

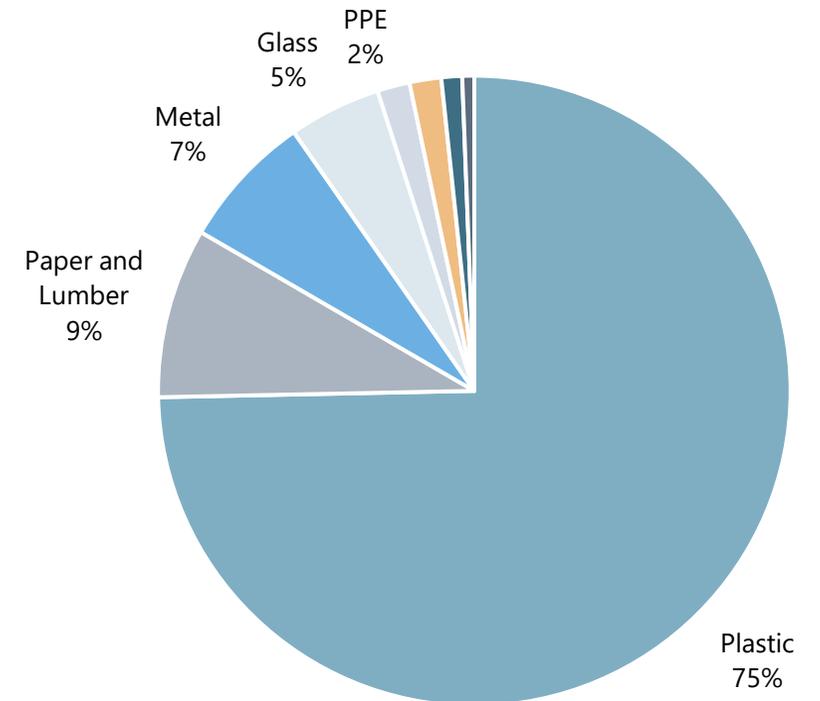


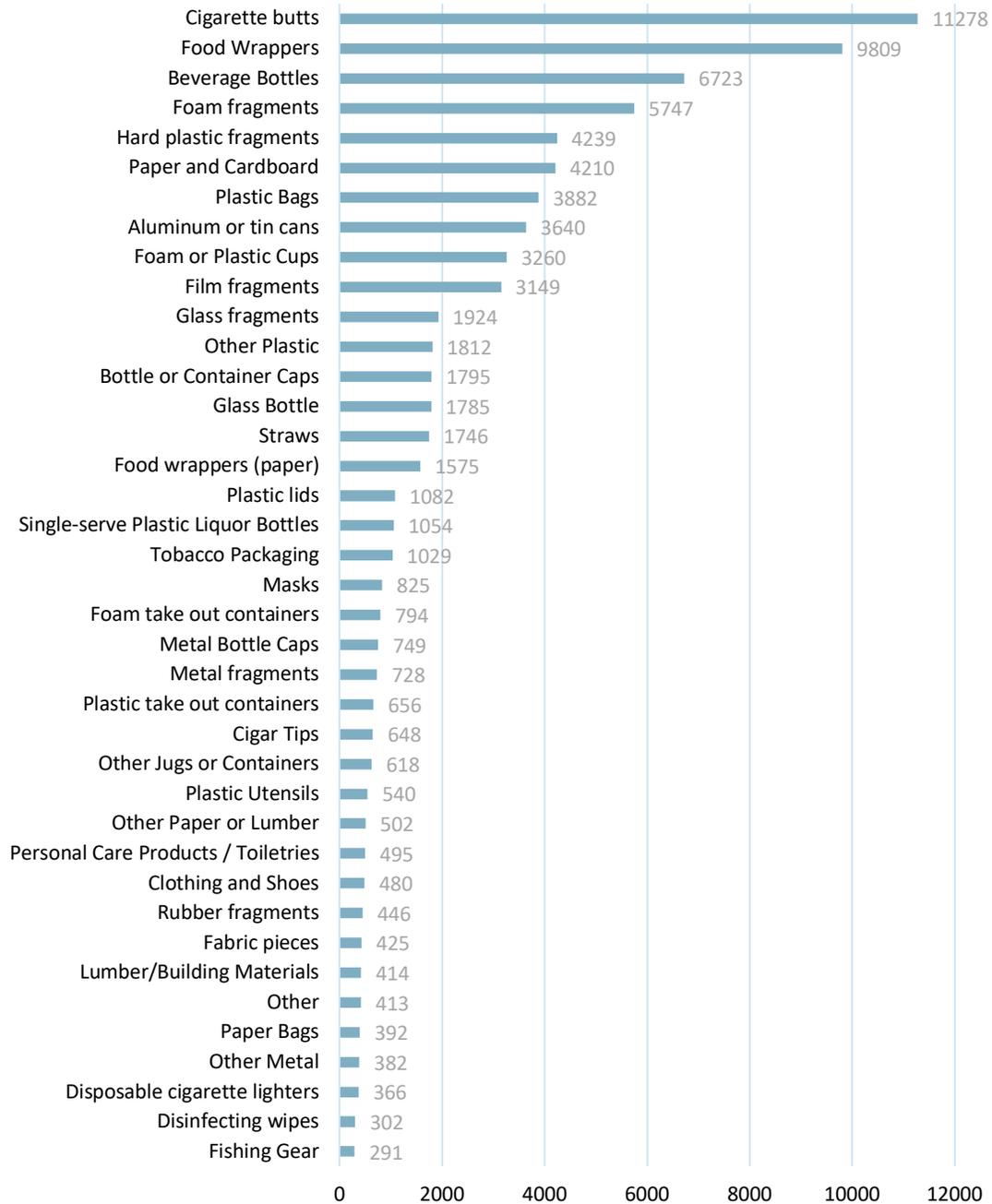
Mississippi River Plastic Pollution Initiative

