

# SEA BINS

- collection of voluntarily handpicked marine litter

”

THE SUCCESS CONTINUES!

**199 Sea Bins**  
*has in 2023 collected  
more than 250 tons  
of marine litter*



VIDEN OM AFFALD  
**i havet**



# FROM 0 TO 253 TONS IN 10 MONTHS!

The Sea Bins have really moved into the Danish west-facing coasts, where they are ready to receive all the marine litter that is voluntarily collected and that beachgoers need to dispose of before they leave the coast.

Since 2017, the Sea Bins success has been steadily increasing and peaks this year by collecting almost 70% of all the marine litter that municipalities dispose of from their coastal areas. This has not been seen anywhere else in Northern Europe and thus quite an achievement, but also an inspiration to many others.

Based on figures from the 9 coastal municipalities that operate the Sea Bins, 253 tonnes of litter from the bins have been counted during 2023. That's just over 30 tons more than in 2022. And it is quite impressive how this environmental co-creation still inspires both local citizens and especially visiting tourists to contribute.

Lots of positive feedback flows is given to the actors in the concept and overall, there is one factor that has a particularly strong influence on the ever-increasing amounts of litter collected. And it's something as low-key as the presence and visibility of the Sea Bins out there in the sand. The beachgoers really want to contribute, especially when it is easy to dispose of the items without having to carry it very far. Later in this report, we bring an article about a company in Hvide Sande, for whom the boxes have a huge impact on their work - precisely because of the accessibility.

But even though the location of the Sea Bins on the coasts is crucial, it is still important to signal what they will be used for. And this is where the sign on the side of the bins comes into the picture. Originally, the signs were made of hard plastic, but this year a special donation has made it possible to replace all signs with a weather-resistant version in metal. The signs are now

also exactly the same across municipal boundaries, maximizing recognizability along the long stretches of the west coast.

All in all, it has truly yet again been a fantastic season on our shores and the gratitude will never end. On behalf of all partners in the concept, a HUGE thank you to all of you who again or for the first time have helped make the big difference at the water's edge. Thank you for supporting, our faithful sponsors. Thank you for the good cooperation with the Danish Coastal Authority and not least thank you for the inspiration and positive interest from Nordic Coastal Cleanup Group and Nordic Council of Ministers

**Alone we can do something – but together we can do everything ☺**



**Anette Juul,**  
CEO Hold Danmark Rent



# SEA BINS ON THE DANISH COAST

The marine litter in the sea around Denmark typically comes from far away and has been in the sea for a long time, where it has traveled with the ocean currents. Therefore, there is also significantly more litter on the coasts that lie out to the open sea and it is precisely there that you will find the Sea Bins.

By the end of 2023, there will be 199 Sea Bins on the Danish coastline from Børsmose Strand in Varde Municipality to Skagen in Frederikshavn Municipality. In addition, there are 11 Sea Bins on the Great Belt coast in Slagelse Municipality.

Here you see a map of where the Sea Bins are found:



*Click here to see  
the precise  
location of the  
Sea Bins*



# A WODDEN BOX, THAT SIMPLY!

When it comes to co-creation between systems and people, the art is to make the elements and process as simple and intuitive as possible. Because if it all becomes too complicated and difficult, many people shy away and lose interest in participating.

Since the start in 2017, the Sea Bins on the Danish coasts have been a great success, and this despite the fact that neither the municipalities nor Keep Denmark Tidy have until recently tried to spread awareness of the concept. And yet the bins are filled daily with tons of garbage! The

reason lies in the fact that the bins can be the solution to an immediate need that arises spontaneously in the beachgoer, who intuitively follows an impulse to pick up litter and subsequently dispose of it. The most important thing in this context is that the Sea Bin is present within the field of vision.

In this way, a simple wooden box can mobilize hundreds of thousands of Danes, and not least tourists, to take a personal part in a joint effort for a cleaner and more litter-free coastal nature.







VIDEN OM AFFALD

i havet

2023

# A BOX, THAT SIMPLE!

## Dimensions and materials

The Sea Bin is made of wood, which is impregnated and thus has a good durability and resistance to wind and weather.

The dimensions of the bin is: H 90 x L 120 x W 100 cm., and then it has a double bottom of 2 freight pallets, which makes it easier to lift free of the sand with a pallet truck when it needs to be emptied.

