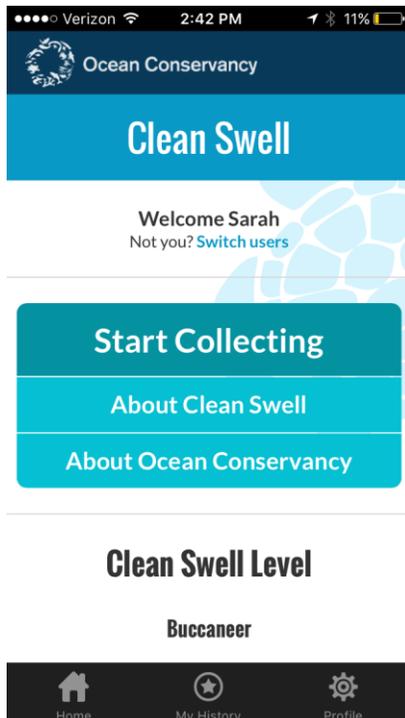
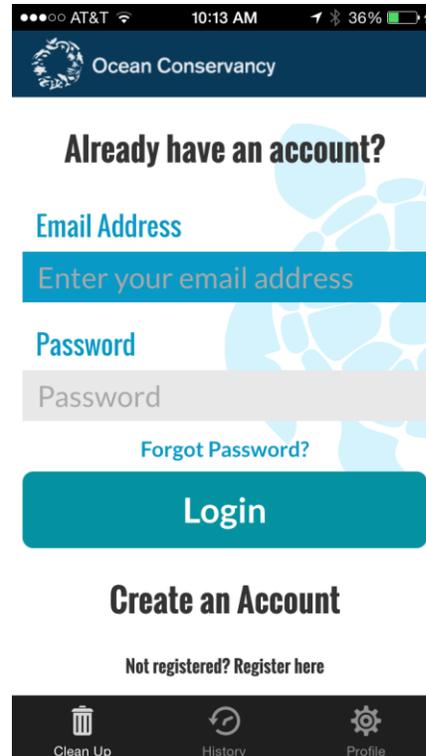




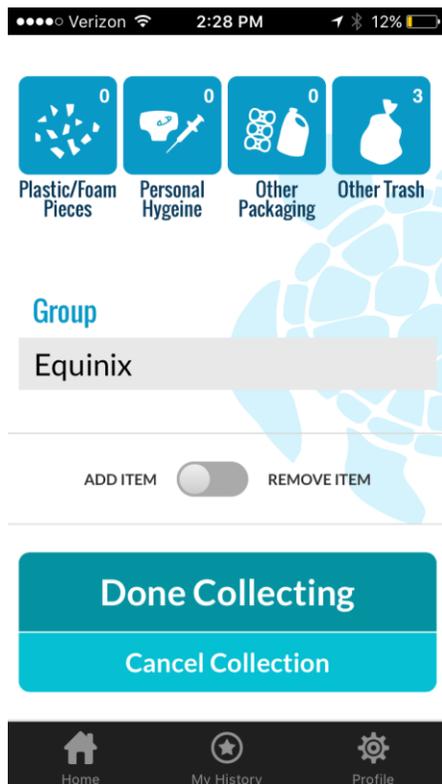
INTRODUCING CLEAN SWELL

1. Clean Swell is free and available for download in the App Store and on Google Play.
2. When a user first opens the app, he/she will need to create an account once and will remain logged in for all future cleanups.



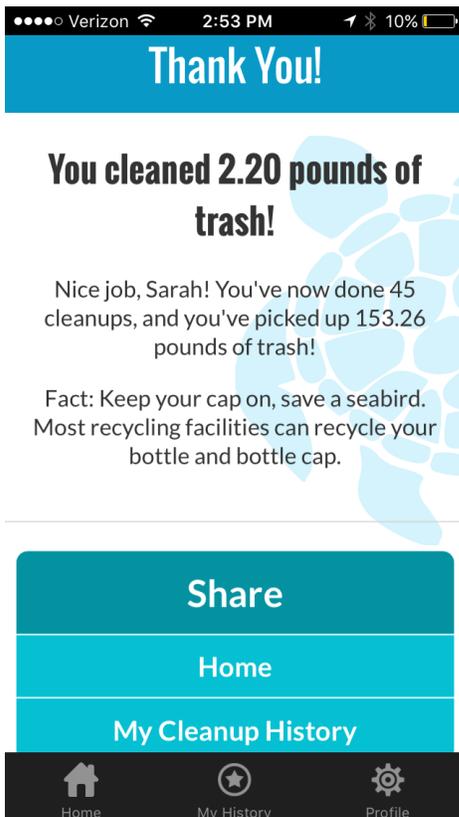
3. After an account is made, the user will see the home screen (left). Simply tap “Start Collecting” to begin tracking cleanup data.

- On the collection screen, tap each item as it is found. It is recommended to work in a group and have one designated data recorder with the app. The number of people working on the collection can be adjusted on a later screen.



- At the bottom of the collection screen, there is a field titled “Group”. This is where the user can type in a location, group name, organization, or really anything that will help them identify their unique cleanup. Any number of Clean Swell users can type the same group name. Spelling errors, differences in capitalization, etc. are not a problem and can be found just the same in the database.

6. When the user taps “Done Collecting” a Review Your Cleanup screen will appear (right). Here the user can adjust the date, duration of cleanup, weight of debris collected and number of people participating if needed. The Group name field is also on this screen.



7. When the user taps “Submit My Data” a Thank You screen appears (left). This confirms that the cleanup data were sent to Ocean Conservancy’s online database at www.CoastalCleanupData.org. Additionally, the user will receive an email with a summary of his/her cleanup and can also track personal cleanup history on the app.

Questions? Feel free to reach out to cleanup@oceanconservancy.org