

GREAT CANADIAN
**Shoreline
Cleanup**[®]
OCEAN WISE & WWF



Digging into Litter Data

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Why Shoreline Cleanups?

Litter is a problem created by humans and wildlife are paying the price.

Who we are:

- Conservation partnership of Ocean Wise & WWF-Canada
- National network of year-round shoreline cleanups, in all provinces/territories across Canada

What we do:

- Platform for individuals to rally together and make a difference by leading a shoreline cleanup.
- Shoreline Cleanups are led **by volunteers and for volunteers**
- Any where land connects to water

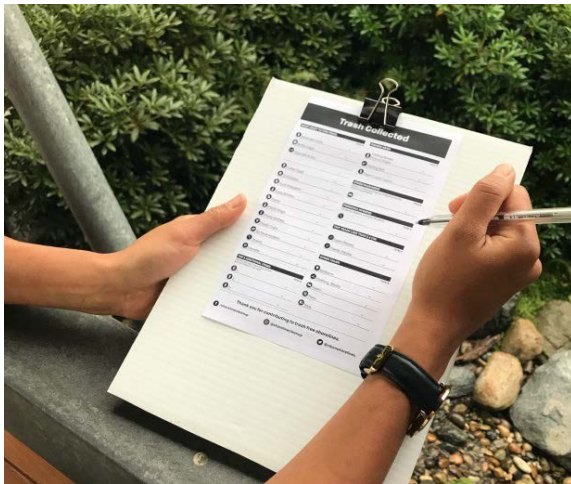


I ♥ MY
SHORELINE

Why Shoreline Cleanups?

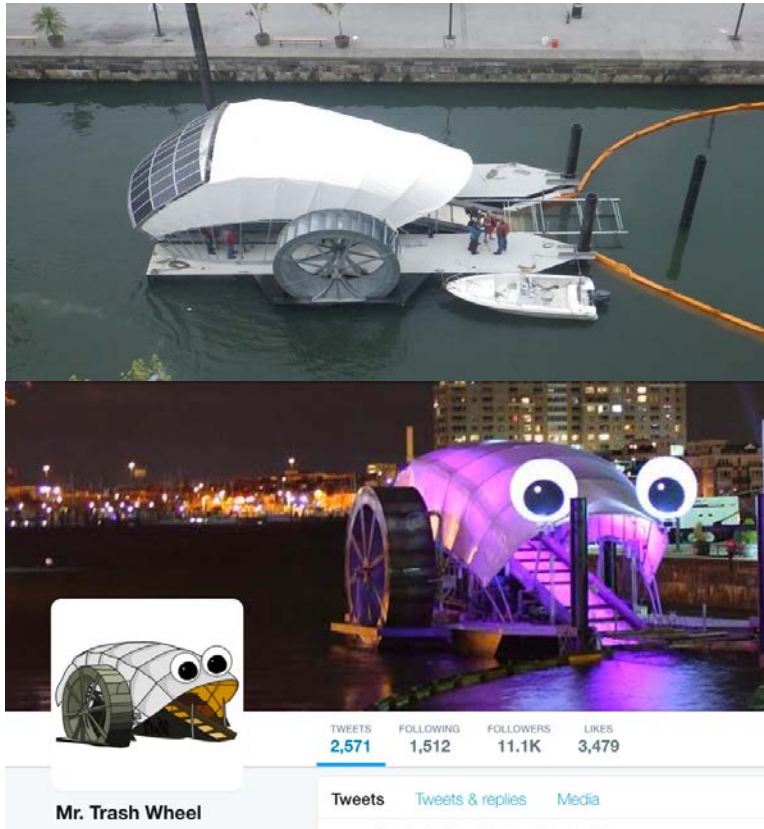
Shoreline litter is a year-round problem ☹️

- **Short term Benefits:** :
 - Litter is removed, lessens threat of potentially harmful materials ☺️
- **Long term Benefits:**
 - **Citizen Science** - Litter data collected (type and amount) ☺️



Other cleanup solutions?

