



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
DepEd Complex, Meralco Avenue, Pasig City, Philippines

Tanggapan ng Kalihim
Office of the Secretary

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SEP 11 2003

DepED MEMORANDUM
No. **342**, s. 2003

2003 INTERNATIONAL COASTAL CLEAN-UP (ICC)

To: Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents

1. The International Coastal CleanUp (ICC) is initiated by The Ocean Conservancy (TOC) and is observed every third Saturday of September in over 100 countries including the Philippines and 36 U.S. States. In 1994, the Philippines joined the ICC with the International Marinelife Alliance (IMA) as the Country Coordinator. The Philippines topped other countries for four consecutive years (1998-2001) and was placed second in 2002. For this year, the 19th International Cleanup will be held on September 20, 2003.
2. The ICC aims to:
 - a. increase awareness on marine debris crisis and its adverse impact on the people and the environment;
 - b. remove debris from the shores, waters, underwaters and waterways;
 - c. gather information on the debris collected and submit these to TOC for inclusion to an international study on marine debris;
 - d. use the information gathered to influence the Local Government Units (LGUs) to formulate and enact resolutions and ordinances for marine environmental protection and conservation; and
 - e. articulate the importance of a clean, healthy and sustainable marine environment.
3. The IMA invites volunteers including school and community groups, scout troops, families, divers clubs, environmental groups and concerned individuals with the desire to further the cause of clean oceans and waterways for this one-day event.
4. Enclosed are the ICC Local Coordinator Checklist, Clean-Up Day Highlights Form, ICC Data Card (volunteers need to record marine debris information on standardized datacards which will be processed into a database) and Sponsor List. The Data Cards and other materials may be downloaded at the IMA website.

5. For inquiries, please contact Mr. Sam Umandap or any IMA staff at Room 211, Philippine Social Science Center, Commonwealth Avenue, Quezon City at tel. no. (02) 920-09-31 and telefax no. (02) 927-32-17; e-mail address: imaphil@pacific.net.ph or sru313@hotmail.com or at website <http://www.marine.org/Philippines/signup.html>.

6. Immediate dissemination of this Memorandum is desired.



EDILBERTO C. DE JESUS
Secretary

Rhea/maricar-dm-coastal clean-up
09-04-03

Encls.:
As stated

Reference:
None

Allotment: 1- -(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS & FESTIVALS
ENVIRONMENTAL EDUCATION

International Marineline Alliance – Philippines
Room 211 Philippine Social Science Center
Commonwealth Avenue, Quezon City 1101
Tel.: (02) 920-0931 ; Tel/Fax: (02) 927-3217
Email: gpreyes@marine.org ; sru313@hotmail.com
Website: www.marine.org/philippines/index/html

2003 INTERNATIONAL COASTAL CLEANUP *ICC Local Coordinator Checklist*

The following information provides you with a list of the forms The Ocean Conservancy and IMA needs from you and a strict timeline to follow. Please read everything carefully and follow the deadlines. Submitting form electronically is preferred on all forms!

PLEASE NOTE: When sending results, you **MUST** differentiate between land and underwater results, otherwise we have no way of separating them for data analysis.

Due within 1 week of your cleanup!

- ✓ **CLEANUP DAY HIGHLIGHTS** — The Ocean Conservancy receives hundreds of calls from the media immediately after the ICC is over. In order for us to better represent your country, we need a rough estimate of the following items from you **IMMEDIATELY** after the cleanup: **1)** the number of people who volunteered; **2)** the number of pounds of trash collected; **3)** the number of miles cleaned; **4)** the number of bags filled; **5)** the number of sites cleaned; and **6)** anecdotal information including entangled animals, odd items collected, and any interesting activities that occurred in conjunction with your cleanup. These results can be submitted by faxing the form to **Geronimo P. Reyes** at (02) 927-3217 or e-mail to **gpreyes@marine.org** or **sru313@hotmail.com**
- ✓ **CLEANUP ZONE / SITE LIST** - Very important! This is the official listing of cleanup zones/sites to be used in the report, which helps us determine when all of your state data cards have been returned to IMA and subsequently to The Ocean Conservancy. Your data will be separated into geographic zones (i.e. barangays, municipalities, major cities, provinces, regions) that may contain multiple cleanup sites. Maps marking these cleanup sites are very helpful. You may also provide the name of the zone or site captain or the name of a group responsible for a particular site.

