

Sustainable Summer Week 7



Let's Clear Up Some Plastic Pollution Myths! ♻️

There are plenty of common misconceptions about plastic pollution, from the idea that most ocean plastic is dumped directly offshore to the belief that garbage patches are floating islands of trash. Even some of our everyday habits, like how we recycle, can make a difference in what happens to plastic after it leaves our hands. Take a closer look at some common misconceptions surrounding plastic pollution below.

#1 Misconception:

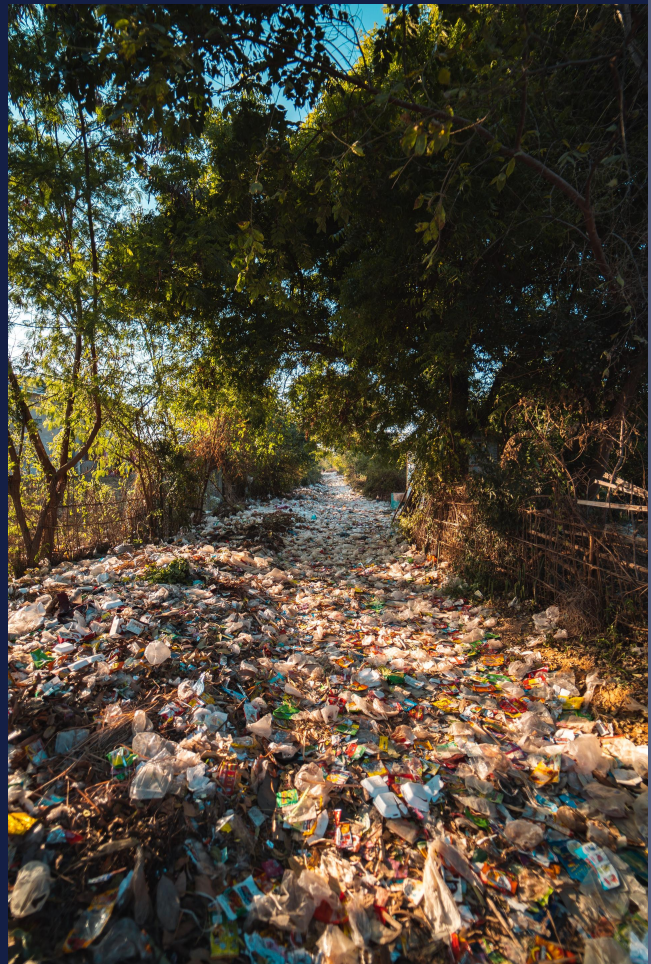
Most ocean plastic comes from offshore dumping and beaches.

This is actually false! While offshore activities and beach litter can certainly add plastic to the ocean, they aren't the main source. Most ocean plastic pollution originates on land where it is carried by rivers, stormwater runoff, flooding, and drainage systems.

We are currently working with NC State & North Carolina Sea Grant where they have installed "Trash Traps" to catch debris moving downstream before entering the ocean. These traps help to give better insight in to what is being caught and where at in the watershed. They have installed three trash traps in Raleigh.

Water samples are taken from the 3 sites in Marsh Creek and sent to the Plastic Ocean Project for microplastic analysis.

[Read more here!](#)





#2 Misconception:

Garbage patches are solid islands of trash floating in the ocean.

Garbage patches are not solid masses, rather a large area of concentrated debris spread over the surface and in the depths of the ocean.

Wind and ocean currents create circular patterns called gyres, where plastic and other debris can accumulate over time.

There are 5 major ocean gyres that contain garbage patches in the Indian, Atlantic, & Pacific. The largest one is named the "The Great Pacific Garbage Patch." Our Co-Founder Bonnie Monteleone has sampled 4/5 gyres.

Garbage patches aren't one giant pile of trash, they're a widespread pollution problem hiding throughout the ocean.

[Read more here!](#)

#3 Misconception:

If a beach looks clean, there is no plastic pollution present.

A clean looking beach doesn't always tell the full story. While cleanup efforts help remove visible litter, some plastic and debris can be carried by waves and tides, returning to shore or becoming buried beneath the sand over time. Common examples are cigarette buds, monofilament fishing line, and other litter.

Even when we can't see it, plastic pollution can still be present. This reminds us that protecting our coastlines

requires more than just removing what we see, it requires preventing plastic from entering our environment in the first place.

Every piece of litter prevented, every cleanup joined, and every sustainable choice made helps protect our oceans for the future.

Join us for a Future Cleanup!



#4: Recyclables don't need to be cleaned before going in the bin.

Giving recyclables a quick rinse can help prevent contamination, especially for items with thick or sticky residues like peanut butter jars. Materials covered in grease or food waste, such as greasy pizza boxes, often cannot be fully recycled because the residue can interfere with the recycling process.

Check out this video for more information on recycling and what can be recycled in New Hanover County!

[Watch Here!](#)

Thank You to Our Sustainable Summer Partners!

Be sure to catch Sustainable Summer Give Back days below!

Longwave Yoga: Wednesdays “Seagals” 6am class & Friday 5:30pm Community Class (July & August) – all proceeds go to POP!

Banter: Order the SEA BUNNY cocktail throughout August! A percentage of sales goes to POP!

Dram Tree Tavern: Mondays & Tuesdays in August – \$1 toward every Waterline Beer

The Ibis Coffee & Cocktails: Wednesdays in August – order the “Walking On a Dreamsicle” – a percentage of sales goes to POP!

Azalea Station: Tuesdays in July & August – a percentage of sales goes to POP!

Seaside Bagels: August 24th – a percentage of sales goes to POP!

Savard Beer and Board: Order the Cerveza Bier Mexican Lager throughout the month of August!

Waterline Brewing: Green Drinks event on August 25th at 6pm! A percentage of proceeds goes towards POP!

Plaine Products: All year long, a percentage of sales goes to POP using promo code “POP”

Explore POP events and add them to your calendar

Check out the POP Calendar!

*Sustainable
Summer*

LONGWAVE
— YOGA —



Audi
Cape Fear

RED SHARK



Share this challenge with your friends and family, and help us to help you make the world a cleaner, healthier home.

Download your FREE Sustainable Summer Checklist to learn even more ways to increase your positive impact this summer :)

Download the Checklist!

Let's make this a summer of memories—not microplastics.

Share your sustainable adventures and tag us

@PlasticOceanProject.Inc!



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3975 Market St, Wilmington, NC 28403, USA