DNV

ROUTE BEACH CLEANUP

Visual Impact Report

October 4, 2025
São Conrado Beach
Rio de Janeiro, RJ



ROUTE INSTITUTE

TRINITY

AÇÃO ROUTE DE LIMPEZA

A collaborative movement for nature

On **October 4, São Conrado Beach**, in Rio de Janeiro, hosted an inspiring **beach cleanup**, an initiative led by **DNV** in partnership with the **Trinity agency**, the **ROUTE Institute**, and several local movements. The action stood out for combining **social impact** and **environmental impact**, bringing together volunteers, employees, and community members around a shared purpose: caring for the planet while strengthening human connections.

The day began with a **yoga session by the sea**, followed by a **collective breakfast** served to volunteers – a moment of connection and preparation before starting the cleanup activities.









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Socio-environmental context of São Conrado Beach

São Conrado Beach is one of Rio de Janeiro's most iconic coastal areas, located between the **Morro Dois Irmãos** and **Pedra da Gávea**, bordered by both upscale neighborhoods and emblematic communities such as **Rocinha** and **Vidigal**.

This proximity between contrasting socioeconomic realities makes the region a **microcosm of Rio's urban diversity**, where environmental and social challenges coexist in a visible and complex way.

The beach is famous for its natural beauty and **hang gliding**, a symbol of the neighborhood, but it also faces **recurring pollution issues**, particularly from solid waste and untreated sewage carried by stormwater channels from the surrounding hillsides. Much of this pollution originates from **improper waste disposal and a lack of collection infrastructure in vulnerable areas**, highlighting the importance of joint actions that combine **environmental education, social inclusion, and effective public policies.**



In recent years, local movements and civil society organizations have been working to **reverse this scenario of environmental degradation**, promoting cleanup drives, awareness programs, and community engagement activities.

These initiatives help build a sense of belonging and foster a renewed relationship between residents and the coastal environment, turning the beach into a space for coexistence, learning, and environmental regeneration.



Exemplary mobilization of the community and volunteers

The event brought together **dozens of DNV employees** and received strong **support from the local community**, successfully mobilizing **over 100 people** for the cleanup effort.

This collective engagement resulted in the **removal of a significant amount of waste** from the beach, reinforcing the importance of awareness around proper waste disposal.

One of the main highlights was the **intergenerational collaboration – children, youth, and elderly volunteers** worked side by side, exchanging experiences and learning from one another. This interaction across age groups demonstrated how sustainability and environmental responsibility can – and should – be shared collectively.









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Cleanup and waste observations

A área de atuação abrangeu **praticamente toda a extensão da Praia de São Conrado**, com a **equipe da DNV** concentrando-se principalmente no **canto esquerdo da praia.** Durante a coleta, foi observado um **volume significativo de resíduos**, com destaque para **embalagens de alimentos** e **isopor**, além do **microlixo** – pequenos fragmentos plásticos que frequentemente passam despercebidos, mas têm alto impacto ambiental.

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Gravimetry of Collected Waste

Type of Waste	Quantity	Approx. Weight (g)
Cigarette butts	3.166	2.300
Plastic straws	662	2.100
Styrofoam pieces	618	1.950
BOPP packaging	589	1.850
Plastic cups	360	1.500
Metal caps	360	1.000
Hard plastics	708	850
Plastic bags	129	780
Plastic cutlers	121	720
Eppendorf tubes	152	650
Plastic caps	77	580

Tipo de Resíduo	Quantity	Approx. Weight (g)
Pieces of plastic labels	81	550
Wooden sticks	72	400
Pieces of fishing line and ropes	46	350
Plastic lollipop sticks	40	280
Cigarette packs	30	250
Metallic packaging (BIS)	60	240
Tetra Pak packaging	15	220
Pieces of aluminum foil	45	210
Plastic cotton swabs	97	190
Paper coffee cups	23	180
Guaracamp cups	7	160

ROUTE BEACH CLEANUP AT SÃO CONRADO

Gravimetry of Collected Waste

Type of Waste	Quantity	Approx. Weight (g)
Metal cans	6	150
Plastic yogurt cups	8	140
Shoe soles	3	130
PET bottles	13	120
Glass bottles	3	110
Metal cables	6	100
Metal pieces	16	95
Candles	3	85
Dolls	2	80
Lighters	6	75
Wooden sticks (other types)	12	70

Type of Waste	Quantity	Approx. Weight (g)
Pens	5	65
Scissors	1	60
Toothbrush	1	50
Plastic hair comb	1	45
Pringles packaging	1	40
Eyeglasses	1	35
Knife	1	30
Syringe	1	25
Car speaker	1	20
Mixed residual waste	–	8,9
TOTAL	**7,300 items**	**24 kg**

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Post-cleanup analysis: insights for the future

After the collection, the **ROUTE Institute technical team** conducted a **sorting and classification of the waste**, analyzing the **environmental impact profile** of the beach. This stage was essential to identify pollution patterns and **generate data for future cleanups and environmental education actions.**

This was the **second edition of the Beach Cleanup Movement in partnership with DNV**, reinforcing the crucial role of the **company's employees** in fostering a **collective atmosphere of engagement and satisfaction.** The sense of fulfillment was evident – the good deed strengthened team spirit, unity, and pride among participants, especially DNV employees.



