

# The Future of Community and Environmental Engagement through Shoreline Cleanups

Susan Debreceni, Outreach Specialist

- Great Canadian Shoreline Cleanup -



2019 Educational Forum and Trade Show

#PROForum19

# How we got our start

- From 1 cleanup in Vancouver in 1994 to 2,000+ cleanups with 60,000+ volunteers across Canada in 2018!





# Who we are

*The Great Canadian Shoreline Cleanup is a conservation partnership by Ocean Wise & WWF-Canada.*

## Mission:

To inspire all Canadians to keep shorelines free of litter by participating in shoreline cleanups.

## How we do it:

- Support national network of volunteers to lead and join local cleanups
- Promote local opportunities for citizens to take action
- Collate citizen science data about litter in Canada
- Build relationships with landowners (municipalities etc)





# Who we are

We provide a **platform** for individuals and teams to lead or join a shoreline cleanup.

Shoreline Cleanups are led **by volunteers and for volunteers.**

**Any place** land connects to water, in all provinces and territories.

Cleanups can take place **any time of year.**



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## Great Canadian Shoreline Cleanup, a definition

*noun / activity / best time ever!*

- An act of making any place where land connects to water clean and safe for all to enjoy
- To gather friends, family and/or co-workers and remove litter from your local shoreline while recording what you find



# Community Engagement Opportunities

1. Organize a cleanup and become a **Site Coordinator**
2. Join a cleanup as a **Cleanup Participant**



GREAT CANADIAN  
**Shoreline  
Cleanup**<sup>®</sup>

OCEAN WISE & WWF



## Lead a **community** cleanup!

Take the first step to make a difference right in your own community. You can even open it to the public and meet other people passionate about cleaner shorelines!



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- Choose your date and location
- Decide the details:
  - your team name
  - meeting location
  - public or private cleanup
  - any additional info for your participants
- Visit the site in advance:
  - Is it safe?
  - Is it large enough?
  - Is there enough litter?

DATE & LOCATION CLEANUP DETAILS

## I want to lead a **community** cleanup

Select your cleanup date to see available sites: **Saturday, Apr 20, 2019**

Type in your location: **Toronto**

**56 Results**

Mud Creek to Brick Works Park  
 LAST CLEANED WEDNESDAY, AUG 2, 2017  
 Start a cleanup here

Todmorden Mills  
 LAST CLEANED TUESDAY, MAY 17, 2016  
 Start a cleanup here

Logan Avenue Parkette  
 LAST CLEANED TUESDAY, SEP 27, 2016  
 Start a cleanup here

North Shore Outer Harbour, east of

Know a shoreline in need of a cleanup  
 Click an empty location on the map to suggest it as a new site