1. Trash Wheels (Baltimore)



2. Seabin Project (Australia)



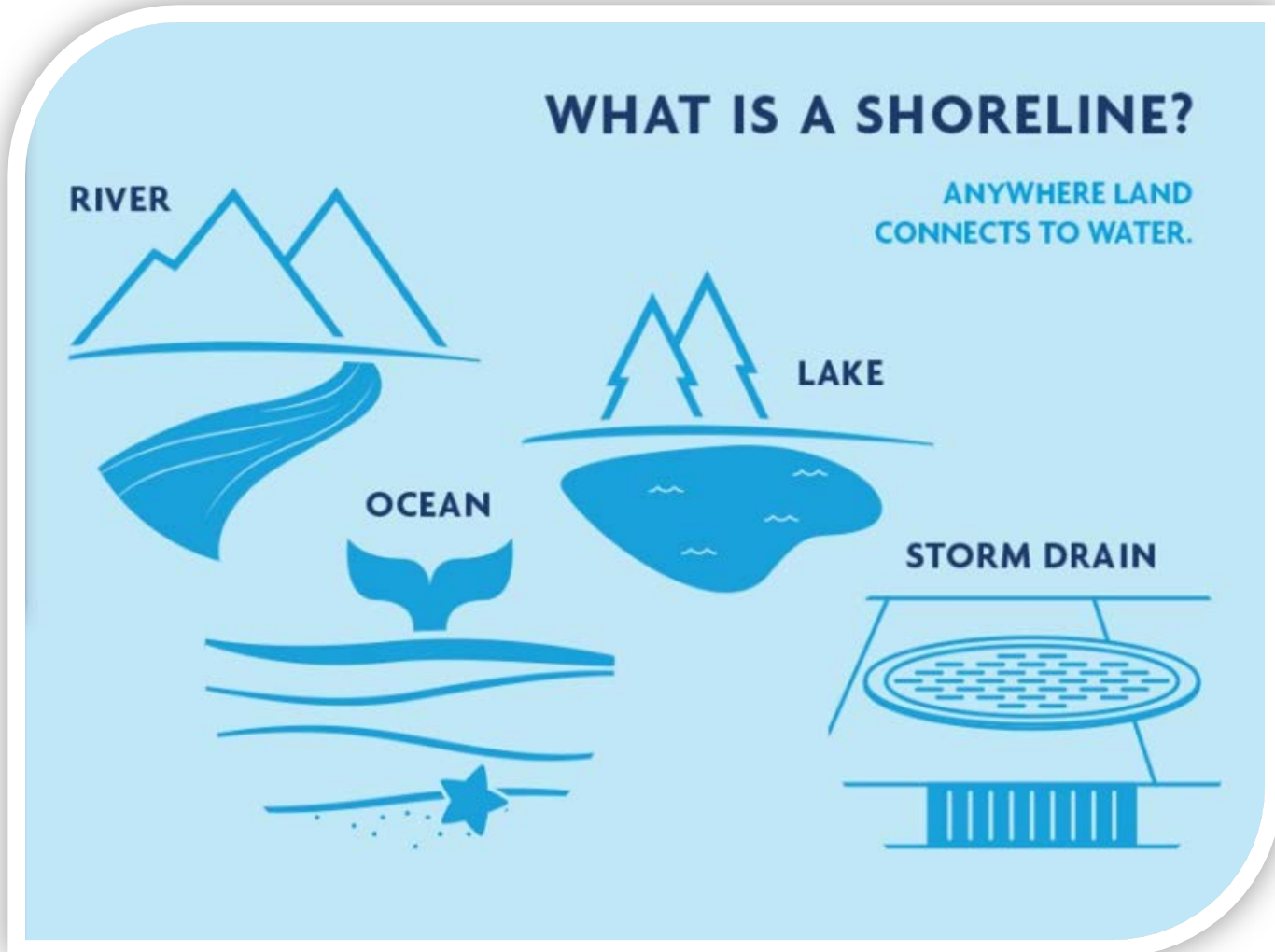
3. Collaboration!



Q: Which is a Shoreline?



A: All of them (trick question)



Where does it come from?

Sources of litter:

1. Recreational Activities
2. Smoking related activities
3. Fishing/Shipping
4. Illegal Dumping
5. Medical/Personal Hygiene
6. Natural Disasters



What's the problem with it?

Impacts of litter:

- Entanglement
- Ingestion
- Invasive Species
- **MICROPLASTICS!**



Shoreline Litter Impacts

1. Entanglement



Shoreline Litter Impacts

2. Ingestion



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

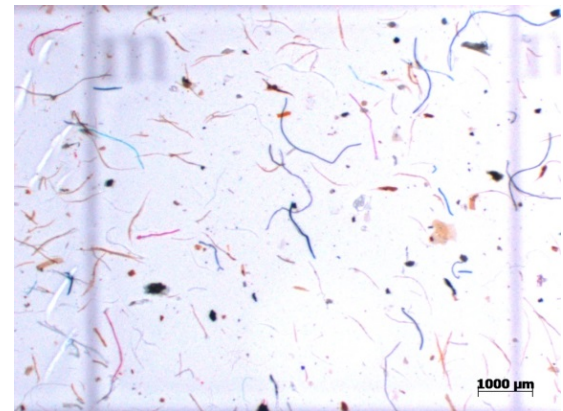
Shoreline Litter Impacts

3. Invasive Species



Shoreline Litter Impacts

4. Microplastics



And now... back to data

- **The power of litter data:**
 - Citizen Science opportunity
 - Quantify major/minor sources of litter
 - Local to global scale ([International Coastal Cleanup Day](#))
 - Measure your 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

The Data we Collect



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

PRESENTING SPONSOR

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NATIONAL SPONSOR

RICOH
imagine. change.

