



**OCEAN
UPRISE**

HOW TO RUN YOUR OWN CLEANUP

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ABOUT OCEAN UPRISE

Ocean Uprise is Parley's creative activist community — created by youth, for youth — where passionate young leaders from around the world come together to learn, connect and take action to protect the oceans.

Throughout the year, we invite youth from the Ocean Uprise movement to take local action in their communities to protect and raise awareness for the oceans. By doing something they feel passionate about — hosting a documentary screening, organizing a local clean up, giving an educational talk, or planting mangroves — we encourage youth to highlight their unique skills through impactful actions.

HOW TO RUN YOUR OWN CLEANUP

Plastic is a design failure. It never biodegrades. You can throw it away, but where is ‘away’? Nearly every piece of plastic ever produced still exists in some form, and a massive amount of it enters the oceans daily.

Plastics are found everywhere and in everything. The problem isn’t just unsightly, it kills and injures marine wildlife and introduces toxic chemicals into the marine food web, and our own bodies. Every piece of debris removed from coastlines and waterways is one less threat to marine life and our future.

HOW TO RUN YOUR OWN CLEANUP

A cleanup is a powerful tool for spreading awareness, collecting data, protecting sensitive habitats and educating communities on the impacts of plastic.

Take action with Ocean Uprise by organizing and hosting your own cleanup event. Whether at a beach, local waterway, park, or other place in need, this toolkit will give you all the information you need to take action.

Let's get started!

SPEAK UP

GEAR UP

RISE UP!



3:40

MAKING A PLAN



WHO YOU SHOULD INVOLVE

- Reach out to family, friends, local community groups to invite them to join the cleanup. Examples include local schools, clubs, NGOs, surf community.
- Rally and empower a network of volunteers.
- Can you collaborate with an existing environmental group from that area?
- Consider formally inviting local collaborators to the cleanup to further strengthen the movement.

WHEN TO HOST YOUR CLEANUP

- Consider seasons and weather patterns.
- Plan to clean before and after storm events.
- If at a beach, try to host cleanups at low tide (1 hour prior to low tide).
- Have a backup plan if weather is bad or surf is too big.
- Check timing of other local happenings and events.

MAKING A PLAN



WHERE TO HOST YOUR CLEANUP

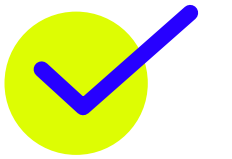
- It is always good practice to gain community consent to enter a space. You can consult with community leaders and local nonprofit organizations about advice.
- If possible, attend a neighborhood board meeting – by doing so you can hear directly from the community of their needs.
- Gain permission and/or permits from the local council when necessary.
- Once you have permission, scout the area. Understand where you will hold the debris in preparation for pickup, safe access, tides and other dangers, and emergency access points just in case.
- Post-cleanup plan: where will you bring intercepted waste?

HOW TO KEEP EVERYONE SAFE

- Do a risk assessment and avoid dangerous areas.
- Ensure the terrain is safe for volunteers.
- Research local wildlife activity, especially during nesting/breeding season.
- Collect phone numbers for local emergency services (humans and wildlife).
- Let lifeguards, police and fire know you are hosting the event.



BEFORE THE CLEANUP CHECKLIST



ASSESS THE SITE

Visit the site and conduct a risk assessment. Look out for any areas to avoid. Do you need a permit?

FORMS & INVITES

Prepare Image Release & Liability Forms based on your local needs/laws. Check with local schools. Invite text template: [here](#).

FIRST AID KIT & EQUIPMENT

Make sure your [first aid kit](#) is full and ready, and your emergency numbers are at hand.

EVENT REMINDER

Send update to volunteers with meetup location, time of cleanup, what to pack, host phone number, emergency numbers, etc.

ONLINE REPORTING FORM

Designate a team member to lead data collection and check out the [Reporting Form](#) to be submitted after the cleanup.