University of Georgia
Circularity Informatics Lab
August 1, 2023

Mississippi River Plastic Pollution Initiative Apex Report

- **82,414** litter items were logged during the initiative.
- Of users who answered the survey, **73.2%** reported that they cleaned up the items they tracked, resulting in over 47,000 items removed from the environment as part of the initiative.
- In total **174,868** items have been logged on the Mississippi River Plastic Pollution Initiative list on the Debris Tracker app.
- **Cigarette butts, food wrappers, and beverage bottles** were the top three items.

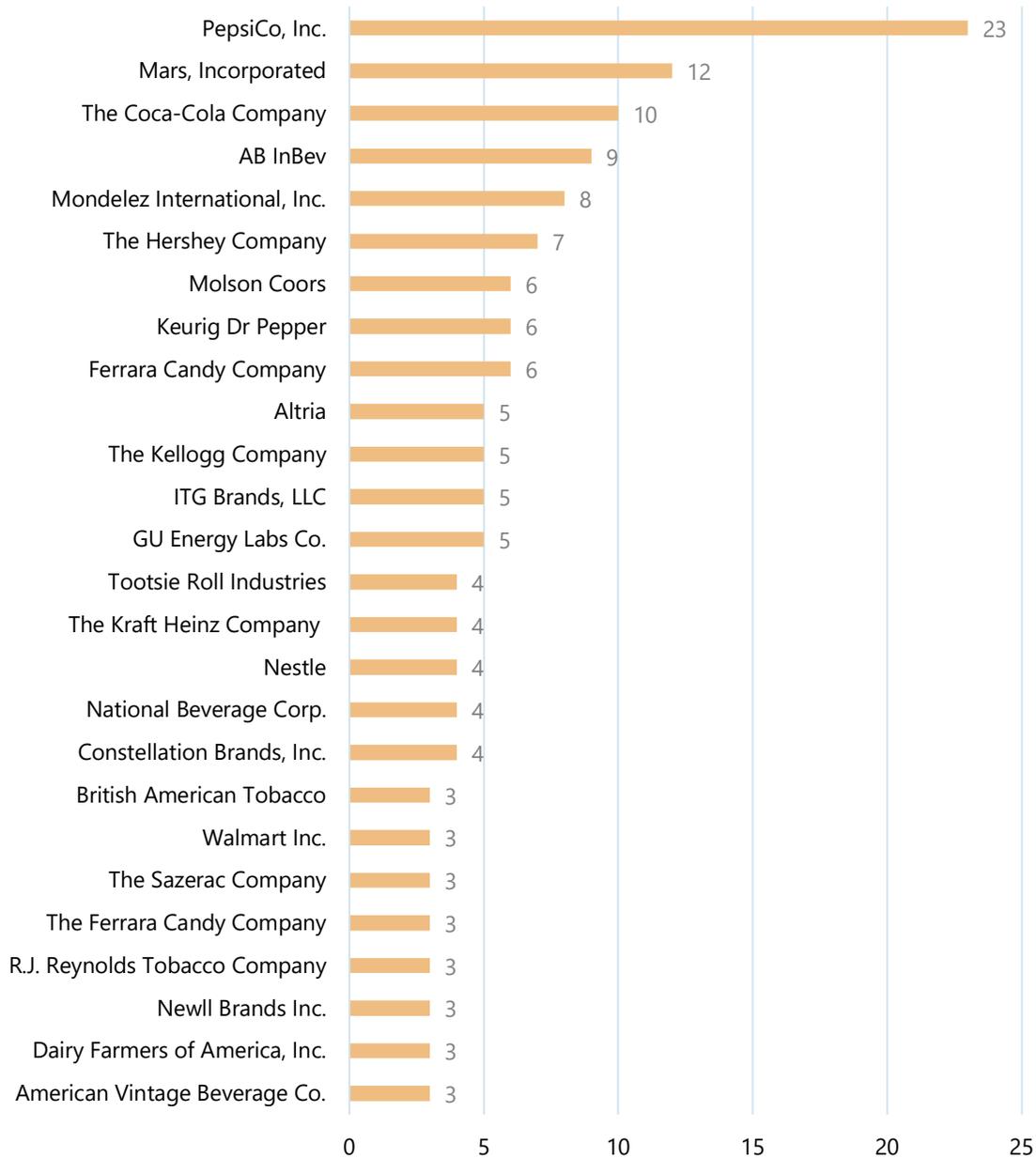




Top Items

