
LIFE TO OUR BEACHES

Joining Hands with Community Beach Caretakers



BIODIVERSITY SRI LANKA



Prepared by:
Biodiversity Sri Lanka

Background

As an island nation, Sri Lanka boasts of a coastline extending over 1,300km. A little-known fact is that our coastal and marine area is approximately 8 times the total land area of our country. With 103 rivers debouching into the ocean, approximately 85% of marine litter, originates from mismanaged, land-based, human activities. With a wave and tidal action, this litter accumulates on beaches posing threats and risks to industries and livelihoods that depend upon them as well as to the general aesthetic beauty of our island nation – known world over as a beach paradise! It also hinders optimal conditions required for community living and visually and physically pollutes open spaces meant for relaxation and recreation.

The Problem

To maximize sustainable utilization of our beaches, it is imperative that we take measures to keep them clean and free of hazards allowing for free public movement and recreation. The solid waste which is found on our shores is often not only of local origin but also washed up from overseas. Plastic, glass, aluminum, and rubber-based material, which if collected and directed appropriately, can be turned into valuable resources through upcycling and recycling.



Mismanagement of plastic waste can result in leaching and the generation of micro plastics, which via the food chain can re-accumulate, threatening the safety and wellbeing of coastal and marine fauna. It is also an imminent health hazard. Therefore it is vital that urgent action is taken to ensure that our beaches are constantly monitored, cleaned and managed sustainably, with the involvement of all stakeholders, so that a safer and more sustainable coastal environment is maintained for the benefit of us all.



The Project

Several private sector companies have already supported the cleaning and maintenance of over 130km of beach stretches containing 105 community beaches in 14 coastal districts of the country. 121 samurdhi beneficiaries have been employed so far as beach caretakers. A database recording the quantities of waste collected by each Beach Caretaker monthly has been established and is operational.

The programme aims to employ up to 20 Beach Caretaker families by the end of 2020. Payment for these Beach Caretakers along with costs of equipment and cleaning gear required for beach maintenance as well as costs of appropriately directing the collected waste requires funds, involvement, and support.



According to previous experiences, monitoring is the most challenging component of many beach care projects. To address this issue, BSL has formed a team to oversee, and monitor this programme .