Due as soon as possible, but **NO LATER THAN October 15, 2003**

- ✓ **DATA CARDS** - It is **IMPERATIVE** that you send **ALL** of your data cards to the International Marineline Alliance at Room 211 Philippine Social Science Center, Commonwealth Avenue, Quezon City 1101. If it is necessary for you to submit compiled data cards due to domestic shipping constraints, **please contact Geronimo P. Reyes** at (02) 920-0931 / 927-3217 for an explanation. Data cards should be submitted by the Country Coordinator, IMA to The Ocean Conservancy labeled and organized by **zones and sites**.
- ✓ **FINAL CLEANUP RESULTS** — A final report for the **2003 International Coastal Cleanup Report** for your cleanups including the number of people who volunteered, the number of pounds collected, the number of miles cleaned and total number of sites cleaned. This list must be by Zone and Site.

Due as soon as possible, but *NO LATER THAN* October 15, 2003

- ✓ **CLEANUP ACTIVITIES DESCRIPTION** - A brief description of your cleanup activities and any fun, odd, or interesting items collected or things that occurred during your cleanup. We are looking for you to personalize your cleanup for us. This information will be used to highlight ICC events around the globe on our website and in our reports.
- ✓ **LIST OF CLEANUP SPONSORS** - Please send us a list of the local sponsors who supported your cleanup, exactly as you want it to be published (electronic format is preferred). Please provide headings if you group your sponsors in categories (i.e., according to high donors first, etc.) and then alphabetize within categories. Due to the growth and success of the ICC, we can only print up to 10 sponsors for your cleanup activities.
- ✓ **LOGO** — We would like to request your organization to use the country logo which we have adopted for previous cleanups. However, if your organization has its own logo, please send us a copy so that we can print it in the country report. Make sure your logo is in camera-ready format and/or on disk. In cases of multiple local coordinators, please include each organization's logo.
- ✓ **PHOTOGRAPHS and MEDIA COVERAGE** — Any photographs or slides taken of volunteers during your local cleanups will look great in the report. These may be action photos, before and after shots, pictures of debris, etc. Please mark each picture with a date, location (barangay, municipality, city, province, region), a note as to who is in the picture and any caption you would like to include.

Please provide copies of all local newspaper, magazine or other media coverage on the ICC. Include clippings, press releases, radio PSA, what coverage you had, etc. Remember to clearly print the name of the newspaper or magazine and the date of the article on every clipping. Providing a full list of all newspaper and magazine articles that occurred would also be helpful. Include the name of the publication, the date it ran, the name of the article, etc. (Please include the clipping as well).

Other Forms

Zone and Site Captain Reports – These are examples to use with your zone and site captains. They contain all of the information that you will need from them about the individual cleanup sites and may be useful in organizing your cleanup. They can also serve as header sheets for grouping data cards before returning them to IMA.

2003 INTERNATIONAL COASTAL CLEANUP CLEANUP DAY HIGHLIGHTS FORM

DUE WITHIN 1 WEEK OF YOUR CLEANUP - Please!

Thank you for participating in the 2003 International Coastal Cleanup. Please fax this form to **Geronimo P. Reyes** at (63-2) 927-3217 or mail to **International Marinelife Alliance - Philippines**, in **Quezon City** at the address listed above **AS SOON AS POSSIBLE!** This information is needed for media releases following the **September 20** cleanup date when interest in the results peaks.

NAME: _____
ORGANIZATION _____
REGION/PROVINCE _____ MUNICIPALITY/BARANGAY: _____
TELEPHONE NUMBER _____ FAX NUMBER _____
EMAIL _____

	SHORELINE or BEACH	UNDERWATER
1. Number of volunteers/divers:	_____	_____
2. Weight of debris collected:	_____ (lbs/kg)	_____ (lbs/kg)
3. Distance cleaned:	_____ (mi/km)	_____ (mi/km)
4. Number of bags filled:	_____	_____
5. Number of sites cleaned:	_____	_____

6. Please record any fun, odd, or interesting items collected or activities that occurred during your cleanup that would be of interest to local or national media: _____

INTERNATIONAL COASTAL CLEANUP™ DATA CARD

Data collected during The Ocean Conservancy's International Coastal Cleanup™ is used to educate people and create solutions to the problems of solid waste and litter. Through partnerships with business, government, environmental groups, and citizens, we are helping to change the behaviors and practices that create debris. Thank you for being part of this very important process.