DOCUMENTING THE CLEANUP

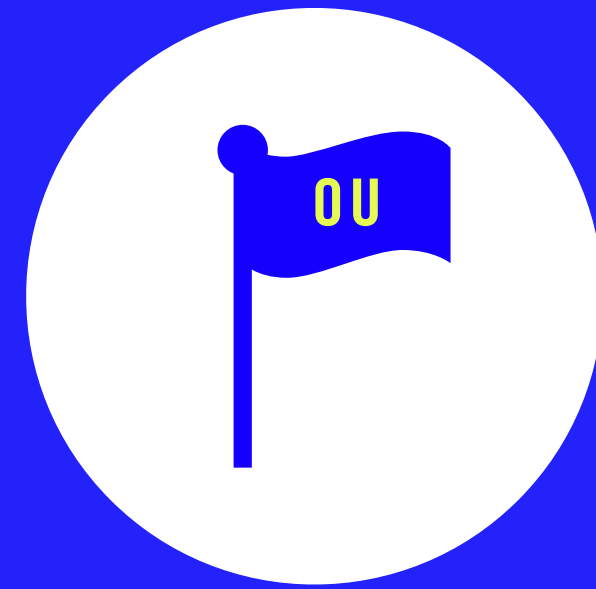
Create a shot list, hire a photographer or designate a team member to take photos before, during and after cleanup.

WHAT TO BRING TO A CLEANUP

Avoid plastic wherever possible, keep it single-use plastic free!
Contact your local waste authority — they also may be able to supply sacks, gloves, pitch forks etc.



TENTS & TABLES



FLAGS



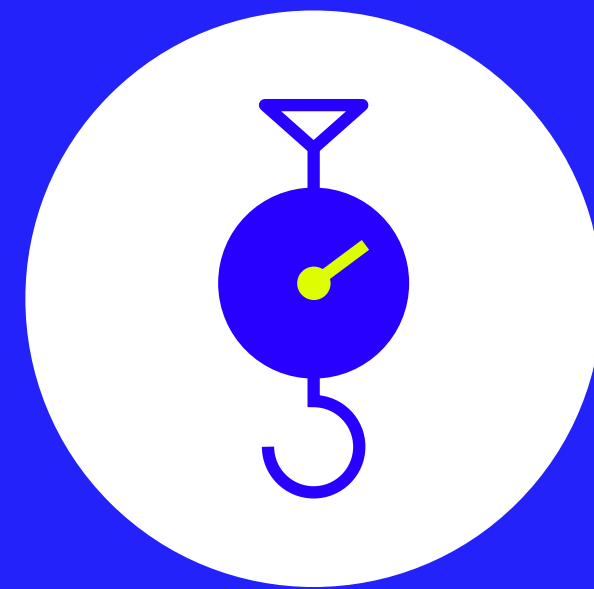
COLLECTION BAGS



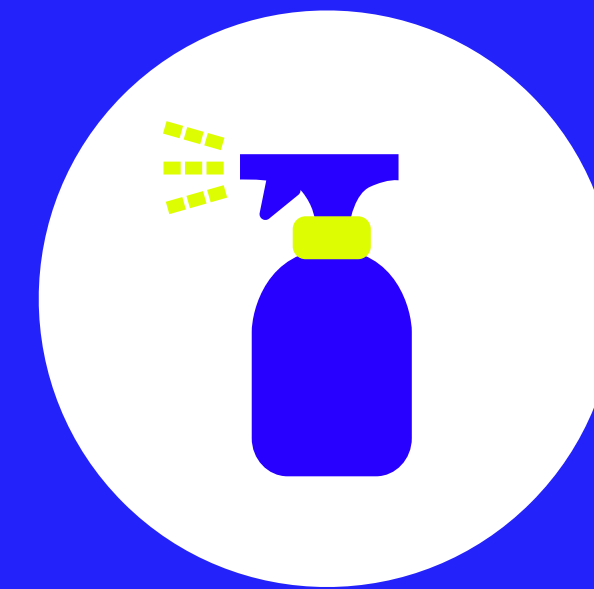
FIRST AID KIT



FORMS



WEIGHTED SCALES



SANITIZING SPRAY

WHAT TO WEAR TO A CLEANUP

Avoid plastic wherever possible, keep it single-use plastic free!
Contact your local waste authority — they also may be able to supply sacks, gloves, pitch forks etc.



