



GREAT CANADIAN
**Shoreline
Cleanup**
OCEAN WISE & WWF

2018 Annual Report

HELP KEEP OUR WATER ECOSYSTEMS HEALTHY FOR EVERYONE

A CONSERVATION PARTNERSHIP BY





Celebrating 25 Years of Shoreline Cleanups

Have you ever wondered how environmental conservation initiatives begin? Often, it's with a single action by passionate people who want to make a difference. For the Great Canadian Shoreline Cleanup, it was a group of Vancouver Aquarium employees who, in 1994, saw litter was a problem along the shore of Stanley Park and joined together to cleanup. In 2002, cleanups were happening across the country. In 2010, Shoreline Cleanup grew again when World Wildlife Fund Canada came on board. Fast forward to 2018 and our mission to keep litter and plastic out of our waters has been taken up by more than 800,000 people across Canada, all committed to making the world a better place for wildlife, one piece of litter at a time.

Since that very first cleanup, you have helped prevent nearly 1.3 million kilograms of litter (the equivalent weight of 240 killer whales) from entering our freshwater and marine ecosystems and cleaned close to 34,000 kilometres of the country (the same distance travelled if you circled every Great Lake and its islands more than twice). We could not be prouder of our dedicated and enthusiastic network of volunteers who are helping to protect turtles, fish, sea lions, seabirds and other wildlife from the threat of litter and plastic pollution.

This is an incredible victory for nature.

From our teams at Ocean Wise and WWF-Canada, we want to say THANK YOU to all our past and present volunteers. THANK YOU to our supporters and presenting sponsors, Loblaw Companies Limited and Coca-Cola Canada!

We can't wait to work together again in 2019!

KATE LE SOUEF

National Program Manager, Great Canadian Shoreline Cleanup



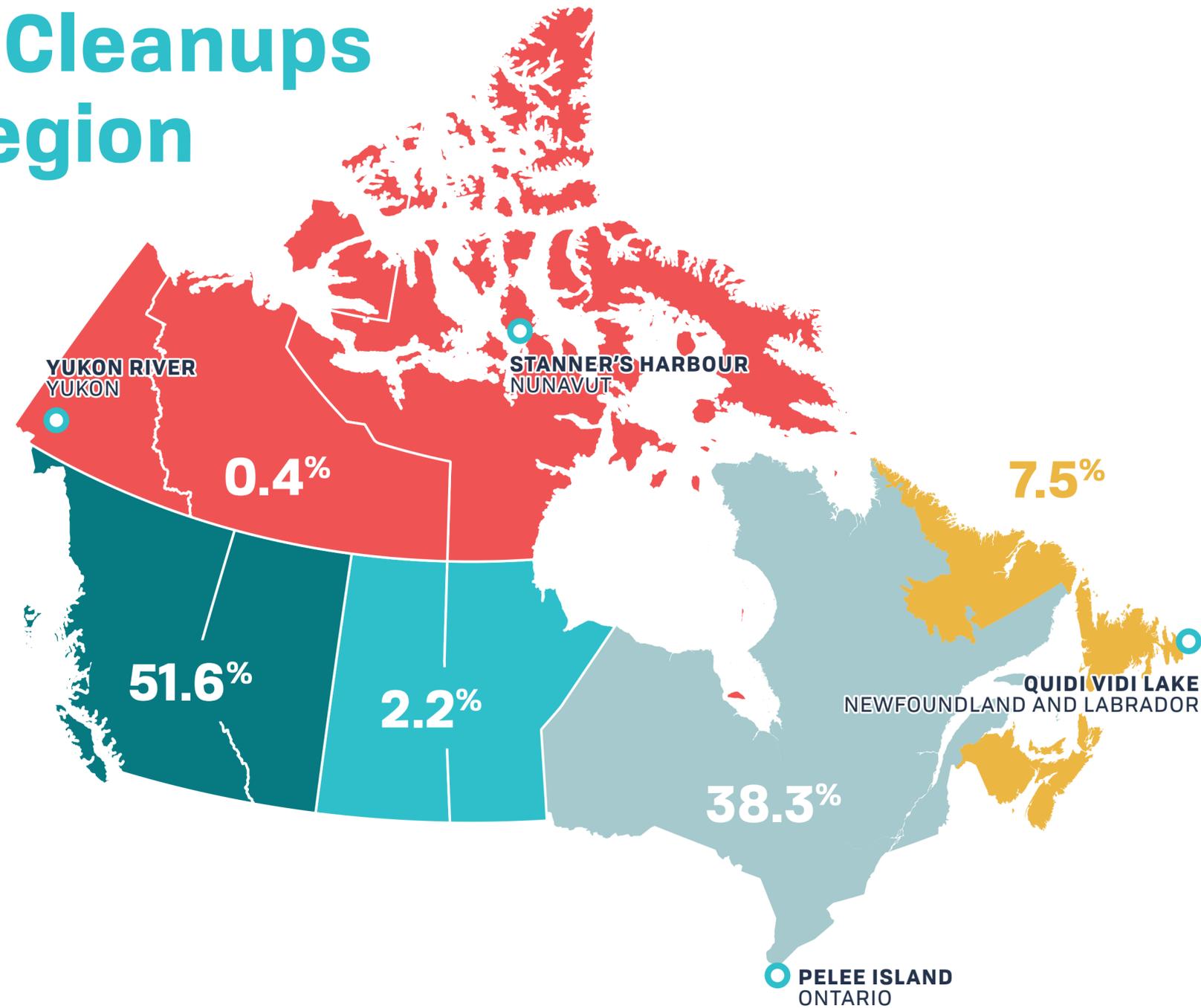
Cross-Country Action on Plastic Pollution

