



Tourism Enhancement Fund

## MESSAGE FROM THE TOURISM ENHANCEMENT FUND

"The Tourism Enhancement Fund (TEF) is pleased to have a key ally in the Jamaica Environment Trust as we work together to protect our environment and by extension our tourism product. To achieve a truly sustainable environment we need the support of every Jamaican. The TEF-sponsored Clean Coasts Project, of which International Coastal Cleanup Day is a part, is doing an excellent job of educating the people, young and old, on how to properly dispose of garbage to reduce the amount of trash that ends up in our harbours and along our coastlines. We remain committed to this important initiative which encourages responsible waste disposal practices so that we can have litter-free beaches and coastlines that can be enjoyed by locals and visitors alike."

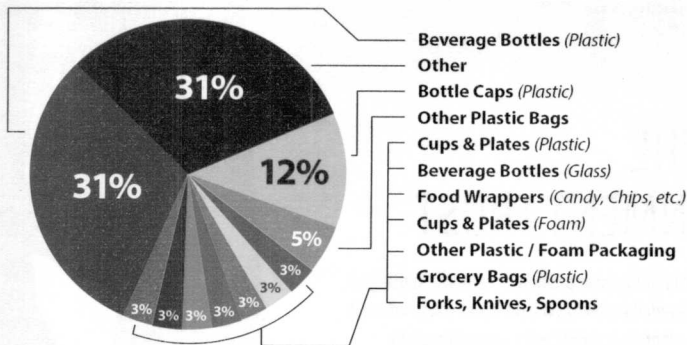
Clyde Harrison  
Executive Director

Thank you to the 75 groups which cleaned up 121 sites across the island for International Coastal Cleanup Day 2015

- ADM Jamaica Flour Mills
- Annotto Bay Police Youth Club
- Breds/Galleon Special Fisheries Conservation Area
- Capoeira AlaFia
- Caribbean Coastal Area Management Foundation
- Caribbean Terrace Home Owners
- Couples Swept Away
- Drapers Community Development Committee
- Duncans Bay Coastal Community
- Ernst & Young Jamaica
- Fletcher's Grove Baptist Environmental Club
- Free Winnifred Benevolent Society
- Generation 2000 (G2K)
- Grace Kennedy Foundation
- Greater Treasure Beach Citizen's Alert Benevolent Society
- HEART College of Hospitality Services (Cardiff Hall)
- HEART Trust/NTA (Manchester)
- Heart Trust/NTA Culloden Vocational Training Centre
- Hedonism II
- Hillel Academy
- Hopewell Citizen's Association
- Jamaica Environment Trust
- Jamaica Surfing Association
- Junior Chamber International (JCI) Hopewell Chapter
- Kiwanis Club of St. George's, Buff Bay
- Konkreet Football Club
- Leo Club of Kingston
- Leo Club of Montego Bay
- Lions Club of Port Antonio
- Longville Park Citizens Association
- LORBS Benevolent Society
- Lucea East CDC
- Lucea West CDC
- Maryland All Age School
- Morant Bay High School
- National Water Commission
- NEPA & UDC
- Oracabessa Bay Fish Sanctuary
- Orange Bay Cleanup
- Petrojam Ltd.
- Port Morant Community Development Committee
- Port Morant Primary and Junior High School 4H & Environment Club
- Portland Environment Protection Association
- Portsmouth Primary Club-Scout Pack & Red Cross Group
- Rose Hall Dev Ltd.
- Rotaract Club of Liguanea Plains
- Rotaract Club of Mandeville
- Rotaract Club of Montego Bay
- Rotaract Club of Negril
- Rotary Club of Black River
- Rotary Club of Lucea
- Rotary Club of Montego Bay
- Sandals Foundation
- South Circle Optimist Club
- Southaven Citizens Associations
- Spot Valley High School
- St. Elizabeth Parish Development Committee
- St. Mary Parish Development Committee
- St. Thomas 4H Club
- St. Thomas Environmental Protection Association Benevolent Society
- Sunset Optimist Club of Kingston
- The American International School of Kingston
- The Mico University College Clubs and Societies
- The Montego Bay Marine Park Trust
- The Tryall Club
- Tourism Product Development Company Ltd.
- Treasure Beach Women's Group Benevolent Society
- UTECH Land Surveying Club
- UWI Students Today Alumni Tomorrow Mona
- UWI, Discovery Bay Marine Lab
- West Kingston Power Partners
- Williams-Charoo Family
- WPM Waste Management Ltd/NSWMA
- York Castle High School Business Club
- Young Hands Instilling Hope Jamaica Ltd.