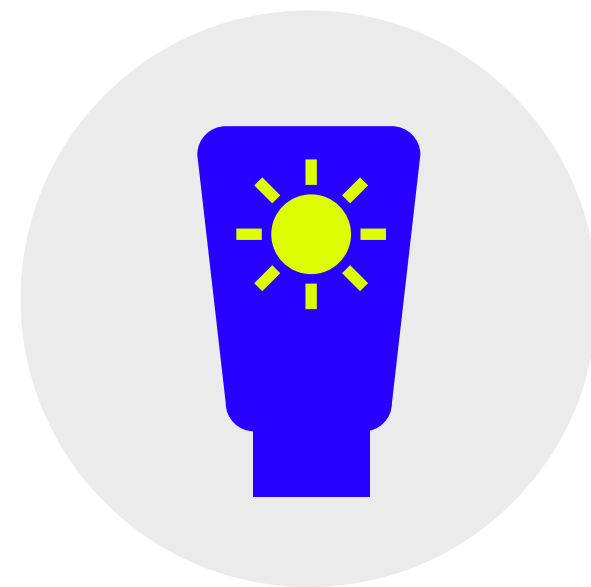
CLOSE-TOE SHOE



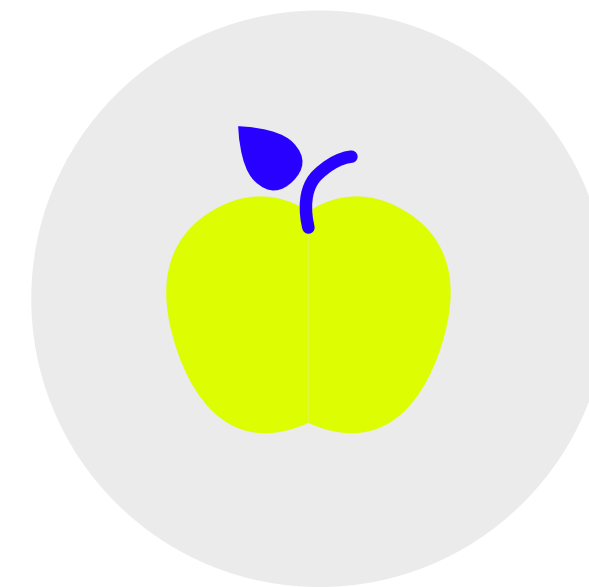
GLOVES



REUSABLE WATER BOTTLE



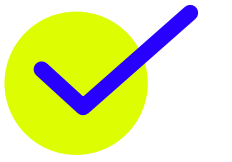
REEF-FRIENDLY SUNSCREEN



VEGAN SNACKS



DAY OF THE CLEANUP CHECKLIST



ARRIVE EARLY

If you're the host, it's a good idea to get there prior to the rest of your crew.

GET FORMS SIGNED

Get your image release and liability waiver forms signed - paper or electronic.

HAND OUT GEAR

Have gear set up at check-in station. Gear can be handed out as forms are signed.

BRIEFING PARTICIPANTS

Recall your intentions. Share why you're all there and give cleanup overview - tips on next slides.

START CLEANUP

Get out there and start cleaning up. Look out for hazardous waste, have fun, and be safe!

DOCUMENT THE CLEANUP

Align on shot list with your photographer e.g., picture of hands holding rubbish, group picture, action shots of cleaning.

