



# Drive Against Plastic Pollution

# Impact Report

ONEARTH FOUNDATION

Quest2Travel  
by make **my** trip





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# About Us

At the OneEarth Foundation, we have a profound commitment to circularity, climate change action, and coastal ecosystem preservation. Our vision is to implement sustainable circular waste management measures through innovation, community building and local and global cooperation that drive transformative change.

Imagine a world where we live in harmony with nature. A world where our planet is clean and healthy for all. This is the world that OneEarth is working to create. And we need your help.

Every small action makes a difference. When we all work together, we can create a more sustainable future for ourselves and for generations to come.

Join OneEarth today and let's make a difference together!



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# Executive Summary



Plastics have become an integral part of modern life, leading to a global crisis due to improper disposal, particularly of single-use plastics. This crisis threatens marine ecosystems, with 13 million tonnes of plastic leaking into oceans annually. Our campaign, the Drive Against Plastic Pollution, (DAPP) addressed this urgent issue, focusing on youth empowerment and education. Through strategic partnerships with government bodies, NGOs, and local stakeholders, we executed a comprehensive 30-day initiative.

The first half involved educational workshops on circular economy and turtle conservation, while the second focused on practical cleanup activities and community engagement. We mobilized volunteers for beach and mangrove cleanups and engaged with the fishing community to raise awareness, completing 30+ workshops in total, sensitizing over 1000 children and collecting 1000+ kgs of waste in our cleanup endeavours.

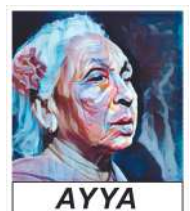
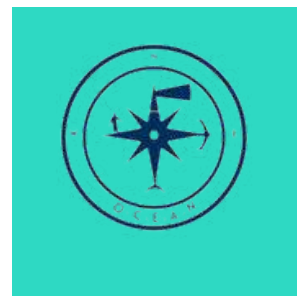
Our journey spanned 120 km, along the Goan coastline starting from Keri in the North to Galgibaga in the South, combining kayaking and land-based activities. Strategic collaborations were essential for our success, leveraging expertise and resources to maximize impact. We extend gratitude to all collaborators, including government agencies, NGOs, and funders like Quest2Travel by Make My Trip. Together, we made significant strides in combating plastic pollution and fostering sustainable practices.

# Collaborations

Strategic collaborations with various organizations greatly facilitated the success of the Drive Against Plastic Pollution campaign. These partnerships were instrumental in harnessing expertise and resources to execute the campaign and achieve our shared objectives effectively.

Working closely with a diverse range of collaborators, including government bodies such as the Goa State Biodiversity Board, the Corporation of the City of Panaji (CCP) and the Goa Forest Department, as well as local NGOs like Act for Goa and Drishti, we were able to leverage their unique strengths and networks. Additionally, contributions from entities such as marine wildlife groups like O.C.E.A.N Network were invaluable in amplifying our efforts. Key stakeholders like the National Institute of Water Sports (NIWS) and Karnataka Commercial and Industrial Corporation Private Limited (KCIC), played vital roles as our water sports and waste collection partners, respectively, without whom the campaign would not have been possible. Ayya Waste Management ensured operational efficiency, while CEE provided essential insights for our educational initiatives.

We extend our special thanks to our funders, Quest2Travel by Make My Trip, whose support was crucial in bringing the campaign from concept to impactful reality. These collaborations were essential in maximizing our impact and ensuring the success of our Drive Against Plastic Pollution campaign, which was supported and implemented by the OneEarth Foundation.



# Introduction



Plastics have become an indispensable part of modern life, fueling a culture of consumption characterized by a "take, make, dispose" mentality. However, this widespread use of plastics has given rise to a global crisis, primarily stemming from the improper disposal of plastic waste. Single-use plastics, in particular, have emerged as a significant contributor to this problem, often labelled as disposable but incapable of effective recycling. Consequently, vast quantities of plastic waste end up clogging our oceans and landfills, endangering marine wildlife and ecosystems. An estimated 13 million tonnes of plastic leak into the oceans each year, with projections indicating that by 2050, there will be more plastic than fish in the sea. This issue is exacerbated by the longevity of plastics, which can persist in the environment for hundreds to thousands of years, breaking down into harmful microplastics.

The concept of Ocean-Bound Plastic (OBP), defined as plastic waste at risk of entering the ocean, underscores the urgent need for effective waste management strategies to curb this menace. Despite efforts to address plastic pollution, the problem continues to escalate, with countries like India experiencing a drastic surge in plastic waste generation. Rivers, acting as conduits for plastic emissions, play a critical role in transporting waste from land to sea, with coastal cities and middle-income countries emerging as significant contributors to global plastic pollution.

As the world grapples with the repercussions of rampant plastic pollution, Goa stands at the forefront of this environmental crisis. Goa's stunning 160-kilometre coastline belies a stark reality: it harbours some of India's most littered beaches, as revealed by a 2017 study by the Central Marine Fisheries Research Institute. Senior Scientist Mahua Saha from the National Institute of Oceanography underscores the gravity of the situation, noting an alarming surge in plastic accumulation, with 80% of beach waste comprising plastic. This tide of pollution not only imperils Goa's marine ecosystems but also threatens the livelihoods of its traditional fishing communities, who report grappling with as much plastic as fish during their catches.

Meanwhile, the insidious infiltration of microplastics into the food chain raises grave human health concerns, with experts warning of the indirect ingestion of plastic through contaminated fish. Despite its relatively small population, Goa boasts a per capita plastic waste generation rate eight times higher than the national average, compounded by the influx of over 8 million tourists annually, exacerbating the plastic pollution crisis along its shores. Urgent action is imperative to mitigate this environmental catastrophe before irreversible harm is wrought upon Goa's coastal ecosystems and the communities that depend on them.



