DNV

ROUTE BEACH CLEANUP

Visual Impact Report

October 5, 2024
São Conrado Beach
Rio de Janeiro, RJ



ROUTE INSTITUTE

TRINITY

DNV BRAZIL 50/Y.

DNV 1864 2024

A Milestone in Environmental and Social Awareness

The celebration of DNV's 50 years in Brazil was marked by an emblematic and highly relevant socio-environmental event in partnership with ROUTE. Held on October 5, 2024, at São Conrado Beach in Rio de Janeiro, the event saw the participation of 18 DNV volunteers and local organizations such as the **Salvemos São Conrado** movement and the **Rio Eco Cantão** kiosk. This action, located in a strategic point of the city, was fundamental in raising environmental awareness among the company's employees and the local community.



ROUTE + DNV BEACH CLEANUP | SÃO CONRADO BEACH | RIO DE JANEIRO | OCT 5, 2024



The Location and Its Environmental Context



São Conrado Beach, located between the West and South zones of Rio de Janeiro, is often an overlooked beach by local residents. However, it holds crucial ecological importance due to its proximity to the Rocinha and Vidigal communities. The area suffers from improper waste disposal, which is exacerbated on rainy days. Much of this waste, originating from improper disposal in nearby communities, ends up being carried to the beach, revealing the complex relationship between consumption, waste management, and the environment.

The day of the action was especially significant because it coincided with a rainy period in Rio de Janeiro, amplifying the volume of waste accumulated on the beach.

This beach cleanup action stood out as one of the most impactful in ROUTE's 15 years of activity. One of the most notable results was the significant amount of cotton swabs collected, highlighting the area's poor sanitation.


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CLEAN-UP ACTION AT SÃO CONRADO BEACH

Gravimetry of Collected Waste

Category	Item	Qty.	Weight (Kg)
Plastic	Rubber	31	5,465
Plastic	Straws	56	0,12
Plastic	Disposable Cups (PS)	82	0,455
Plastic	Hard Cups (PP)	72	1,1
Plastic	Toothpaste Tubes	4	
Plastic	Metallic Wrappers	130	
Plastic	Eppendorf Tubes / Pins	275	0,425
Plastic	Toothbrushes	17	0,245
Plastic	Bottles (PET)	364	
Plastic	Cotton Swab Sticks	593	0,18
Plastic	Lollipop Sticks	86	

Category	Item	Qty.	Weight (Kg)
Plastic	Styrofoam (EPS) Pieces	1600	1,77
Plastic	Lighters	16	
Plastic	Hard Plastic	719	11,68
Plastic	Cutlery (PS)	4	
Plastic	Caps (PP-5)	553	1,665
Metal	Aluminum Cans	36	1,31
Metal	Metal Pieces	1	
Non-recyclable	Cigarette Butts	10	
Non-recyclable	Shoes	103	13,705
Non-recyclable	Diapers	2	
Paper	Cigarette Pack	2	

Gravimetry of Collected Waste

TOTALS			
Category	**Item**	**Qty.**	**Weight (Kg)**
Plastic	Razor	2	
Plastic	Baby Pacifier	11	
Plastic	Syringe	4	
-	Medicine	3	
Waste	Condom	6	
-	Candles	4	
Plástic	Doll	1	
Metal	Aerosol Cans	33	
Rubber	Balls	31	
Waste	Waste		10,515
Waste	Paper		0,465

TOTALS			
Category	**Qty.**	**%**	**Weight (Kg)**
Metal	37	0,78%	1,31
Non-recyclable	113	2,38%	13,705
Paper	2	0,04%	0
Plastic	4597	96,80%	23,105
Glass	0	0,00%	0
Grand total	**4749**	**100,00%**	**38,12**