## Signage

On the side of the Sea Bin, a sign is mounted that communicates "Marine Litter" in 3 languages. There are also pictures showing marine litter. The signs are made of metal that takes into account water, wind, sun and sand. The signs also include the logo of the municipality and Keep Denmark Tidy, as well as a QR code that leads to an online information that tells more about the concept.

## Operation and maintenance

The Sea Bins are owned and operated by the individual municipality, which is thus responsible for ensuring that the bins are in a good condition at all times and most of all are emptied. Most of the bins are located on the shores throughout the year. However, a few have moved to the other side of the dunes, where they are sheltered from the winter storms, which would otherwise take them to sea. The bins are inspected on a weekly basis, and in high season it is not unusual for emptying to take place several times a week. Some bins are emptied by hand, while others are emptied by tractor and pallet truck onto the bed of a trolley.

## Exemption from the Danish Coastal Authority

The coastal areas in Denmark are protected in accordance with the provisions of the Nature Protection Act on beach protection and dune protection. The aim of protection is to preserve the open coasts and the landscape, natural and recreational values associated with them. With this legislation in mind, it is necessary to obtain a permit for the installation of the Sea Bins, as the vast majority of them are located within the conservation line. On behalf of the municipalities, Keep Denmark Tidy coordinates the application work and is responsible for contact with the Danish Coastal Directorate.







# OMHU IN HVIDE SANDE - A PORTRAIT OF A SMALL BUSINESS AT THE WATERS EDGE

3 minutes walk from the roaring sea on the edge of Denmark in Hvide Sande lives Omhu. Omhu is a small company with a big heart for the sea and the local area that they themselves are part of. Since 2020, they have arranged beach cleanings for many thousands of people, thus making it clear to the outside world that their agenda is important and something that we all enjoy participating in. Omhu has just received this year's Tourism Sustainability Award from Destination Vesterhavet.



The idea for the establishment of Omhu was confirmed over a Christmas party just before the Corona hit us. And it turned out to be a good decision for both Katrine Kock Frandsen and Daniel Sano Mirecki, who both had the courage to do something new. Since they were both part of the surfing community in Hvide Sande, and Katrine had a large network as organizer of the water sports festival Waters, it was obvious for them to choose the sea and the coast as a backdrop for their activities. The motivation was specifically to convey litter in the sea in a positive way. It can become overwhelming in the boring way if you constantly focus on everything we can't do anything about, and therefore it was important for Katrine and Daniel to create the basis for inspiring beachgoers to want to participate instead of using whips and scaremongering. And then it should be easy to go to, because even a little effort makes a difference.

”

*The animals of the sea touch our hearts and makes us reach out for litter on the beach*

It started with the organization of litter collection events on the beach, where the goal was that the participants got some good nature experiences while getting marine litter in the bags, and these events would prove to be very popular. Today, Omhu has a permanent agreement with the holiday home rental company Esmark, for whom they arrange fixed weekly collection days for holiday home guests from June to October. In addition, there is a concept for students, where

they collect litter for 3 hours, cook crab soup and learn about the sea and beach environment. And finally, a large number of events are also held for companies that demand an alternative staff day or team building activity.

Omhu also has a small workshop/shop/coffee shop in Hvide Sande. It is a natural part of the mission to illustrate the value of litter and thus make the purpose more tangible. In the Omhu Store you can, among other things, buy exciting things made of ocean plastic, and then you can have a good cup of coffee and a chat about how we can all make a difference.

In connection with the many beach cleanings, Omhu and their participants collect large amounts of marine litter on the beach. For example, last winter a school class of 20 students collected a whopping 700 kg in just half an hour! Thus, it is crucial to be able to unload in one of the 56 Sea Bins located on the coastline in Ringkøbing Skjern Municipality. What can be used at home in the workshop is transported home on the four-wheel drive, but the rest of the litter is thrown into the bins. Katrine also experiences that the many guests in their store recognize the Sea Bins, as they make it easy to dispose of the litter, and that in itself inspires to pick up more. And people want to contribute, because we are all tricked by the good nature experience without litter in the wrong places.

It is popular to contribute to a clean sea. The animals of the sea touch our hearts and make us especially reach for the litter on the beach. But the whole issue is global, and here Katrine believes that if we give litter a value, it may change a priority that makes the effort more concrete, - also in other countries.

All in all, the message is that we can and must all do something. At Omhu, good nature experiences are created together with others and the world is thus made a better place to be. When you collect litter, you get a sense of happiness and then you most likely experience that your behavior transforms and the spark ignites in our green hearts.

