



# BEACH CLEANUP

MOBILIZING JAMAICA FOR BETTER SOLID WASTE  
MANAGEMENT PRACTICES

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# INTERNATIONAL COASTAL CLEANUP DAY

## SEPTEMBER 21, 2013

**FORT, ROCKY PALISADOES, KINGSTON**  
**2,366 VOLUNTEERS**  
**820 BAGS OF GARBAGE WEIGHING 12,300 LBS**



# WASTE IN JAMAICA

- \* 1kg/person/day
- \* ↑ 6% per year
- \* Riverton Dump receives 60% of Jamaica's waste
- \* <50% of Jamaicans have their garbage collected
- \* No well-established recycling programme
- \* 38% burn their garbage
- \* ~300,000 tonnes of waste dumped illegally every year
- \* Litter creates jobs





# JET IS ADVOCACY



- \* Advocacy campaigns
- \* Review of environmental impact assessments
- \* Production of films on environmental issues

JAMAICA GLEANER (front page) AUGUST 23, 2013

# JET IS CONSERVATION



SOUTH WEST CAYS SPECIAL FISHERIES CONSERVATION AREA, PEDRO BANK, JAMAICA



# JET IS EDUCATION

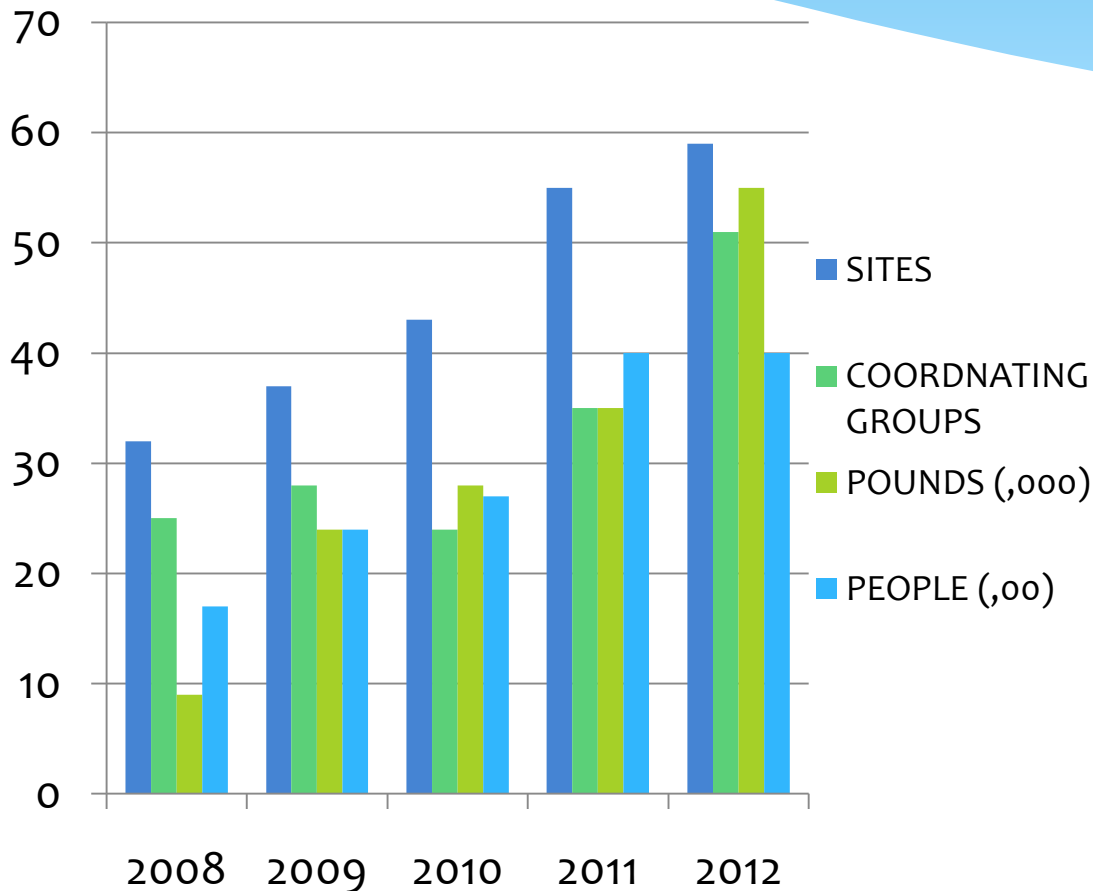


# SCHOOLS' ENVIRONMENT PROGRAMME

- \* Operating since 1997
- \* Longest running environmental education programme in Jamaica
- \* At its height (2003) delivered in 350 schools annually
- \* Now 30 – 35 schools
- \* 4 thematic areas: greening, solid waste management, environmental club, environmental research



# INTERNATIONAL COASTAL CLEANUP DAY JAMAICA



- \* 3<sup>rd</sup> Saturday in September annually
- \* Coordinated globally by the Ocean Conservancy
- \* National Coordinators since 2008
- \* 1700 volunteers in 2008 to >4000 in 2012