Plastic pollution is a hot topic as environmental groups, industry and governments grapple with how to stop the flow of plastic into our oceans. Drawing on 25 years of experience, Great Canadian Shoreline Cleanup participated in the Lake Ontario Speaker Series on microplastics, coordinated a World Ocean's Day event in collaboration with the UN Association in Vancouver and hosted a cleanup on International Coastal Cleanup Day with Environment and Climate Change Canada.

The citizen science data collected by our volunteers shed light on litter trends. We had the pleasure of sharing our findings and volunteer stories at the International Association of Great Lakes Research Conference and the Latornell Conservation Symposium. This data was also shared with the International Coastal Cleanup and other databases to help us better understand the sources and impacts of plastic pollution in Canada and around the world.

We also engaged with the public at community outreach events and workshops, from speaking to an audience of 300 at the Ontario Science Centre to 700 teachers at Ocean Wise's Teacher Appreciation Night in Vancouver to leading workshops during the Hamilton Children's Water Festival. We led numerous day camp workshops, tabled at farmer's markets and inspired members of the public to roll up their sleeves and make a difference with shoreline cleanups.

2018 Cleanups By Region



0.4% NORTHERN CANADA

51.6% WESTERN CANADA

2.2% THE PRAIRIES

38.3% CENTRAL CANADA

7.5% EASTERN CANADA

○ MOST NORTHERN, EASTERN, SOUTHERN AND WESTERN CLEANUPS

The Nationwide Data

Number of registered cleanups **2,074**

Number of registered participants **61,631**

Distance of shoreline cleaned (km) **3,397**

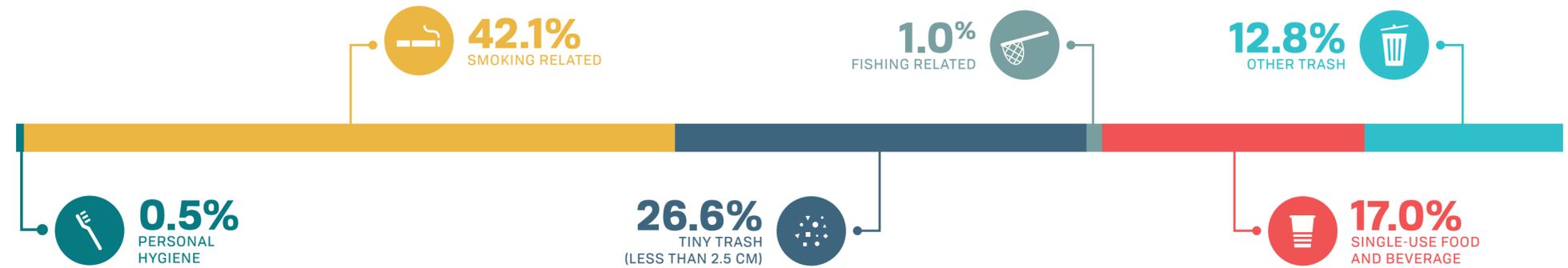
Weight of litter removed (kg) **116,429**