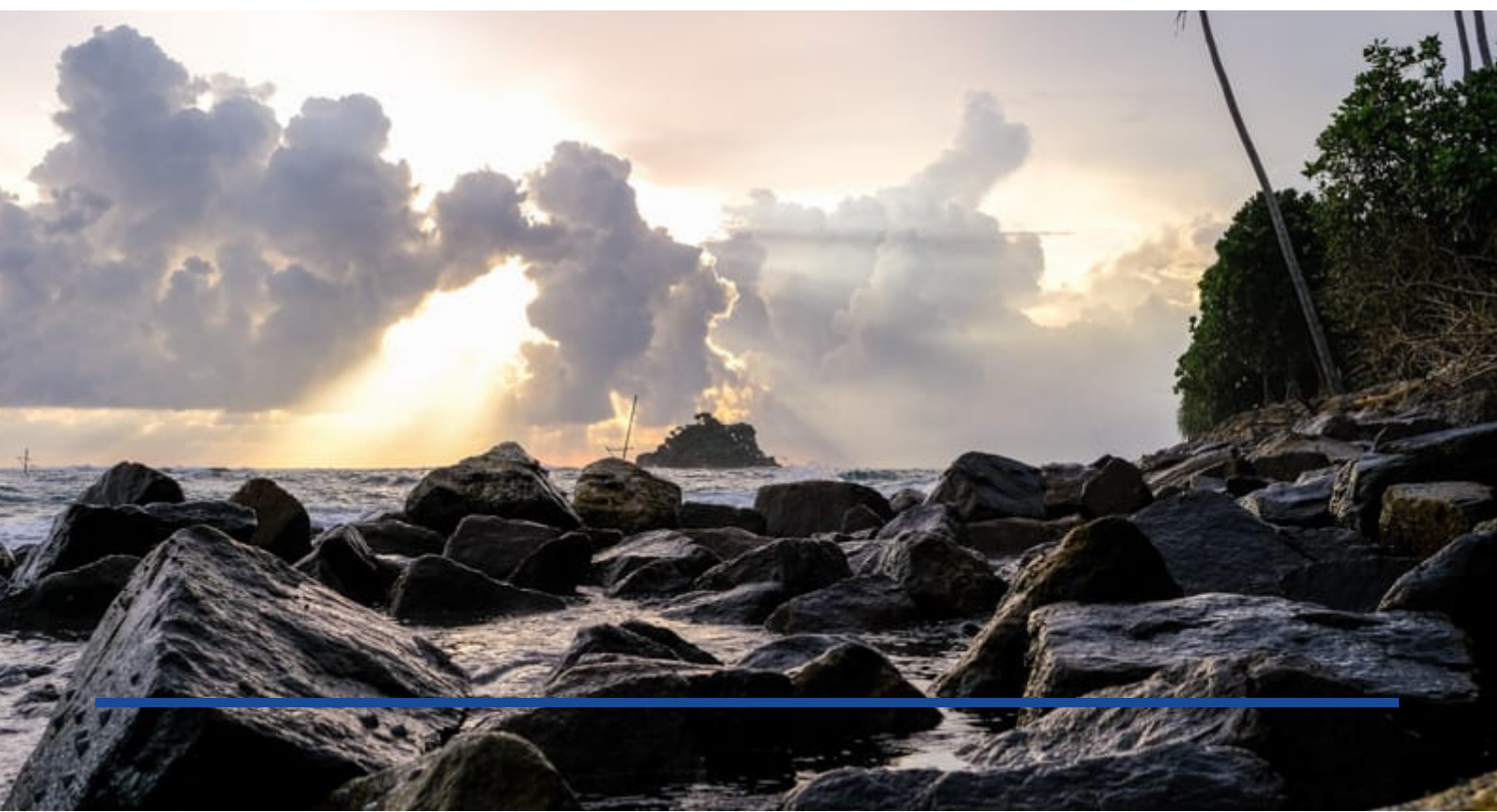
The local Health Inspector (PHI) will nominate a Beach Caretaker (BCT) for the respective beach stretch, who will then be in charge of all cleaning duties. BSL will provide a toolkit that includes cleaning equipment, personal care equipment, a scale, jumbo/gunny bags, and a record book. The BCT will spend approximately two hours each day cleaning the stretch and keeping an attendance record.

Private sector partners will receive quarterly updates and, depending on the need, may be able to participate in beach cleaning operations with their employees. BSL will pay the BCT directly after receiving the monthly collection record and attendance sheets.

Beaches frequently acquire a variety of debris, such as plant debris, plastic, glass, metal, paper, polystyrene, etc. Selling these materials to the closest Material Recovery Facility (MRF) for a marketable price will bring in an extra income to the BCT. Non-biodegradable leftovers will be collected by the relevant local government authority and sent to the waste-to-energy facility in Kerawalapitiya.

EXTRA BENEFITS FOR BCTs

- Continued training will be provided to BCT.
- Identity cards and a t-shirt/jacket could be provided
- A storage shed and value-adding tools could be provided.
- Empowering the BCT through social media interviews, documentaries, etc.



Partner Benefits

Joining Companies will accrue the following benefits by partnering with this programme:

- Opportunity to partner and support the achievement of national goals and international commitments towards coastal and marine conservation.
- A legitimate opportunity to direct funds towards a volunteer activity that benefits low income groups under the supervision of a responsible state department
- Opportunity to achieve objectives of the United Nations Sustainable Development Goals (SDG); the following in particular:

1 - No Poverty

2 - Zero Hunger

3 - Good Health and Well-being

4 - Clean Water and Sanitation

5- Decent Work and Economic Growth

6 - Reduced Inequality

7 - Sustainable Cities and Communities

8 - Responsible Consumption and Production

9 - Life Below Water

10 - Life on Land

11 - Partnerships to Achieve the Goal

- Opportunity to engage company staff in volunteer activities relating to the marine environment.
- Opportunity to create positive PR and visibility amongst communities and relevant stakeholders.