GLOBAL

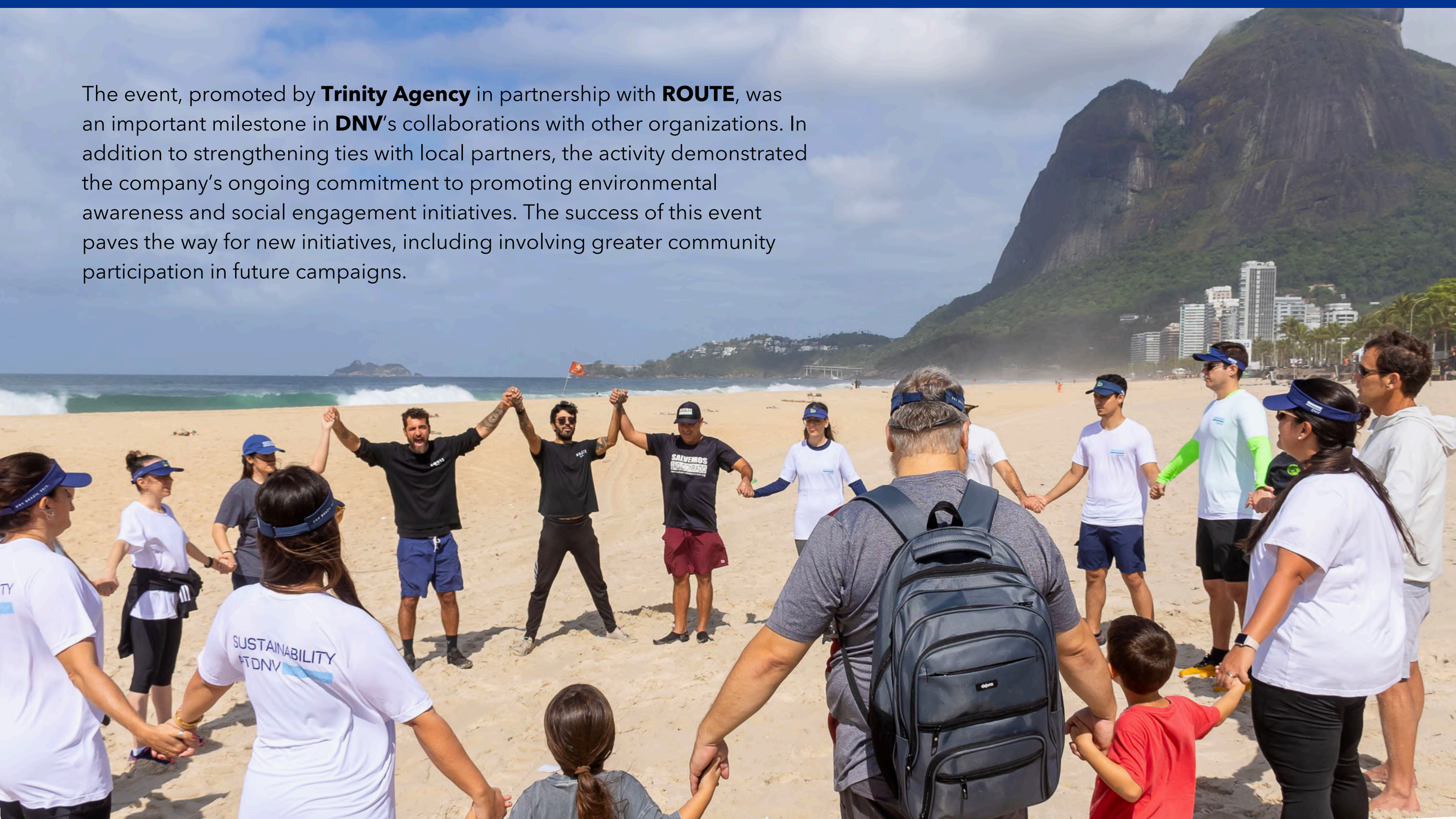
Waste Impact and the Role of Communities

Though much of the waste collected was the result of improper disposal in nearby areas like **Rocinha** and **Vidigal**, many of the materials had already reached the ocean, making it difficult to trace the precise sources of pollution. However, ROUTE's years of experience in such actions show that part of the waste does indeed come from these communities. This highlights the importance of environmental education programs and basic sanitation that go beyond mere waste collection, encompassing awareness of the impacts on the ocean and local ecosystems.