# INTERNATIONAL COASTAL CLEANUP DAY 2013

90 SITES

56 GROUPS

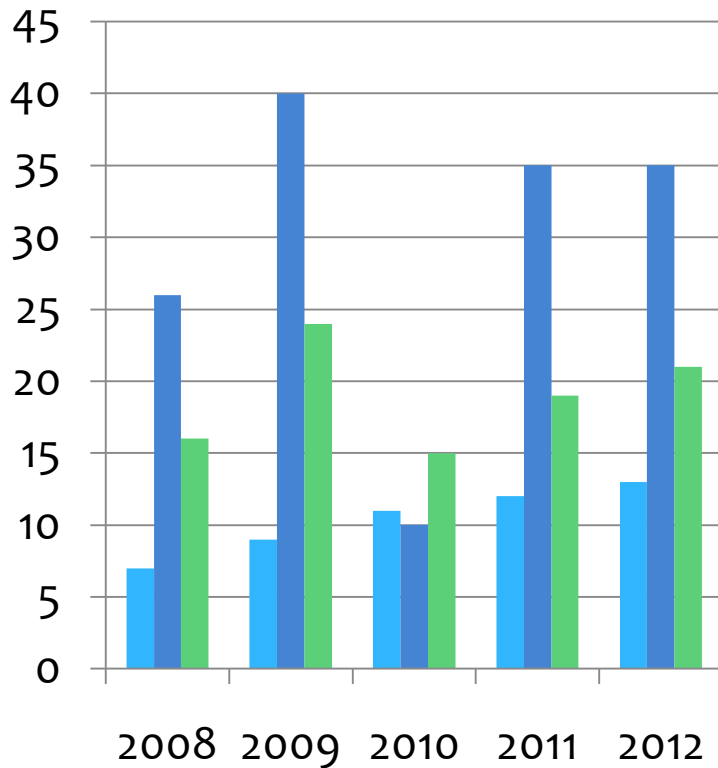
POUNDS  
(TBA)

>7000  
VOLUNTEERS



- \* 11 NGOs
- \* 11 CBOs
- \* 9 schools (4 SEP)
- \* 9 government agencies
- \* 10 service clubs
- \* 4 hotels
- \* 2 private sector groups

# JET BEACH CLEANUP 2008 - 2012



Volunteers (,00)

Schools

Corporate Teams

\* Started in 1994 with 15 volunteers

\* Grew to over 1,500 volunteers in 2012

# JET BEACH CLEANUP 2013

20<sup>TH</sup> ANNUAL CLEANUP OF THE PALISADOES STRIP,  
KINGSTON

49 SCHOOLS  
(2 SEP, 15 PAST-SEP)

30  
CORPORATE  
TEAMS

12,300  
POUNDS

>2300  
VOLUNTEERS

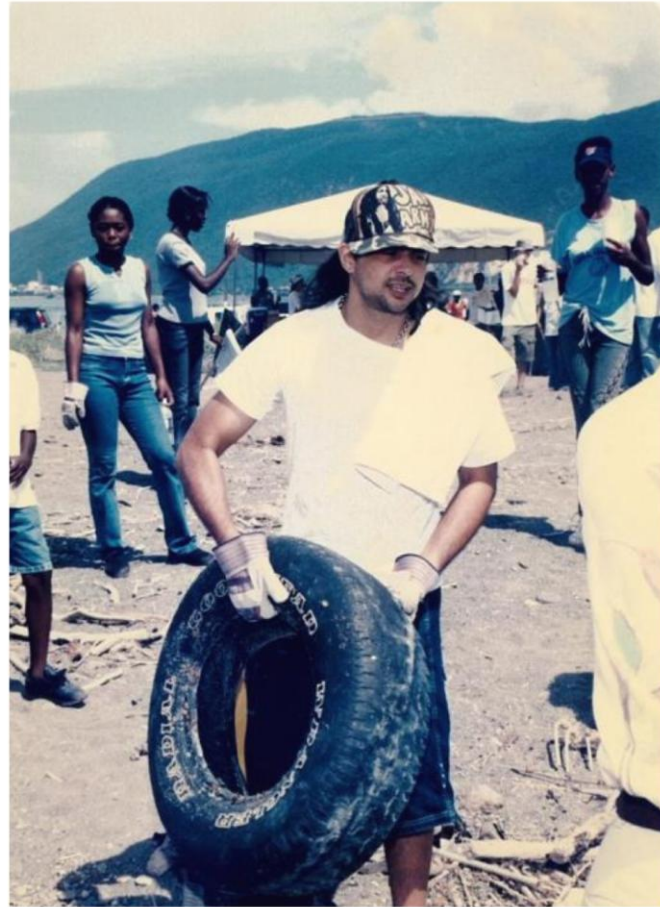




# WHAT'S THE POINT?

PROS	CONS
<ul style="list-style-type: none"><li>• Identifies the activities and general sources of pollution</li><li>• Platform for environmental messages</li></ul>	<ul style="list-style-type: none"><li>• One day event – symbolic</li><li>• Responsive approach</li><li>• Data not used locally outside of JET and academia</li></ul>

# IS THE MESSAGE GETTING ACROSS?



- \* CSR
- \* Greenwash
- \* Community Service Hours
- \* Fun Day
- \* High school social

# WHAT TO DO?

## HOW DO WE ENCOURAGE BEHAVIOURAL CHANGE?

- \* Schools Environment Programme
- \* ICC National Report
- \* Public Education Campaign
- \* More beach cleanups
- \* Outreach at the event
- \* Other large environmental education events





# BUT EVEN THAT ISN'T ENOUGH

- \* Improved garbage collection for households and businesses
- \* National Recycling Programme
- \* Ordinary citizens and the private sector to lobby for change (not just JET)



# THANK YOU

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