Project Management

BSL will facilitate collaboration between MEPA, the respective local government authority, and the private sector in the form of Public-Private-Partnerships (PPP), based on the private sector companies' requirements and reach, help identify suitable beaches for cleaning and maintenance by selected family/ies as identified by the LGA, oversee and monitor progress, support the direction of waste collected towards, composting, recycling and safe and sustainable disposal.

- Established under the Marine Pollution Prevention Act No. 35 of 2008, the **Marine Environment Protection Authority (MEPA)** has taken several measures to ensure the reduction of polluted spaces on our coastline. The national Beach Caretaker Programme spanning all coastal districts of the country, is one such initiative launched in 2018. The programme aims to maintain the cleanliness of beaches around the country, to strengthen collaboration between government agencies, the private sector and coastal communities in preventing coastal pollution, and to strengthen the economy and alleviate poverty of selected coastal families in the country.
- **The Local Government Authority (LGA)**, has been established under the provisions of the Pradeshiya Sabha Act No. 15 of 1987, in the Democratic Socialist Republic of Sri Lanka. LGA is the designated agency to provide for the prevention, control, and reduction of pollution and combine its respective expertise for the purpose of cleaning and maintaining the local government area including the coastal area.
- **Biodiversity Sri Lanka (BSL)**, is a private sector network having the mandate to involve its membership in activities that contribute towards national objectives of biodiversity and environmental conservation. BSL will link its member companies to its Life to Our Beaches initiative, aimed, not only to clean up beaches but also to ensure the responsible disposal of collected waste.