BRIEFING PARTICIPANTS



BODY PREP & LANGUAGE

- Shake the body before you start, take a few deep breaths to get yourself hyped up to brief your team of volunteers.
- Make sure a always face the participants.
- Smile and make eye contact with each individual, showing connection and care.
- Be aware of cultural, socioeconomic, site specific, and other demographics.

YOUR INTRODUCTION

- Express your gratitude for all collaborators involved. Thank the indigenous people of the area, all the volunteers, collaborators, sponsors, the municipality that allowed the cleanup to happen, and your team.
- Share your personal story and experience with cleanups.
- Introduce the importance of cleanups: Plastic interception is one of the most accessible entry points for ocean-climate action because no matter where you are, you can help out! Even though a cleanups are not a long term solution – as we need to stop plastic from reaching these locations in the first place – it is a very powerful educational tool to get people to see the problem and redesign their habits.

BRIEFING PARTICIPANTS



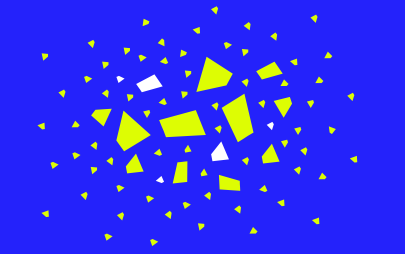
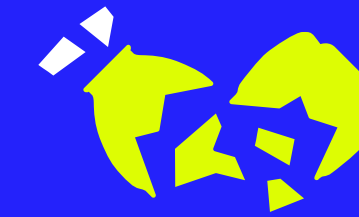
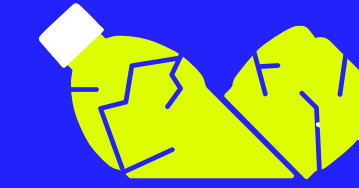
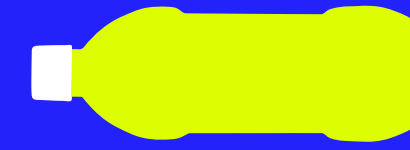
EXPECTATIONS & AGREEMENTS

- Align with volunteers on the run of show of the cleanup event, cleaning area boundaries, where to start, where to end, what materials to use, time to be back at meeting spot.
- Go over Health & Safety protocols, advice people not to pick up sharp objects (needles, glass), and to not disturb marine life.
- Explain where to bring and sort marine debris, point out the location of the toilets and other facilities and share emergency numbers.

GET STARTED!

- Take a group photo to kickoff the cleanup.
- Hand out supplies and keep the energy high!
- If you can, put some music on (always respecting the community guidelines of your chosen location).
- Leave participants with an appreciation for the ocean and the community around them.
- At the end, make yourself available to answer any questions. If you do not know how to answer a question, it's ok to say so. Always be open for listening.

FACTS YOU CAN SHARE



Plastic is one of the most infamous materials of this generation. Everybody uses plastic in some capacity every day.

Where is 'away'? There is only one planet Earth and debris you throw 'away' just gets sent somewhere else out of sight, out of mind.

Plastic breaks up, not down into smaller and smaller pieces of its original self, ending up in our oceans, air, water & food.

1 trillion plastic bags are used every year worldwide. **About two a minute.**

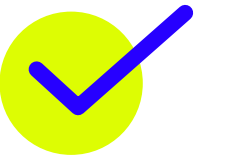
12 minutes is the average length of time a plastic bag is used for before it being discarded.

Every minute the equivalent of one garbage truck of plastic is dumped into our oceans.

11 million tons is the amount of plastic entering the oceans annually.

91% is the percentage of the world's plastic that is not recycled.

DURING THE CLEANUP CHECKLIST



CLEAN THE SITE

Do not trample the natural habitat or disturb wildlife. Consider breaking up into small groups, start from a distance and work your way back to the center.

