of September to clean it from litter, the latter being then classified and counted in accordance with a uniform method designed by “The Ocean Conservancy” non-governmental organization. The data obtained are forwarded to the joint analytical centre for processing and on the basis of the data analysis results the information on the sources of pollution is produced to be further used for the sake of the sea coast pollution prevention. The event was also attended by delegations from China and Russia and these were approached with a proposal to join this international action and to make use of ICC procedure in their countries.

In Far East Russia there exists a procedure of beach trash gathering and calculation. For instance, during the previous five years the representatives of nature protection organizations and initiative groups of residents, having united in “Alive Sea” Coalition have been implementing the “Summer of Live Sea” programme. The programme’s objectives and aims are as follows: by joint efforts and using a uniform method to collect information about sea coast condition, to reveal violations of nature management and foci of pollution, to single out particularly sensitive and valuable zones of the sea coast, to make this information known to the interested public and responsible governmental agencies for taking immediate measures. Another task of great importance is engaging and training local groups of school students and activists from among the seaside residents. In future they may become a kind of “coast wardens”, maintaining constant watch of its condition and promptly responding to any circumstance that might arise. Many members of the Coalition, as well as school students, extended education institution students, initiative groups, members of non-governmental organizations, others concerned participate in the project.

Groups compile reports on the results of the work done to reflect the following:

1. GENERAL INFORMATION (Number of members in a group (participants and leaders), organization in charge - full name, contact information. Route (routes) of the group (or dislocation, for camp) - Starting point, main waypoints (points of reference - capes, rivers, settlements), terminal point. Total kilometres covered (together with radial routes). Objectives and aims (requirement specification).
2. MAIN BODY OF THE REPORT (fundament - geology, tectonics, minerals, relief, hydrology, hydrography, climate, soil, flora, fauna, nature conservation. Description of the route - complexity, difficulty, passability, details of the locality, extra hazardous sections, features of passing, special equipment required, route and length in kilometres day by day. Area study part - history of settling the territory, archaeology, ethnography. Outline of the state of ecology - pollution and pollutants, their types, reserves, main environmental problems of the territory.
3. DESCRIPTION OF THE WORK DONE (Methodical support – procedures applied, Peculiarities of the work done, Basic difficulties in work, Brief outlines of the work done, Informational support, Specific results of the work done, nature protection result.
4. APPENDICES (Diagrams, plots, charts, photographs, diary of travel, research works, research blank forms, as raw research material, statements of facts, etc.).

The work in question allows the participants to gain indispensable skills of handling reference books and encyclopaedic literature, cartographical materials, to learn how to elicit regularities and to integrate the material. Material obtained through the expeditions can be used in writing abstracts, and making presentations for school, University, district, and regional conferences on area study, environment protection, etc.

Apart from coastal ecosystem study and observation the work done during merely previous two years throughout the Far East Russia resulted in cleaning-up more than 50km of littoral, and gathering and disposing of more than 1,000kg of domestic litter and trash polluting the Far Eastern seas. As an illustration, there was a competition held on Kamchatka for the best sculpture made from assembled litter in “trash art” style. In Khabarovsk Krai a week-long action titled “Clean Mile” was held and 8km of beaches of recreational value in settlements of Khabarovsk Krai were cleaned-up from domestic litter and trash. In Primorsky Krai they held “Sea without Plastics” action and “Alive Sea – Clean Shore” campaign aimed at removal of plastic bottles from near-shore zones. Plastic bottles that had been collected in the number of approximately 10,000 were forwarded for recycling.

Thus, there is every precondition available to join the international ICC procedure. Nevertheless, it should be noted that transition to a new procedure will take some time and expenditures. To introduce the said procedure it will be necessary to provide for teaching a new method, for equipping local groups with necessary implements, means of transport and communication to enable exchange of experience with other groups, as well as for informational and educational support. To achieve these goals combining efforts of the state, municipalities, higher educational institutions, schools, tourism companies, non-governmental organizations, and all concerned is mandatory.

The above and some other issues of ICC procedure implementation were discussed at the second regional workshop on marine litter held on March 1, 2007 in Vladivostok. Principal decisions of that workshop as far as ICC procedure implementation in the Far East of Russia is concerned are as follows:

- to create a workgroup for ICC programme implementation combining representatives of ISSAR-FE, of Sea Protection Institute, as well as officials of Environment Protection Department of Primorsky Krai Administration.
- to approach Nakhodka municipality Administration with an offer to agree upon a model section for conducting ICC (beaches of Livadiya microdistrict).
- to request from organizations in Japan and Republic of Korea for methodical support in arranging ICC programmes' implementation.
- to distribute information on ICC programme to all concerned organizations, members of "Alive Sea" Coalition, schools, and higher educational institutions with an invitation to join.