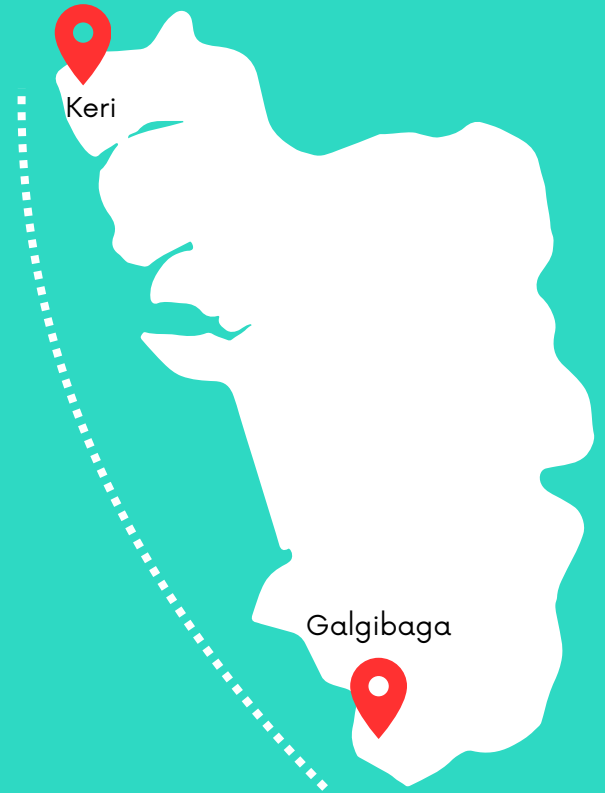


# Drive Against Plastic Pollution

## ABOUT CAMPAIGN

This campaign unfolded along the coastline of Goa, engaging local communities in a collective effort to combat plastic pollution and nurture sustainable practices. Over the span of 30 days, from February 1st to March 1st 2024, our campaign resonated with the ethos of unity and environmental stewardship, rallying Goans, especially the younger generation, to take a stand against plastic pollution. Through a multifaceted approach encompassing education, community engagement, and practical initiatives, we endeavoured to create a lasting impact on Goa's coastal ecosystems.

One of the highlights of our campaign was the remarkable kayaking expedition undertaken by our captain, Mr. Ferdin Sylvester.



He traversed from Keri Beach in North Goa to Galgibaga Beach in South Goa, covering a staggering 120 kilometres over a period of 15 days. As he journeyed along the coast, beach clean-ups and mangrove clean-ups were conducted in various locations, including Keri, Mandrem, Morjim, Chapora, Miramar, Caranzalem, Velsao, Colva, Agonda, and Palolem.

Central to our campaign were the various initiatives undertaken, including circular economy workshops, turtle conservation efforts, and extensive beach and mangrove cleanups. These activities not only contributed to the immediate mitigation of plastic pollution but also empowered communities to adopt sustainable practices for the long term.

We collaborated with the local fishing community to address the issue of discarded nets through awareness programs and cleanup activities. By fostering partnerships with key stakeholders, we aim to cultivate a culture of environmental responsibility within the fishing community.

The culmination of our campaign was marked by the vibrant "Wave of Change" festival, where we celebrated the collective achievements and reaffirmed our commitment to building a cleaner, more resilient future for Goa.



# Circular Economy Workshops



Our specialized workshops on the circular economy covered a range of crucial topics, including plastic pollution, the life cycle of single-use plastics, their impact on marine ecosystems, the 5R framework, and the comparison between linear and circular economies. We also emphasized actionable steps students can take to contribute to creating a more circular society.

The workshops utilized interactive presentations, videos, and games to engage students effectively. When we showed pictures of actual material recovery facilities (MRFs), highlighting the challenges of waste segregation at such facilities compared to segregation at the source (like homes or schools), many students were taken aback by the sheer volume of waste managed by our waste management staff (Safai Saathis).

Younger students, particularly those in primary sections, were emotionally moved by images of marine animals struggling with discarded fishing nets and ingesting plastics. They quickly connected their own actions, such as littering, to these distressing outcomes. Despite waste segregation being a legal requirement, there was still considerable confusion among students during our waste segregation game. However, we diligently explained the process and addressed numerous questions, making this segment one of the most interactive parts of the workshop.

Throughout the duration of our initiative, a total of 22 workshops were conducted, sensitizing 627 students on the principles of the circular economy and the importance of waste management practices.

Table: Details of Circular Economy Workshops conducted.

S. No	Educational Institute	Total Participants
1.	Goa College of Home Science	18
2.	Peter Alvares Memorial High School	27
3.	Vidya Prasarsk High School	66
4.	Mandre College Of Commerce Economics & Management	40
5.	The Gera School	13
6.	Goa College of Hospitality and Culinary Education	32
7.	NIWS-IITTM Goa	18
8.	School for underprivileged children	15
9.	Government High School Dona Paula	70
10.	Don Bosco School	50
11.	St Anthony's High School Galgibaga	48

S. No	Educational Institute	Total Participants
12.	GPS Karmalghat	31
13.	GPS Sadolkem	34
14.	GHS Sadolkem	35
15.	Shri Nirakar Vidyalaya Marhem, Canacona	22
16.	St Theresa of Jesus High School	26
17.	PM Shri Jawahar Navodaya Vidyalaya, Canacona	12
18.	Shri Shradhanand Vidyalaya	31
19.	GPS Mahalwada	21
20.	GPS Welwada	6
21.	GPS Talpona	5
22.	GPS Ardhfond Paingin	7



# Fishing Community Workshops



Fishing gear, including nets and traps, represents a significant contributor to ocean plastic pollution. Greenpeace reports an alarming statistic: over 640,000 tonnes of these materials are discarded into the sea annually. Termed 'ghost nets,' these abandoned tools pose a grave threat to marine life, entangling and endangering species such as fish, turtles, dolphins, and seabirds. Additionally, the fishing industry generates a substantial amount of foam and Expanded Polystyrene (EPS) waste from onboard freezers and storage containers.

As a pilot study, we engaged with five fishing communities. Our initiative focused on educating these communities about the hazards posed by ghost fishing nets and microplastics, while also promoting best practices for waste storage. By raising awareness and offering practical solutions, we aimed to foster a collaborative effort to mitigate plastic pollution and safeguard marine ecosystems.

The workshop served as a crucial platform for engaging with representatives from each fishing community, highlighting the urgent need to address the issue of ghost nets and other fishing gear waste. Through informative sessions, participants gained insights into the detrimental effects of these materials on marine life and ecosystems.



Moreover, they learned about the potential value that properly collected and managed discarded nets and gear could hold, both economically and environmentally. We provided a tangible solution for these communities to responsibly dispose of their waste and contribute to mitigating ocean plastic pollution. Post workshops 120 kgs of discarded nets were collected from fishing communities.

