



sustainable
coastlines

**Love
Your
Coast**

BEACH CLEAN-UP PACKAGE

SUSTAINABLE COASTLINES 2021-22

Information pack

Executive summary

Sustainable Coastlines Love Your Coast beach clean-up packages offer workplaces across the country the opportunity to get out of the office for a **staff team-building day** that helps to protect the coastlines of Aotearoa that we all love.

A day out with Sustainable Coastlines is one of the best staff engagement programmes available. Providing businesses with simple actions to tackle the issue of plastic in the environment and bring much-needed attention to the cause.

Your **investment of \$3,500** covers all planning and implementation costs for a clean-up event on a beach in the Auckland or Wellington regions for up to **60 staff and associates**.

Sustainable Coastlines will select a beach location to meet your requirements. Considerations include the distance from your office, desired difficulty and impact (amount of litter removed), and the number of attendees. Events are run at low tide for maximum impact at a given location.

We have a wealth of experience delivering clean-up events on the coastlines around Aotearoa. Since its establishment in 2009, [Sustainable Coastlines has delivered](#) over 1,500 clean-up activities involving nearly 200,000 volunteers and removed more than 1.5 million litres of litter from our beaches.

For more information or to book a team clean-up day, please contact Veronica Rojo, partnerships and campaign coordinator, on veronica@sustainablecoastlines.org or +64 21 231 4910.



What are we offering?



What?

Corporate **team-building** beach clean-up event for up to **60 staff**.

When?

Available year round. We recommend summertime for optimal enjoyment.

Where?

Coastlines across Aotearoa.*

Investment

From **\$3,500** +GST*.

Your investment covers all planning and implementation costs, and includes:

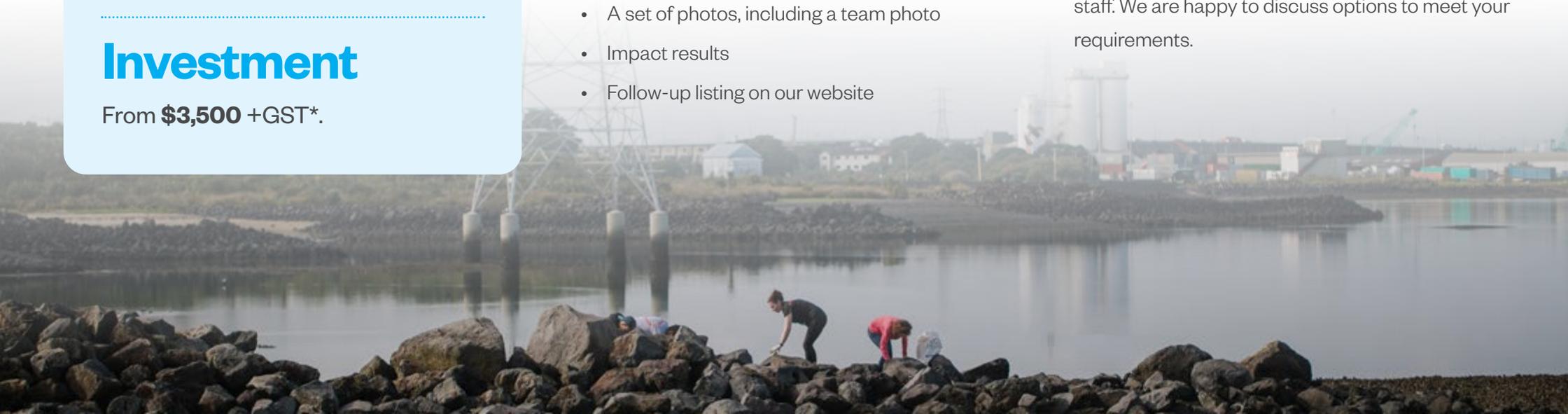
- Health and safety planning and location scouting
- Preparation of a health and safety plan for review
- Logistics planning, stakeholder engagement, equipment preparation
- Clean-up equipment and first-aid kits
- 1 x Event Director for event delivery
- 1 x Event Manager for event delivery
- Love Your Coast presentation
- Labour costs for disposal of litter
- Rubbish disposal (tip fees)
- A set of photos, including a team photo
- Impact results
- Follow-up listing on our website

This is our entry-level package. We can scale up according to your needs and quote accordingly.

Additional options to consider are:

- Increased attendee numbers
- Catering, from simple tea / coffee and scones to a cater station or gourmet BBQ
- Transport e.g., van or bus
- Professional photographer or videographer

*We can host clean-ups in any region across Aotearoa, but events outside of Sustainable Coastlines' bases (Auckland and Wellington) will incur travel and accommodation costs for our staff. We are happy to discuss options to meet your requirements.



Benefits from your event



Our goal is to educate people about the nature, extent, and causes of plastic pollution.

We want to increase the number of Kiwis who are motivated to become kaitiaki through engagement in hands-on activities that enable them to be part of a positive solution. We encourage sustainable behaviour patterns, promoting positive decision making around consumption and disposal.

PR and media

You will be provided with a set of photos and results for marketing, media, and promotional use.

Click here to hear from Richard Clarke, Head of Major Events at Auckland Unlimited on his experience with one of our team-building events.

Staff engagement

A day out with Sustainable Coastlines is one of the best staff engagement programmes available, kicking off with a presentation on the plastic pollution problem, followed by a hands-on beach clean-up.

We get you out into nature and connect you with the plastic pollution issues that Aotearoa is facing. We provide education and solutions to take back to your everyday lives — good for nature and good for your own well being. You also have the opportunity to also invite clients and or family members.

With over 10 years of experience, we know how to have a good time and make it easy and fun for all involved.



Why are we doing this?



The problem

Litter is a major risk to New Zealand's people, culture, environment, and economy, especially when it enters the marine environment. In the 2021 report, [Plastic Waste Makers Index](#), New Zealand is ranked **15th for single-use plastic waste** generation per capita at **39kg per person per year**. At the time of writing, according to [Litter Intelligence data](#), there are on average **333 pieces of litter on every 1000m²** of coastline across Aotearoa.

The solution

Plastic pollution and waste is high on the agenda for Kiwis right now; in fact, it occupies **three of the top 10 concerns** listed in the [2021 Colmar Brunton Better Futures Report](#).

Beach clean-ups allow Kiwis to be part of the solution, to **act in a positive and meaningful way, and contribute to an optimistic future** for Aotearoa.

Well-being

Our events connect people to nature, a proven way to improve mental health according to a [Mental Health Foundation survey](#), with **95% of people saying they felt better spending time in nature**. Our events also incorporate being active, donating one's time, connecting with others, and doing something with purpose — all activities associated with positive mental health.

Our participants are engaged, with 90.2% of them strongly agreeing the event was worthwhile, and 97.8% strongly agreeing or agreeing that they would recommend our events to friends and family.

Plastic pollution is high on the agenda for Kiwis right now.



39KG

of single-use plastic per person per year.



3 OF 10

top concerns for Kiwis surround the issue of waste.



95%

felt better spending time in nature.*

Impacts

As at July 2021



147,093

EVENT PARTICIPANTS



246,098

PRESENTATION ATTENDEES



1,658,734

LITRES OF LITTER COLLECTED



257,003

TREES PLANTED

Audience

As at July 2021



sustainable coastlines



23,787

FACEBOOK FOLLOWERS



14,000

INSTAGRAM FOLLOWERS



1,998

LINKEDIN FOLLOWERS



2,686

TWITTER FOLLOWERS



8,134

SIGNED UP TO OUR NEWSLETTERS