DNV

ROUTE BEACH CLEANUP

Visual Impact Report

September 26, 2026
Leme Beach
Rio de Janeiro, RJ



ROUTE INSTITUTE

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CLÁSSICO BEACH CLUB

A morning for the ocean and the city

On the morning of **Saturday, September 26, 2026**, **DNV, Trinity Agency, and ROUTE Institute** held a beach cleanup action at **Leme Beach**, in partnership with **Clássico Beach Club Leme.**

The initiative was designed to bring together well-being, connection, and environmental awareness in a single experience, bringing participants closer to the beach and encouraging a more attentive relationship with the shared space around us.

Beyond removing waste from the sand, the action transformed what was found into information. Waste characterization helps identify disposal patterns and reveals, on a local scale, behaviors related to consumption, the use of disposable products, and our everyday relationship with public spaces.



Well-being, integration, and environmental awareness

The program brought together different moments of connection and care: **breakfast at Clássico Beach Club**, a **Yoga and stretching session led by instructor Jacqueline Mito**, followed by the beach cleanup and waste collection activity.

The initiative follows the logic behind ROUTE's actions: **clean, observe, document, communicate, and generate reflection from the locality.** The DNV reference report also approaches beach cleanup as more than a one-off cleaning activity, incorporating environmental education, awareness, and participation.







The locality: Leme Beach

Leme Beach, located in Rio de Janeiro's South Zone, is part of one of the city's best-known and most frequently visited coastal areas.

The beach brings together residents, tourists, workers, sports enthusiasts, and visitors, creating multiple uses within the same territory. The proximity between the shoreline, the urban environment, and the natural areas surrounding it makes the locality particularly relevant for observing the relationship between **consumption, public space, and the coastal environment.**

It is a beach embedded in a highly active urban area, where people, commerce, leisure, and nature interact continuously. Within this context, waste found on the sand should not be understood solely as a cleaning issue. It can also be viewed as an indicator of how products are consumed, used, and discarded.

The action carried out by **DNV, Trinity Agency, and ROUTE Institute** was based precisely on this perspective: **to care for the beach while also observing what the beach reveals to us.**

Gravimetry of Collected Waste

Type of Waste	Quantity	Peso (Kg)
Cigarette butts	398	0.40
Plastic bottle caps	151	0.60
Plastic straws	144	0.22
BOPP packaging	132	0.66
Metal bottle caps	120	0.48
Hard plastic	105	1.05
Disposable cups	64	0.51
Plastic sticks (cotton swabs)	37	0.06
Plastic cutlery	32	0.16
Plastic lollipop sticks	29	0.06
PET bottles	27	0.68
Plastic strips/ties	20	0.10
Metal cans	12	0.18
Plastic bags	12	0.06

Type of Waste	Quantity	Peso (Kg)
Sauce sachets	10	0.03
Styrofoam food containers	10	0.12
Eppendorf tubes / pins	8	0.02
Fabric pieces	6	0.06
Cigarette packs	6	0.12
Glass bottles	6	1.80
Wooden sticks	5	0.03
Disposable syringes	2	0.01
Plastic pen caps	2	0.00
Lighters	2	0.04
Pen	1	0.01
Tetra Pak package	1	0.02
Metal grate	1	0.50
Residual waste	-	6.00

TOTAL	**1,343 items**	**13.98 kg**

What did Leme Beach tell us?





The waste characterization reveals a strong presence of **waste associated with everyday consumption and the disposal of small items.**

Among the materials collected, **cigarette butts** stand out by a wide margin: **398 units** were found, making them the most numerous type of waste collected during the action. The figure is significant not only because of the quantity, but also because of how common this type of disposal is in public spaces.

They are followed by **plastic bottle caps, straws, BOPP packaging, and metal bottle caps**, all primarily associated with fast consumption, beverages, food, and convenience products.

