

**REN KYST –**

**Making the world's  
prettiest coastline  
even prettier.**



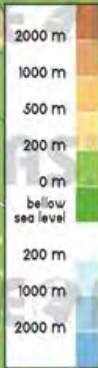


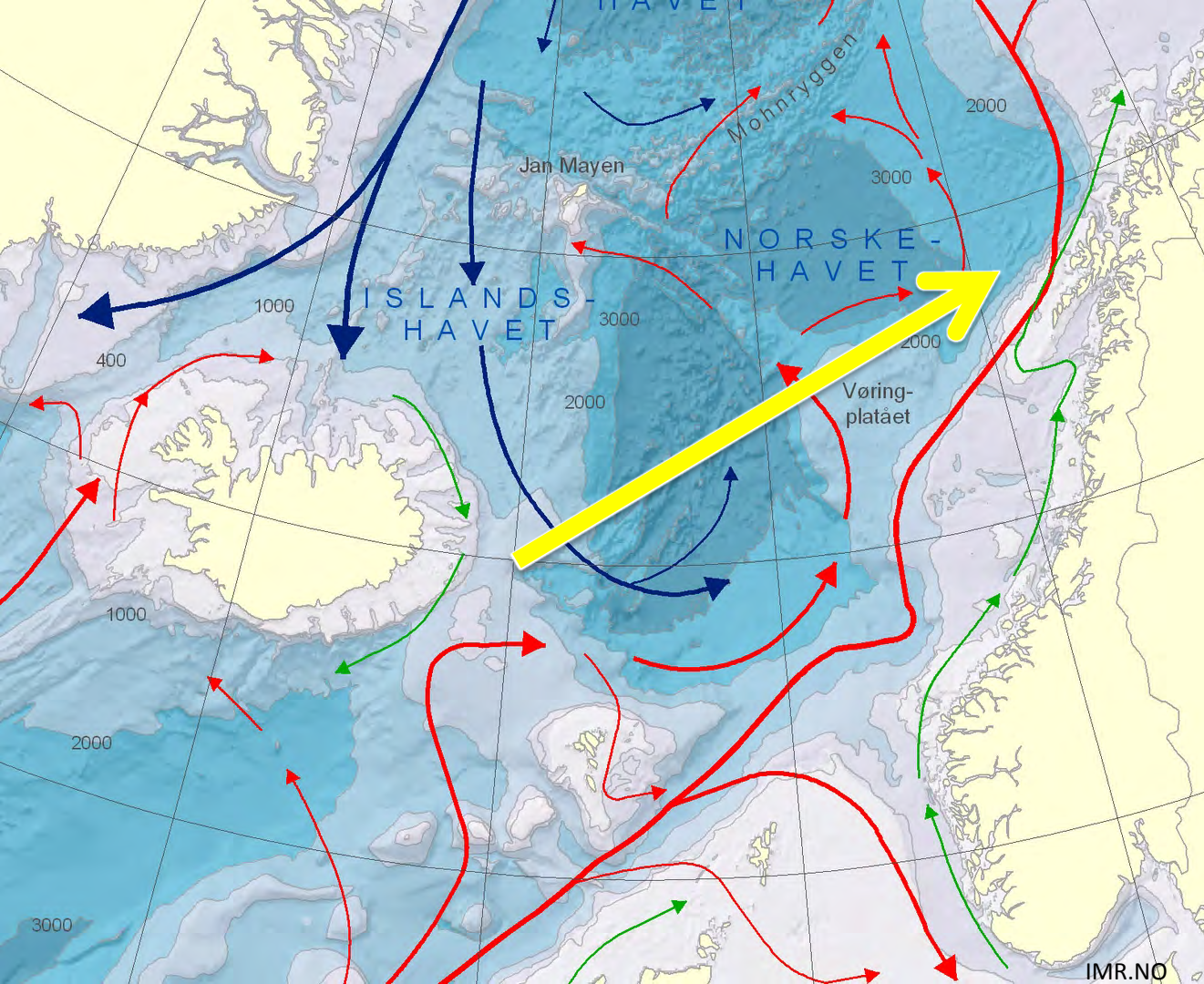
# NORTHERN EUROPE



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- over 1,000,000
- ◐ over 200,000
- ◑ other main city
- National Capital





**Søppel til sjøen ~ 10 mill tonn/år.**

**70 % synker, 15% flyter i land. Resten forblir i havet.**

**Størstedelen av søppelet, ~80% er plast i ulike former.**

**Plast i sjøen har ukjent nedbrytningstid, men 600 år er nevnt.**

**Plast påvirker livet i havet fysisk og kjemisk.**

**This is what we know, and love, and sell.**







Pristine, arctic nature. Right?

























