

GREAT CANADIAN
**Shoreline
Cleanup**®

OCEAN WISE & WWF



Site Coordinator Guide

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Welcome!

Without YOU cleanup events would not be possible. Shoreline cleanups are events led by volunteers and for volunteers. They help create healthy waters for everyone, including the wildlife and communities that depend on them. Take a stand against shoreline litter, get your team together and explore your local shoreline!

ABOUT THE PROGRAM

The Great Canadian Shoreline Cleanup is a conservation partnership by Ocean Wise Conservation Association and WWF-Canada, presented by Loblaw Companies Limited. Shoreline Cleanups take place any time of year, anywhere land connects with water, including creeks, streams, rivers, oceans, marshes and even storm drains. Every cleanup team makes a positive impact on shorelines, whether you have a team of a few people or a few hundred.

As citizen scientists, your team helps collect data on the types and amounts of litter items found on your local shoreline using the Data Card or online data tracking feature. Your litter data is then shared in our annual report, submitted to interested municipalities, and contributes to the International Coastal Cleanup's tracking of global shoreline litter.

OUR VISION

Our vision is a fully engaged and committed public keeping all Canadian shorelines free from litter. Your participation enables the program to:

- Promote understanding and education about shoreline litter.
- Achieve real measurable impacts on the environment, both globally and locally.
- Influence Canadians to act and become better environmental citizens.

ABOUT THIS GUIDE

This guide provides all the steps and tips a Site Coordinator will need to organize a Shoreline Cleanup event.

What is a Site Coordinator? A Site Coordinator is the **lead contact** and **organizer** for a local shoreline cleanup. Our handy guide will help you get your cleanup underway and show you the steps from beginning to end.

Great to have you on board, see you on the shorelines!

– *The Great Canadian Shoreline Cleanup Team*

Before the Cleanup Event:

- Register your event: Find a cleanup site and set a date at ShorelineCleanup.ca
- Visit your cleanup location: Is it suitable? Is it safe? Is there enough litter (big and small)?
- Contact the municipality: Get permission to use the site and arrange waste disposal
- Spread the word and recruit volunteers: Go to your Dashboard for posters, tips and other resources
- Gather your supplies: Do you have gloves, bags or buckets, “sharps” container and pens?
- Event forms: Did you receive your link to the online data tracking feature, or print Data Cards? Have all participants signed the online Waiver? Print out the Waiver form for any drop-in participants on your event page

During the Cleanup Event:

- Welcome your participants and have them: form small teams, pick up supplies and use the online data tracking feature or a Data Card to track what they find
- Review safety and give a pep talk
- Let's cleanup! Take photos and tweet [@CleanShorelines](https://twitter.com/CleanShorelines) or Instagram [@ShorelineCleanup](https://www.instagram.com/ShorelineCleanup)
- Wrap up: Weigh the trash, submit mobile data or collect any printed data cards, and thank your participants

After the Cleanup Event:

- Submit your Summary Data on your online account, or by email/mail
- Send in your forms: Email or mail your waiver and photos

For more resources visit your Lead page at shorelinecleanup.ca/lead

Questions? Contact us at shorelinecleanup@ocean.org

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Before Your Cleanup

REGISTER YOUR CLEANUP EVENT


Shoreline cleanups can take place year round; register your event(s) at any time.

Who can be a Site Coordinator?

Site Coordinators must be 19+ due to liability. Are you a student or youth interested in leading a cleanup? No problem! You can take part by looking for a responsible adult (i.e. parent, guardian, teacher) who will help register and oversee your shoreline cleanup.



How to Register a Cleanup

1. Visit ShorelineCleanup.ca. Not yet logged in? Login or create an account.
2. At the top, click on **Lead** and choose your group type.
3. Enter your preferred cleanup date and city/town at the top.
This will populate the map with cleanup sites available on your preferred date.
Be sure to zoom out of the map to expand your search by clicking the zoom (+/-) buttons on the bottom right of the map.
4. Look for red markers , these indicate available cleanup sites on the date you selected. (Is your shoreline not listed on the map? Submit it as a brand new cleanup site. See page 5 for info).
5. Enter in your event details to create your event page.