The collection also included significant amounts of **disposable cups, plastic cutlery, lollipop sticks, sauce sachets, Styrofoam food containers, and PET bottles.**

In many cases, these are materials with a very short useful life that can remain in the environment for much longer when improperly discarded.

The overall picture highlights an important characteristic of pollution found on the beach: **it is not only about large or highly visible objects. A significant part of the problem lies in small pieces of waste accumulated in large numbers.**






ROUT
GLOBAL

Key highlights

398 CIGARETTE BUTTS

The most frequently collected item.
The **398 cigarette butts** found during the action point to the recurring practice of discarding this type of waste directly onto the sand and reinforce the importance of raising awareness about waste that is often perceived as too small to be a problem.

151 PLASTIC BOTTLE CAPS

Bottle caps were the second most common type of waste.
Their presence is directly associated with beverage consumption and shows how small packaging components can easily become dispersed in the environment.

144 PLASTIC STRAWS

Another single-use item found in significant numbers. The number of straws reinforces the presence of disposable products among the most common materials observed during the action.

132 BOPP PACKAGES

Flexible and metallized packaging appeared in significant numbers and is mainly associated with food and other packaged consumer products.

120 METAL BOTTLE CAPS

Metal bottle caps formed another significant group in the collection, also associated with beverages and other packaged products.

27 PET BOTTLES

Although fewer in number than bottle caps, straws, and other small items, PET bottles have a larger volume per unit and contribute more significantly to the estimated total weight.



More than a cleanup

A beach cleanup can serve as a starting point for a broader reflection on **consumption, waste management, environmental education, and shared responsibility.** This perspective is also present in the DNV reference report used as the basis for this action. At Leme, this perspective becomes even more relevant because of the direct relationship between a heavily used urban beach and the ocean.

Every piece of waste collected represents an opportunity to discuss reduction, reuse, proper disposal, recycling, and shared responsibility. The activity also reinforces the importance of collaboration among different stakeholders.

The partnership between **DNV, Trinity Agency, ROUTE Institute, and Clássico Beach Club Leme** demonstrates how companies, organizations, and local businesses can work together to create experiences that combine participation, awareness, and care for the territory.

For **ROUTE Institute,** this is the value of a beach cleanup: **care for the place, observe what it reveals, and transform that observation into knowledge and mobilization.**

CLICK TO ACCESS THE PHOTOS

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.



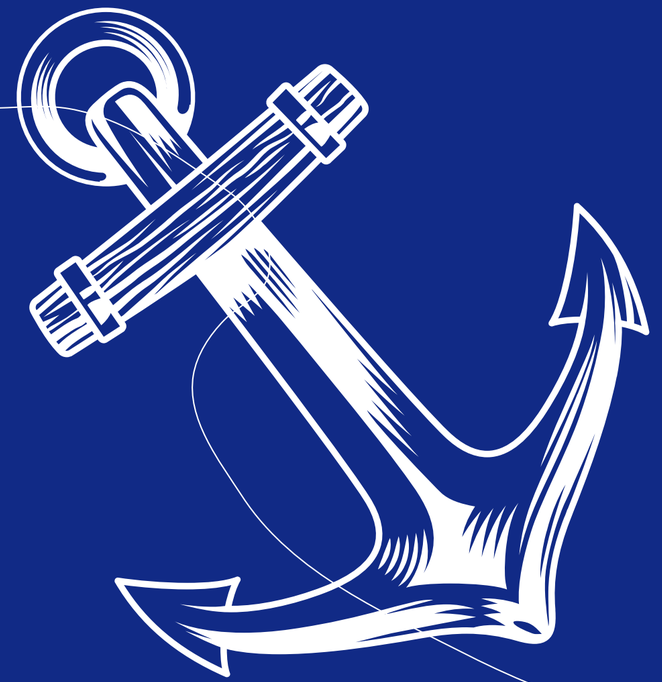
SDG 17 (Partnerships for the Goals): We establish partnerships to promote sustainable practices and environmental awareness in the local community.

ROUTE INSTITUTE

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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