# Support we provide

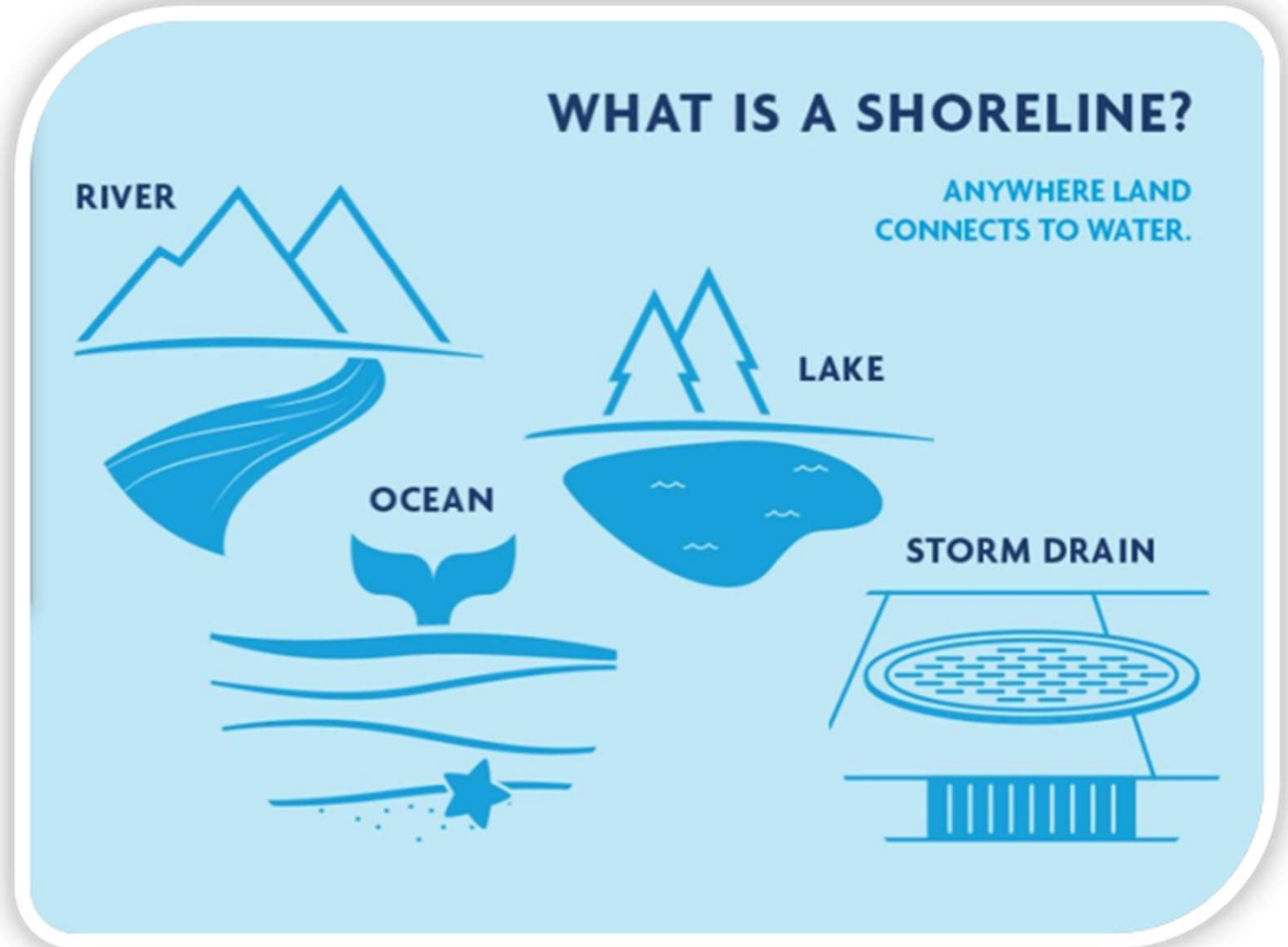
- **Online resources such as:**
  - Litter data card
  - Training resources
  - Poster template
  - Participant certificates
- **Free plastic education kit (All grades)**
  - Download at: **[plasticsedkit.ocean.org](http://plasticsedkit.ocean.org)**
- **Team recognition (social, e-newsletters and blog)**
- **Free crests for Scout/Guide led cleanups**



# Q: Which of these is a shoreline?



**A: All of  
them!**



# Why are shoreline cleanups important?

**Shoreline litter is a year-round problem.**

**Short-term benefits:**

- Litter, including plastics, is removed from natural habitats
- Threat of potentially harmful materials is immediately removed

**Long-term benefits:**

- Citizen Science – Litter data collected (type/amount)
- Create beautiful and safe public spaces for all to enjoy (residents and visitors)
- Fosters volunteerism, citizen action and civic pride
- Increase awareness of global issues in a local setting



# Where does it all come from?

## Potential Sources of Litter:

1. Recreational and outdoor activities
2. Smoking related activities
3. Fishing/Shipping
4. Illegal Dumping
5. Medical/Personal waste
6. Natural disasters and local weather events



# Shoreline litter impacts - Entanglement -



# Shoreline litter impacts - Entanglement -



# Shoreline litter impacts - Ingestion -



<http://globalnews.ca/news/1843538/hunks-of-plastic-found-inside-fraser-river-steelhead/>



# Shoreline litter impacts - Microplastics -



# How our litter data helps

- Citizen Science opportunity
- Quantify major/minor sources of litter
- Local to global scale ([International Coastal Cleanup Day](#))
- Measure personal and community impact
- Reflect on personal behaviours



“ It’s such a fun and innovative way to do a park clean up while participating in a citizen science project AND learning about pollution in our waterways! ”

HOLLY – ST. JOHN’S, NEWFOUNDLAND & LABRADOR



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# What litter data do we track?