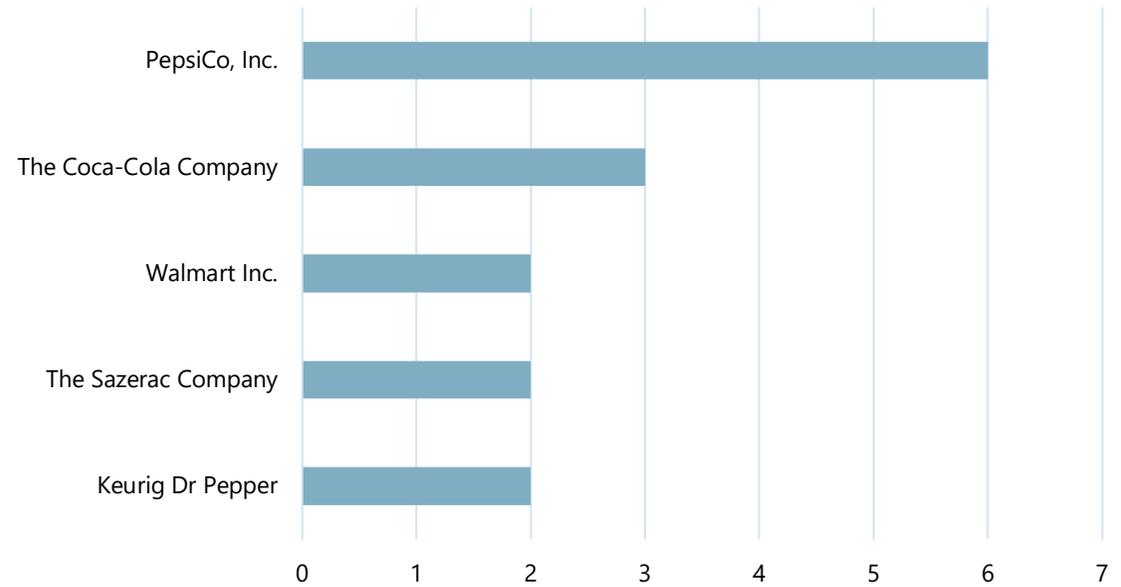
- Foam fragments were very frequent in the litter, likely generating from foam products like cups and containers. Because foam easily breaks down and fragments, it has been targeted for **reduction** efforts.
- Cigarette butts are made of cellulose acetate, a type of plastic. **Education** campaigns could raise awareness on the negative environmental effects of cigarette litter.
- Beverage bottles and aluminum cans were both in the top ten litter items, which could be targeted for **recycling**.
- Foam and plastic cups and plastic bags were both in the top ten litter items, which could be targeted for **reuse**.