Only through joint efforts we will succeed in saving our sea while it is still alive!

ICC System Introduction in the Far East of Russia

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ISAR-RFE,
Vladivostok,
RUSSIA

TOYAMA, JAPAN
2007

1

Precondition

- Participation of the Russian delegation in ICC in Sakata (Japan) in 2006 year.



2

Forecast

- The first Russian ICC experience will take place in September, 2007 in Vostok bay of Primorye region .



3

Object and course

- We'll suppose organization ICC in Vostok bay which is modeling area for the further application on Russian Far East coast



4

Basis

Vostok bay has 4 beaches. Their length is 30 km. It's very popular recreation and reservation area.



5

Current situation

- During the last five years the NGO's in RFE have been implementing programs on marine litter the "Summer of Living Sea" and International Sea Day (IMO).



6



Current achievement:

- more than 100 NGO and initiative groups participated in actions;



7



Current achievement:

- more than 50 km of coasts are clean up;



- more than 1 000 kg of marine litter are collected;

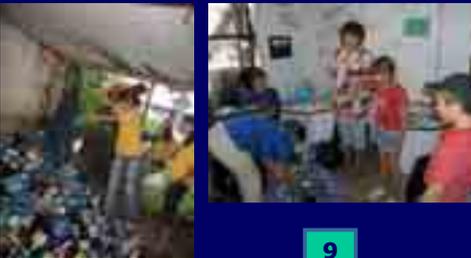


8



Current achievement:

- more than 10 000 plastic bottles are recycled.



9

Current problem

- Absence of the uniform analytical center on gathering and the data analysis about quantity and quality of marine litter.
- Insufficient financing on carrying out of this works.

10

Possible decisions:

1. To create a workgroup for ICC programme implementation combining representatives of ISAR-RFE, of Sea Protection Institute, as well as officials of Environment Protection Department of Primorsky Krai Administration;

11

Possible decisions:

2. To approach Nakhodka city Administration with an offer to agree upon a model section for conducting ICC (beaches of Livadiya microdistrict);

12

Possible decisions:

3. To request from RCU support in arranging ICC programmes' implementation in Russian Far East;

13

Possible decisions:

4. To distribute information on ICC programme to all concerned organizations, members of "Living Sea" Coalition, schools, and higher educational institutions with an invitation to join.

14

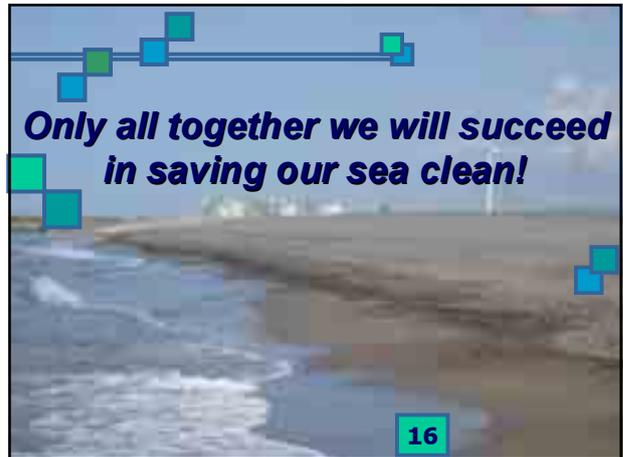
Conclusion

- Russia will be integrate into the international process of pollution prevention ICC as a result.



15

***Only all together we will succeed
in saving our sea clean!***



16

“Marine Litter” PR-project in Far East Russia

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Far East of the Russian Federation is the only NOWPAP region where marine litter issue tackling is in the making. The results of research have shown that the sources of introducing polluting matter into the sea coastal environment in Japan, Korea, China and Russia are quite different. Thus in the south-western part of Primorsky Krai litter of the “shore” origin is predominating. The major sources of its introduction into the marine environment are enterprises and entities, carrying out their activities on the coast, as well as tourism, represented mainly by spontaneously created tourist camps. Litter of the “sea” origin is dominating in the southern part of the Khasan offshore zone. Broad sandy beaches of this area are polluted mainly in the maximum and middle wave setup zones, while the litter is composed mainly of the articles of foreign origin (e.g., consumer plastics). The fact that marine litter is no longer an aesthetic problem alone but has acquired the significance of an economic and environmental problem, bringing harm to a man’s health and safety of life is well-known. But communities in the Russian sector of NOWPAP most often do not perceive that marine litter has grown into a problem of international significance. Not a single environment protection organization has ever been engaged in a wide coverage of marine litter issue in the Far East region. The region peculiarities including not only insufficient awareness of the essence of international problems, non-availability of volunteer corps, location of authorized municipal urban ore dumping grounds on the coast, but also non-availability of waste treatment system, incomprehension of its attractiveness for small businesses put obstacles in the road of introducing vast positive experience gained by neighbouring countries. Taking this into account Sea Protection Institute in collaboration with the initiative group of the “Voice of Taiga” wildlife protection centre are developing “Marine Litter in the Far East of Russia” PR-project.