GREAT CANADIAN Shoreline Cleanup VANCOUVER AQUARIUM & WWF

A CONSERVATION INITIATIVE OF VANCOUVER AQUARIUM WWF

## Individual Data Card

**SITE INFORMATION:**

Cleanup Site Name: \_\_\_\_\_

Site Coordinator: \_\_\_\_\_ Cleanup Date: \_\_\_\_\_

Total Weight: \_\_\_\_\_ # of Garbage Bags: \_\_\_\_\_ # of Recycling Bags: \_\_\_\_\_

# of Volunteers Working On This Card: \_\_\_\_\_ Most Unusual Item: \_\_\_\_\_

**Citizen scientists: Pick up all litter that you find and record data only for the items listed on the back. Please do not use words or check marks. Only numbers are useful. Please return this card to the Site Coordinator when complete.**

**EXAMPLE:**

Plastic Bags:		TOTAL #	8
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## Trash Collected

MOST LIKELY TO FIND ITEMS:	TOTAL #	FISHING GEAR:	TOTAL #
1 Beverage Cans:	=	1 Fishing Buoys, Pots or Traps:	=
2 Bottle Caps:	=	2 Fishing Net:	=
3 Cigarette Butts:	=	3 Rope 5 meters + 1 piece:	=
=		=	
4 Coffee Cups:	=	OTHER PACKAGING:	TOTAL #
5 Containers:	=	Plastic or foam packaging, strapping bands, tobacco packaging:	
6 Food Wrappers:	=	7 _____:	=
8 Glass Bottles:	=	PERSONAL HYGIENE:	TOTAL #
9 Paper:	=	Crackles, diapers, syringes, tampons:	
10 Plastic Bags:	=	1 _____:	=
11 Plastic Bottles:	=	TRIVY TRASH LESS THAN 2.5 CM:	TOTAL #
12 Plastic Cups:	=	8 Foam Pieces:	=
13 Six Pack Holders:	=	9 Plastic Pieces:	=
14 Straws:	=	=	
15 Utensils:	=	OTHER TRASH:	TOTAL #
=		10 Balloons:	=
=		11 Clothing, Shoes:	=
=		12 Foam:	=
TOP 3 ADDITIONAL ITEMS:	TOTAL #	13 Tires:	=
Identify the top 3 items found that are not listed on the card:		14 Toys:	=
1 _____:	=	=	
2 _____:	=	=	
3 _____:	=	=	

Thank you for contributing to trash free shorelines.

[/shorelinecleanup](https://www.facebook.com/shorelinecleanup)
[@shorelinecleanup](https://www.instagram.com/shorelinecleanup)
[@cleanshorelines](https://twitter.com/cleanshorelines)



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**Over 25 years,**  
volunteers removed garbage from

**33,740**  
kilometres  
of shoreline



That's equivalent to circling  
the shores of the Great Lakes  
**more than twice!**

# Over 25 years, volunteers picked up



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**Over 25 years,**  
volunteers have stopped