The Ocean Conservancy
Advocates for Wild, Healthy Oceans

CLEANUP LOCATION

Type of Cleanup: Shoreline/Beach Underwater Waterways Water Surface

Location of Cleanup : _____
Specific Location Barangay City/Municipality Province

Today's Date: Month _____ Day _____ Year _____ Name of Coordinator: _____

Number of People Working on This Card: _____ Distance Cleaned: _____ miles or _____ km

Number of Trash Bags Filled: _____ Total Estimated Weight Collected: _____ lbs. or _____ kgs.

NAMES OF PARTICIPANTS IN YOUR GROUP*

If you are interested in becoming a member of The Ocean Conservancy and/or joining our network of concerned citizens who make their voices heard on important ocean conservation issues, please check the box(es) below your name and address.
Thank you for helping to protect our oceans!

1. Name: _____ Age: _____
Address: _____
City: _____
Province: _____ Zip Code: _____
Phone: (_____) _____
Email: _____
I would like information on: The Ocean Conservancy The OAN

3. Name: _____ Age: _____
Address: _____
City: _____
Province: _____ Zip Code: _____
Phone: (_____) _____
Email: _____
I would like information on: The Ocean Conservancy The OAN

2. Name: _____ Age: _____
Address: _____
City: _____
Province: _____ Zip Code: _____
Phone: (_____) _____
Email: _____
I would like information on: The Ocean Conservancy The OAN

4. Name: _____ Age: _____
Address: _____
City: _____
Province: _____ Zip Code: _____
Phone: (_____) _____
Email: _____
I would like information on: The Ocean Conservancy The OAN

ENTANGLED ANIMALS: (Dead or Alive). List all entangled animals found during the Cleanup. Tell us what they were entangled in (fishing line, rope, net, etc.) _____

WHAT WAS THE MOST PECULIAR ITEM YOU COLLECTED? _____

The following national and international organizations endorse and/or support the International Coastal Cleanup:

- ◆ U.S. Environmental Protection Agency
- ◆ IUCN – The World Conservation Union
- ◆ Intergovernmental Oceanographic Commission (IOC) of the United Nations' Educational, Scientific, and Cultural Organization (UNESCO)

The Ocean Conservancy
Pollution Prevention and Monitoring Office
1432 N. Great Neck Road, Suite 103
Virginia Beach, VA 23454 USA
Phone (757) 496-0920
Fax (757) 496-3207
www.oceanconservancy.org

International
**Coastal
Cleanup**

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Please complete the information needed above and return this card to:



INTERNATIONAL MARINELIFE ALLIANCE
Room 211 Philippine Social Science Center
Commonwealth Avenue, Barangay Central, Diliman, Quezon City 1101 Philippines
Phone: (632) 920 0931 Phone / Fax: (632) 927-3217
Email: imaphil@pacific.net.ph • icc@marine.org Website: www.marine.org/philippines/index.html

The following organizations have helped support and endorse the International Coastal Cleanup:



ITEMS COLLECTED



The Ocean
Conservancy
www.oceanconservancy.org

Human-made debris, trash and litter...

- ◆ Harms the environment & wildlife
- ◆ Causes communities to lose money
- ◆ Threatens human health & safety
- ◆ Looks bad!

Think about where all this debris comes from and how **we** can prevent it!

Please pick up **all** debris found on the beach. Record information on **only** the items listed below.

Keep a count of your items using tick marks and enter the item total in the box. Example: Beverage Cans |||||

SHORELINE AND RECREATIONAL ACTIVITIES

(Debris from beach-goers, sports/games, festivals, litter from streets/storm drains, etc.)

<input type="checkbox"/> Bags	<input type="checkbox"/> Cups, Plates, Forks, Knives, Spoons
<input type="checkbox"/> Balloons	<input type="checkbox"/> Food Wrappers/Containers
<input type="checkbox"/> Beverage Bottles (plastic) 2 liters or less	<input type="checkbox"/> Pull Tabs
<input type="checkbox"/> Beverage Bottles (glass)	<input type="checkbox"/> 6-Pack Holders
<input type="checkbox"/> Beverage Cans	<input type="checkbox"/> Shotgun Shells/Wadding
<input type="checkbox"/> Caps, Lids	<input type="checkbox"/> Straws, Stirrers
<input type="checkbox"/> Clothing, Shoes	<input type="checkbox"/> Toys