Moving forward, the plan is to extend these efforts by conducting regular interventions and workshops for the entire fishing community, fostering a culture of environmental stewardship and sustainable practices within the industry.

Table: Details of fishing community sensitized

S. No	Name of the fishermen	Location
1.	Raghunath R	Cacra
2.	Suren Burman	Bambolim
3.	Sunil Naik	Oxel
4.	Aivo	Dona Paula
5.	Govind Khatri	Aivao

# Sea Turtle Conservation Workshops



Plastics in the ocean environment is a major threat to sea turtles. The turtle confuse them as food and ingest it, leading to clogging of their digestive systems. They also get trapped in the deep sea by floating ghost nets which are made of plastic, leading to injury and death. During the sea turtle workshops organized, we adopted an interactive and engaging approach to educate children about these magnificent yet endangered creatures. The workshops encompassed various topics, including the lifespan of sea turtles, their significance in marine ecosystems, student-led beach protection initiatives, and the conservation efforts undertaken by the Goa Forest Department.

Hands-on experiences were integral to the workshops, with activities such as simulated nesting sessions conducted by student volunteers to understand the nesting behaviour of olive ridley sea turtles in Goa. Additionally, students were made aware of the detrimental effects of single-use plastics (SUPs) on the life cycle of sea turtles.





The key takeaways for the students included a heightened awareness of the challenges faced by Olive Ridley sea turtles in Goa and a commitment to making more sustainable choices to mitigate the impact of plastic pollution. It was truly heartening to witness their genuine concern for marine life, underscoring the success of the workshops in nurturing environmental consciousness among the younger generation.

Table: Details of Turtle Conservation Workshops conducted.

S. No	Educational Institute	Total Participants
1.	GPS Ardphond Poinguinim	71
2.	GPS Sadolxem	34
3.	GPS Welwada	6
4.	GPS Mahalwada	21
5.	GPS Talpona	5



S. No	Educational Institute	Total Participants
6.	Peter Alvares Memorial High School	35
7.	Kirti Vidyalaya High School	71
8.	Don Bosco High School	50
9.	Dhempe College, Panaji	56
10.	Budding Minds Playschool	21
11.	St Anthony's High School Galgibaga	48
12.	GHS Sadolxem	35
13.	Shri Nirakar Vidyalaya Marhem, Canacona	22
14.	St Theresa of Jesus High School	26
15.	PM Shri Jawahar Navodaya Vidyalaya, Canacona	12
16.	Shri Shradhanand Vidyalaya	31

# Beach Clean-Up

In Goa, the picturesque beaches are grappling with a growing environmental challenge - pollution, largely driven by tourism. Plastic waste, in particular, poses a significant threat to these coastal ecosystems. Voluntary beach clean-up initiatives have emerged as a crucial response to this issue. By mobilizing volunteers to remove litter from the shores, these initiatives not only help preserve the natural beauty of Goa's beaches but also raise awareness about the importance of environmental conservation.

Research suggests that beach cleanups are one of the most effective measures in reducing microplastic pollution, as the plastic lying on shores gradually degrades due to physical and climatic factors and leaks into the ocean as micro and nano plastics.

Through their collective efforts, volunteers contribute to safeguarding marine life, promoting responsible tourism practices, and advocating for policy changes to address waste management challenges. More than three hundred people participated in the clean-up drives demonstrating the community's commitment to protecting Goa's coastal environment for future generations.



## Observation and Outcomes



The cumulative dry waste collected during the 11 beach cleanups amounted to 811.4 kilograms. Throughout the cleanup efforts, we engaged and sensitized observers, including tourists and locals, while also interacting with beach shack owners who showed a keen interest in understanding our campaign and initiatives.

The primary waste types retrieved during the cleanups included abandoned fishing nets, cigarette butts, alcohol bottles, SUP bags, multilayer paan packets, diapers, snack packets, bottle caps, corks, syringes, aluminium caps, straws, and paint cups. Of particular concern were fishing nets tangled around trees and plants naturally growing on the beach shore, creating significant amounts of microplastics and posing challenges for removal.

During our beach clean-ups in North Goa, we found that cigarette butts were a major issue, especially on beaches with high tourist inflows such as Mandrem, Morjim and Miramar. On beaches that had estuary points, such as in Morjim, Colva and Mandrem, the students who joined us in clean-ups were startled to find household waste items such as milk and oil packets, detergent covers, toothbrushes etc. This exemplified the fact that littering done upstream of the river had ended up on the coastline, indicating that the waste found on beaches was not only generated by tourists.



Below is a table providing details of the clean-ups conducted

S. No	Location	Date	Total Participants	Total Waste Collected (Kgs)
1.	Keri	15/02/2024	47	126
2.	Mandrem	16/02/2024	48	65
3.	Morjim	16/02/2024	15	79
4.	Morjim	17/02/2024	35	64
5.	Morjim	17/02/2024	36	72
6.	Panaji	20/02/2024	18	82
7.	Velsao	23/02/2024	8	2
8.	Colva	24/02/2024	9	52
9.	Agonda	26/02/2024	5	85.4
10.	Palolem	27/02/2024	5	88
11.	Caranzalem	04/03/2024	7	96
<b>Total</b>			<b>233</b>	<b>811.4</b>



## Deep sea dive clean-up

Along with divers we ventured down to the sea to remove plastic debris that accumulates on the seabed and reefs. The type of plastic waste we encounter is vast, ranging from abandoned fishing gear (ghost nets) that entangle marine life, to broken down microplastics mistaken for food by unsuspecting creatures.

The types of plastic found were ghost nets, single use plastic bags, multilayer plastic bags, and cloth/textile waste.



The extensive beach cleanups across 11 beaches revealed a prevalent "take, make, discard" attitude and mindless consumption patterns, evident from waste typically left behind after parties and picnics. Discarded fishing nets emerged as a major concern due to their contribution to microplastic pollution and the lack of collection policies, leading to their abandonment near estuaries and eventual transport into deep seas and other water bodies.

Our waste sieve collected tiny pieces of plastic (wrapper cuttings, paper, cigarette buds, etc. which are not easy to spot and collect in normal clean-up drives. Bottle caps (metal and plastic), broken glass pieces, small pieces of discarded nets, and degraded plastics were also common finds.