Trash bags filled **15,447**

Recycling bags filled **6,096**



Types of Litter Found in 2018



Volunteers on a Mission

SCHOOLS

10,842
PARTICIPANTS

4,285 kg
OF LITTER REMOVED

262 km
OF SHORELINE CLEANED

5,837
FOOD WRAPPERS REMOVED

CORPORATE GROUPS

14,659
PARTICIPANTS

25,679 kg
OF LITTER REMOVED

858 km
OF SHORELINE CLEANED

100,485
CIGARETTE BUTTS REMOVED

COLLEGE AND UNIVERSITIES

4,292
PARTICIPANTS

3,630 kg
OF LITTER REMOVED

180 km
OF SHORELINE CLEANED

4,379
BEVERAGE CANS/
BOTTLES REMOVED

YOUTH GROUPS GUIDES & SCOUTS

11,395
PARTICIPANTS

12,364 kg
OF LITTER REMOVED

624 km
OF SHORELINE CLEANED

11,312
FOOD WRAPPERS REMOVED

The 2018 Dirty Dozen

Each year we identify the 12 litter items most commonly found by our volunteers. While tiny plastic and foam topped our list for the first time in 2017, cigarette butts returned to the top in the 2018 Dirty Dozen. In fact, this was the largest number of cigarette butts ever collected through the Shoreline Cleanup. This was influenced by several large cleanups that focused specifically on picking up thousands of cigarette butts.

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





Coast to Coast Cleanups

Many of our volunteers choose to mark Earth Day, World Environment Day and World Ocean's Day with shoreline cleanup events. One of the most popular days to take action is on International Coastal Cleanup Day, the third Saturday in September. In 2018, hundreds of enthusiastic volunteers in Vancouver, Toronto, Ottawa and Halifax – with an assist from our partners Loblaw, Coca-Cola, YVR and OLG – took to their shorelines to contribute to the global cleanup day and to celebrate 25 years of Great Canadian Shoreline Cleanup.

As always, the crowds had a lot of fun while doing good for our oceans, lakes and rivers. It was the perfect celebration to mark an important milestone in this program, and to thank the volunteers and supporters who have made it such a success.

“ Plastics pollution is harmful to our oceans, lakes and rivers, and polluting the places Canadians love. We are serious about tackling this issue, and keeping plastics in our economy and out of our environment. I'm excited to see Canadians taking part in shoreline cleanups across the country. We all have a role to play in beating plastic pollution ”

CATHERINE MCKENNA
MINISTER OF ENVIRONMENT AND CLIMATE CHANGE

Shoreline Spotlights

We really appreciate our volunteers and their commitment to seeing shorelines and waterways across Canada thrive. Whether they are a team of two or 200, every single volunteer helps make a difference, and that's why we love to recognize their incredible work.



Matthew Zarmati

LOBLAW, CORPORATE SOCIAL RESPONSIBILITY COORDINATOR

"The Shoreline Cleanup is a fantastic vehicle to help mobilize colleagues into volunteerism, and to help protect and conserve some of Canada's most valuable and shared resources: our lakes, streams and other waterways. In 2018 alone, nearly 500 Loblaw colleagues participated in cleanup events across the country, making the Shoreline Cleanup one of the most successful programs to activate volunteers across our network."



Avneet and Ramneek Dhunna

SURREY, BC

"We recently started a group in our high school focused on philanthropy called Extending Hands Society. Shoreline cleanups are one of the principal pillars of our group to drive positive change in our community. Together, we are able to find more litter and clean larger areas of shoreline – building a greater, positive impact towards the beautiful place we live!"

Henry Starynski

SCOUT LEADER, OTTAWA, ON

"There is always a feeling of great accomplishment seeing the bags of trash at the end of the cleanup. When we go back to the same place the following year and get less trash, well it means something is changing slowly! My hope for future years is that all Scouts who have participated will remember to treat our waters with respect and carry on this cleanup tradition wherever they end up. The educational aspect is just as important as the activity itself."





Nick Riemann

**TEACHER AT A. BLAIR MCPHERSON SCHOOL
EDMONTON, AB**

“If every school adopted a waterway, pond or lake, we would be in a much better place. I’m extremely glad I got involved. In a way, I feel like the marshland belongs to my students and they have had a say in taking care of it, and will continue to do so in the future.”