**Thank you from the bottom of our hearts to Omhu for the huge difference they make every day and the inspiration they are to all of us!**





# QUANTITIES AND TYPES OFF LITTER COLLECTED IN THE SEA BINS 2023

As of December 2023, there will be Sea Bins in 9 municipalities in Denmark. Together they have 199 Sea Bins in operation. Most of them stand on the shores throughout the year. The municipalities have estimated that a total of almost 430 tons of marine waste have been removed from their coastal areas, of which just over 253 tons have been collected by the Sea Bins.

Municipality	Sea Bins	Marine litter removed in total (tons)*	Collected in Sea Bins (tons)	Percentage collected in Sea Bins (tons)
Varde	5	83	7,5	9%
Ringkøbing Skjern	56	150,6	113	75%
Holstebro	14	13,2	12,5	95%
Frederikshavn	23	23,9	14,3	60%
Hjørring	18	Not inventoried	7,6	
Slagelse	11	Not inventoried	Not inventoried	
Lemvig	34	62,6	62,6	100%
Thisted	21	34,5	19,5	57%
Jammerbugt	17	58,1	16	28%
<b>Ialt</b>	<b>199 stk.</b>	<b>426 tons</b>	<b>253 tons</b>	

\* Number of tons of marine litter removed from coasts in the period January to November 2023

This year, the Sea Bins have removed **69%\*\*** of the marine litter.

This figure was 63% last year, so there is an increase of **6%!**



**CLICK here to find the Sea Bins**



\*\*This percentage is calculated without the figures from Varde, Hjørring and Slagelse. Varde uses Sea Bins in a different way than the other municipalities and Hjørring and Slagelse have not been able to calculate the total amount of litter collected on their coasts.



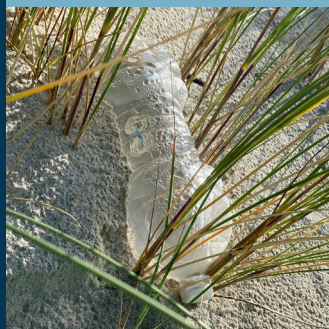
## OTHERS



Represents **15%** in terms of number and **31%** by weight of the total contents of the bin.

Household waste, dog bags, construction waste, textile, rubber div., paraffin, flamingo and hygiene items.

## PLASTIC BOTTLES



Makes up **4%** in terms of number and **3%** by weight of the total contents of the bin.

Soda and spring water bottles are typically provided from afar.

## MARINE LITTER

The majority of the litter that the Sea Bins collects is marine waste, i.e. waste that has washed in with the sea. This type of litter is characterized by being relatively dirty and broken, and thus a challenge to sort out into material types.

In the autumn of 2022, 6 random Sea Bins were picked out and all marine litter in the bins was calculated. Here you can see the distribution of the litter in an average filled Sea Bin – calculated in pieces and kilograms, respectively.

## CANS



Represents **2%** in terms of number and **2%** by weight of the total contents of the bin.

Beer and soda cans – both Danish and foreign.

## FISHING NETS



Represents **1%** in terms of number and **2%** by weight of the total contents of the bin.

Tangled netting of all kind

## WOOD



Represents **1%** in terms of number and **17%** by weight of the total contents of the bin.

Remains of pallets and other residual wood.

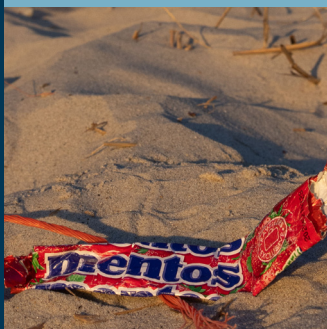
## METAL



Represents **1%** in terms of number and **1%** by weight of the total contents of the box.

Spray cans, metal capsules etc.

## PAPER/CARDBOARD



Represents **1%** in terms of number and **1%** by weight of the total contents of the bin.

Popsicle paper, napkins, magazines – all Danish.

## GLASS



Represents **1%** in terms of number and **4%** by weight of the total contents of the bin.

Alcohol bottles, fluorescent lamps, jam jars – typically foreign.

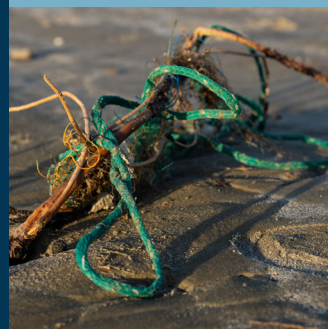
## PLASTIC



Represents **53%** in terms of number and **23%** by weight of the total contents of the bin.