The analysis underscores the need to educate communities and individuals on responsible waste management practices, promote behavioural change in consumption patterns, and advocate for reforms in packaging supply chains by engaging with brands.



# Mangrove Clean-Up



Mangroves, crucial wetland ecosystems, play a vital role in coastal protection, soil erosion prevention, and climate change mitigation. With 16 mangrove species across 8 major locations in Goa, our campaign included 5 mangrove cleanups conducted across various locations, collecting 239 kgs of dry waste mainly plastic. These cleanups were strategically planned to address areas prone to waste littering, including households along the mangrove trail and fishing communities nearby.

Utilizing a combination of kayaks and land-based cleanup methods, we aimed to restore mangrove shoots and alleviate superficial root suffocation caused by waste accumulation. We conducted thorough kayak expeditions deep into mangrove forests in the Chapora River to clean significant quantities of plastic waste. Volunteers participating in these kayak expeditions were educated about the adverse effects of plastic intrusion on mangroves, providing them with an experiential understanding of the issue.

Additionally, university students from St Vaz College were engaged in land-based mangrove cleanups, targeting areas heavily infested with plastic waste. Knowledge sessions on the importance of mangroves and the impacts of plastic pollution were provided to enhance awareness and foster a deeper understanding among participants. Through these efforts, we aimed to contribute to the preservation of mangrove ecosystems while raising awareness about the threats they face from plastic pollution.



# 215

Kgs of waste collected from five mangrove sites.

# 67

Individuals participated in mangrove clean-ups.

## Observation and Outcomes

During our mangrove cleanups, observations revealed significant waste accumulation in areas inhabited by people, such as fishing communities and high footfall areas like the boardwalks adjacent to mangrove forests. Common items found included old plastic containers like mugs, bottles, buckets, and alcohol glass bottles, along with discarded cardboard materials. Plastic bags were frequently entangled in the superficial roots of mangrove trees, posing a threat to their stability and health.

Additionally, we observed the presence of plastic shreds and microplastics in the water surrounding the mangrove roots, raising concerns about soil and water contamination. While the rivers around the mangroves appeared relatively clean, waste accumulation around the root areas posed a risk of permeating into deeper root systems causing anoxic conditions, potentially leading to tree mortality and ecosystem degradation.

These observations underscore the urgent need for effective waste management strategies to protect mangrove ecosystems and prevent further environmental degradation.





The outcome of the mangrove cleanups was evaluated on two fronts: understanding of mangrove ecosystems and behavioural change among volunteers. Initially, only 15% of volunteers demonstrated a basic understanding of mangroves and plastic pollution. However, after the cleanups, awareness levels surged to 60%, indicating a significant increase in knowledge and interest in mangrove conservation. This heightened awareness, motivated volunteers to deepen their understanding of mangrove forests and participate more actively in future cleanup initiatives.

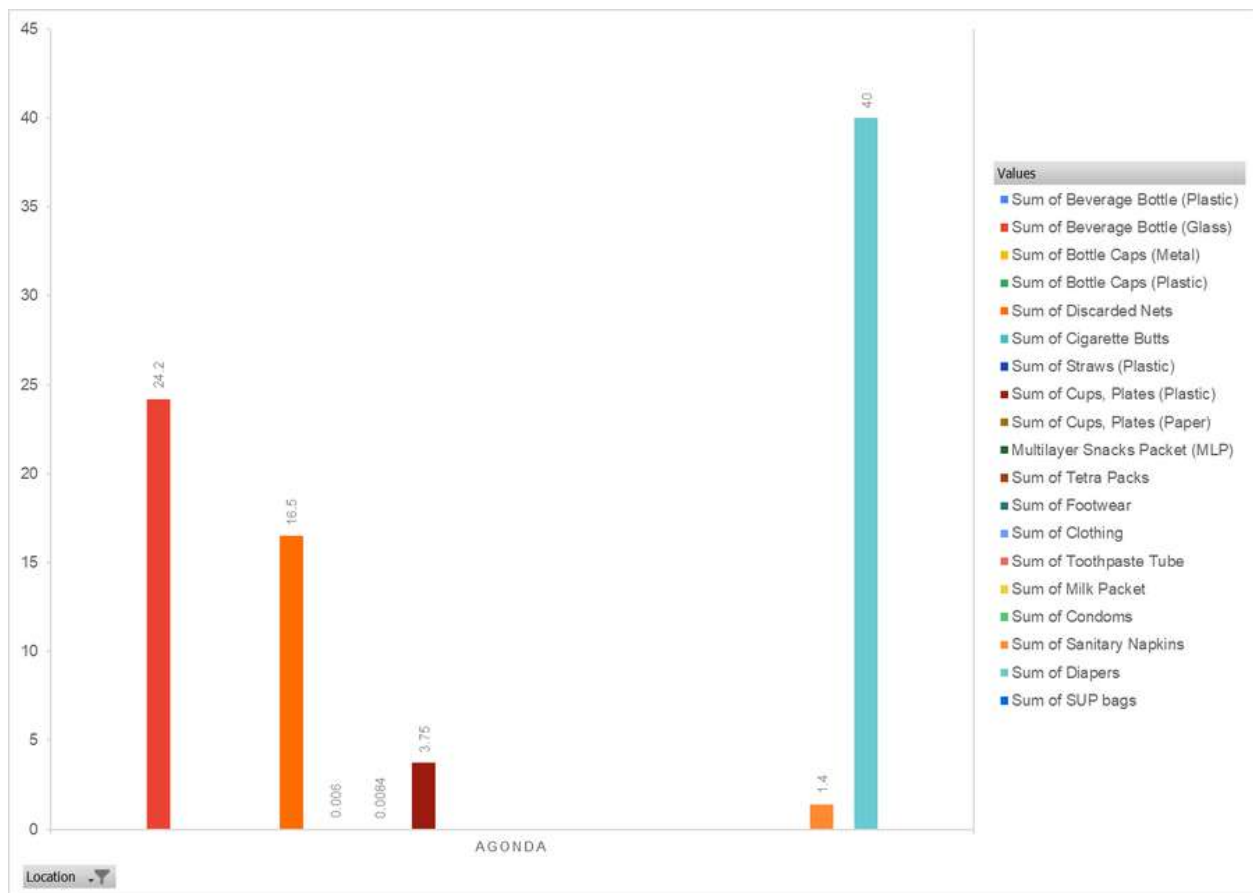
Below is a table providing details of the clean-ups conducted.