### COMPOSITION OF WASTE COLLECTED

Top Ten versus Other Categories



ICC volunteers worked in teams to pick up garbage and record data on what was collected

### TOP 10 WASTE ITEMS COLLECTED

Rank	Item	Quantity
1	Beverage Bottles (Plastic)	156,862
2	Bottle Caps (Plastic)	62,434
3	Other Plastic Bags	24,961
4	Cups & Plates (Plastic)	17,826
5	Beverage Bottles (Glass)	17,512
6	Food Wrappers (Candy, Chips, etc.)	15,657
7	Cups & Plates (Foam)	15,581
8	Other Plastic / Foam Packaging	13,304
9	Grocery Bags (Plastic)	13,168
10	Forks, Knives, Spoons	13,042



At Flavour's Beach in St Ann HEART College of Hospitality Services (Cardiff Hall) collaborated with the Discovery Bay Marine Lab to clean up the land and underwater respectively

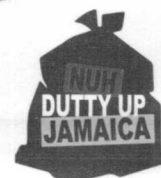
For more information on International Coastal Cleanup Day in Jamaica contact:

#### JAMAICA ENVIRONMENT TRUST

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www.jamentrust.org / Email: jamentrust@cwjamaica.com

Tell: (876) 960-3693



INTERNATIONAL COASTAL CLEANUP DAY IS COORDINATED GLOBALLY BY THE OCEAN CONSERVANCY, IN JAMAICA BY THE JAMAICA ENVIRONMENT TRUST, AND FUNDED LOCALLY BY THE TOURISM ENHANCEMENT FUND

SATURDAY, SEPTEMBER 20, 2015 | NATIONAL REPORT

# International Coastal Cleanup Day Jamaica



## MESSAGE FROM THE JAMAICA ENVIRONMENT TRUST

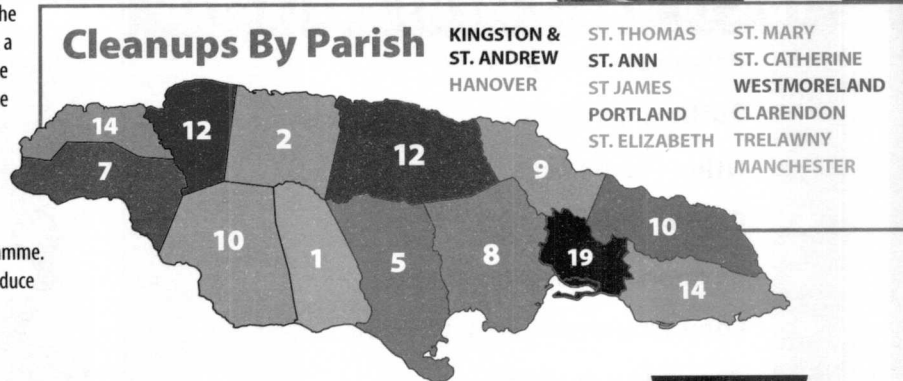
JET is often asked: "Why bother to clean beaches when they're just going to get dirty again?" Jamaica's solid waste problem is obvious - garbage is strewn in gullies, on roadsides, in urban and rural areas. Gullies and rivers transport this garbage discarded far away on land to our coast, where it washes into the sea. A coastal cleanup is the last chance to prevent garbage from entering the sea - where it is significantly more difficult to eliminate. Garbage in the sea pollutes the marine environment and negatively impacts Jamaica's tourism industry. Every piece of garbage removed from our coastline is one that does not get to the sea.

International Coastal Cleanup (ICC) Day involves citizens in directly confronting the garbage on our coast. Cleaning the coastline promotes volunteerism and creates a sense of achievement for an observable result. Participants in ICC develop a sense of personal responsibility for the generation and disposal of garbage, and may be less inclined to litter afterwards. Coastal cleanups are an important response to Jamaica's solid waste management problems, and that is why we bother to clean beaches.

We thank the 7,900 volunteers who participated in ICC Jamaica 2015 and the Tourism Enhancement Fund for their continued support of this important programme. We encourage each and every Jamaican to reduce the amount of waste they produce and dispose of it properly - NUH DUTTY UP JAMAICA.

Diana McCaulay  
Chief Executive Officer

### Cleanups By Parish



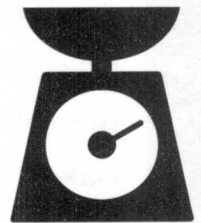
**122 MILES**  
OF COASTLINE CLEANED



**5,258**  
GARBAGE BAGS FILLED



**7,985**  
VOLUNTEERS REGISTERED



**79,560 lbs** OF  
GARBAGE COLLECTED (36,088 KG)

**KEEP WI ISLAND CLEAN,  
FROM THE STREETS TO THE BEACH!**