Food packaging, plastic bags, butts, capsules, lids and a very large amount of unidentifiable soft plastic.

## ROPE



Represents **21%** in terms of number and by weight **16%** of the total contents of the bin.

Small pieces of brightly coloured ropes can be found in thousands along the coasts.



# THE SIGN SAYS IT ALL!



There are no beachgoers who are in doubt about what a Sea Bin should be used for. It is entirely self-explanatory with its sign in 3 languages, illustrative images and a clear QR code that leads to an online page with an in-depth explanation of the concept.

But a sign is not just a sign. A sign on the beach must be able to withstand the weather and wind conditions, which for much of the year is a challenge. Strong sun, sea fog and sand piling require a surface that is extra durable.

Originally, the signs were produced in hard plastic, but with a grant in the form of a donation from SKALL Studio and Keen Footware, all the signs have now been replaced with a variant in metal, where the use value is expected to be somewhat longer. In this connection, the signs have now also been made the same for all municipalities, so that recognizability is at the top.

## FACTS

### MATERIAL

The sign is printed on a 2 mm pure anodized aluminum with direct UV printing.

### ELOXARED ALUMINUM

Eloxation is a surface processing carried out on aluminum, to provide protection in aquatic environments and make the surface more resistant.

### UV PRINT

UV cured print is dry immediately and have a extremely good adhesion so that the print becomes sitting on the medium itself under heavy load from wind and weather as well as wear and tear.



# A SPECIAL THANKS TO THE SEA BIN CONTRIBUTORS



The Sea Bin concept is a model when it comes to partnership projects. It is by far the most successful concept Keep Denmark Tidy has ever been a part of, and it almost does not matter in which way success is measured. There are top scores on all parameters, both in terms of the amount of litter collected, the number of active volunteers involved and the quality of the supporting partnership between municipality, sponsor and organization.

## WESTWIND

### Westwind donates its bag sale to Strandkasserne

For the past 4 seasons, the store chain Westwind has supported the Sea Bins with the income from their bag sales in their almost 30 shops. Their financial support is invaluable and has contributed to the joint communication efforts that are continuously implemented in the concept.

Likewise, Westwind also supports the volunteering concept Ren Natur, where voluntary associations can earn money by collecting litter on the coasts, among other things.



Nordisk  
ministerråd

### The Nordic Council of Ministers supports work along the coasts;

Since 2017, Keep Denmark Tidy has represented Denmark in the joint Nordic project Nordic Coastal Cleanup (NCC), which through a mobilization of volunteers aims to create a greater awareness of marine litter in our Nordic seas.

Once again this year, NCC has received financial support from the Nordic Council of Ministers. In particular, the support will contribute to maintaining and further developing the network, so that there will be even more local activities that mobilise voluntary clean-up of the beaches, and finally, we will create greater knowledge about the sources and causes of marine litter in the Nordic seas. In Denmark, we contribute to the Nordic community with the Sea Bin concept. No other country in the Nordic region has this concept, and we are pleased to be able to inspire with the great results that the concept creates year after year.



x



SKALL  
*strandliv*

### SKALL studio and Keen Footware teamed up for a donation

To support a cleaner beach environment, SKALL Studio and KEEN Footware contribute to the Sea Bin concept because they believe that everyone can make a difference. The sponsorship of the Sea Bin concept is part of the launch of a special Uneek sandal in a Skall version. An even more natural version of the character steering hybrid sandal. The cooperation is based on shared values, as both brands are born from the sea. Julie and Marie Skall grew up close to the North Sea, while KEEN Footware was founded with the goal of creating sandals that protect the feet at sea.





# HOLD DANMARK RENT

**Hold Danmark Rent** (HDR) is a non-profit organization working to reduce the amount of litter on all types of land in Denmark.

HDR is a practically oriented knowledge center and a network organization that works innovatively and developmentally together with municipalities, volunteers and companies for a cleaner Denmark without litter in nature. With a special focus on opportunities for cross-disciplinary collaboration and citizen involvement, we always strive for the best solution for everyone through a good and constructive personal relationship.

HDR don't believe in raised index fingers. Only with a positive approach can we make the problem of littering our joint responsibility and achieve much better results.

This report was prepared by the analysis team at HDR.  
Find us and read more on our website  
[www.holddanmarkrent.dk](http://www.holddanmarkrent.dk)



**Hold Danmark Rent**  
Rødeledsvej 70  
5700 Svendborg  
CVR-nummer: 37297925