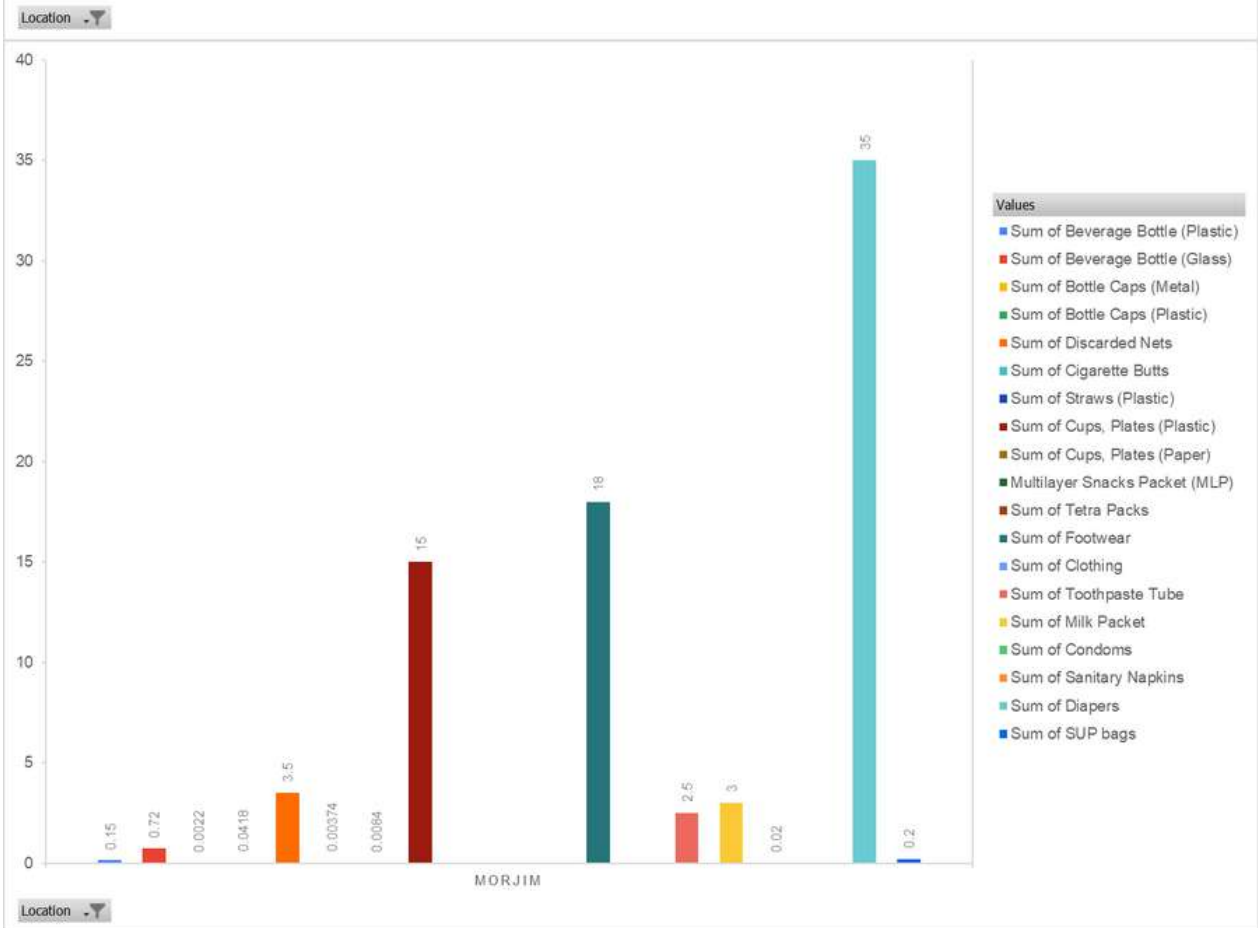
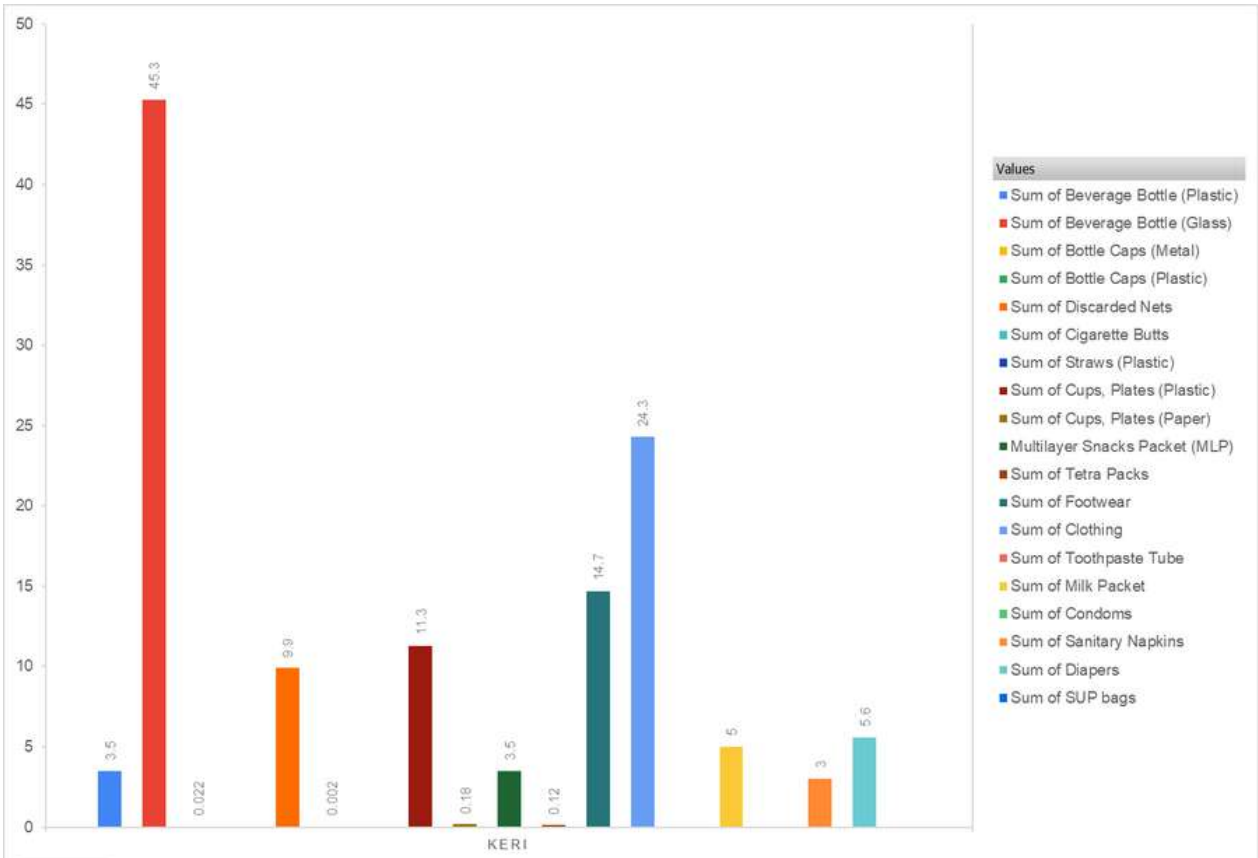
S. No	Location	Date	Total Participants	Total Waste Collected (Kgs)
1.	Chapora River	17/02/2024	19	102
2.	Board Walk Panaji	20/02/2024	8	32
3.	Cortalim	23/02/2024	31	45
4.	Patto Panaji	03/03/2024	4	15
5.	Rua de Ourém, Panaji	04/03/2024	5	21
<b>Total</b>			<b>67</b>	<b>215</b>

