



## IDEAS For Us: UCF Daytona Beach Shoreline Clean Up

### Organization Mission

IDEAS For Us (IDEAS) is an Orlando-based 501(c)(3) non-profit organization and accredited NGO of the United Nations. Our mission is to develop, fund, and scale solutions to the world's most pressing environmental challenges. All of our environmental action projects and programs align with the sustainable focus areas of Energy, Water, Food, Waste, and Ecology as well as the United Nations Sustainable Development Goals. IDEAS For Us serves 11 branches domestic and international including: Orlando, Florida (headquarters), Saint Petersburg, Florida, on the University of Central Florida campus, Florida, Democratic Republic of Congo, Ghana, Guinea, Liberia, Nepal, Romania, Rwanda, and Uganda.

### Project Summary

IDEAS For Us is seeking \$2,500 for the **Daytona Beach Shoreline Cleanup and zero waste education events led by students from the University of Central Florida.**

### Problem

Global water pollution jeopardizes the health of ecosystems as harmful substances like synthetic chemicals and microplastics replace biodiversity in our rivers, lakes and oceans. These waterways are threatened by an estimated 8 million metric tons of plastic waste each year and growing levels of harmful chemical runoff from unsustainable agricultural and industrial practices. Floridians are intimately aware of these impacts, as coastal communities are losing ecological stability provided by mangrove systems and native fauna. According to the World Wildlife Fund, global biodiversity has decreased by nearly half in the past 40 years and will continue to threaten the environment and society without mitigation efforts. In 2018, Daytona Beach set a new Florida tourism record for an estimated 10.2 million tourists visiting Daytona Beach. Local waste management infrastructure is struggling to combat the waste generated by un-educated polluters.

### Solution

As members of the global community, we have a moral and social obligation to protect and foster ecological integrity through grassroots movements. We look forward to mobilizing the community to make a difference by collecting 200 pounds of trash and debris over the course of 3 beach cleanup initiatives. These initiatives will encourage solidarity, enlighten those previously unaware of waterway pollution, and return ecosystems to their natural states of beauty. This also includes leading a virtual education event through the University of Central Florida IDEAS For Us branch to educate community members on the importance of zero waste practices & waste remediation. Studies show that beautification and restoration projects discourage long-term pollution, evidencing the impact of this

project on the community's future. We are requesting support for material support of our waterway cleanup projects; an expert in the field of water ecology and conservation to educate the public, trash storage and collection supplies, development of our virtual educational event, and materials for sustainable educational brochures. Through civil engagement and environmental activism, our communities will become more vibrant and healthy places to live.

### **Project Goals**

The overall goal of this project is to educate and engage local community members in waterway cleanup initiatives to restore biodiversity and promote sustainable lifestyles. We strive to provide immersive education opportunities for the community to personally engage with the environment as stewards, thus encouraging enlightened perspectives and behavior change. With our project, we will work to combat the waste from some of the 10.2 million tourists visiting Daytona Beach and provide data to the local government to reduce pollution for future beach goers.

### **Project Objective**

The objectives of this project are: 1. To lead 3 trash clean ups of Daytona Beach, Florida involving students from University of Central Florida. 2. Remove more than 200 pounds of trash from the shoreline with the goal of protecting wildlife ecosystems and beautifying the community. 3. Leading waste audit reports led by group members who will sort the collected items into waste and recycling receptacles to transport items to the appropriate management sites. The data from these waste audits will be provided in a final report and shared with Daytona Beach local government in an effort to help educate the community on the most common beach waste items found. 4. Lead an educational event called The IDEAS Hive, on a virtual platform, to educate community members and students about zero waste practices and how to lead waste remediation efforts in their community. 5. Provide media and marketing materials to Paul M. Angell Family Foundation to promote the amazing work that the foundation supports. This includes photo, video, and graphic design all to thank the foundation. Media release forms will be made available as well.

With the funds distributed, we will begin with public education sessions by a water ecology expert, followed by cleanup programs at Daytona Beach, Florida. The collected trash and recycling will be processed by our team and disposed of sustainably.