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Cultural diversity and global reflection

A particularly memorable aspect of the event was the **participation of Norwegian relatives of a DNV employee**, who actively joined the cleanup activities.

Their involvement brought a **rich cultural perspective**, sparking **discussions about consumption habits and waste management practice**s in different parts of the world.

This exchange of experiences highlighted an important truth: **the impact of our consumption transcends borders**, and the responsibility for environmental care is **shared globally.**



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One step further for a better planet

The beach cleanup in São Conrado reaffirmed that **collective and collaborative actions** are essential to transforming how people relate to the environment.

With the support of conscious companies like DNV, institutions like the ROUTE Institute, and the engagement of the local community, **change happens – from the inside out, from local to global.**

Each piece of litter removed from the sand represents more than just an environmental action: it is a gesture of **unity, empathy, and responsibility** toward the planet we all share.

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THE SDGs AND THE RELATIONSHIP WITH THE CLEANING ROUTE ACTION

Sustainable Development Goals (SDGs)



SDG 4 (Quality Education): Raising awareness about the importance of preserving coastal areas involves education and information.



SDG 6 (Clean Water and Sanitation): Our commitment to beach cleanups and marine ecosystem preservation directly contributes to SDG 6, promoting sustainable water management and reducing marine pollution.



SDG 12 (Responsible Consumption and Production): The fight against marine pollution is intrinsically linked to responsible consumption and production practices. We promote awareness about reducing plastic consumption and proper recycling.



SDG 14 (Life Below Water): Focuses on the conservation and sustainable use of oceans and marine resources. Our efforts to reduce marine pollution and protect marine flora and fauna align perfectly with this goal.



SDG 15 (Life on Land): Sorting and proper disposal of collected waste helps protect terrestrial life, including fauna and flora.



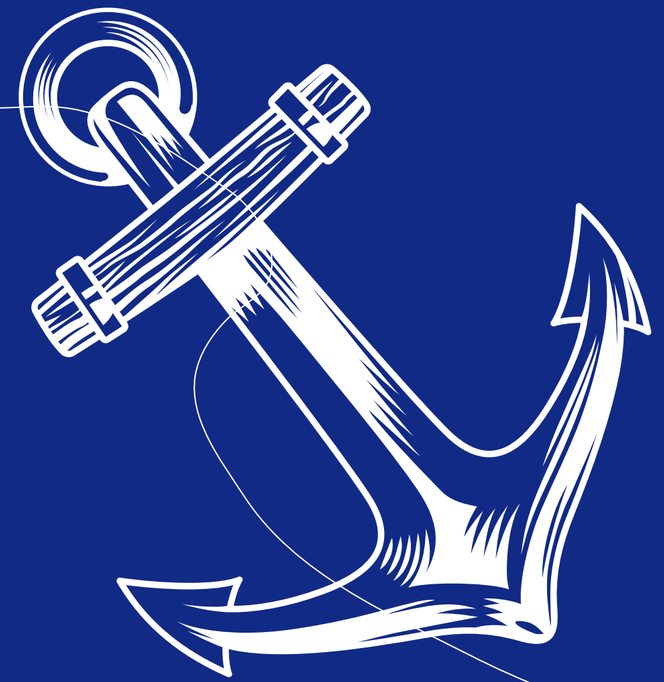
SDG 17 (Partnerships for the Goals): We establish partnerships to promote sustainable practices and environmental awareness in the local community.

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FIB POR UM MUNDO MELHOR

ROUTE INSTITUTE is an **ACTIVE RESEARCH INSTITUTE** working to build a better world. We tirelessly develop a path where our planet can regenerate.

We build this vision of an evolved world through the indicators **FIB, SDGs, and HDI** – our vision for change is guided by action principles that define our culture in this construction. Our paths are paved with lots of cleaning, community engagement, and strategic communication. And, of course, we've learned that we can change and improve the world through hugs. **So, shall we continue this journey together?**



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Thank you, for a better world!

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