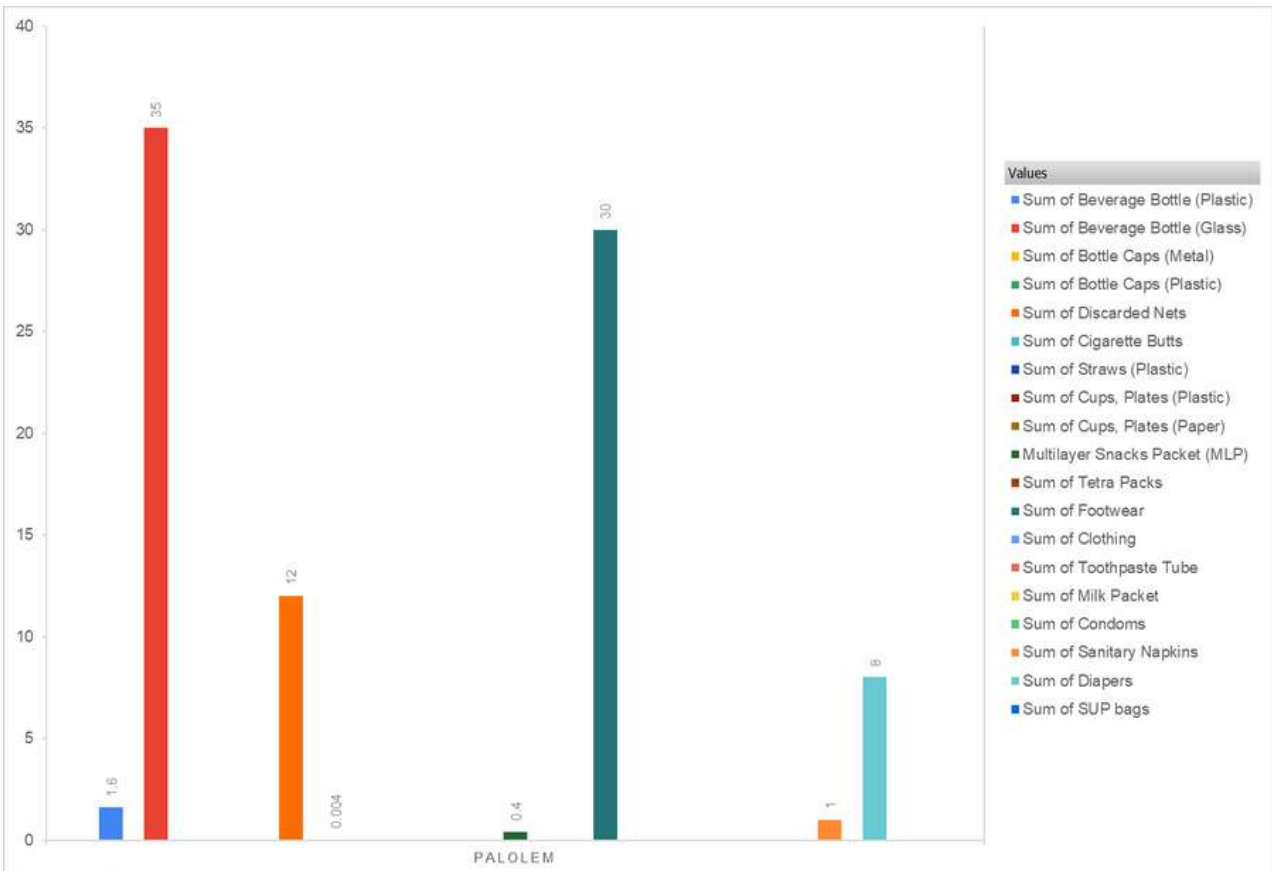
# Waste Composition Study

A pilot waste database was developed to systematically track, analyze, and categorize various types of waste collected during beach and mangrove cleanups. This pilot database serves as a centralized platform for recording data on waste quantity, type, possible sources, and its journey, facilitating informed decision-making across cleanup initiatives. Not limited to Goa or specific campaigns, the database will be instrumental in guiding future cleanup efforts, identifying trends, and devising targeted solutions to mitigate ocean-bound litter. By understanding pollutant characteristics and collaborating with organizations and brands, we aim to drive sustainable waste management practices and reduce marine pollution.