© 1996 panda symbol WWF-World Wide Fund for Nature (Also known as World Wildlife Fund). ® "WWF" is a WWF Registered Trademark.

Trash Collected

MOST LIKELY TO FIND ITEMS:

TOTAL #

Beverage Cans: =

Bottle Caps: =

Cigarette Butts: =

Coffee Cups: =

Containers: =

Food Wrappers: =

Glass Bottles: =

Paper: =

Plastic Bags: =

Plastic Bottles: =

Plastic Cups: =

Six Pack Holders: =

Straws: =

Utensils: =

Fishing Buoys, Pots or Traps: =

Fishing Net: =

Rope (1 metre = 1 piece): =

OTHER PACKAGING
Plastic or foam packaging, strapping bands, tobacco packaging
TOTAL #

PERSONAL HYGIENE:
Condoms, diapers, syringes, tampons
TOTAL #

TINY TRASH LESS THAN 2.5 CM:
TOTAL #

Foam Pieces: =

Plastic Pieces: =

OTHER TRASH:
TOTAL #

Balloons: =

Clothing, Shoes: =

Foam: =

Tires: =

Toys: =

TOP 3 ADDITIONAL ITEMS:

Identify the top 3 items found that are not listed on the card

TOTAL #

1: =

2: =

3: =

Thank you for contributing to trash free shorelines.

/shorelinecleanup

@shorelinecleanup

@cleanshorelines

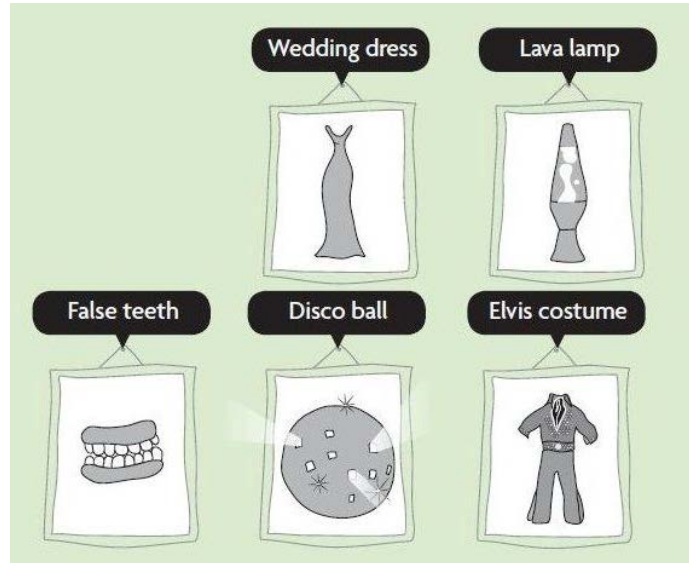
Recent Results and Trends

2017 Overview - Canada

Number of registered cleanups	1,829	Weight of litter removed (kg)	88,721
Number of registered participants	58,018	Trash bags filled	10,721
Distance of shoreline cleaned (km)	2,808	Recycling bags filled	3,144



Unusual Finds



Canada's Dirty Dozen

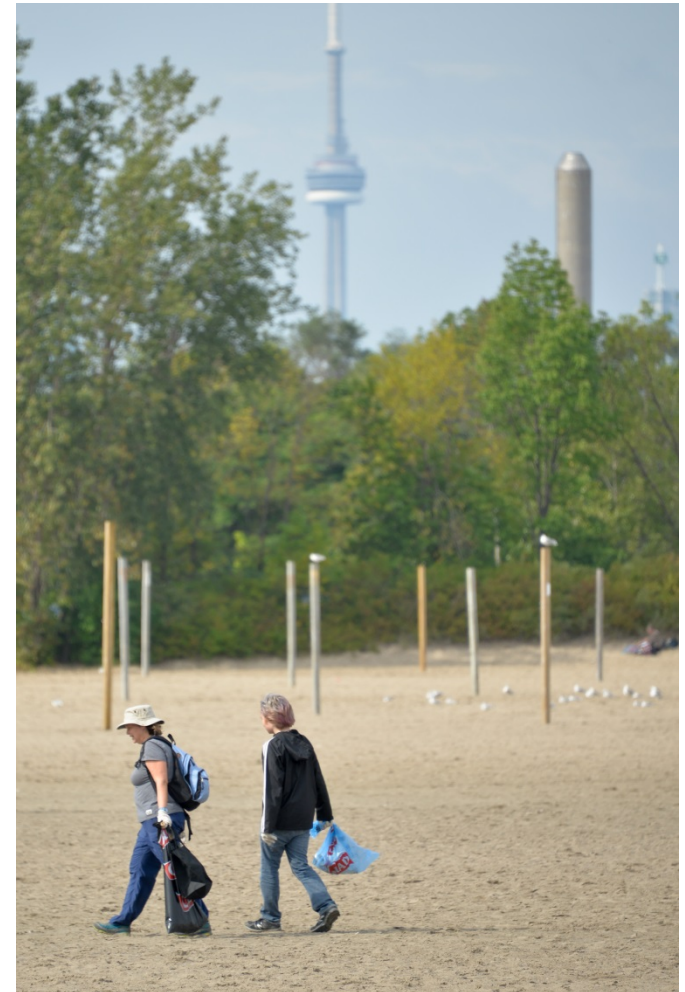
(2017 ranking)

