

## WHAT IS A LITTERBIN?



**A BIN DESIGNED FOR PEOPLE OF ALL OUTDOOR HOBBIES TO KEEP TRASH SECURE  
AND OUT OF THE ENVIROMENT.**

As I started my market research into the causes of litter I learned much more than market research. I discovered that I hadn't really thought about how huge of a problem marine litter is. It is now my mission as I promote LitterBin around the country to help educate people about how important it is to prevent litter from entering the environment.

HERE ARE SOME GREAT RESOURCES



**3,849** boaters  
traversed

**416** miles of waterways  
and collected

**82,867** pounds of  
trash





# THE UGLY JOURNEY OF OUR TRASH

Marine debris is the rubbish of our everyday lives, it travels over land, down streams, rivers and storm drains to the ocean. It can drift thousands of miles leaving a wake of destruction in its path. Every year, debris kills thousands of marine animals and sea birds, chokes coral reefs, smothers critical environments and contaminates our beaches and recreation sites. Better information about sources and impacts is extremely important to drive changes in infrastructure and waste management policies. Who is responsible? All of us. Together we can help prevent and clear up this mess for a clean, healthy ocean planet.

Globally annual plastic production has boomed from 1.7 million tons in 1950 to almost **300 MILLION**

As much as **250 MILLION METRIC TONS** of plastic could make its way into the ocean by 2025<sup>1</sup>

Plastics cost approximately **US \$13 BILLION** a year in environmental damage to marine ecosystems<sup>2</sup>

## All seven **SEA TURTLE**

species, over half marine mammal species and almost two thirds of all seabird species have ingested or become entangled in marine debris<sup>3</sup>

## **92% PLASTIC**

Almost 400 different species have ingested or become entangled in marine debris - plastics are the culprit in 92% of cases<sup>5</sup>

**95%** of northern fulmars washed up dead in the North Sea had ingested plastic debris<sup>4</sup>

More than **1 in 10** species ingesting or becoming entangled in marine debris are threatened with extinction<sup>3</sup>

As much as **70%** of marine litter has been estimated to end up on the seabed<sup>6</sup>



Scuba divers everywhere are standing up to the onslaught of debris - fins on and off. We're removing debris underwater and logging the data to influence change at all levels. On land, we can work together to stop rubbish from entering the ocean. We can help inform community action and identify local solutions.

**DON'T LET YOUR DIVES GO TO WASTE. TAKE A GIANT STRIDE AND DIVE AGAINST DEBRIS. WWW.PROJECTAWARE.ORG**

<https://youtu.be/-OyEcLuDMek>

### EVERY YEAR TRASH KILLS OR HARMS

- *MARINE ANIMALS*
  - *SEA BIRDS*
  - *CORAL REEFS*
    - *BEACHES*
- *RECREATION SITES*
- *OUR ENVIROMENT*

If everybody would do just a little, we can make a huge difference.

We can start by using a LitterBin for our outdoor activities and a LitterBin Mini to contain our little bits of “escaping” trash in our vehicles.

#### LitterBin Benefits

- PROTECTS THE ENVIROMENT BY STOPPING TRASH FROM BLOWING OUT OF BOATS, TRUCKS AND CARS.
- SUPER EASY TO USE. ONE HANDED



## PEOPLE, PLACES AND THINGS THAT CAN USE A LITTERBIN

- BOATS
- TRUCK BED
- AIR BOATS
- CAMPING
- TAILGATE PARTY
  - PICNIC
  - POOL SIDE
- CONSTRUCTION SITE
- UTILITY TRAILER



- ROOFERS
- SWAMP BUGGY
- LANDSCAPE TRAILERS
  - BEACH
  - SPORTS FIELDS







Bahamas

Conch in the



Pulled trash from the water



Snapper Bahamas





Litterbin can handle this so it does not end up on the road/water



