



## Event and Survey Results



**71 Cleanup Sites**

20% increase from 2023



**3,615 Volunteers**

20% increase from 2023



**25,082 Pounds**

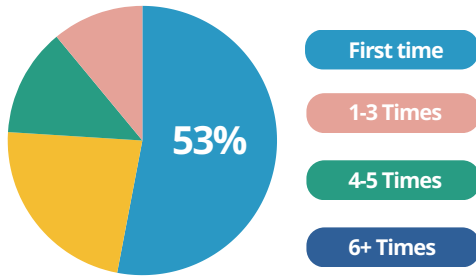
13% increase from 2023

**VOLUNTEER  
CLEANUP  
.ORG**

**10  
YEARS**

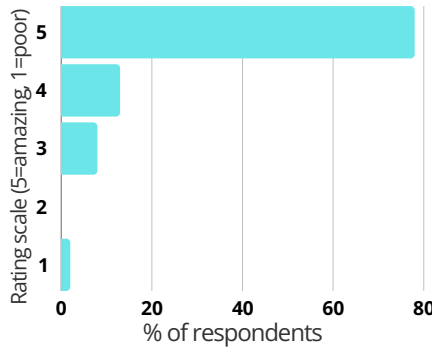
### We are reaching new people!

For 53% of survey respondents, the 2024 ICC was their first cleanup.



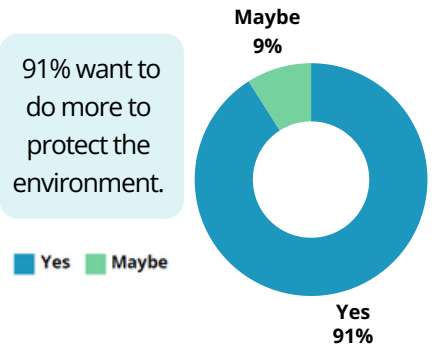
### The ICC is a great event!

91% rated the event a 4 or 5!

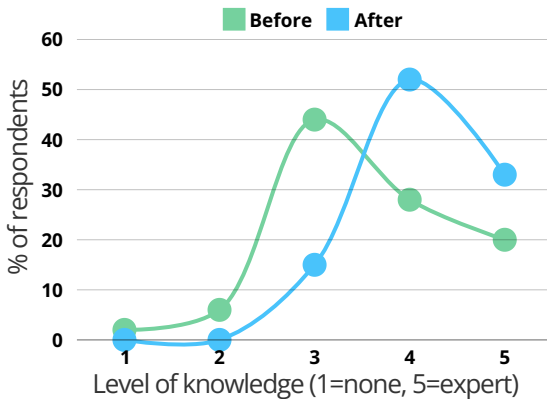


### Cleanups are a stepping stone to further action!

91% want to do more to protect the environment.



### Participating in a cleanup is a powerful learning experience!



**57% increase**

The average knowledge score improved from 3.5 before the cleanup to 4.2 afterward. 57% of respondents had an increase in knowledge of the marine debris crisis.

### "What did you learn by participating in ICC 2024?"

"There is *more trash laying around than you realize, once you look close.*"

"We found all sorts of garbage. *It was really eye opening.*"

"We *hardly scratched the surface.*"

"Cleanups are important in spreading the word and getting people to really understand *the depth of the problem* hopefully in a way that motivates people to reduce the amount of garbage they produce."

### Cleanups can be a catalyst for behavior change!

Volunteers, inspired by their experience, commit to new actions in order to help curb plastic pollution in our oceans and waterways.