DOCUMENT THE CLEANUP

Make sure your photographer captures all pictures from your [shot list](#) throughout the entire cleanup.

SORT & WEIGH DEBRIS

Place debris into larger bags and record the weight of the total debris and plastics.

GROUP SHOT

Gather the crew and take a picture with the intercepted debris and flag.

DISCUSS

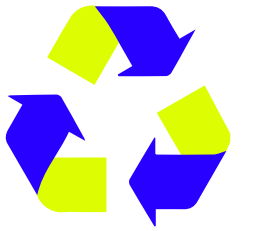
Brainstorm and discuss learnings and solutions, make it fun!

RUBBISH REMOVAL

This will vary depending on your location, and waste management partner.



REMOVAL OF RUBBISH



RECYCLING / REPURPOSING

- **We want to reuse and recycle as much as possible.** Look into viable recycling and reuse options in your area. Artists love to use this material, try to see if they'll take some.

LANDFILL / INCINERATOR / WASTE TO ENERGY

- Each option has drawbacks and it is hard to differentiate the best option in the long run, but as of now, waste to energy provides the most efficient option of the three.
- Execute further due diligence on your disposal options, make sure the option you choose fits within your budget and come up with a plan.

WRAPPING UP!

TAKE A FINAL GROUP PHOTO

- Gather everyone for one last picture with all of the rubbish collected.
- Grab all of the largest pieces of trash and hold them up, put the collection bags in the front, and hold up your flag!
- Smile and be proud of what you've accomplished!



WRAPPING UP!



DISCUSS LEARNING

- Aim to end cleanup at a predetermined time.
- Gather remaining volunteers for a quick discussion about the days efforts and interesting finds.
- Thank your collaborators and the Indigenous people of the land.

LEAVE NOTHING BEHIND

- Take collection bags from cleanup site, make sure nothing falls out.
- Your job is not done until all of the infrastructure and cleanup supplies have been removed.
- Never leave a Parley silo bag behind.
- Try to leave the place nicer than you found it.

**NOW GET OUT THERE
& HOST YOUR CLEANUP!**



Congratulations on hosting your very own cleanup! You've officially become a part of the Ocean Uprise movement! By joining thousands of individuals taking action around the globe, you are contributing to world-wide change.

Now it's time to submit your report. Reporting is an important part of every action you take. In order for us to be able to assess and highlight all of the amazing work you do, we need to have the impact numbers and images. By filling out your form, you'll have the chance to be posted on our Instagram and even win prizes. Thank you for taking action, inspired by Ocean Uprise. ❤️

REPORTING YOUR CLEANUP

COMPILE YOUR PHOTOS

- Prepare images by saving them as high-quality JPG files.
- Make a selection of the best images. Please do not submit blurry, low quality versions.
- Name image folders with information about the cleanup (location, date and credit).





SUBMIT YOUR REPORTING REPORT

- Reporting is an important part of every action you take. In order for us to be able to assess and highlight all of the amazing work you do, we need to have impact numbers and images.
- This will also give you the chance to be featured on our Instagram.

SUBMIT YOUR REPORT [HERE](#)



REPORTING YOUR CLEANUP

SHARE ON SOCIAL MEDIA

Thank you for taking action, inspired by Ocean Uprise!
Celebrate your achievement by tagging Ocean Uprise in your
Instagram posts.

IG — [@OCEANUPRISE](https://www.instagram.com/oceanuprise)





LINKS & RESOURCES

TEMPLATES & FORMS

- [How to Host Your Own Cleanup: Planner Guide](#)
- [Cleanup Reporting Form](#)

INSPIRATION

- [Parley x Rozalia: 'An Expedition to Clean Up the Gulf of Maine'](#)
- [Parley: 'The Problem With Plastic'](#)
- [Henry West for Parley: 'The Plastic and the Penguin'](#)

TERMS & CONDITIONS

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**AS THE OCEANS RISE
SO DO WE.**

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