



# MRCTI



Mississippi River Cities & Towns Initiative

## THE MISSISSIPPI RIVER PLASTIC POLLUTION INITIATIVE



<https://youtu.be/xjLpFQSHUA>

# Mississippi River Cities & Towns Initiative

# An Association of 102 United States Mayors

# MRCTI



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## THE MISSISSIPPI RIVER PLASTIC POLLUTION INITIATIVE

CLEAN RIVER, CLEAN SEAS



The Mayors of the Mississippi River, in partnership with the United Nations Environment Programme, National Geographic Society and the University of Georgia, launch an initiative to combat plastic pollution along one of the world's greatest waterways.

Working with volunteer citizen scientists from local communities, the initiative will record data on the state of plastic pollution at key sites along the river. This data will be used to generate a 'plastic pollution map' that will help policy makers, business and citizens take action.



UNIVERSITY OF  
GEORGIA



# THE MISSISSIPPI RIVER PLASTIC POLLUTION INITIATIVE

## PARTNER CITIES

★ St. Paul, Minnesota

★ Quad Cities, Iowa & Illinois

- Bettendorf, Davenport, Riverdale, IA
- Moline, East Moline, IL

★ St. Louis, Missouri

★ Mississippi Delta

- Rosedale, Mississippi
- Greenville, Mississippi

★ Baton Rouge, Louisiana





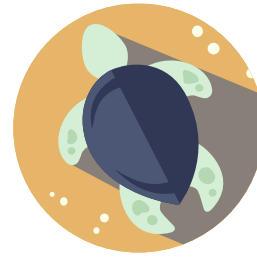
# Do you have what it takes to be a marine debris detective?

Join the Mississippi River Plastic Pollution Initiative!

Up to **80% of marine plastic originates on land**, and rivers are a major route for litter to travel to the ocean. **You can be part of the solution** to combat plastic pollution along the Mississippi River by helping to collect data on marine litter here in the Quad Cities!