Parent Companies identified in litter data (n>3)



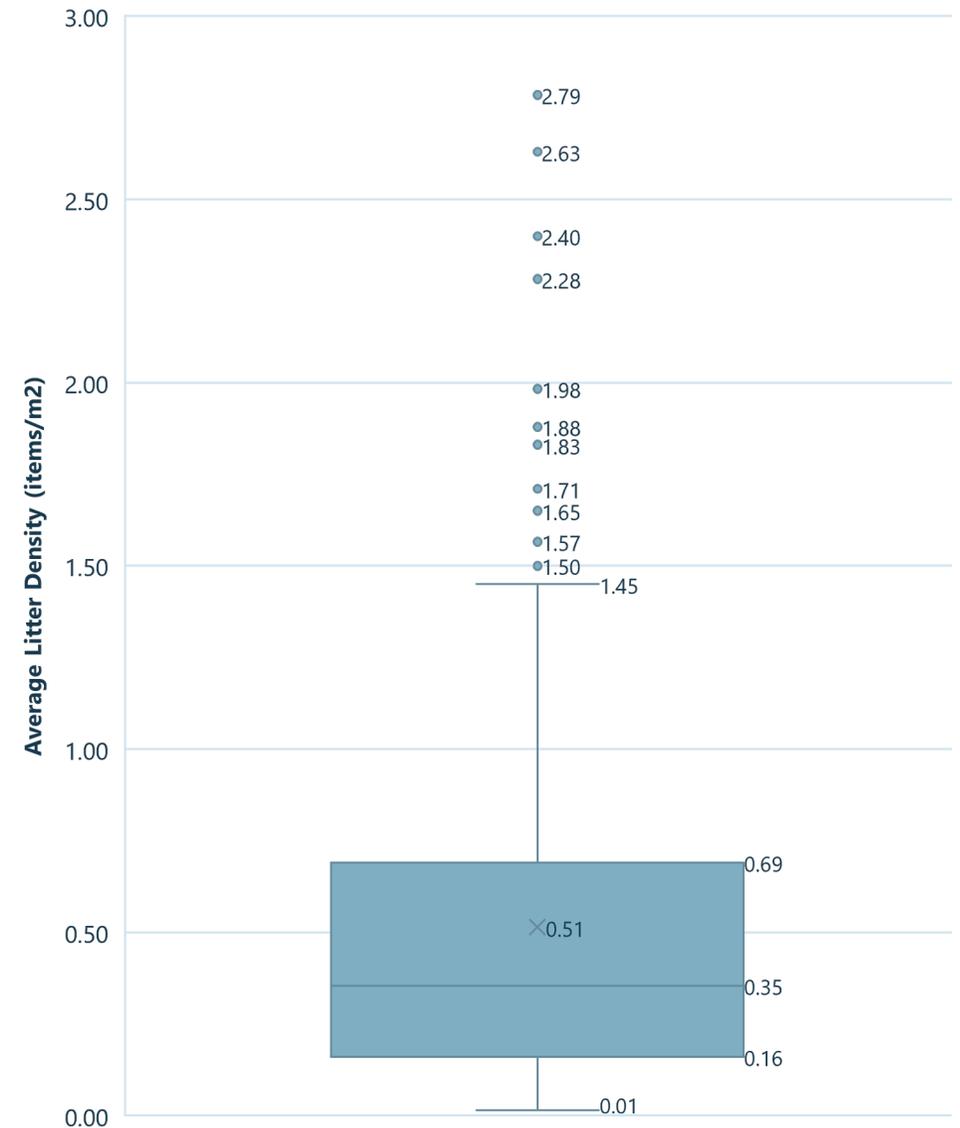
- Brands were identified on **341** litter items.
- These items represented **324** unique brand names.
- Brand names found in the litter were associated with **197** parent companies.