**But, looking closer,  
things aren't quite as they should be**



















# Cleaning up this mess





























# OSPAR





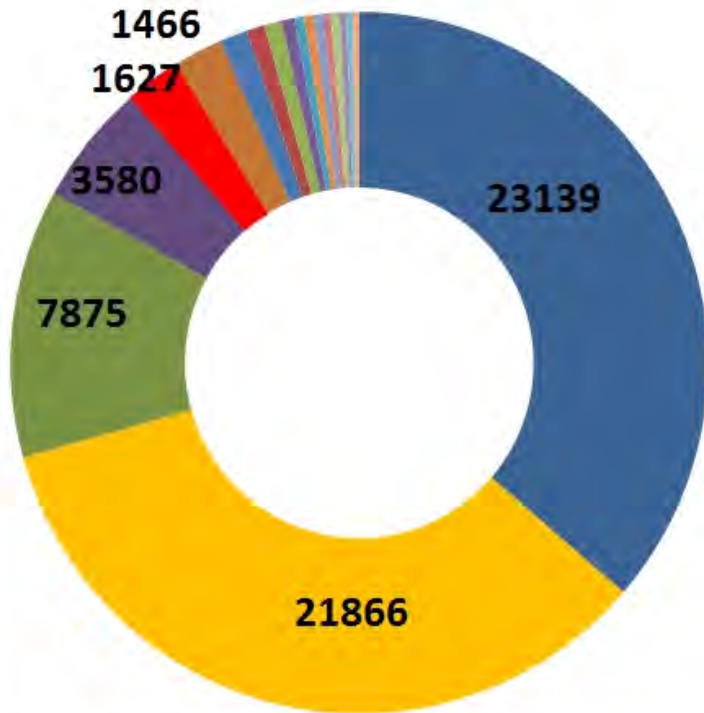




**Categorized findings at OSPAR beach NO4, Rekvika  
2010 - 2015.**

**Numbers of items found on 100 m stretch.**

**The 18 largest categories, out of 112.**



- Ropes, threads, pieces of net <50 cm
- Plastic / polystyrene pieces <50 cm
- Lids / caps - plastic
- Ropes, string, pieces of net 50 cm<
- Shotgun shells / wads
- Strapping band
- Plastic / polystyrene pieces 50 cm<
- Rope / string organic
- Rope - bundled
- plastic bags - diverse
- Other plastic
- soft drink bottles
- Q-tips
- Liquid detergent bottles
- Cork
- Lighters
- Food wrapping
- Toys etc.

# Traceable litter:

Messages-in-bottles,  
buoys etc, with known  
origin, found around  
Tromsø











# 4 years of achievements



~55 locations cleaned in Tromsø and Karlsøy municipalities

More than 1000 participants involved

Appx 500 m<sup>3</sup> marine litter has been taken off our coastline

1 beach is cleaned, counted and registered twice yearly, more than 80.000 pieces of litter in 5 years.

Involved: Schools, our University, the Coast Guard, volunteers, organizations, research projects, private companies, land owners, divers and even a few politicians

Lots of informational work and a film.

All this for NOK 250.000,- and and loads and loads of volunteering and goodwill.

# Coastal cleanups – what do you need



You need someone to start up an initiative

You need to involve people of all kinds, every action counts.

You need to find out where to put in an effort.

You need to work out the logistics. Both people and litter need to be transported.

You need to find out who is going to pay for it all.

You need to find out how to engage media. It is important to do cleanups, but it is more important to make people think, and maybe do something themselves.



# What does it cost to clean a beach?

Litter management – logistics and disposal fee

Transportation - litter pickers

Rewards

Etc

Goodwill and volunteering

So far we have run on public funding – Troms county and



Pentium

STORING  
AGRICULTURE  
INTERNATIONAL

**kr 8.000**

**kr 10.000**

**kr 70.000**

**50 HOURS**



# Clean your favourite beach

- Bring some friends, or even better, politicians
- Tell everyone about it

[www.ryddenstrand.no](http://www.ryddenstrand.no)

[www.unep.org/regionalseas/marinelitter](http://www.unep.org/regionalseas/marinelitter)

[www.hsr.se/fakta/fakta-om-skrapet-i-havet](http://www.hsr.se/fakta/fakta-om-skrapet-i-havet)

