

## **COCA-COLA SA TEAMS UP WITH OTHER ORGANISATIONS FOR A SUCCESSFUL 2009 INTERNATIONAL COASTAL CLEAN-UP CAMPAIGN.**

The preliminary reports of the 2009 Coastal Clean Up activities that Coca-Cola South Africa was involved in this year show that more volunteers took part in this year's clean-up activities and more debris was collected during the annual event..

Reports submitted by organizations that were involved in this year's annual international coastal clean-up here in South Africa indicate that more than 56 tons of debris was collected by the 8 976 volunteers that included school children, their teachers, parents, volunteers from companies, members of the public and associates from Coca-Cola South Africa and three of its bottling partners around the coastal cities of Cape Town, Port Elizabeth and Durban last month. The data collected is forwarded to the USA to form part of a global data base used as an educational tool for heightening public and large corporate business awareness and thereby modifying the inappropriate behavior that causes this pollution.

Reports from Cape Town showed some unusual items collected that included car tyres and of the six most common litter items, plastic and plastic bags constituted the highest percentage of debris collected. In Port Elizabeth, where we partnered with the local municipality, the Nelson Mandela Bay Municipality, the National Ports Authority and other companies, 4 500 kilograms of debris was collected during the clean-up of the harbor. Around the coastal city of Durban, 526 kilometers of coastline was cleaned, 21 kilometers of rivers and estuaries and two kilometers of underwater were also cleaned. By the time all volunteers completed the clean-up on this one-day international event, 20 126 bags of litter weighing a total of 51 000 kilograms were collected.

The data of the collected debris is used by Ocean Conservancy to produce the world's only annual country-by-country, state-by-state index that is shared with the public, industry and governments to help end the problem of marine debris. What is encouraging this year is that more school children were taking part in the clean-up and that will ensure that learners develop the right attitudes and are aware of the need to adopt the right behavior towards the elimination of marine pollution. The reports show that the biggest contributor to marine debris is human activities like recreation and water activities resulting in food wrapping plastics and containers, plastics, balloons, fishing lines, clothes and shoes being part of the debris. The coastal area is also used as dumping area where building materials, car batteries and tyres, diapers, syringes and other debris items were collected.

The Coca-Cola Company has supported the International Coastal Cleanup campaign for 14 years and has been a lead global partner since 2005. An initiative of the Ocean Conservancy, this year's ICC was celebrated on 19 September 2009. The ICC is the largest single-day volunteer effort to eradicate litter and debris from the world's beaches and inland waterways. Our participation made a difference and as Vikki Spruill, President and CEO, Ocean Conservancy noted "We are proud to have The Coca-Cola Company as a partner in sea change. Coca-Cola recognizes that the International Coastal Cleanup is just part of the solution, and seeks ways to keep litter out of the water in the first place, from improving the sustainability of their packaging to launching an ambitious recycling effort of their bottles and cans."



**Look at how much trash we found!**



**ICCCPT School children**