Beverage Bottles parent companies identified in litter (n>2)

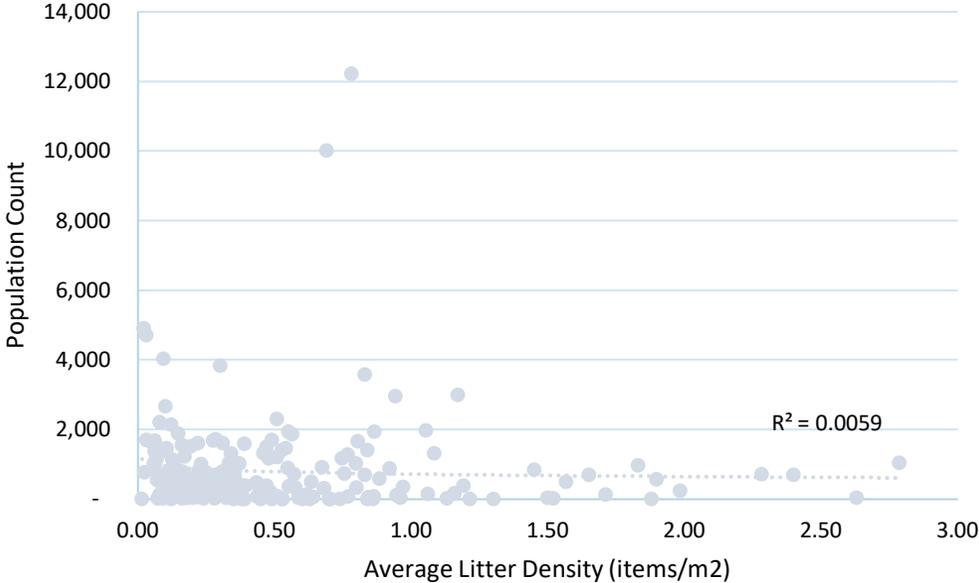
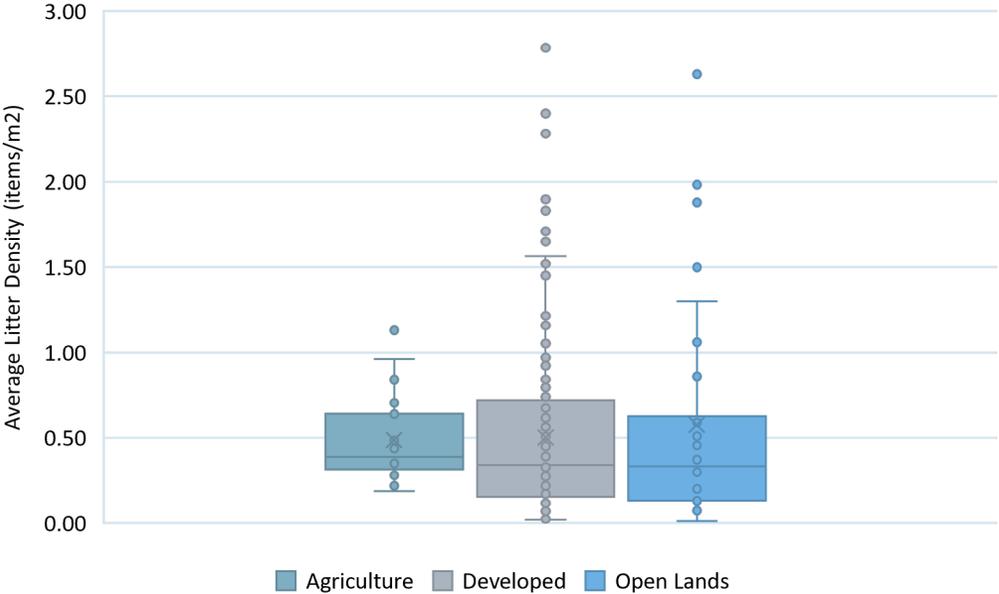


Summary of Litter Densities

Average litter densities ranged from **0.01 to 2.79 items/m²**. The average litter density across all Mississippi River communities was 0.51 items/m².