A screenshot of the ShorelineCleanup.ca website. At the top, it says "I want to lead a school cleanup". Below that are two input fields: "Select your cleanup date to see available sites:" and "Type in your location:". The main content area shows "34 Results" and a list of cleanup sites. The first site is "Stanley Park Stream" with a "Start a cleanup here" button. The second is "Stanley Park Girl in a Wetsuit Statue to Lumberman's Arch" with a "Start a cleanup here" button. The third is "Yacht Club to Devonian Park" with a "Start a cleanup here" button. The fourth is "Stanley Park Brockton". To the right is a map of the area with various colored markers (red, green, blue, orange) indicating different site statuses. A legend on the map explains the markers: AVAILABLE SITE (red), UNAVAILABLE SITE (green), CLOSED SITE (blue), and NOW SITE (orange).

Registering Follow-Up Cleanup Events (Monthly, Weekly, Daily)

Follow-up cleanups are a great way to ensure that shorelines and waterways stay clean year-round.

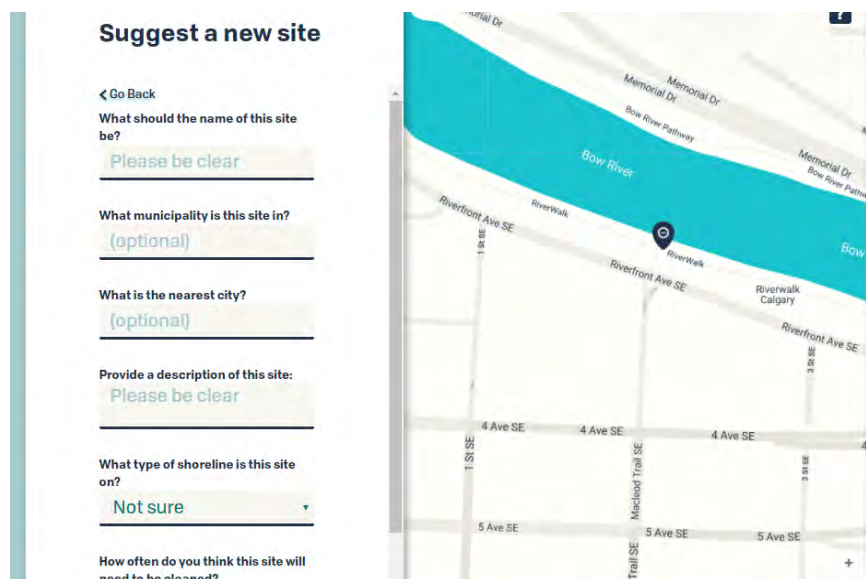
Want to organize a monthly cleanup, or a cleanup in a different season? You can register the same cleanup site multiple times throughout the year, just follow the registration steps to choose your next cleanup date and sign-up.

Interested in a weekly or daily cleanup? Each cleanup site has a “cooling off period” of two weeks, this means that a follow-up cleanup can only be organized after a two week buffer. Is your site in need of more frequent cleanups? Let us know and we can help you register your daily or weekly cleanup.

To Suggest a New Location

The cleanup sites shown on the Shoreline Cleanup map have all been submitted to us by community members (like you!). If you have a cleanup site in mind that is not shown on the map, help us reach even more shorelines by adding it to the list of possible Shoreline Cleanup locations.

1. Visit ShorelineCleanup.ca. Not yet logged in? Login or create an account.
2. At the top, click on **Lead** and choose your group type.
3. Enter your preferred cleanup date and city/town at the top.
Be sure to zoom out of the map to expand your search by clicking the zoom (+/-) buttons on the bottom right of the map.
4. Search the map to find the shoreline you want to add, and drop your pin to mark the site.
Enter in the details on your shoreline (name, municipality, description etc.) and hit Submit.
5. Wait for us to review your location and notify you by email on its status (up to 3 business days).
6. Click the link you receive in your email to register your cleanup event.



The image shows a screenshot of a web form titled "Suggest a new site" on the left and a map of the Bow River area on the right. The form has the following fields:

- Go Back (link)
- What should the name of this site be? (text input, placeholder: "Please be clear")
- What municipality is this site in? (text input, placeholder: "(optional)")
- What is the nearest city? (text input, placeholder: "(optional)")
- Provide a description of this site: (text input, placeholder: "Please be clear")
- What type of shoreline is this site on? (dropdown menu, selected: "Not sure")
- How often do you think this site will need to be cleaned? (text input)

The map on the right shows the Bow River flowing through a city grid. A red pin is placed on the riverbank near the intersection of Riverfront Ave SE and Riverwalk. Other streets visible include Memorial Dr, Bow River Pathway, Riverwalk Calgary, 4 Ave SE, 5 Ave SE, and Macleod Trail SE.

