



Massive Beach Cleanup

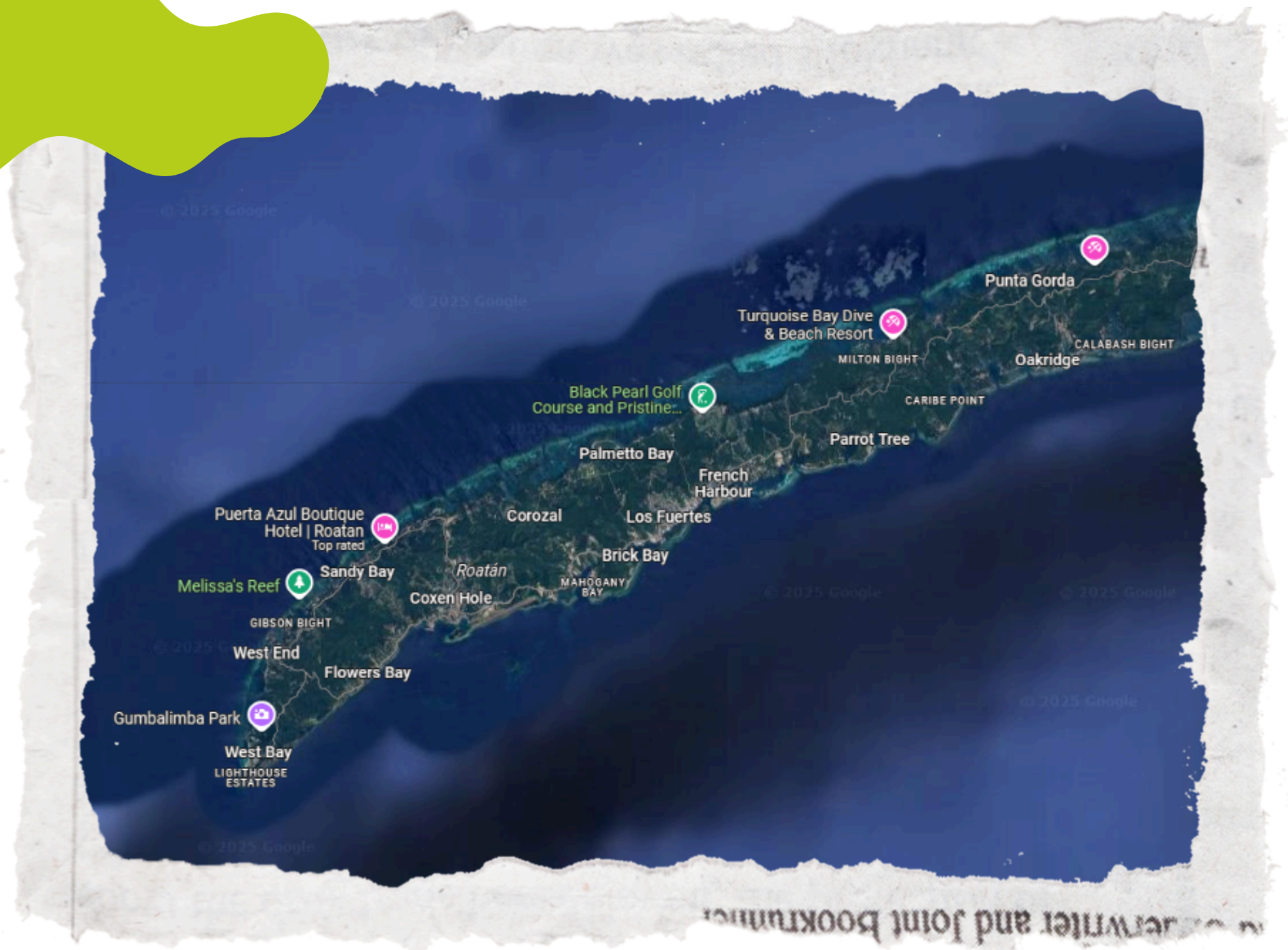
Friday 14th, March 2025
Roatán, Honduras



Collaborative Effort

Waste Free Oceans partnered with two local NGOs, the Bay Islands Conservation Association (BICA) and Roatán Marine Park (RMP), for this cleanup, leveraging their local expertise and knowledge of the situation. Together, we aimed to maximize our impact and engage a broader audience.