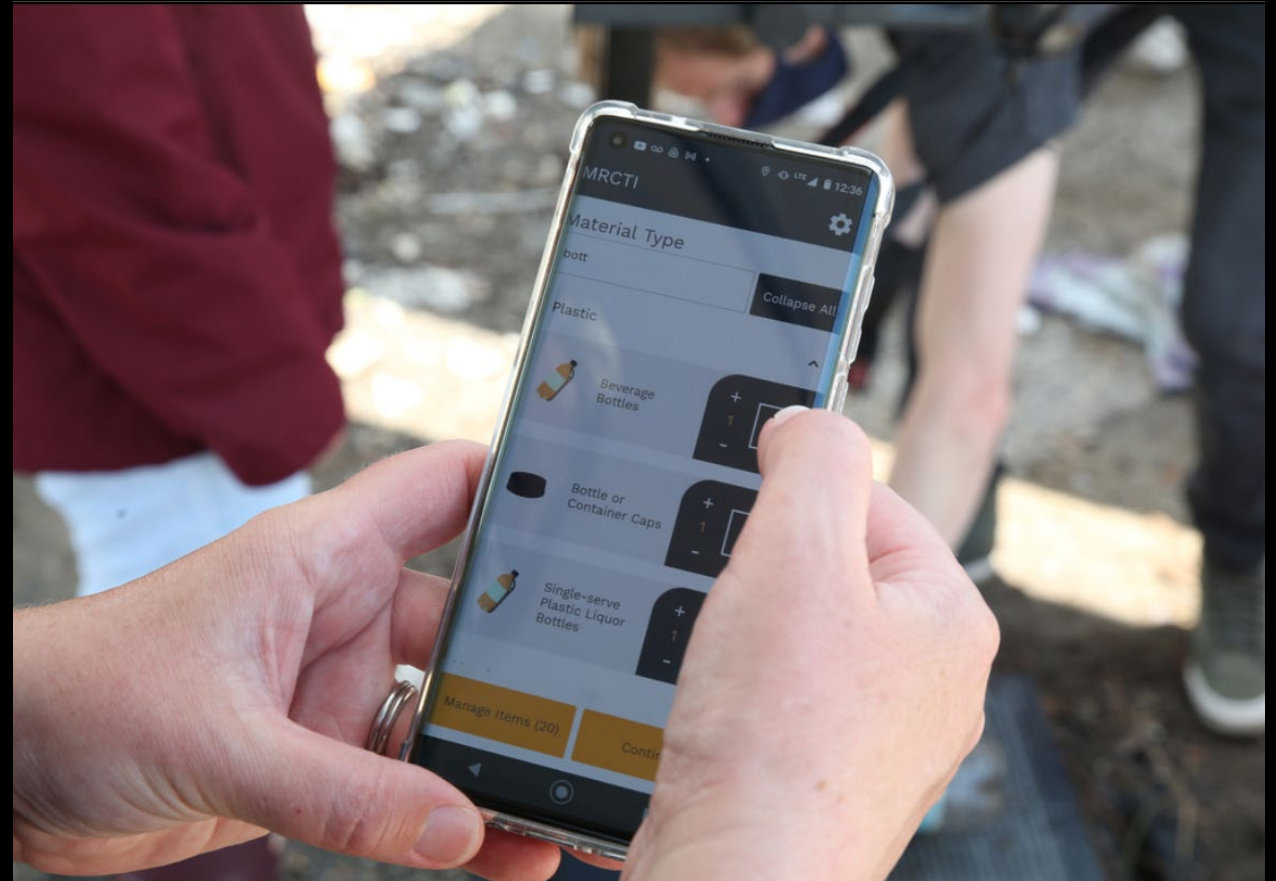


- 1** Download the [Marine Debris Tracker App](#) on your device.
- 2** Select 'Mississippi River Plastic Pollution/MRCTI' from the organization list.
- 3** Use this [link](#) to pick a data collection area on the map. Google Maps will open, showing yellow squares so you can easily select a location.
- 4** Find your data collection site. Find a 3ft (1m) wide pathway where litter accumulates, like a roadside or sidewalk.
- 5** Take a walk, collect data! Follow the 3ft-wide path and record all items within it for at least 30 minutes. Do your best to track the debris you find within the marked square or just adjacent to it. We'll use this randomly sampled data for scientific analysis.



# Marine Debris Tracker

Powered by Morgan Stanley



Want to find out more about the Mississippi River Plastic Pollution Initiative? [Click here!](#)