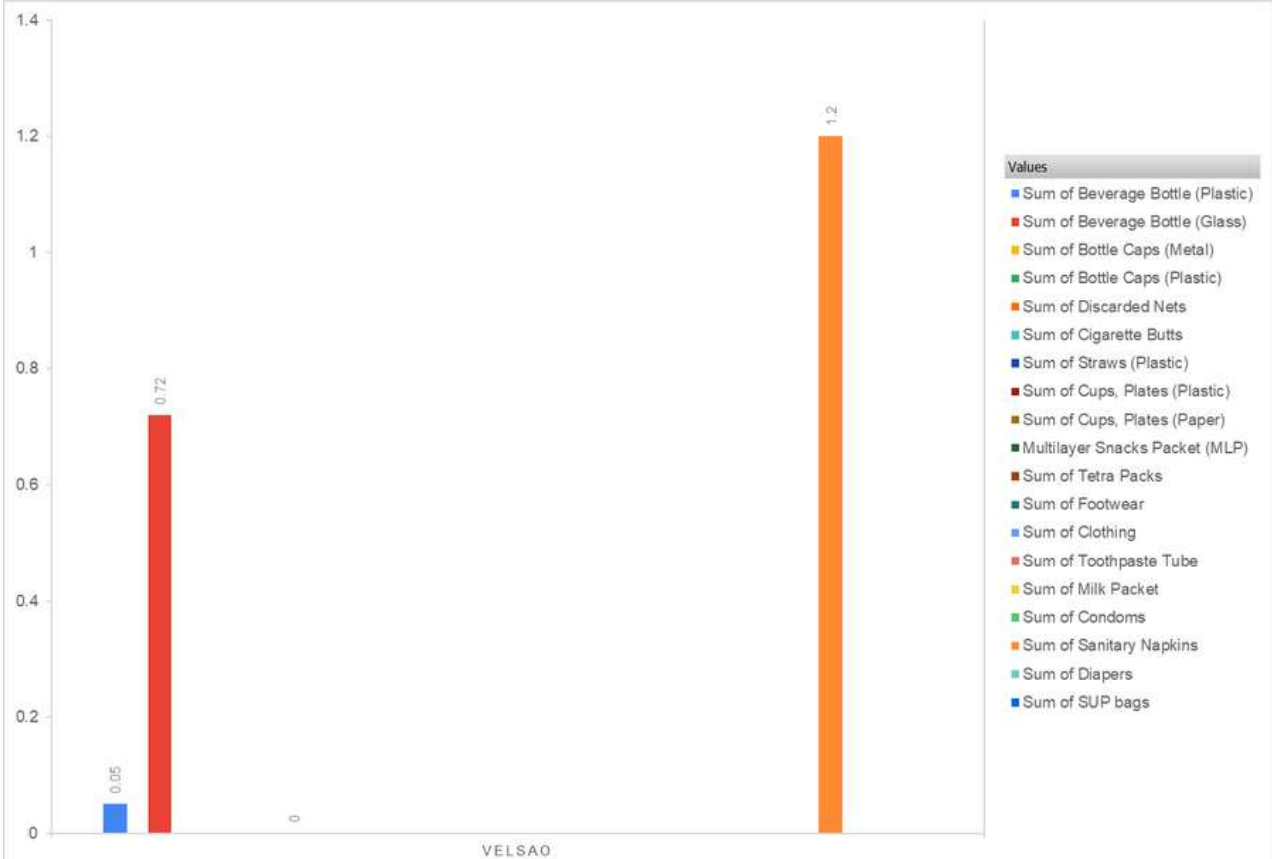
Snap shots of the data representation and analysis







Location ▼



Location ▼

# Wave of Change Festival



The Wave of Change Sustainability Festival marked the culmination of a month-long campaign dedicated to fostering environmental awareness and promoting sustainable practices among youth. Partnering with the Goa Forest Department, the festival took place at the Forest Centre, Galgibag Beach, renowned for its pristine beauty and as a nesting site for Olive Ridley turtles. Held on 1st March 2024, the festival aimed to educate and engage students from local schools in a variety of interactive workshops and activities focused on sustainability.

The festival ran from 8:00 am to 4:00 pm and saw enthusiastic participation from over 320 students representing 12 schools. Participants immersed themselves in a diverse range of workshops, including sessions on circular economy, plastic pollution, sea turtle conservation, art for sustainability, and a compelling short film screening. To infuse an element of fun into the educational experience, the event featured face painting and slacklining stations.

### **Distinguished Guests:**

We were honoured to have the esteemed presence of Shri Damodar Salelkar, Assistant Conservator of Forests, and Shri Rajesh Naik, Range Forest Officer (Marine Range). Both dignitaries actively engaged with the students, emphasizing the importance of adopting sustainable lifestyles and fostering a profound respect for nature.

### **Educational Experience:**

For many students, particularly those from rural areas, the festival provided a rare opportunity to engage in hands-on learning amidst the natural beauty of Galgibag Beach. From witnessing live demonstrations of turtle nesting to learning about waste segregation, students gained invaluable insights into environmental conservation through immersive experiences.

### **Sustainable Practices:**

In line with our mission to minimize environmental impact, the festival embraced sustainable practices at every turn. Decorations were kept minimal and eco-friendly, with handmade signboards adding a touch of rustic charm. Water refill stations were provided to eliminate single-use plastic consumption, and zero-waste refreshments were served in steel glasses. Additionally, a segregation station facilitated proper waste management, ensuring that the festival left behind a minimal ecological footprint.





### Voice 4 Change:

As part of our commitment to amplifying student voices, the festival featured an expression board called "Voice 4 Change." After participating in various workshops, students were encouraged to share their thoughts and opinions on sustainability, fostering a sense of empowerment and advocacy among the younger generation.

### Conclusion:

The Wave of Change Sustainability Festival served as a beacon of inspiration, empowering youth to become stewards of the environment and champions of sustainability. Through immersive workshops, engaging activities, and meaningful interactions, the festival fostered a deeper connection to nature while imparting valuable lessons in conservation and circular lifestyle. As we reflect on the success of this event, we are reminded of the profound impact that collective action and environmental education can have in shaping a more sustainable future for generations to come.







OneEarth team with Shri Damodar Salelkar, Assistant Conservator of Forests, and Shri Rajesh Naik, Range Forest Officer (Marine Range)



Short film screening of turtle conservation workshop.



Circular economy workshops.

# Impact

The 30-day campaign against plastic pollution, spearheaded by OneEarth Foundation under the campaign Drive Against Plastic Pollution, achieved remarkable success with an overwhelming response from volunteers, schools, colleges and volunteers. The below table is a snapshot of the outcomes achieved and impact created.