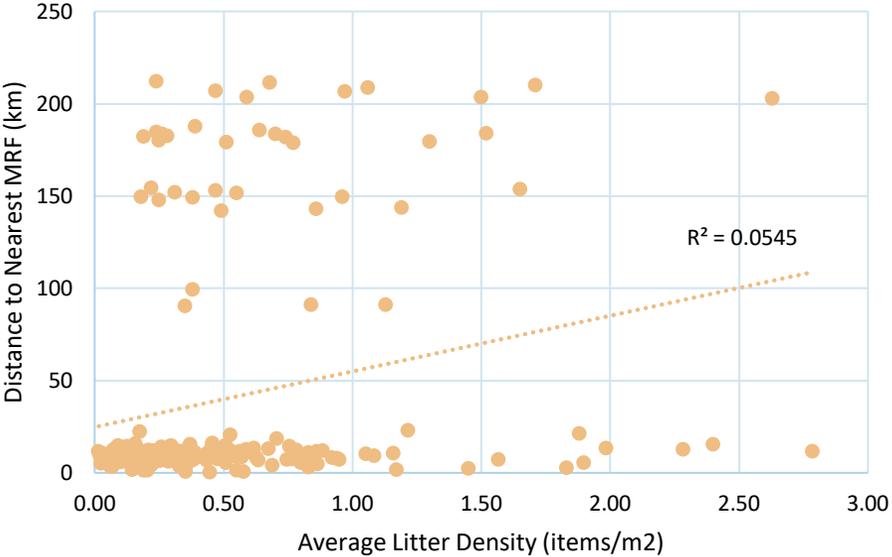
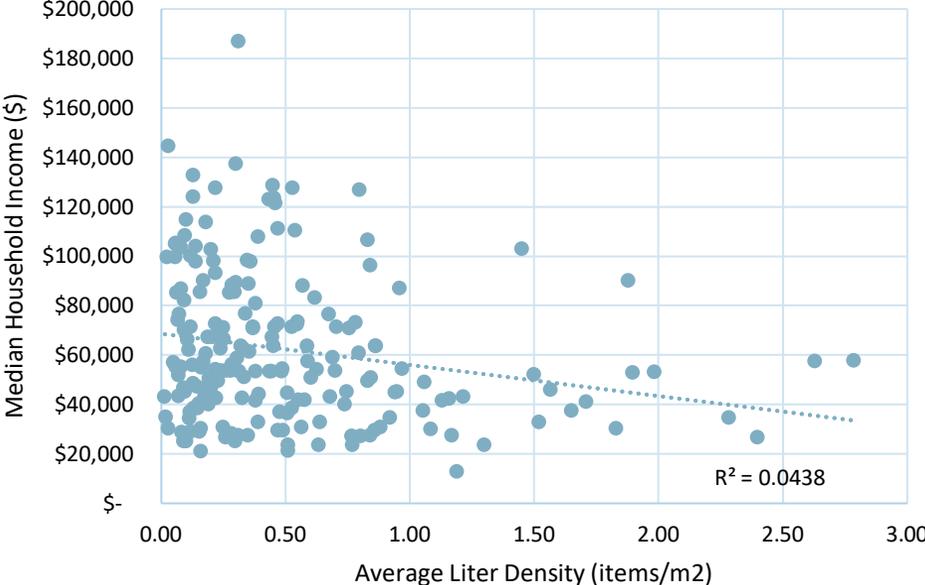


Correlations with Demographic Variables



n = 195

Correlations with Demographic Variables



n = 195

Access to Recycling

Total population activity within 10 km of the river: **6,307,123**

Population activity with no MRF within 100 km: **1,224,83 / 19.42%**



Legend

-  MRF Locations
-  Population more than 100 km from MRF
-  100 km buffer around MRFs

500

 Kilometers