**1.2** MILLION kg  
of litter

from entering  
the water



That's equal to the weight of  
**7 blue whales**

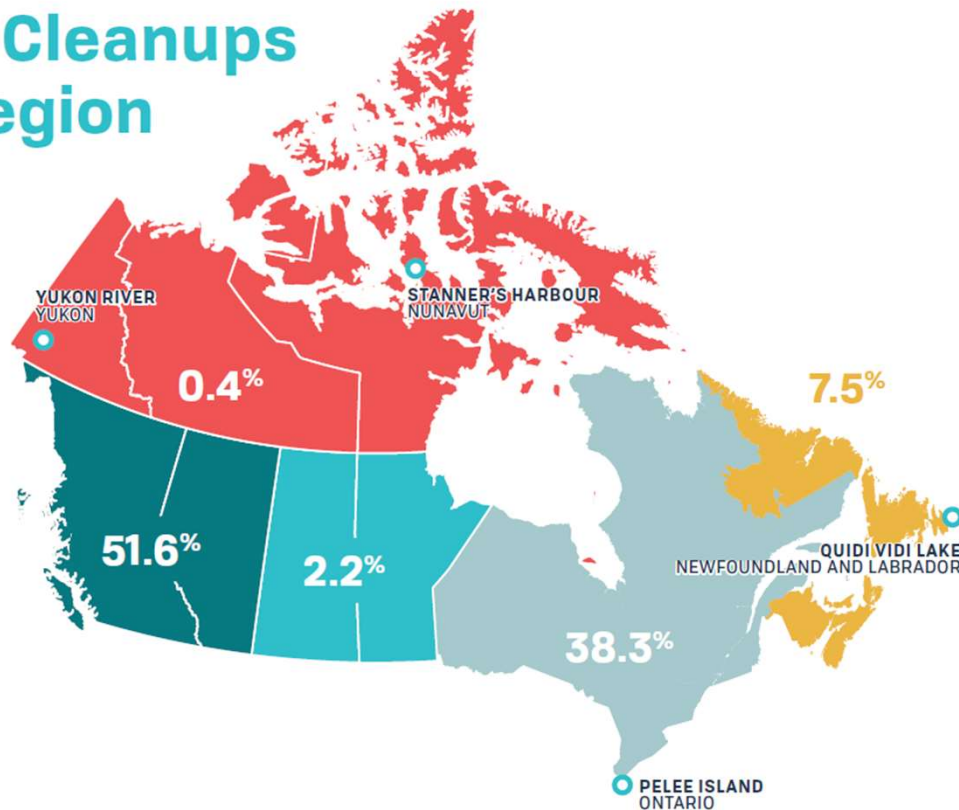


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# 2018 National Results

## 2018 Cleanups By Region



Number of registered cleanups	<b>2,074</b>
Number of registered participants	<b>61,631</b>
Distance of shoreline cleaned (km)	<b>3,397</b>
Weight of litter removed (kg)	<b>116,429</b>
Trash bags filled	<b>15,447</b>
Recycling bags filled	<b>6,096</b>

# 2018 National Results

## SCHOOLS

**10,842**  
 PARTICIPANTS

**262 km**  
 OF SHORELINE  
 CLEANED

**4,285 kg**  
 OF LITTER  
 REMOVED

**5,837**  
 FOOD WRAPPERS  
 REMOVED

## CORPORATE GROUPS

**14,659**  
 PARTICIPANTS

**858 km**  
 OF SHORELINE  
 CLEANED

**25,679 kg**  
 OF LITTER  
 REMOVED

**100,485**  
 CIGARETTE BUTTS  
 REMOVED

## COLLEGE AND UNIVERSITIES

**4,292**  
 PARTICIPANTS

**180 km**  
 OF SHORELINE  
 CLEANED

**3,630 kg**  
 OF LITTER  
 REMOVED

**4,379**  
 BEVERAGE CANS/  
 BOTTLES REMOVED

## YOUTH GROUPS GUIDES & SCOUTS

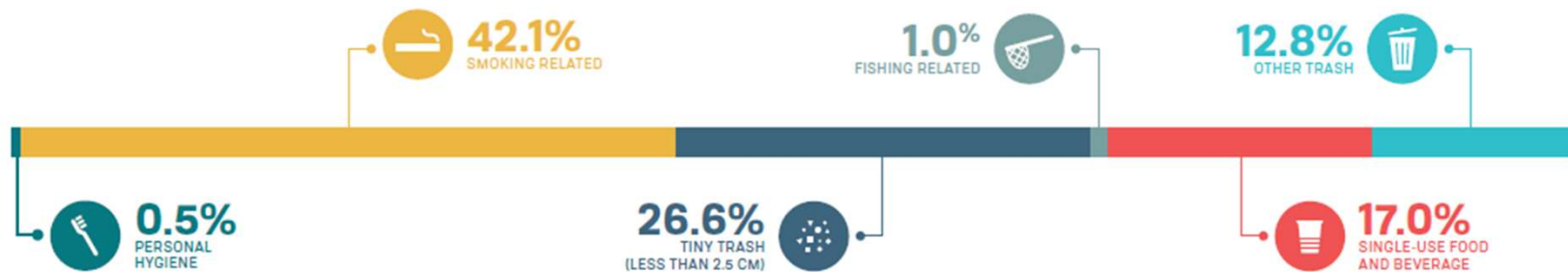
**11,395**  
 PARTICIPANTS

**624 km**  
 OF SHORELINE  
 CLEANED

**12,364 kg**  
 OF LITTER  
 REMOVED

**11,312**  
 FOOD WRAPPERS  
 REMOVED

## Types of Litter Found in 2018





# 2018 National "Dirty Dozen"

1.	<b>Cigarette Butts</b>	<b>560,432</b>
2.	<b>Tiny Plastic or Foam</b>	<b>353,773</b>
3.	<b>Food Wrappers</b>	<b>56,116</b>
4.	<b>Bottle Caps</b>	<b>49,633</b>
5.	<b>Paper Materials</b>	<b>44,130</b>
6.	<b>Plastic Bags</b>	<b>26,512</b>
7.	<b>Beverage Cans</b>	<b>23,462</b>
8.	<b>Plastic Bottles</b>	<b>21,327</b>
9.	<b>Straws</b>	<b>21,111</b>
10.	<b>Other Packaging</b>	<b>18,771</b>
11.	<b>Foam</b>	<b>18,699</b>
12.	<b>Coffee Cups</b>	<b>14,320</b>

