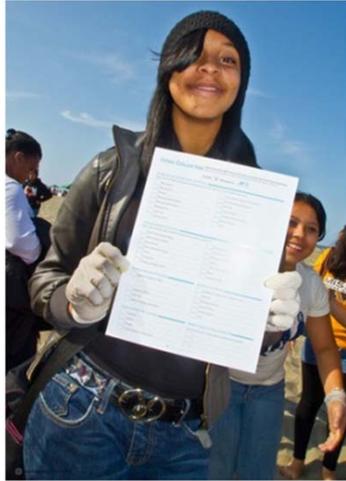


Data! Collection, Reporting & Making It Useful



In this next section we'll cover a quick review of one very important part of Coastal Cleanup Day: data collection!

Data App!



INTRODUCING
CLEAN SWELL

Now there's an easier way to collect data for the International Coastal Cleanup. Ocean Conservancy's new mobile app, Clean Swell, allows you to quickly and easily track each piece of trash as you collect it.

**ARRIVES IN THE APP STORE
SPRING 2015**



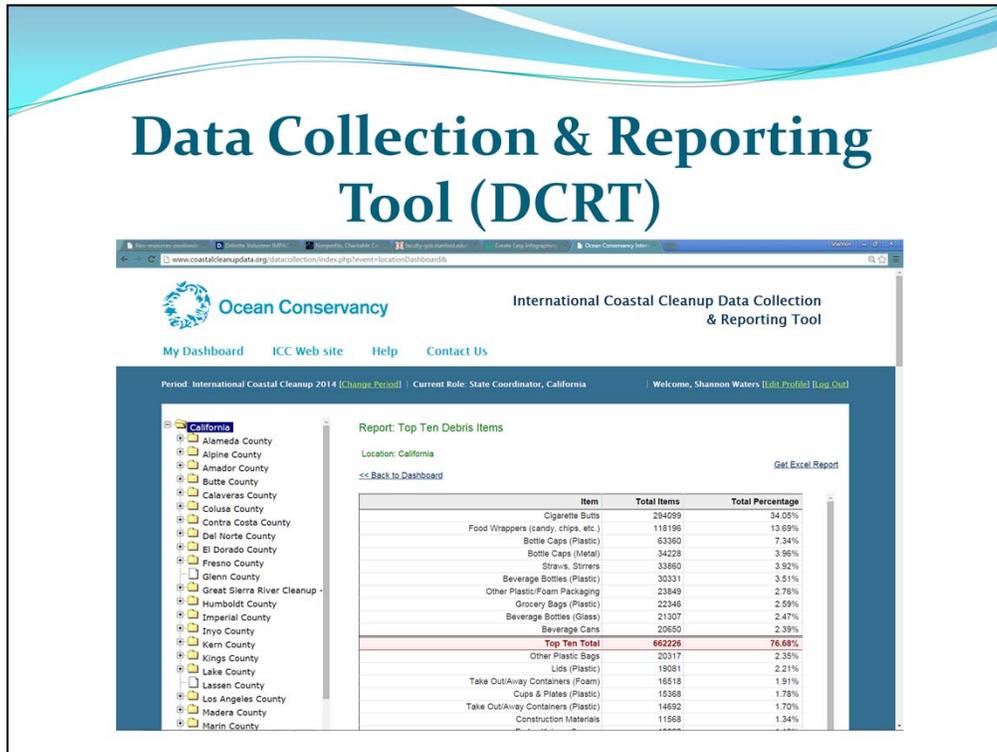
24 OCEAN CONSERVANCY | INTERNATIONAL COASTAL CLEANUP

For your tech-savvy volunteers, Ocean Conservancy just released a new app for data collection, called Clean Swell. Volunteers can ditch the old pen and paper method and enter in their debris totals directly from their phone.

As long as your location service is turned on within your phone, the app will work even if you're out of service, and will store the actual cleanup location.



Once your volunteers have collected their debris counts, you site captains should total up all the information from all the volunteer data cards and enter their site totals into this Data Collection & Reporting Tool the Ocean Conservancy created.