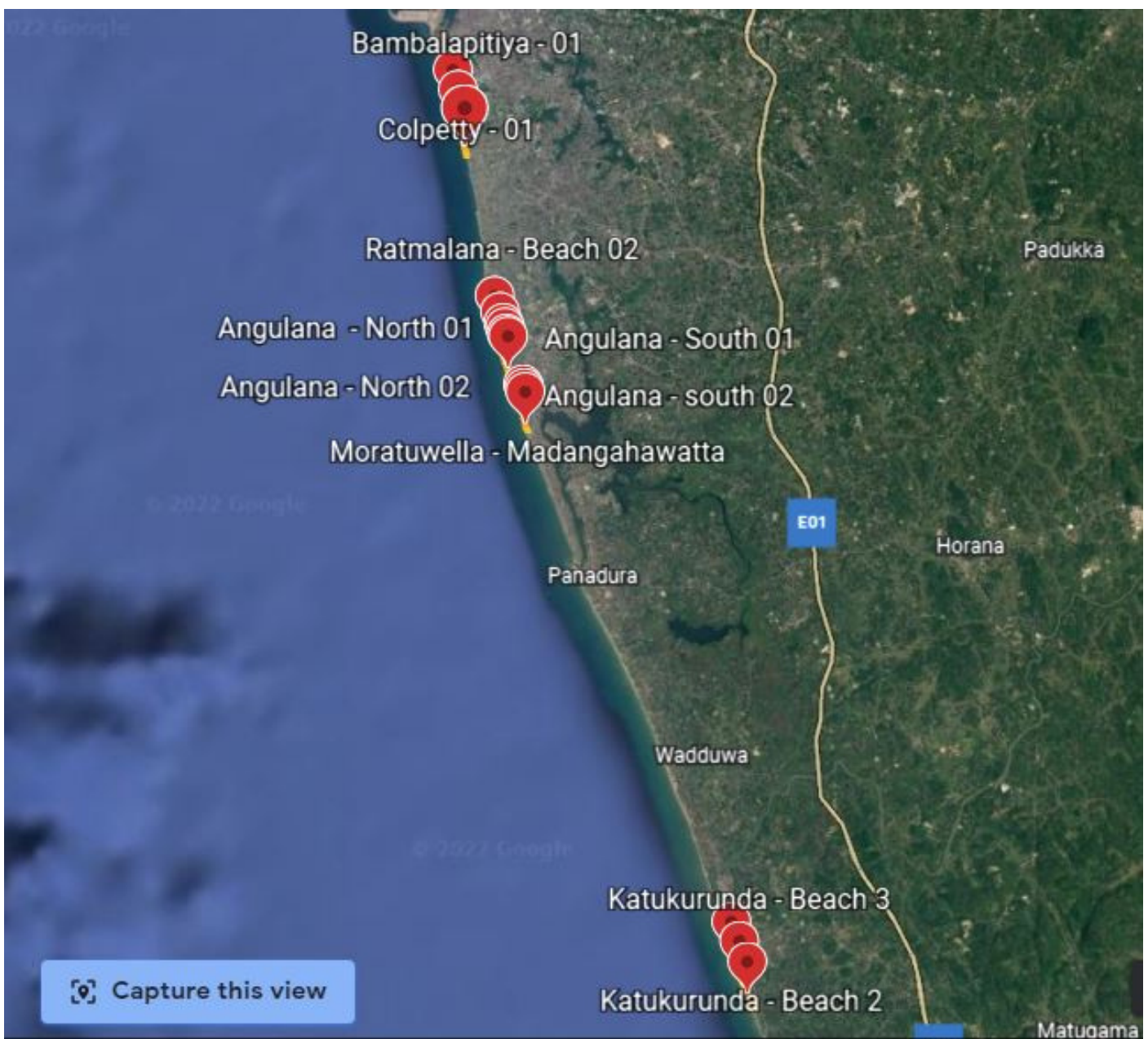


Investment

The cost based on a stretch of beach (approximately 1km in length) to be maintained by an identified Beach Caretaker family, for a period of 1 year, inclusive of monthly payments to the beach caretake family, one-time cost of equipment (bags, rakes, gloves etc.), and management and supervision of the programme is **LKR 350,000** per year.

Companies may opt to pick 1 or many beach stretches.