OCEAN/WATERWAY ACTIVITIES

(Debris from recreational/commercial fishing and boat/vessel operations)

<input type="checkbox"/> Bait Containers/Packaging	<input type="checkbox"/> Fishing Nets
<input type="checkbox"/> Bleach/Cleaner Bottles	<input type="checkbox"/> Light Bulbs/Tubes
<input type="checkbox"/> Buoys/Floats	<input type="checkbox"/> Oil/Lube Bottles
<input type="checkbox"/> Crab/Lobster/Fish Traps	<input type="checkbox"/> Pallets
<input type="checkbox"/> Crates	<input type="checkbox"/> Plastic Sheeting/Tarps
<input type="checkbox"/> Fishing Line	<input type="checkbox"/> Rope
<input type="checkbox"/> Fishing Lures/Light Sticks	<input type="checkbox"/> Strapping Bands

SMOKING-RELATED ACTIVITIES

<input type="checkbox"/> Cigarettes/Cigarette Filters
<input type="checkbox"/> Cigarette Lighters
<input type="checkbox"/> Cigar Tips
<input type="checkbox"/> Tobacco Packaging/Wrappers

DUMPING ACTIVITIES

<input type="checkbox"/> Appliances (refrigerators, washers, etc.)
<input type="checkbox"/> Batteries
<input type="checkbox"/> Building Materials
<input type="checkbox"/> Cars/Car Parts
<input type="checkbox"/> 55-Gal Drums
<input type="checkbox"/> Tires

MEDICAL/PERSONAL HYGIENE

<input type="checkbox"/> Condoms
<input type="checkbox"/> Diapers
<input type="checkbox"/> Syringes
<input type="checkbox"/> Tampons/Tampon Applicators

DEBRIS ITEMS OF LOCAL CONCERN

(Identify and count 3 other items found that concern you)

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

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SAFETY TIPS

1. Do not go near large barrels or drums.
2. Be careful with sharp objects or syringes.
3. Wear gloves and closed-toe shoes
4. Watch out for any wildlife
5. Do not lift anything that is too heavy.
6. Be careful in mangrove and coral reef areas.

Cooperating Agencies:

Department of Environment and Natural Resources • Department of Education • Department of Tourism • Department of Agriculture
Department of Interior and Local Government • Department of Public Works and Highways • Metro Manila Development Authority
Laguna Lake Development Authority • Philippine Coast Guard • Philippine Navy • Philippine Ports Authority



International MarineLife Alliance
Room 211 Philippine Social Science Center
Commonwealth Avenue, Quezon City
Tel. (632)920-0931 Tel/Fax: (632)927-3217
E-mail: gpreyes@marine.org; sru@hotmail.com
Website: www.marine.org/philippines/index.html

2003 INTERNATIONAL COASTAL CLEANUP

Sponsor List

Please send us a list of **up to 10 local sponsors** who supported your cleanup, exactly as you want it to be published in the annual ICC report. Please provide headings if sponsors are grouped in categories (i.e., according to high donors first, etc.) and then alphabetize within categories. Electronic format would be very helpful and ensure accuracy (email to imaphil@pacific.net.ph).

DUE: As soon as possible, but NO LATER THAN October 15, 2003

Region/Province: _____ Coordinator: _____

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

International Marinelife Alliance – Philippines
Room 211 Philippine Social Science Center
Commonwealth Avenue, Quezon City 1101
Tel.: (02) 920-0931, Fax/Tel : (02) 927-3217
Email: goreyes@marine.org , sru313@hotmail.com
Website: www.marine.org/philippines/index.html

2003 INTERNATIONAL COASTAL CLEANUP *ICC Local Coordinator*

Cleanup Activities Description

A brief description of your cleanup activities and any fun, odd, or interesting items collected or things that occurred during your cleanup. Help us to gain first-hand knowledge of specifics related to your cleanup activities. Be sure to describe any partnerships with and /or support from other organizations; anecdotal information about local activities; peculiar items found; and any other information you would like us to have. This is a great opportunity to tell us some funny or interesting things that happened at your cleanup. What interactions did your volunteers have with wildlife (they had to release a turtle from a net, saw a pod of whales, etc.), what celebrations or after-cleanup activities did your volunteers participate in? What amazing stories do you have? Use more than one page if needed.

DUE: As soon as possible, but NO LATER THAN October 15, 2003

Barangay/Municipality: _____
Region/Province: _____

Coordinator Name: _____