<b>Beach Cleanup</b> <table><tr><td><b>Total</b></td><td><b>Waste (kgs)</b></td></tr><tr><td>11</td><td>811</td></tr></table>	<b>Total</b>	<b>Waste (kgs)</b>	11	811	<b>Mangrove Cleanup</b> <table><tr><td><b>Total</b></td><td><b>Waste (kgs)</b></td></tr><tr><td>5</td><td>215</td></tr></table>	<b>Total</b>	<b>Waste (kgs)</b>	5	215
<b>Total</b>	<b>Waste (kgs)</b>								
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5	215								
<b>Circular Economy Workshop</b> <table><tr><td><b>Total</b></td><td><b>Students</b></td></tr><tr><td>22</td><td>627</td></tr></table>	<b>Total</b>	<b>Students</b>	22	627	<b>Turtle Workshop</b> <table><tr><td><b>Total</b></td><td><b>Students</b></td></tr><tr><td>16</td><td>480</td></tr></table>	<b>Total</b>	<b>Students</b>	16	480
<b>Total</b>	<b>Students</b>								
22	627								
<b>Total</b>	<b>Students</b>								
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<b>Fishing Community Workshop</b> <table><tr><td><b>Total</b></td><td><b>Fisherfolks</b></td></tr><tr><td>5</td><td>10</td></tr></table>	<b>Total</b>	<b>Fisherfolks</b>	5	10	<b>Wave of Change Festival</b> <table><tr><td><b>Schools</b></td><td><b>Students</b></td></tr><tr><td>12</td><td>320</td></tr></table>	<b>Schools</b>	<b>Students</b>	12	320
<b>Total</b>	<b>Fisherfolks</b>								
5	10								
<b>Schools</b>	<b>Students</b>								
12	320								

# 1500+

Student sensitized through awareness session.

# 120

kms sailed from North to South Goa

# 1146

Kg of waste collected through beach and mangrove clean-up

# 59

Workshops with students, cleanup drives, and awareness sessions.



# Conclusion

Our observations underscored the critical need for structured programs, particularly in government schools, to enhance environmental education and awareness. We recognized the importance of providing experiential and long-term initiatives on vital topics like mangrove conservation, ocean-bound plastics, and turtle conservation, especially in government schools.

The campaign highlighted the urgent need for immediate action to address the growing apathy towards plastic waste, evident in the waste collected during beach cleanups. The inauguration of the waste sieve at Miramar beach by the Mayor emphasized the importance of proactive measures in combating beach plastic pollution. However, there remains a gap in understanding the extent of damage caused by plastic pollution and the throwaway culture prevalent among locals and tourists, which needs to be addressed with regular beach cleanup initiatives.

The campaign's pinnacle was the exhilarating paddling journey along the Goan coastline, offering insights into both the beauty of marine biodiversity and the alarming presence of plastic pollution in our seas. The Sustainability Fest served as a transformative platform to showcase our collective efforts, drawing enthusiastic participation from over 320 children. Activities like Art for Sustainability, Turtle and Circular Economy workshops, and Ocean-themed face painting were met with great enthusiasm, highlighting the effectiveness of combining educational and enjoyable activities.

Moving forward, OneEarth Foundation remains committed to advancing environmental education, fostering collaboration, and inspiring meaningful action to combat plastic pollution and safeguard our planet's future.

# Way Forward

In this next stage, we aim to empower change, promote sustainability, and make a meaningful impact on Goa's coastal ecosystems and communities. In preparation for the next phase, our focus is to craft robust & impactful programs and work on key areas such as:

## Circular Model Implementation:

The objective is to bridge the gap and implement a circular model for repurposing abandoned fishing nets and gears, advancing environmental conservation. Our focus will be intensified, particularly addressing the issue of Abandoned, Lost, and Discarded Fishing Gear (ALDFG), a significant marine litter. This initiative aims to mitigate the impact of ALDFG on ecosystems and wildlife.

## Collaboration with the Local Fishing Community:

Our mission involves collaborating with local fishermen/fisherwomen to retrieve abandoned fishing nets and gear from the seas and shores of Goan beaches. Through incentivizing the fishing community, we aim to establish a sustainable process for collecting and recycling clean waste into useful products. We will also focus on creating innovative products from the ghost nets and collaborate with relevant stakeholders to achieve this.

## Engaging Children and Youth:

Central to our strategy is the continued focus on children and youth as pivotal change agents. Customized awareness sessions will empower them to play proactive roles in sustainability advocacy.

## Sustained Behavioral Change:

We recognize the importance of sustained intervention for lasting behavioural change. Regular engagement initiatives will reinforce eco-conscious practices among residents and sensitize tourists about the detrimental impact of plastic pollution.

## Continuing Mangrove Conservation:

We are committed to Goa's mangrove conservation and restoration. Our work will focus on conducting ecosystem studies, waste hotspot mapping, cleanup drives, and educating fishing communities about the threats posed by abandoned fishing gear.

# Way Forward

## Magnifying Impact Through Partnerships:

Through strategic partnerships with esteemed institutes like IIT Goa, BITS and NIO we will train and nurture young talent in environmental initiatives, fostering innovation and expertise in the field.

## Future Projects and Impactful Initiatives:

As we expand OneEarth Foundation's Wave of Change movement, we will create impactful projects that catalyze meaningful change for coastal communities, paving the way towards a future free from plastic pollution in marine environments.

Together, with strategic initiatives and collaborative efforts, we can pave the way towards a future free from plastic pollution and foster a greener, healthier planet for generations to come.



## Feedback from workshops and clean-up drive participants

The session on waste segregation and circular economy was an eye-opener. I learnt a lot and would be keen on attending OneEarth's cleanup drives.

**-Rashmi**  
**Student | National Institute of Water Sports**



This program of clean-up drive and workshop is an amazing opportunity for children especially government schools where we don't get much exposure. It's important for children at a young age to understand the nuances of environment and pollution and stay close to nature.

**-Guruprasad Tandel**  
**Teacher | New English High School**

It was a fun experience cleaning the mangrove boardwalk in Panjim and learning about the mangrove forests with OneEarth.

**-Vibhav Duggal**  
**Student | IIT Goa**