VISIT YOUR CLEANUP LOCATION

Cleanup locations listed on our map are sites that were suggested by members of the community who have previously arranged cleanups in those locations. **It is your responsibility** to ensure that you are familiar with the cleanup site and the location is suitable, and accessible for your group. Contact us if you have any concerns about your site.

Some things to look out for:

- Is the site easy to access? Is it safe? Is there an easy to find meeting spot?
- Is there enough space in the cleanup site for your group?
- Are there any hazards to take note of?
- Look out for litter: are there enough large or smaller items of trash for your team to clean? Don't forget about tiny trash like cigarette butts and bits of plastic.

CONTACT THE MUNICIPALITY

Before your cleanup it is important to know that the property owner is aware of your cleanup. In most cases this is your local municipality. Due to the national scope of the program, we are not in direct contact with every municipality regarding registered cleanup events. You are therefore responsible for contacting your municipality to:

- Confirm you have permission to clean your registered shoreline
- Check your shoreline is available that day i.e. no other large events are taking place at the same time
- Ask for guidance on how to dispose of the litter that your group collects

If we are in contact with your municipality, an *Instructions From the Municipality* PDF will be available on your event page in the “About this site” box.



TIPS FOR RECRUITING VOLUNTEERS

Promote Your Shoreline Cleanup

Spreading the word about your cleanup is a great way to get more helping hands on board. Share your cleanup with friends, family and colleagues to gather more support.

Here are a few ways to spread the word:

- **Put up Posters** - use the online [Shoreline Cleanup Poster](#) template available on the Resources tab of your account Dashboard. Hang the posters on bulletin boards in work lunchrooms, community centres, libraries, etc.
- **Social media** – use the “Share” button on your event page to Tweet about your cleanup or post your event page to Facebook.
- **Send an email invite** – Right from your event page, just click the “Share” button.
- **Community Calendars** – Check if your municipality has an online listing of local events.
- **Local Business** – Challenge a local business to join your cleanup, they may even donate supplies!
- **Local Media** – Ask to share your message on local TV, radio stations and the event listings of community newspapers.



Creating a Recruitment Message

Build a strong message to gather interest by sharing some of the great benefits of joining your cleanup.

- Great volunteer experience
- Do something positive for the environment
- Spend a day outdoors while making new friends
- Mention any extras you may provide, such as a BBQ or prizes.

Participant Recognition

Thank your participants after the cleanup with [Participant Certificates](#), available on the Resources tab of your account Dashboard.

CONTACTING CLEANUP PARTICIPANTS

If you update any details to your cleanup event online (i.e. meeting location, time, additional details) an automated email will be sent to your registered participants with the new details listed.

From time to time, participants registered for your cleanup might contact you with questions by using the Contact Coordinator message feature (located on their cleanup event page). Messages will be automatically sent to your email, however for privacy reasons your actual email address is not made public on our website. To respond to participants' questions simply reply back directly via email.

CLEANUP SUPPLIES CHECKLIST

Required Event Forms

(Digital and print copies available, see page 8 for details)

- [Liability Waiver](#)
- [Data Card](#) or online data tracking feature
- [Content Agreement Form](#) (optional): To be signed if submitting photos

Required Supplies:

- Pencils or Pens
- Garbage/Recycling bags or Buckets
- Gloves

Strongly Recommended

- First aid kit (band aids, antiseptic, dressings etc.)
- Clipboards for data cards
- “Sharps” containers and heavy duty gloves to handle items
- Hand sanitizer
- Hand-held scale to weigh your garbage or a small weight for comparisons
- Camera or smartphone to document your cleanup

Suggested

- Flagging tape for marking items of concern or items for municipal removal
- Tongs or “Garbage Grabbers” for hard to reach litter
- Banners, signs and pylons to mark your site

Participants should bring

- Change of clothes (if needed)
- Reusable water bottle
- Sturdy shoes or boots (no sandals or other open-toed shoes)
- Additional garbage/recycling bags and gloves

Where to find your Required Supplies:

- Find them around your home OR pick them up from a local store.
- Ask your participants to bring a few of each item. If every participant brought a handful of garbage bags, or a few buckets then you would have more than enough for your group.
- Check with your municipality about supplies when discussing waste removal.
- Seek donations from your local community.

