



The Great Canadian Shoreline Cleanup® is a joint program of Ocean Wise® and WWF-Canada that aims to build an understanding of ocean literacy by engaging Canadians to care for their shorelines. As one of Canada's largest volunteer-powered conservation programs, we engage with tens of thousands of people including:

Schools & Youth | A service learning opportunity for students of all ages, to build a connection to nature and play an important role in ocean health through citizen science. Resources to extend learning beyond the shoreline are provided to support teachers and group leaders

Workplace | This program supports corporate social responsibility (CSR) and employee engagement. Organizations looking for meaningful activities in their community can lead cleanups that their teams, customers and partners can participate in.

Community | We support volunteers in every province and territory all year long and anywhere that land connects to water, with the goal of keeping Canadian shorelines healthy and clean.

For information on how to get involved visit shorelinecleanup.ca



"It was such a fun and innovative way to do a park cleanup while participating in a citizen science project and learning about pollution in our water ways."

HOLLY, SITE COORDINATOR,
T. JOHN'S, NEWFOUNDLAND AND LABRADOR

FOR MORE INFORMATION VISIT
education.ocean.org

A CONSERVATION INITIATIVE OF



Great Canadian Shoreline Clean Annual Impact



63,408

people participated
in shoreline cleanups



394,964

cigarette butts picked up



2,072

registered
shoreline cleanups



147,208

kg of trash picked up annually
equaling the weight of 4 humpback whales



16,208

bags of trash & recycling filled with litter
picked up off the shoreline



82,760

food wrappers picked up



3,021

kilometres of shoreline cleaned