# Mississippi Delta Launch



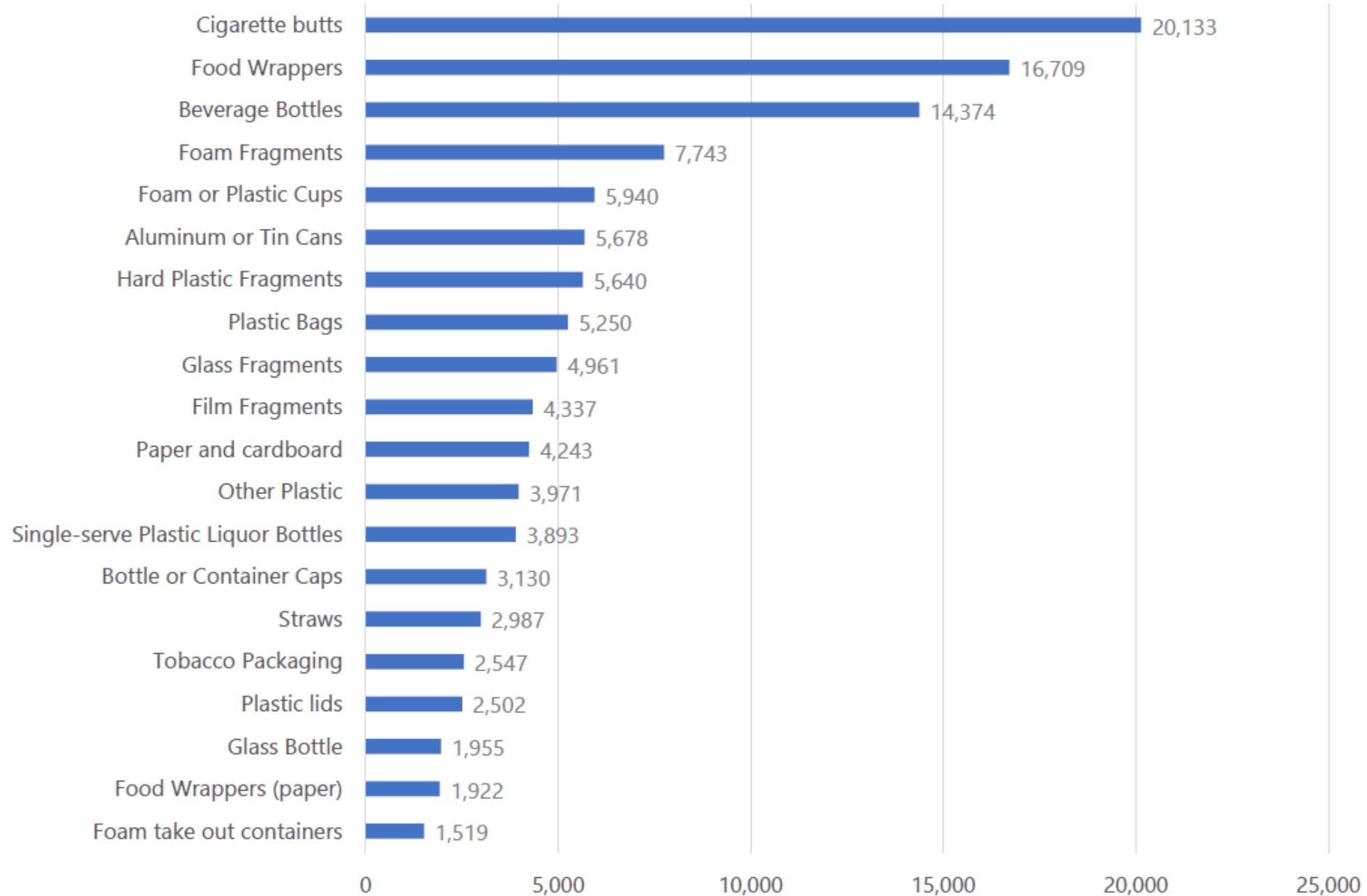


# THE MISSISSIPPI RIVER PLASTIC POLLUTION INITIATIVE

## PARTNER ORGANIZATIONS



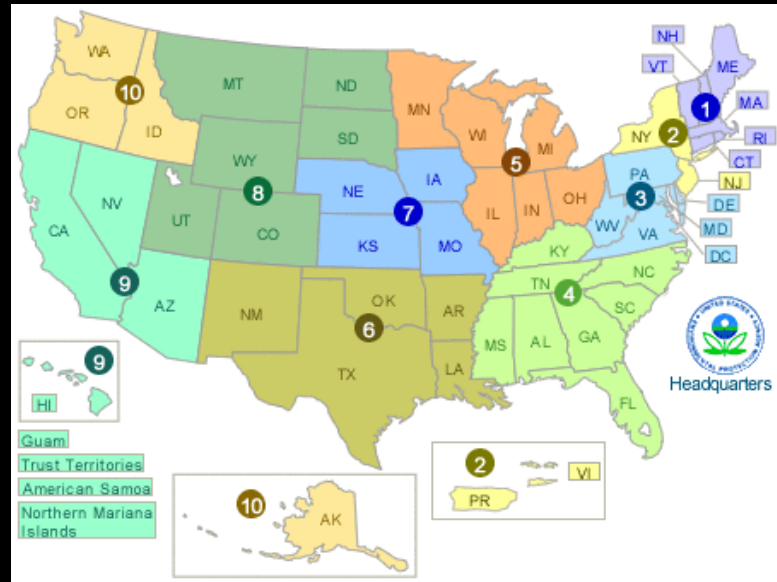
# Top Items in the Basin 2021-22 (*n* = 136,148)





# WHAT'S NEXT?

- Enhance and expand partnerships
- Use data to find focus points/Low hanging fruit
- Explore funding opportunities: grants, subsidies
- Broaden the initiative along the river
- Work together with corporate partners to reduce their consumer waste and ensure higher reuse and recycling rates



IT'S ONLY A MATTER



OF TIME

Thank you!

Jennifer Wendt

MRCTI

Plastic Waste Reduction Campaign Manager

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Learn more at:

[The Mississippi River Plastic Pollution Initiative | UNEP - UN Environment Programme](#)

[www.unep.org/regions/north-america/regional-initiatives/mississippi-river-plastic-pollution-initiative](http://www.unep.org/regions/north-america/regional-initiatives/mississippi-river-plastic-pollution-initiative)