EVENT FORMS: WAIVER AND DATA CARD/ONLINE DATA TRACKING FEATURE

Waiver Form

Each participant must sign the [Liability Waiver](#) form. Participants who registered for your cleanup event online will have already completed a digital waiver.

Participants below the age of 19, will need a parent/guardian signature, and can either bring a signed waiver form to the cleanup or have a parent/guardian present on the day of sign for them.

If you expect a few participants to drop-in on the day of the cleanup, bring a printed waiver form which you can find on your cleanup event page or on the Resources tab.

Data Card/Online Data Tracking Feature

Collecting information on the litter you find is a critical aspect of the Shoreline Cleanup. Recording litter items helps determine their origins, leading to creating solutions to reduce the amount of garbage that ends up on our shorelines. It also helps reinforce the impact you are having for cleaner shorelines. There are two ways to gather your litter data:

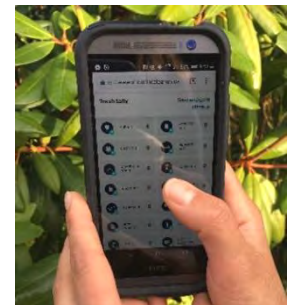
1. Print out a Data Card

If you prefer to track data on a printed form, find your [printable Data Card](#) on the Resources tab of your Dashboard. We suggest printing one Data Card for each group of four participants. Tally up your team's findings at the end of the cleanup and submit it online through your account.



2. Online Data Tracking Feature

Want to record your litter findings on a mobile device? On the day of your cleanup we will email you and your participants your individual links to the online data tracking feature. To record your data digitally, login to your Shoreline Cleanup account on mobile and open this link, tap in to start tallying up the litter items you find. Only those registered on the website will receive access to this link.



Top tip for data entry: We suggest breaking your group up into smaller teams and designating a few data recorders who can use the online data tracking to record the litter numbers.

At the end of the day access to all digital tracking cards will be closed to participants and compiled to your online account. This is when you can add in any missing tallies manually from your account and submit your final summary litter data.

So what litter items do we track?

You will find lots of litter during your cleanup, but we only ask you to count the most problematic items found on shorelines across Canada. If you find something that's not on the card, that's ok! Every litter item you collect will also get measured when you estimate the weight of trash collected and count the number of bags filled.

Litter item tips:

- Containers: These refer to larger containers like bleach or detergent.
- Food wrappers: We're talking about the thin plastic, foil, or paper wrapping around food, things like candy and snack wrappers.
- Other packaging: Packaging created to contain food, like plastic or styrofoam containers. Or packaging around products like cigarette wrappers.
- Tiny plastics & foam: Give us your best estimate for these (we don't expect you to count every single piece!)

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Individual Data Card

SITE INFORMATION:

Cleanup Site Name: _____ Cleanup Date: _____
 Site Coordinator: _____ Distance Cleaned (KM): _____
 Total Weight (KG): _____ # 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 #
Cigarette Butts:	=	Fishing Buoys, Pots or Traps:	=
Beverage Cans:	=	Fishing Net and Line:	=
Bottle Caps:	=	Rope (1 metre = 1 piece):	=
Coffee Cups and Lids:	=	PRODUCT PACKAGING:	TOTAL #
Food Containers: (i.e. yogurt or snack cups, milk containers):	=	Soft Plastic Packaging:	=
Food Wrappers:	=	Rigid Bottles and Jugs:	=
Glass Bottles:	=	PERSONAL HYGIENE:	TOTAL #
Paper:	=	Diapers, Wipes, Tampons, Condoms:	=
Plastic Bags:	=	Syringes:	=
Plastic Bottles:	=	Personal Protective Equipment: (i.e. gloves, masks):	=
Plastic Cups:	=	TINY TRASH LESS THAN 2.5 CM:	TOTAL #
Six Pack Holders:	=	Styrofoam Pieces:	=
Straws:	=	Plastic Pieces:	=
Takeout Containers:	=	OTHER TRASH:	TOTAL #
Utensils:	=	Balloons:	=
TOP 3 ADDITIONAL ITEMS:	TOTAL #	Clothing, Shoes:	=
Identify the top 3 items found that are not listed on the card		Construction Materials:	=
1:	=	Large Styrofoam:	=
2:	=	Tires:	=
3:	=	Toys:	=

Thank you for contributing to trash free shorelines.