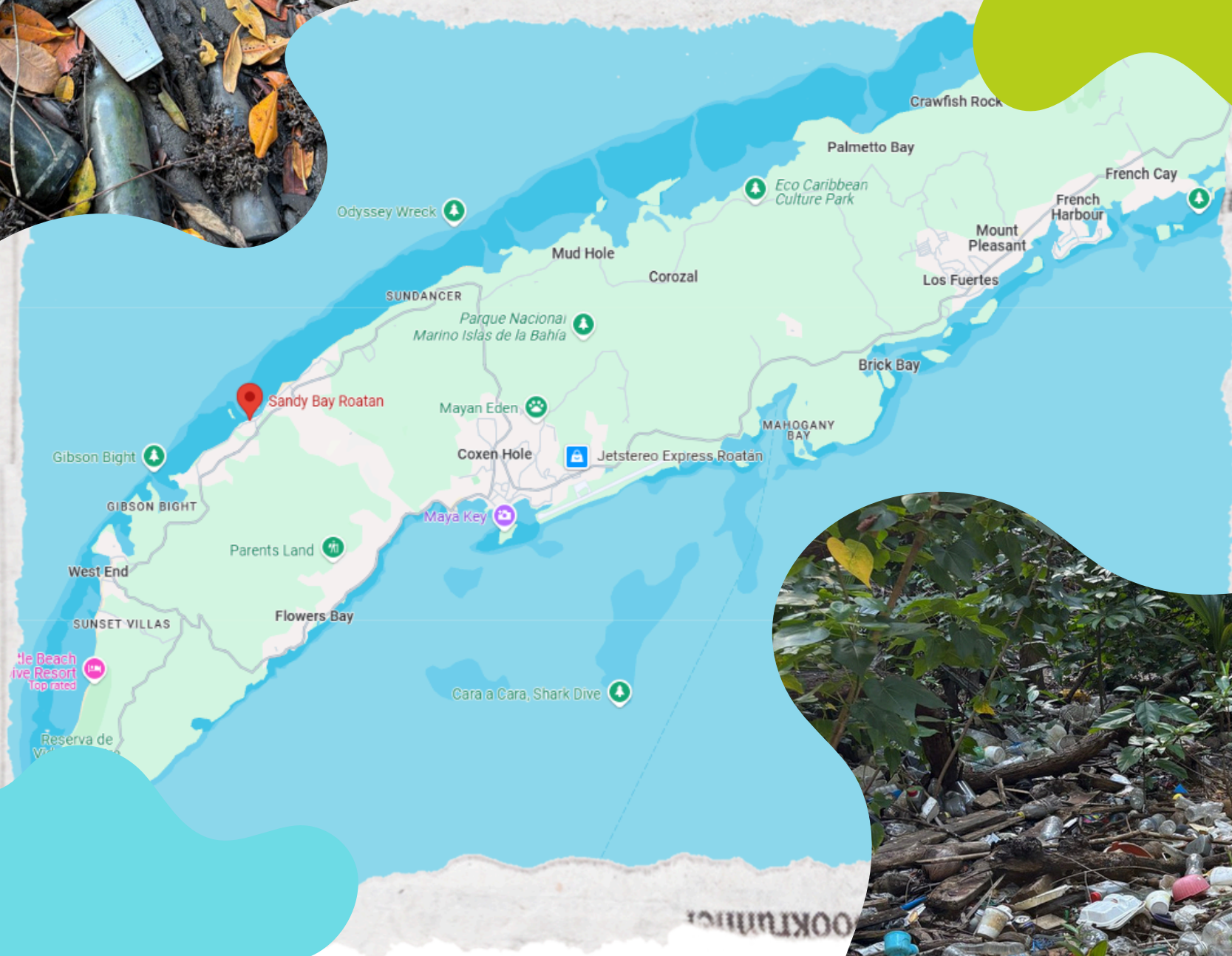


Choosing The Spot

Roatán, located in the Caribbean Sea, is part of Honduras' Bay Islands department and is known for its stunning coral reefs and rich marine life. As a prime eco-tourism destination, it faces environmental challenges that threaten its natural beauty.

Addressing waste management and conservation is crucial to preserving Roatán's ecological health and ensuring its sustainability.





Waste Issue

After multiple site assessments, we expanded our cleanup to Crawfish Rock, Sandy Bay, and West End, also including an underwater cleanup for Mesoamerican Reef Day. With no local recycling facility, Bay Islands faces high waste management costs, relying on mainland transport every semester, making recycling both challenging and inefficient.



Setting The Scene



To maximize our impact, we built strong local partnerships, engaging dive shops for the underwater cleanup and local businesses for essential support. The Municipality and the Instituto de Conservación Forestal y Vida Silvestre assisted with waste transportation, ensuring proper disposal. To inspire future generations, we collaborated with three local schools, educating students on marine conservation and the importance of protecting their beaches. Our efforts gained momentum, leading **Clearwater Adventures** to organize a cleanup at **Turtle Beach**, both onshore and underwater, in partnership with another dive shop. This initiative showcases the power of collective action in preserving Roatán's environment.



Last Minute Details

With our Waste Collection guidelines and PADI standards, along with **Nikita Johnson's** (*from BICA*) expertise in local cleanups, we provided clear instructions on proper waste collection and classification. We aimed to ensure proper waste disposal while exploring upcycling opportunities, which is why we decided to reach out to Treasures from Sea- Roatan, artisans who create art from plastic waste.



Taking Action

The cleanup began at 9 a.m., except for the underwater cleanup, where divers went undersea around 4 p.m. We initially expected 100 volunteers, but we were thrilled to have over 200 volunteers in total!



Crawfish Rock

Crawfish Rock is one of the most fragile spots, as it's both a beach and a mangrove area. There, we collected **around 513.1 kg of waste**, conducted a brand audit, and, of course, performed waste classification.



Sandy Bay

Sandy Bay is a beach, and we were shocked by the amount of waste. One of the kids even found a microwave! We collected **44.36 kg of waste**, much of it damaged, along with significant amounts of microplastic.



West End

We chose the West End area, specifically the one located in El Berrinche within the mangroves. We also encouraged the community to collect trash from their own neighborhoods and transport it alongside our waste pickup. In this area, we collected **over a ton of waste**, with more still left to be picked up.



Turtle Beach

Turtle Beach was fortunately the cleanest, but we still decided to do some snorkeling and diving in the area. During our efforts, we collected **44.93 kg of waste**.



Underwater – Reefs

For the underwater cleanup, each dive shop selected their area, mainly focusing on West End and West Bay. The seven dive shops collectively gathered **approximately 54.43 kg of waste**, including shoes, tires, food packaging, glass, and microplastics.



Thank You to Our Partners



We want to thank all our partners, local supporters, and each organization's partners and members. Without their support, this massive cleanup, which resulted in over 1.71 tons of waste collected, would not have been possible. Together, we have launched the Roatán Cleanup Initiative to drive programs and projects focused on waste management and marine life conservation.