Jennifer MacLatchy

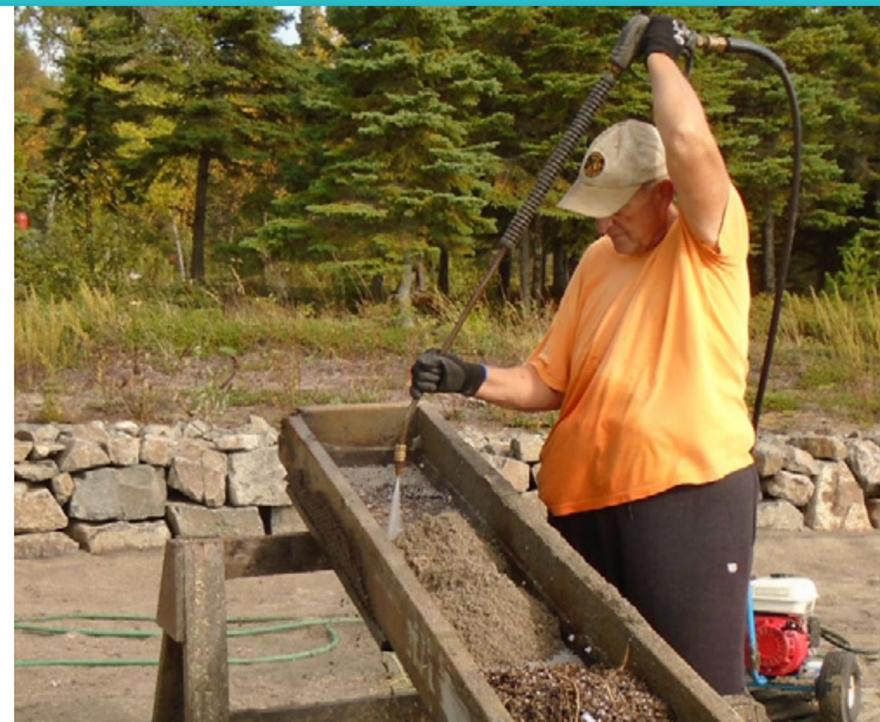
LOWER PROSPECT, NS

“I’ve found many plastic beach toys in the shape of marine animals, countless balloons, every colour of rope, and hundreds of lobster trap tags that I collect and trace their origins. Sometimes these items come from faraway times and places. I also often find things with tooth marks on them, which is evidence that animals have tried to ingest them. If I only consider reducing the amount of marine debris in the ocean, my efforts seem inconsequential. But when I consider the big difference that a small action might make for just one creature, it feels worthwhile.”

Chuck Hutterli

MOUNTAIN BAY, ON

“Cleaning up plastic nurdles (small plastic pellets) has changed my everyday interactions with plastics. I am trying to reduce my personal plastic consumption, and I write letters to the local paper to encourage people to reduce their use of single-use plastics, too. Ten years after a train derailment that spilled nurdles along my shoreline, I keep on with my efforts, because I remember my favourite shoreline as it once was: pristine.”



What exactly is plogging?

Call us bandwagoners, but as soon as Great Canadian Shoreline Cleanup heard about plogging we immediately jumped on board. The new fitness craze, which started in Sweden, combines jogging with squatting to pick up litter. Bonus workout, bonus cleanup! We hosted a few plogs of our own in 2018, including one in partnership with United Nations Environment Programs to celebrate World Environment Day. We also supported lots of volunteers around the country doing the same. Our top tip for a successful plog? Expect the pace to be slower than your normal run, and give every participant a small bag for litter collection. Have questions about this craze and how you can get involved? Contact us at shorelinecleanup@ocean.org





Girl Guides Level Up for Shorelines

The Girl Guides of Canada took cleaning up to the next level in 2018, nearly doubling the number of shoreline cleanup teams. In total, more than 8,000 Guides removed close to 500 kilograms of litter, the most Guides to ever participate in the Shoreline Cleanup.

To help make shoreline cleanups an even more meaningful experience for these future leaders, we've partnered with Girl Guides of Canada on new shoreline cleanup resources as part of their new Girls First initiative, which aims to empower every girl in Guiding to take the lead and explore what matters to them most. As a special bonus, units can request free collectible crests after their cleanup featuring a new wildlife design each year.