#teamshoreline | /shorelinecleanup | @shorelinecleanup | @cleanshorelines

Front and back image of Data Card, printable version

During The Cleanup Event

SET UP THE SITE

Before Participants Arrive:

- Clearly identify your meeting location with posters, signs etc.
 - Set up a central sign-in station with a first aid kit, [Liability Waivers](#) for any drop-in participants, your cleanup supplies, and printed [Data Cards](#) if you are not using the online data tracking feature.
- Clearly post safety instructions. See the [Safety Information](#) section.

WELCOME YOUR PARTICIPANTS

Welcome your participants and have them:

- Sign the waiver: Have any drop-in participants who did not register online read and sign the Liability Waiver. Participants **under the age of 19** require a parent/guardian signature.
- Collect names and contact details from participants who wish to receive a Participant Certificate (available online on the Resources tab of your account Dashboard).
- Explain how to complete the Data Card - mobile or printed.
Printed Data Card: Instruct participants to use lined tick marks (i.e. # # # I I I) next to each litter item. Do not use words such as “lots” and “many”. These cannot be used for data analysis.
- Divide into small teams: We suggest you nominate one person as the Data recorder. This individual will be in charge of the Data Card or online data tracking feature. The remaining team members share the garbage/recycling bags and call each litter item they collect out to the Data recorder.
- Distribute cleanup supplies to each team: As a general rule, provide 1 garbage bag or bucket to share amongst each small team.

Give a pep talk!

- Thank everyone for participating in the cleanup and let them know why you got involved.
- Explain that even the smallest item of litter is important to remove.
- Know the Golden Rule: Don't remove anything that has become part of the habitat. If there are animals attached to the litter and there is no danger from hazardous materials, then leave it as you found it.



CLEANUP SAFETY



CLEANUP SAFETY

- 1. ALWAYS** wear gloves and proper footwear (no open-toe shoes).
- 2. KNOW** where the first aid kit is located and keep a list of **EMERGENCY NUMBERS** close at hand.
- 3.** All young children should be **SUPERVISED BY A RESPONSIBLE ADULT**.
- 4. WATCH** your footing on slippery rocks & **NEVER** walk on loose terrain. Stay a safe distance from the water's edge.
- 5. ALL** sharp or dangerous items found on the shoreline, including syringes and broken glass, are to be placed in a **SHARPS CONTAINER**. Never handle these items with bare hands.
- 6. DO NOT REMOVE** large items which are too heavy to carry.
- 7. DO NOT USE** your back when lifting heavy items and **ALWAYS** bend at knees.
- 8. NEVER** approach any animal, dead or alive.
- 9. DO NOT REMOVE** litter that has become part of the habitat.

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ADDITIONAL SAFETY TIPS:

SYRINGE COLLECTION

- IF NO ONE IN YOUR CLEANUP GROUP IS COMFORTABLE COLLECTING SYRINGES, PLEASE CLEARLY MARK THE LOCATION OF ANY SYRINGES ON THE BEACH AND CONTACT LOCAL AUTHORITIES FOR COLLECTION.
- Do not dispose of syringes or syringe containers in a garbage can or dumpster. Before collecting any medical waste, please contact your local municipality or police service to find out how to properly dispose of them.
- ONLY ADULTS SHOULD HANDLE SYRINGES.
- Wear heavy-duty work or canvas gloves when collecting syringes.
- Always pick up syringes with the needle pointing down and away from your body, and place needle end first, in a rigid container.
- Needle punctures must be treated immediately. If a participant is pricked, take them to the nearest hospital, as medical treatment may be necessary.

HAZARDOUS WASTE

- If you encounter any waste you think may be hazardous or toxic, mark the area with flagging tape and contact local authorities immediately.
- Be very cautious when dealing with chemical containers or five-gallon drums as their contents may be dangerous.
- Make note of any markings on the container that may help authorities identify the contents.

