MRCTI: Plastic Waste Reduction Campaign

Mississippi River Cities & Towns Initiative: An Association of United States Mayors

- Clean Water
- Sustainable Economies
- Disaster Resilience and Adaptation
- International Food and Water Security
- Celebration of River Culture, History, and Heritage

MRCTI: Commitment to Reducing Plastic Waste

Plastic Pollution impacts more than the river valley. Up to 80% marine plastic originates from land-based sources. It is estimated that the Mississippi River drains 40% of the continental United States, creating a conduit for our litter to reach the Gulf of Mexico.

- In September 2018, through MRCTI, state legislators and mayors of cities and towns along the Mississippi River made a commitment to reduce plastic waste in the Mississippi River Valley.
- To support this goal, a new initiative has been launched to generate a first-ever snapshot of plastic pollution along the river.

Mississippi River Plastic Pollution Initiative
Clean River, Clean Seas

- Starting with pilot phase along the upper, middle and lower Mississippi River.
- Data gathered in these locations will then be analyzed to understand the state of plastic litter along the river's banks and see potential rollout for the whole River.
- Data generated through a 'citizen science' approach.
- Community volunteers are trained in the use of a free mobile app, called the Marine Debris Tracker using GPS to log locations.
- Timeline:
  - Trainings: End of February and March
  - Data collection: April 1 – 18.
- This initiative also serves as an educational resource by working with schools, teachers, and students in the region to enhance their knowledge on marine plastics and pollution.
- Website: unep.org/mississippi

Pilot Cities Selected:

- St. Paul, MN (upper)
- St. Louis, MO (middle)
- Baton Rouge, LA (lower)

Marine
Debris Tracker
Powered by Morgan Stanley

Just hit the "Add button to add one of the item to your items collected!

More than one item? Use the up or down arrows to change the quantity before hitting "Add". You can also hit the number to directly type in the quantity.

https://youtu.be/lhGvFLLp6dA

All

Exact mm/dd/yyyy

Range

08/04/2020

09/23/2020

Search

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Distribution by Category

Top Items

Data Collection

- Organized cleanup event in select locations
- Individual or impromptu cleanups
- On a walk, hike, etc.
- April 1 – 18th: Boots on the Ground!
- Registration and training on the Marine Debris Tracker app

Cleanup by Rotary piloting the app on the River

What’s next? Inspire and Take Action

- Policy
- Operations
- Individuals, government, businesses, schools, etc.

Marine Debris Tracker data is open source, meaning access to the data is available for anyone!

Thank you!

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