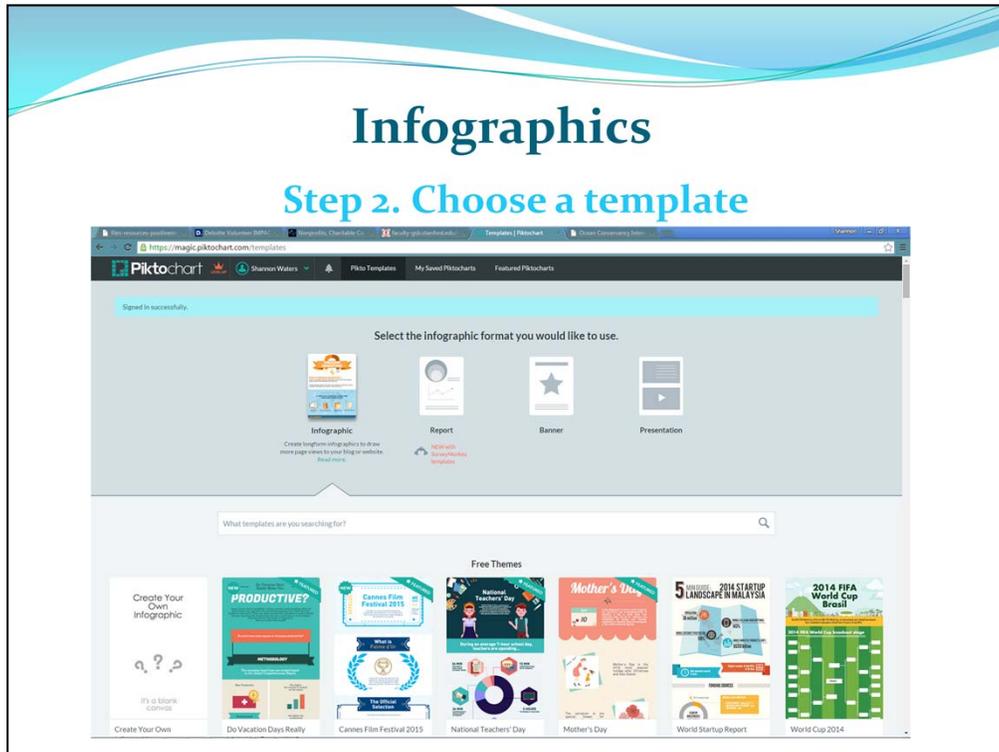


Based on the data that's entered, we can then run reports, like the list of top 10 items picked up at Coastal Cleanup Day. We can break this down at the state level, the county level, even the site level. Remember this data is only as good as the information that's entered! Your county results will be skewed if only one or two sites enter data, so it's important to encourage ALL site captains to collect and enter this information.

I won't go into too much detail today about how to use the DCRT, as it will take up too much time, but I brought along a thorough guide that will walk you through it if you'd like to thumb through. Ocean Conservancy will also be offering webinars after Coastal Cleanup Day this year which will give you a step-by-step of the database.



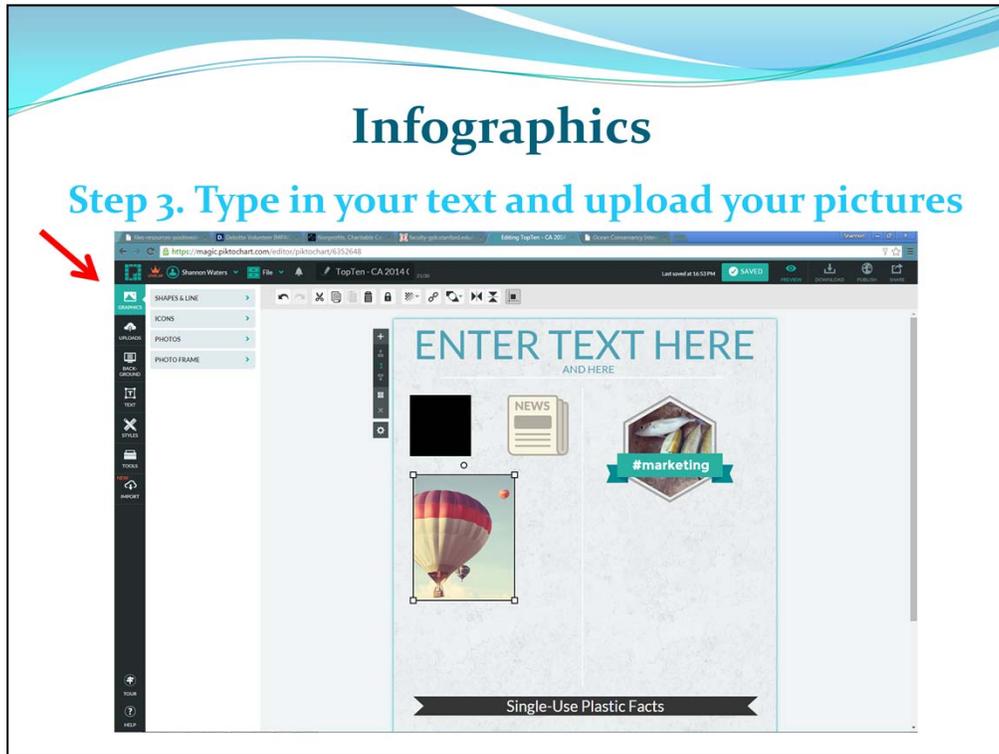
Your first step is to find your favorite free website. There are a bunch of free ones out there, but today we are going to use Piktochart. First you'll need to create an account. Once you've done that, you'll be directed to your landing page.