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The event, promoted by **Trinity Agency** in partnership with **ROUTE**, was an important milestone in **DNV**'s collaborations with other organizations. In addition to strengthening ties with local partners, the activity demonstrated the company's ongoing commitment to promoting environmental awareness and social engagement initiatives. The success of this event paves the way for new initiatives, including involving greater community participation in future campaigns.



Challenges of Waste and Sanitation in Rocinha

A survey by **Fala Roça** revealed that there is only one public trash can along the entire Estrada da Gávea, in Rocinha, highlighting the lack of waste collection infrastructure. In communities like Rocinha and Maré, where residents' participation in waste management programs is limited, the problem worsens.

In Rocinha, the so-called "ditch," which channels rainwater and waste, is often obstructed by construction, causing floods that carry large amounts of garbage to São Conrado Beach.



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Beyond the Trash



Rocinha is faced with several open sewage points, and its struggle for basic sanitation has lasted more than 50 years. The lack of infrastructure leads to the proliferation of diseases such as dengue fever, tuberculosis and leptospirosis, in addition to attracting rats and cockroaches. According to Davison Coutinho, from the **Residents' Commission**, Rocinha has one of the highest rates of tuberculosis in Brazil, with around 300 new cases of the disease per year. Both tuberculosis and leptospirosis can be fatal. There are currently around 50 sewage ditches in the community.

The accumulation of trash in Rocinha is a constant problem. Despite the daily collection carried out by **Comlurb**, which has 90 street cleaners working in three shifts, the volume of waste is very high, reaching around 230 tons per day. Although the collection trucks pass by up to three times a day, the community lacks adequate infrastructure to store so much trash, which results in large piles of waste. Even with the installation of new trash cans, they cannot handle the volume generated, and on rainy days, the trash ends up spreading across the streets.



Local Action to Combat Plastic Pollution

The DNV action at São Conrado Beach highlighted the severe issue of marine plastic pollution, such as cotton swabs and bottles, which affect marine life and coastal communities.

Brazil is one of the largest contributors to this pollution, which contaminates the ocean and harms ecosystems. The waste collection carried out by DNV helps raise awareness about the need to reduce the use of disposable plastics and improve solid waste management, reinforcing the importance of local actions in combating this environmental impact.



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This event not only celebrated **DNV's 50 years in Brazil** but also reinforced the company's commitment to environmental preservation and social responsibility. Through the mobilization of its employees and partners, DNV demonstrated that small actions can make a significant impact on ocean conservation and improving the quality of life in surrounding communities.

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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.



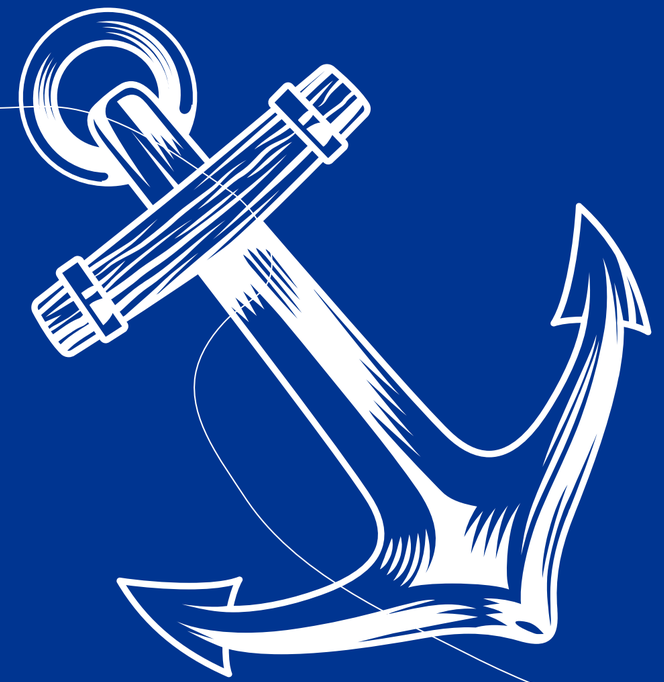
SDG 17 (Partnerships for the Goals): We establish partnerships to promote sustainable practices and environmental awareness in the local community.

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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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