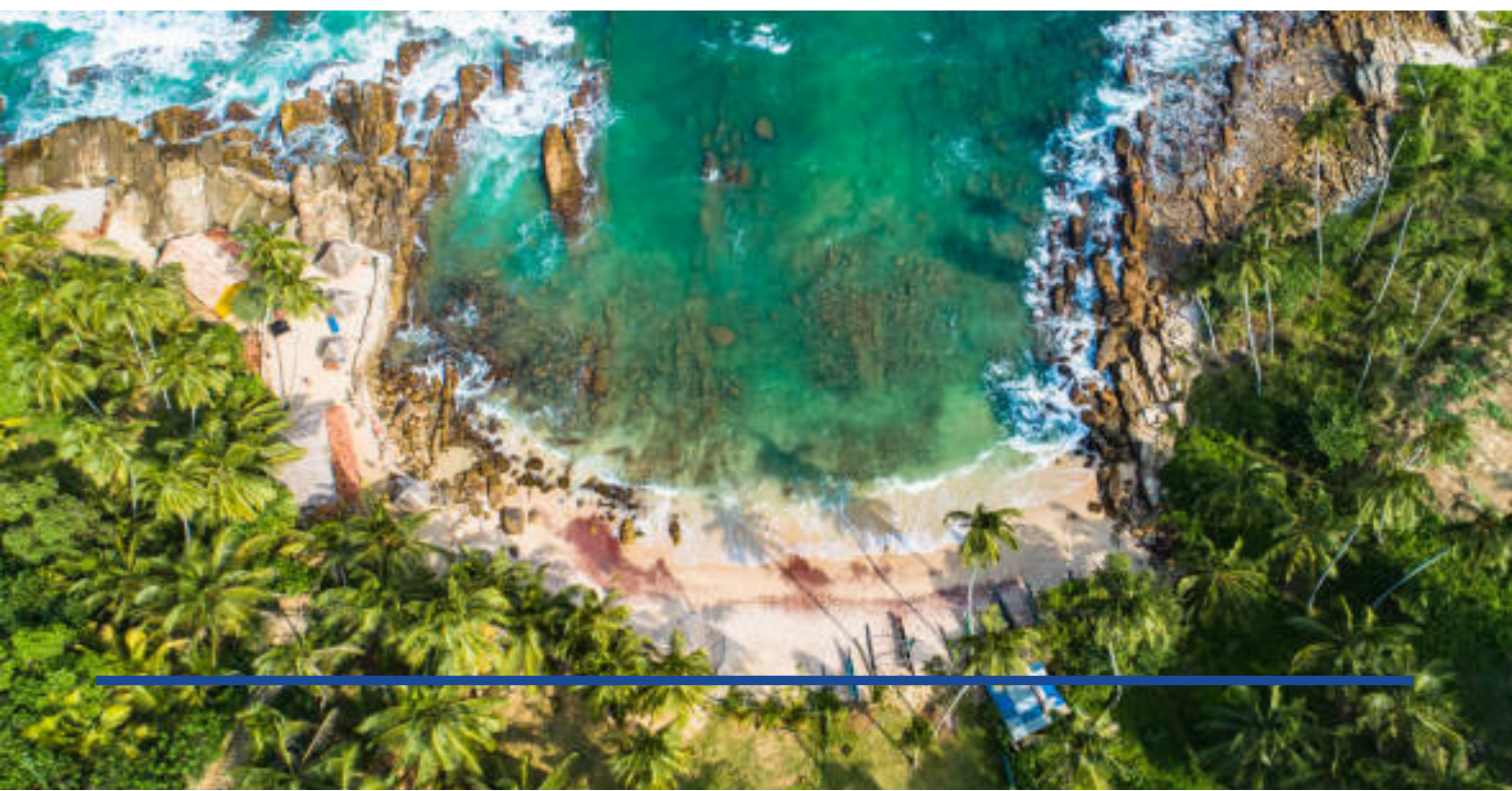
Project Locations



| Beach No | Name of the beach | Length of the Beach (m) | DS Divisions | Requirements |
|-----------------|--------------------------|--------------------------------|---------------------|---------------------------------------|
| 1 | Colpetty-01 | Approx 1 km | Colombo | Beach Caretaker to clean boulder wall |
| 2 | Colpetty-02 | Approx 1 km | Colombo | Beach Caretaker to clean boulder wall |
| 3 | Bambalapitiya-01 | Approx 1 km | Colombo | Beach Caretaker to clean boulder wall |
| 4 | Bambalapitiya-02 | Approx 1 km | Colombo | Beach Caretaker to clean boulder wall |
| 5 | Ratmalana beach-2 | - | | Beach Caretaker Needed |
| 6 | Ratmalana beach-2 | - | | Beach Caretaker Needed |
| 7 | Angulana -North-1 | Approx 0.5 km | Moratuwa | Beach Caretaker Needed |
| 8 | Angulana -North-2 | Approx 0.5 km | Moratuwa | Beach Caretaker Needed |
| 9 | Angulana -North-2 | Approx 0.5 km | Moratuwa | Beach Caretaker Needed |
| 10 | Angulana-South-02 | Approx 1.25 km | Moratuwa | Beach Caretaker to clean boulder wall |
| 11 | Angulana-south-02 | Approx 0.5 km | Moratuwa | Beach Caretaker to clean boulder wall |
| 12 | Moratuwella-Uswatta | Approx 0.5 km | Moratuwa | Beach Caretaker Needed |

| Beach No | Name of the beach | Length of the Beach (m) | DS Divisions | Requirements |
|-----------------|----------------------------|--------------------------------|---------------------|---------------------------------------|
| 13 | Moratuwella | Approx 0.5 km | Moratuwa | Beach Caretaker Needed |
| 14 | Moratuwella-Madangahawatta | Approx 0.5 km | Moratuwa | Beach Caretaker Needed |
| 15 | Katukurunda-1 | Approx 1 km | Moratuwa | Beach Caretaker to clean boulder wall |
| 16 | Katukurunda-2 | Approx 1 km | Moratuwa | Beach Caretaker to clean boulder wall |
| 17 | Katukurunda-3 | Approx 1 km | Moratuwa | Beach Caretaker to clean boulder wall |

We encourage partners to make a joint field visit for the selection of beach stretches



*“We are tied to the Ocean. When we go back to the sea, whether it is to sail or to watch – we are going back from whence we came”
- John F Kennedy*

More information could be obtained from the following:

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