From here you can select the template you'd like to use. There are many free options to choose from: different colors, flow charts, comparison charts. Select the one that you think will work best with the information you're presenting.

Infographics

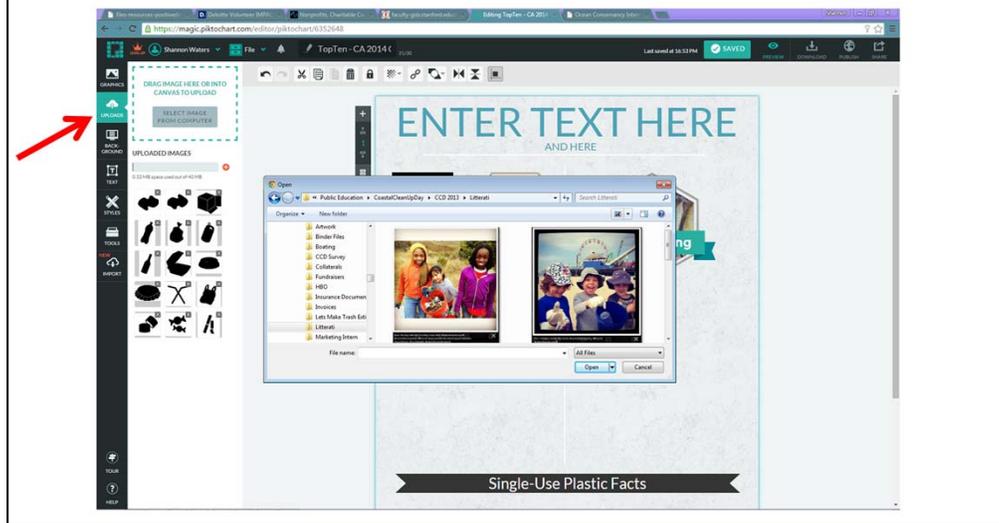
Step 3. Type in your text and upload your pictures



Once you have your template, it's time to start filling it in with text and images. Using the “graphics” tab on the top left, you can select different shapes, clip art, and stock images from the Piktochart library, or...

Infographics

Step 3. Type in your text and upload your pictures



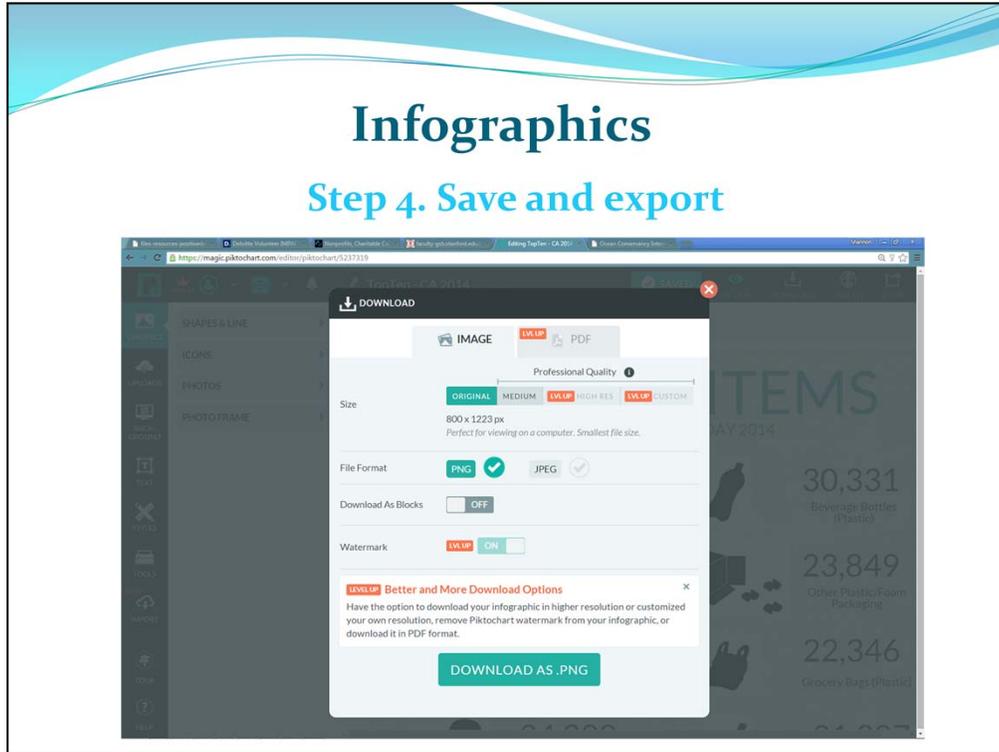
click on the “upload” button below “graphics” to upload your own. These tools on the left will also let you change the background color, the text font and font size, and the color palette.