Ocean Bridge: A Year of Service Learning

This past year, 40 young ocean leaders between the ages of 18-30 were selected to participate in the first-ever Ocean Bridge program. Part of their mission included a full year of service related to ocean conservation in their home communities with the goal of encouraging others to learn more and give back to their oceans and waterways. From

Medicine Hat, Alberta to Pond Inlet, Nunavut to Port Morien, Nova Scotia, Ocean Bridge youth led dozens of shoreline cleanups across Canada. On a voyage to the breathtaking archipelago of Haida Gwaii, Ocean Bridge youth collected more than 1,000 kilograms of trash and debris of all shapes and sizes during two massive and shocking shoreline

cleanups at North Beach and T'aalan St'ang (Lepas Bay). The contrast of the overwhelming amount of debris hidden amongst the beautiful and seemingly pristine beaches and undergrowth of Haida Gwaii is something none of the youth will soon forget.



Ocean Bridge is an Ocean Wise program funded by the Government of Canada through the Canada Service Corps. To learn more visit bridge.ocean.org

Living Planet @ Campus is a WWF-Canada national engagement program for post-secondary students. To learn more, visit campus.wwf.ca



Campuses in Action

WWF's Living Planet @ Campus program, which engages post-secondary students no matter their area of study in actions that help nature thrive, went national last fall. We saw thousands of college and university students answer the call to curb plastic pollution by taking part in shoreline cleanups with their campuses and communities. In fact, we saw a 50 per cent increase in campus-led cleanups in 2018!

Fleming College has made shoreline cleanups an annual tradition.

“ The Great Canadian Shoreline Cleanup was Fleming College's first major experience with the Living Planet @ Campus. [We] received many compliments from the staff, students and community members about how nice it was to see the college participate in a shoreline cleanup of a local Peterborough park. The first year was a great success for the college having over 80 participants cleaning up the lake; Fleming College looks forward to seeing it grow.

ROBERT MONICO
OFFICE OF SUSTAINABILITY, FLEMING COLLEGE



Citizen Scientists in the News

In 2018, we were thrilled to see media coverage focused on the citizen science for which our program is famous. We maintain the only national litter database in Canada and we are excited to see increasing requests for this information as a way to highlight the issue of litter and plastic pollution.

The release of our 2017 Dirty Dozen gained media attention

as we reported that for the first time, tiny pieces of plastic and foam topped the list of types of litter found along Canada's shorelines, beating out the previous offender — cigarette butts.

The Shoreline Cleanup was in the news again in August 2018, as a group of researchers from the University of British

Columbia published a peer-reviewed paper analysing our citizen science data for B.C. The researchers found that in urban areas such as Vancouver and Victoria, cigarettes accounted for nearly 50 per cent of the litter collected between 2013 and 2016.

Read more stories at aquablog.ca/shoreline-cleanup

Our Donors and Supports

Great Canadian Shoreline Cleanup's work is made possible through the generous contributions of individual donors and corporate partners. We are deeply grateful for your trust, commitment and recognize your role in our achievements this past year. Thank you for your gift to our oceans, lakes and rivers and for believing in our mission.

Presenting Sponsors

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This project was undertaken with the financial support of:
Ce projet a été réalisé avec l'appui financier de :



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Climate Change Canada

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We also acknowledge the financial assistance provided by the province of British Columbia.



The Great Canadian Shoreline Cleanup, presented by Loblaw Companies Limited and the Coca-Cola Company, is one of the largest direct action conservation programs in Canada. A conservation partnership by Ocean Wise and WWF-Canada, the Shoreline Cleanup aims to promote understanding of shoreline litter issues by engaging Canadians to rehabilitate shoreline areas through cleanups.

ShorelineCleanup.ca



Ocean Wise is a not-for-profit organization dedicated to inspiring the global community to join forces to protect the health of our oceans. Specifically, we work to engage, inform and inspire people to experience curiosity, wonder, and a desire for an ever-deeper understanding about oceans, as well as a way to conserve them.

ocean.org



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World Wildlife Fund Canada creates solutions to the environmental challenges that matter most for Canadians. We work in places that are unique and ecologically important, so that nature, wildlife and people thrive together.

Because we are all wildlife.

wwf.ca