

Beaches Go Green & UNF Helps Jax Stay Green

Environmental Center Leadership Program- 2021 Spring

Project Summary: The Goal of Beaches Go Green is to create education and awareness around waste through videos then shown on multiple social media platforms. The in-person component of the project is hosting beach clean ups where people can see the effects of trash firsthand and directly help fight against single use plastic consumption.

With a focus on single-use plastics and our oceans, Beaches Go Green encourages people to take steps towards consuming less and thus creating less waste.

Beaches Go Green Videos on Sustainability



- ❖ The first large task of the Beaches Go Green Student Leadership Team was to create an educational video on fast fashion
- ❖ The team spent long hours researching the affects of fast-fashion, learning facts such as “10% of all carbon emissions are created by fast fashion” as the prior to creating this video.



- ❖ Volunteer Hours: 62
- ❖ Volunteer Numbers: 3

Beaches Town Center Clean Up

- ❖ The Beaches Go Green Team worked along side director of Beaches Go Green, Anne Marie, to keep the beach/ town clean up organized
- ❖ The team kept track of litter sorting, sign volunteers in and take videos at the last beach clean up event.



“Volunteering for Beaches Go Green has changed the way I feel about volunteering. I have seen at our functions that a real change is being made..” – Faith Martin, UNF Nursing Student.

Outcomes / Impact / Results

- ❖ The videos that the team has produced have garnered around 300-400 views each
- ❖ 319 volunteers came out to the beach clean up for 2 hours.
- ❖ 11,247 cigarette butts were collected
- ❖ 19 bags trash were collected and 6 bags of recycle were collected
- ❖ The value of the volunteer's work equaled a total combined Volunteer value: \$58,643.20 based off of BGG's review
- ❖ The Beaches Go Green Team learned valuable information about sustainability on a micro and macro level and shared that information with others

Other videos:

- ❖ The Beaches Go Green team also created videos about the negative environmental and health effects of Q tips