Once you've finalized all your text and images, click the "save" button on the top right to save your work. Also on the top right is a "download" button. Click the "download" button to save your infographic to your computer.

Infographics

Step 4. Save and export



You'll be given the option to save your image as a png or jpeg file. Png files are more versatile and can be made larger or smaller without losing image quality, however, they tend to be larger files. So choose accordingly, depending on how you plan to use your final image. Then click "download" and save it to your computer.

Infographics

Step 5. Share your lovely image with the world!



The last step is to post your picture. Why go through all that work to make something no one sees? So post it on social media, on your website, or print it and include it in mailings, newsletters, as a thank you to volunteers, or as a way to attract new volunteers for the 2015 cleanup. There's really no limit to how widely you can spread your message.



Infographics
Websites to make your **FREE** infographics

- **Piktochart**
- **Google Developers**
 - **Easel.ly**
 - **Infogr.am**
 - **Visual.ly**
 - **Vennngage**

As I mentioned earlier, there are a lot of websites out there that will allow you to create a free infographic. Picktochart, the one we just used, is one of them, however there's also Google Developers, Easel.ly, Infogr.asm, Visual.ly, and Vennngage. Plus more are popping up all the time.

At this point, you might be asking yourself, why go through all this trouble? Why ask volunteers to count trash at a beach cleanup, why take the time to enter it into the DCRT database, why spend your valuable time making an infographic? Can't we just clean the beach?

Well, yes, we can just clean the beach, but without further action, we will continue to keep cleaning the beach until the end of time. Because although it's important to pick up what's on the beach, it's equally, if not more important to stop trash from reaching the beach in the first place. And that happens when we have education campaigns and policy aimed at reducing the common kinds of trash on our beaches and shorelines.

Legislation

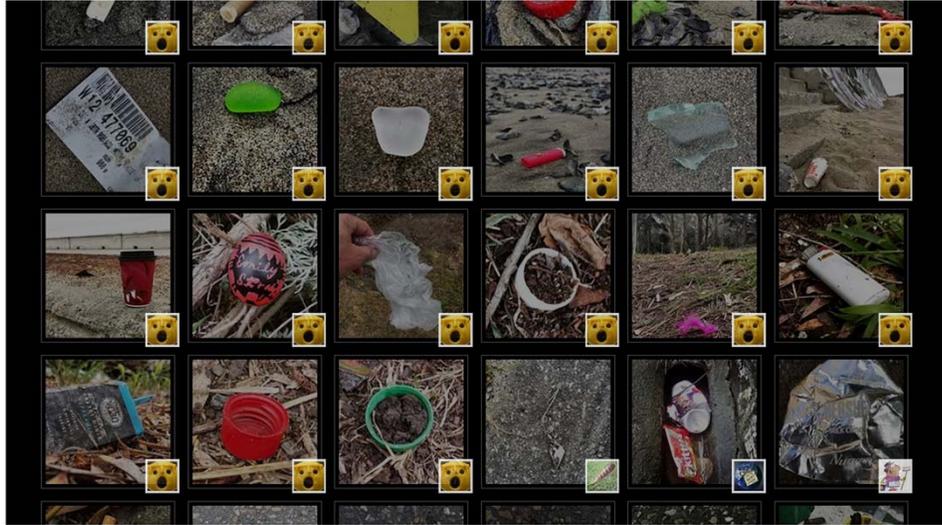
- **117** of California's Cities or Counties have adopted **plastic bag bans**
- **84** California Cities or Counties have adopted **food foam ware bans (Styrofoam)**

Data from Coastal Cleanup Day supports these efforts!



Remember Eben's presentation about new efforts at reduction and prevention? Well, many of those efforts are supported by Coastal Cleanup Day data. Legislators and decision makers are always wanting to have the hard, cold facts before making sweeping changes, like supporting a statewide plastic bag ban for example. And we have the ability to provide them with such data, to curb the tide of trash flowing from production to consumers to the ocean.

Litterati



Another powerful way to showcase this data is with pictures.