# Ontario, a closer look

2018 RESULTS	ONTARIO	CANADA
<b>Number of registered cleanups</b>	<b>739</b>	2,074
<b>Estimated number of participants</b>	<b>21,085</b>	61,631
<b>Distance of shoreline cleaned (km)</b>	<b>971</b>	3,397
<b>Weight of litter removed (kg)</b>	<b>41,544</b>	116,429
<b>Trash bags filled</b>	<b>6,988</b>	15,447
<b>Recycling bags filled</b>	<b>1,566</b>	6,096

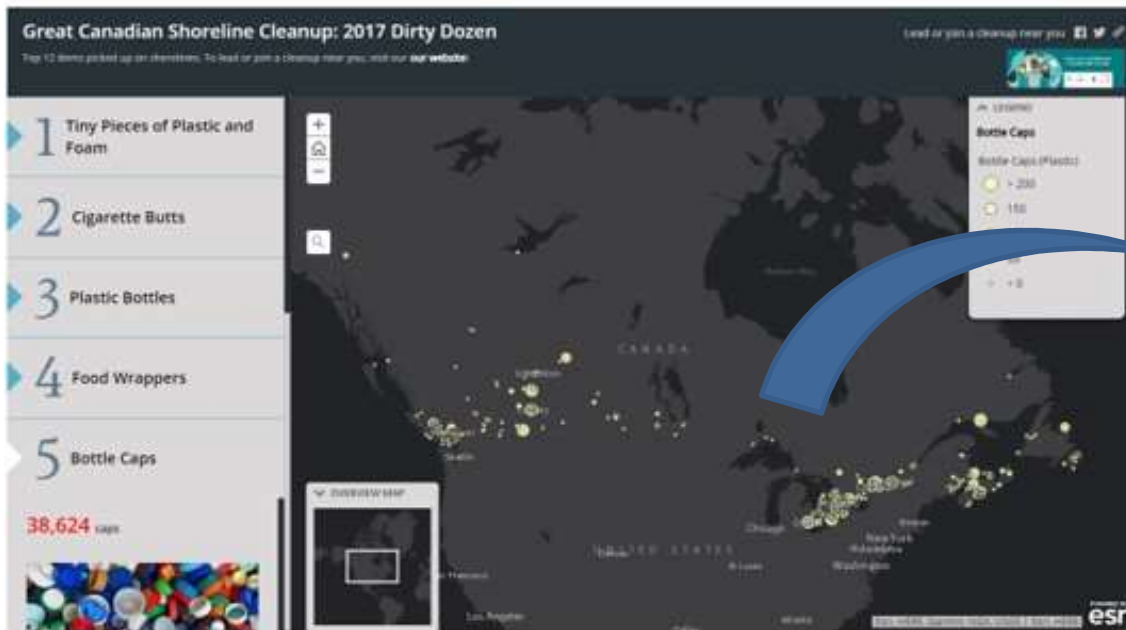


# Ontario, a closer look

Item	Amount
<b>Cigarette Butts</b>	<b>223,951</b>
<b>Tiny Plastic or Foam</b>	<b>221,594</b>
<b>Bottle Caps</b>	<b>22,782</b>
<b>Food Wrappers</b>	<b>22,015</b>
<b>Paper Materials</b>	<b>14,934</b>
<b>Plastic Bottles</b>	<b>12,954</b>
<b>Plastic Bags</b>	<b>11,069</b>
<b>Beverage Cans</b>	<b>10,982</b>
<b>Straws</b>	<b>10,456</b>
<b>Other Packaging</b>	<b>8,278</b>
<b>Coffee Cups</b>	<b>7,133</b>
<b>Foam</b>	<b>6,381</b>