The main objective of this project is that of raising awareness and its implementation demands achieving the following goals:

- to attract attention of the wide public and to analyze public opinion;
- to identify the allies and to select the partners for the large-scale multipurpose program on identifying a comprehensive solution to marine litter issue;

- to create a data bank of target audience and volunteers;
- to define specific sections of the coast to work with population there and to identify problem zones affecting concerns of the majority;
- to appraise various methods of PR influence upon different target audiences on separate sections of the coast

Among the basic stages of the project implementation one should note:

- developing common strategy and tactics of the campaign;
- interviewing in specified tests-groups;
- manufacturing a small circulation package for each target audience

Thus, one of the top priorities in identifying solutions to marine litter issues in the region is the PR-project implementation, focused not on drawing attention to the issue alone, but on substantiating the ways of solving it as well.

"Marine Litter" PR-project in Russian Far East

Blinovskaya, Ya.Yu., PhD,

Sea Protection Institute Maritime State University named after Admiral G.I. Nevelskoy, Vladivostok, RF

Marine Litter in the Far East of the Russian Federation



2



Marine Litter in Japan
(Mr. TANAKA presentation)



Marine Litter in Korea
(Mr. Jung presentation)



Marine Litter in China
(Dr. HU presentation)



Marine Litter in Russia

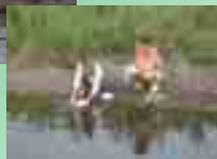
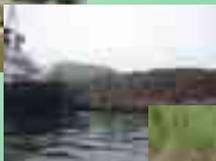
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In the south-western part of Primorsky Krai the "land originated" litter is prevailing



4

The major sources of marine litter introduction

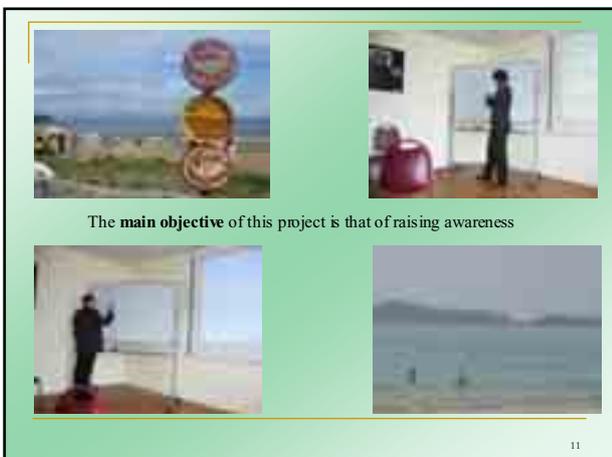
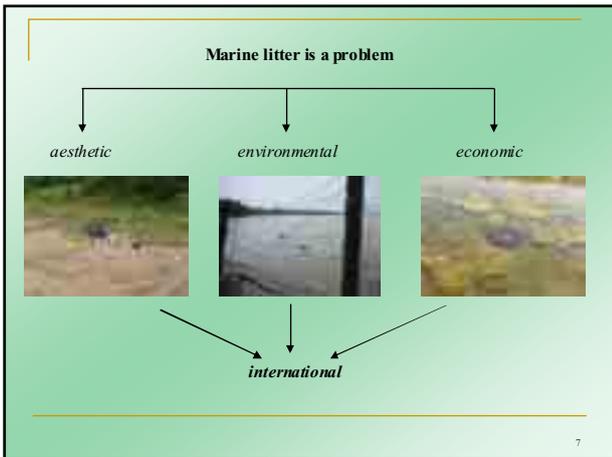


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«Sea» origin litter



6



Project goals



➤ to identify the allies and to select the partners for the large-scale multipurpose program on identifying a comprehensive solution to marine litter issue

13

Project goals



➤ to create a data bank of target audience and volunteers

14

Project goals



➤ to identify problem zones affecting concerns of the majority

15

Project goals



➤ to appraise various methods of PR influence

16

The basic stages of the project



✓ developing common strategy and tactics of the campaign

17

The basic stages of the project



✓ interviewing in specified tests-groups

18

The basic stages of the project



✓ manufacturing a small circulation package

19

One of the top priorities in identifying solutions to marine litter issues in the region is the PR-project implementation



20

Welcome to the International Conference “Marine Ecology-2007”

October 3-5, 2007, Vladivostok

Contact information:

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will be available from April



21

thank you for attention!



22