Rank	Item	# Removed
1.	Tiny Plastic and Foam	333,289
2.	Cigarette Butts	244,734
3.	Plastic Bottles	50,285
4.	Food Wrappers	47,466
5.	Bottle Caps	38,624
6.	Paper Materials	22,877
7.	Plastic Bags	22,724
8.	Miscellaneous Packaging	18,465
9	Straws	17,654
10.	Foam Materials	17,527
11.	Beverage Cans	17,327
12.	Rope (1 piece = 1 metre)	11,365

And in Toronto?

(2017 ranking)

Rank	Item	# Removed
1.	Cigarette Butts	49,124
2.	Tiny Plastic and Foam	31,529
3.	Bottle Caps	12,105
4.	Food Wrappers	8,626
5.	Straws	5,784
6.	Plastic Bottles	5,432
7.	Miscellaneous Packaging	3,725
8.	Foam Materials	3,521
9	Plastic Bags	3,483
10.	Paper Materials	3,234
11.	Beverage Cans	3,163
12.	Plastic Utensils	2,069



Which Have You Used?

Rank	Item	# Removed
1.	Tiny Plastic and Foam	333,289
2.	Cigarette Butts	244,734
3.	Plastic Bottles	50,285
4.	Food Wrappers	47,466
5.	Bottle Caps	38,624
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What are the alternatives?



Litter Data in Action

- **Saugeen District Secondary School (ON):** Students shared cigarette litter data at city council to help install more receptacles
 - http://healthylakehuron.com/news_item.php?NewsID=98
- **Blue Flag:** Public education campaign, Butt-Free Beach Cleanup at Wasaga Beach



Litter Data in Action

- **Rose, Guild Park and Gardens (ON):**
Regular cleanup and “litter blitz” results sent to local council to increase # of bins along shoreline



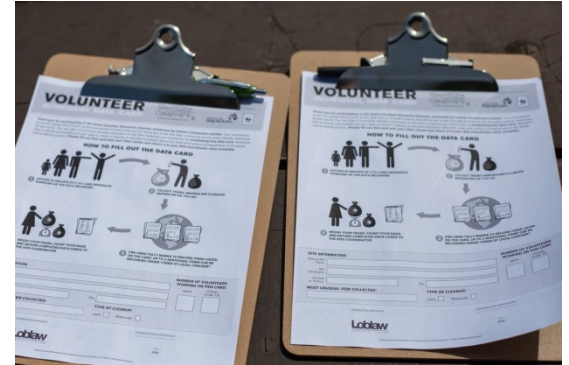
Litter Data in Action

- **White Rock and Surrey Naturalists (BC):**
Sharing results of foam collected along
Nicomekl to restrict use of expanded
polystyrene foam on waterways



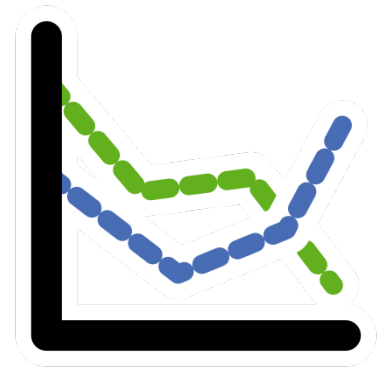
What's next for cleanup data?

1. Share results:
 - Volunteers
 - Friends, family & co-workers
 - Municipality
2. Have fun! Host a cleanup trivia night
3. Teachers? Bring it to the classroom
4. Compare results over time, notice any changes?






Have an idea or working on a project and need shoreline litter data?

Contact us, we're happy to share.



Thank you!

www.ShorelineCleanup.ca
shorelinecleanup@ocean.org
1-877-427-2422

 /shorelinecleanup
 @cleanshorelines
 /shorelinecleanup