# How are we sharing this impact?

## 1. Distribution of dirty dozen (top 12) items across Canada

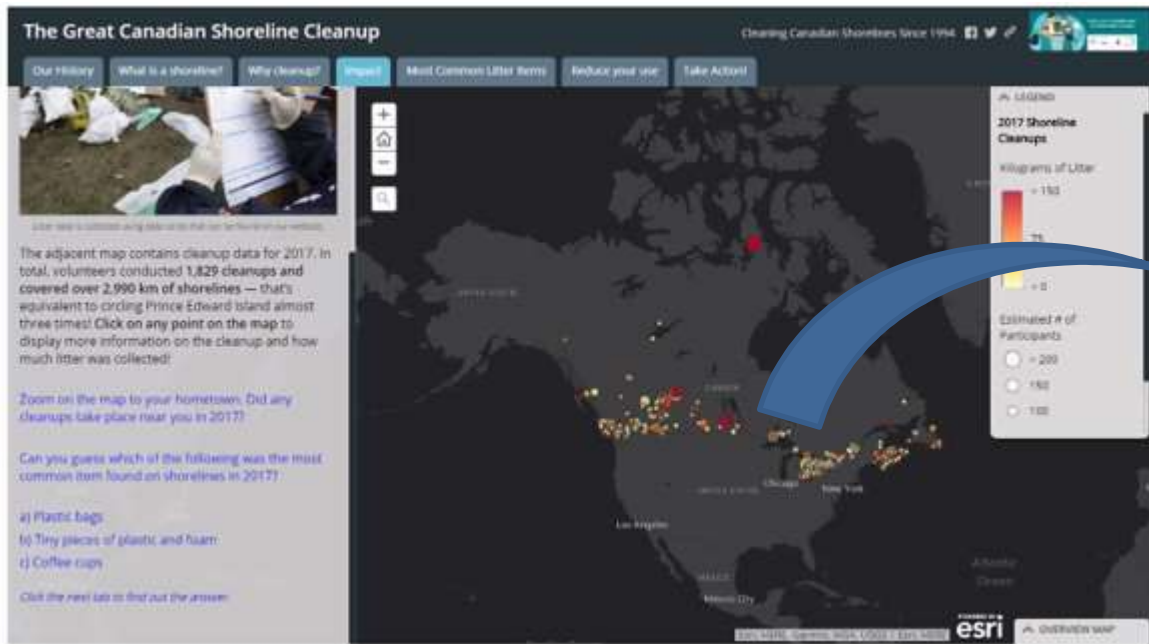


**Story Maps:** Available from [education.ocean.org/shoreline/maps](https://education.ocean.org/shoreline/maps)



# How are we sharing this impact?

## 2. Detailed litter tallies across Canada



**Story Maps:** Available from [education.ocean.org/shoreline/maps](http://education.ocean.org/shoreline/maps)



# How are we sharing this impact?

## 3. Unusual finds across Canada

**Strange(r) things found on Canadian shorelines** Cleaning Canadian Shorelines Since 1994

You never know what weird and wacky things you'll find during a shoreline cleanup. If you can think of it, a volunteer has probably found it somewhere along a Canadian shoreline. Lead or join a cleanup near you on [our website](#) and email us a photo of your weird find to be featured on this map!

# Examples of citizen impact

## 1. Tackling a top litter item

### Saugeen District Secondary School (Ontario)

Students shared cigarette litter data at city council to help install more trash receptacles at local beach

[http://healthylakehuron.com/news\\_item.php?NewsID=98](http://healthylakehuron.com/news_item.php?NewsID=98)



# Examples of citizen impact

## 2. Highlighting tiny trash

### Rose, Guild Park and Gardens (Ontario):

Regular cleanup and “litter blitz” results sent to local council to increase # of bins along shoreline







# Examples of citizen impact

## 3. Supporting local research

### UBC Students (British Columbia):

Graduate students using citizen science data to explore composition and diversity of litter along coast of BC. They hope to use results to influence future policy.

### Municipalities (various):

We provide data summaries which have been used to support/complement local initiatives (eg. single-use waste management strategies)



# What's next for cleanups?

## Clean Shoreline Communities

**Designation for municipalities who aim to raise awareness of impacts of shoreline litter while raising civic pride in public spaces.**

**Current designations:**



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# What's next for cleanups? Clean Shoreline Communities

## Benefits:

- Enhance civic pride and community engagement
- Raise profile of your community
- Regular reporting on cleanups and volunteer impact
- Access to expertise on shoreline litter impacts



# What's next for cleanups?

## Clean Shoreline Communities

### How to collaborate:

- Volunteer support and logistics
- Education and outreach
- Lead an official community cleanup event
- Communications and promotions
- List new potential shorelines in your community





# Thank You

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