ANIMALS

- NEVER APPROACH ANY ANIMAL, DEAD OR ALIVE AND KEEP PETS AWAY.
- If you encounter a live entangled animal, please notify appropriate authorities (i.e. Humane Society, SPCA, Conservation Authority, Parks Board). NEVER attempt to disentangle an animal yourself. You will cause it considerable stress and possible injury, as well as endanger yourself.
- If you find a dead marine mammal, please notify your local Marine Mammal Rescue Centre. Aquatic mammals that appear to be stranded without entanglement should be left for 24 hours. After 24 hours, please notify your local Marine Mammal Rescue Centre.

TAKE & SHARE PHOTOS

Let's cleanup! Take photos of your amazing team in action and share them on social media during or after your cleanup. We would love to see your photos. Tweet us or tag us and don't forget to use the hashtag below!



[@cleanshorelines](https://twitter.com/cleanshorelines)



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

#ShorelineCleanup

Photo Ideas

- Snap a before and after photo of your site to show your team's impact.
- Takes pictures of some of your unusual finds
- Gather your participants together for a proud group photo with your litter findings.



How to Share Your Photos

We are always looking to showcase your team on our website, social media, newsletter, or annual report. Email photos to shoreline.cleanup@ocean.org along with a signed copy of the [Content Agreement Form](#) (found on the Resources tab of your account Dashboard) to allow us permission to share your images.

In your email to us, be sure to include your name, cleanup site name, and cleanup event details. Let us know how your shoreline cleanup went!

Facts & stories – email shorelinecleanup@ocean.org with any interesting facts and stories about your shoreline cleanup. Read your stories on our blog: www.aquablog.ca/category/shoreline-cleanup/.

WRAP UP YOUR EVENT

Collect the Data Cards, weigh the trash and thank your participants. Great work!

Tips for weighing your litter

- If you don't have a handheld scale bring something you know the weight of as a comparison (e.g. 5 lb. dumbbell). You can also use a bathroom scale, have someone hold the trash – subtract their weight holding the trash bags, from their actual weight.
- Weigh everything you collect. This includes bags of garbage and recyclables, as well as items that do not fit into bags.
- Use the following estimates of these commonly found items as a reference:

Item	Estimated Weight
Tire	30 lbs. or 15 kg
Shopping Cart	30 lbs. or 15 kg
Bicycle	15 lbs. or 7 kg



After The Cleanup Event

HOW TO SUBMIT YOUR DATA

1. **Log in** to your [Shoreline Cleanup](#) account
2. Click your name at the top-right and select **Dashboard**.
3. **Go to your Past Cleanups tab** and select your event.
4. On your event page: select **Enter Data** and hit save once you've entered your data.
5. Then on your event page: select **Complete Survey** and hit submit once you've entered your numbers.



I used the online data tracking feature: All digital tracking cards used on your cleanup will be compiled into your account. To submit any outstanding data numbers follow steps 1-5 above.

I used printed litter Data Cards: Follow steps 1-5 above.

If you have more than one location registered, submit your data for **each location registered**. You can either complete a separate tally for each cleanup site, or roughly split your data across each site registered. Contact us if you have any questions.

HOW TO SUBMIT WAIVER FORMS

If you received any printed waiver forms on the day of the cleanup you can email them to shorelinecleanup@ocean.org, or mail in your forms to:

Great Canadian Shoreline Cleanup / c/o Ocean Wise / P.O. Box 3232 / Vancouver, BC V6B 3X8.

HOW TO REQUEST CRESTS (GIRL GUIDES & SCOUTS)

Crests are available by request for Scouts and Guides that take part in a shoreline cleanup. To place your request submit your litter Data (see above). On the data submission page you will be prompted to enter in the number of crests required for the Guides and Scouts that participated, and your mailing address.



OTHER HELPFUL RESOURCES

Tide Tables: Cleaning along an ocean shoreline? Find out when the tide will be at its lowest on the day of your cleanup, just search for your city/town.

Water Quality (Swim Guide): Check the water quality of your freshwater and saltwater shoreline.

Plants to watch out for: Before you get cleaning, you may need to familiarize yourself with the plants within your cleanup site. Some plants can be poisonous or cause skin irritations if you come in contact with them. Search online for plants in your area you should be aware.

QUESTIONS?

Contact us, we're here for support to help make your shoreline cleanup a success.

Email: shorelinecleanup@ocean.org

Phone: 1-877-427-2422

Website: www.shorelinecleanup.ca

