

OCEAN WISE

SHORELINE CLEANUP



CLEANUP COORDINATOR GUIDE

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Welcome!

Welcome to the Ocean Wise Shoreline Cleanup - Cleanup Coordinator Guide! As a Cleanup Coordinator, you play a vital role in organizing and leading shoreline cleanup initiatives, making a positive impact on our precious coastal ecosystems.

By participating as citizen scientists, your team plays an essential role in gathering valuable data about the types and quantities of litter discovered along your local shoreline and green spaces. This information can be recorded using the Data Card provided through our website and will strengthen our national litter database. Not only will you have direct conservation impact by removing litter from entering our oceans, but you will also contribute to making a change by providing quantifiable evidence to industry leaders and policy makers to make valuable changes in our communities. The collected litter data is then shared in our annual report, submitted to interested municipalities, and contributes to the International Coastal Cleanup's comprehensive monitoring of global shoreline litter.

In this guide, you will find comprehensive information and **step-by-step instructions to help you effectively coordinate and execute shoreline cleanup events**. From pre-event preparations to post-event activities, we will guide you through the entire process, equipping you with the knowledge and skills needed to make each cleanup a success.

Please be aware that you must be 19 years of age or older to serve as a cleanup coordinator. However, participants who are underage may still join cleanups with the consent of their parents or legal guardians. In such cases, an underage waiver will need to be signed on their behalf.

As a Cleanup Coordinator, you are responsible for:

- *Planning & organizing the cleanup event*
- *Volunteer recruitment & communication*
- *Providing instructions & guidelines to volunteers*
- *Providing necessary equipment & supplies*
- *Monitoring & supervising the cleanup activities*
- *Addressing any safety concerns or emergencies*
- *Collecting data on the cleanup efforts*

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Before Your Cleanup

Register your Cleanup

STEP ONE is to register your cleanup event on our website. By doing so, you can access all the necessary tools and resources to organize a successful shoreline cleanup.

1. Log in or create an account on [Ocean Wise - Log In](#), once you are logged in, select Shoreline Cleanup to jump into our program.

Welcome to Ocean Wise

Ocean Wise is a nonprofit organization whose mission is to empower communities and individuals to take action to protect and restore our world's oceans.

Our Global Impact

750

Partners selling Ocean Wise sustainable seafood

10,000

Alerts sent to help ships avoid whale collisions

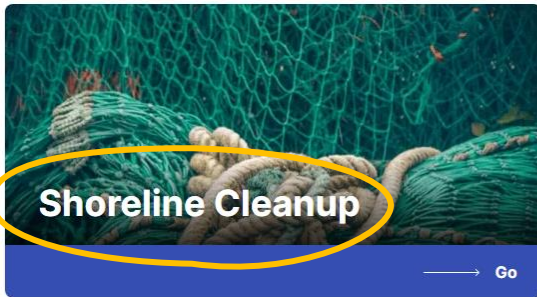
1M+

Shoreline cleanup participants since 1994

522,000

Mobile program participants since 2012

Jump Into a Program



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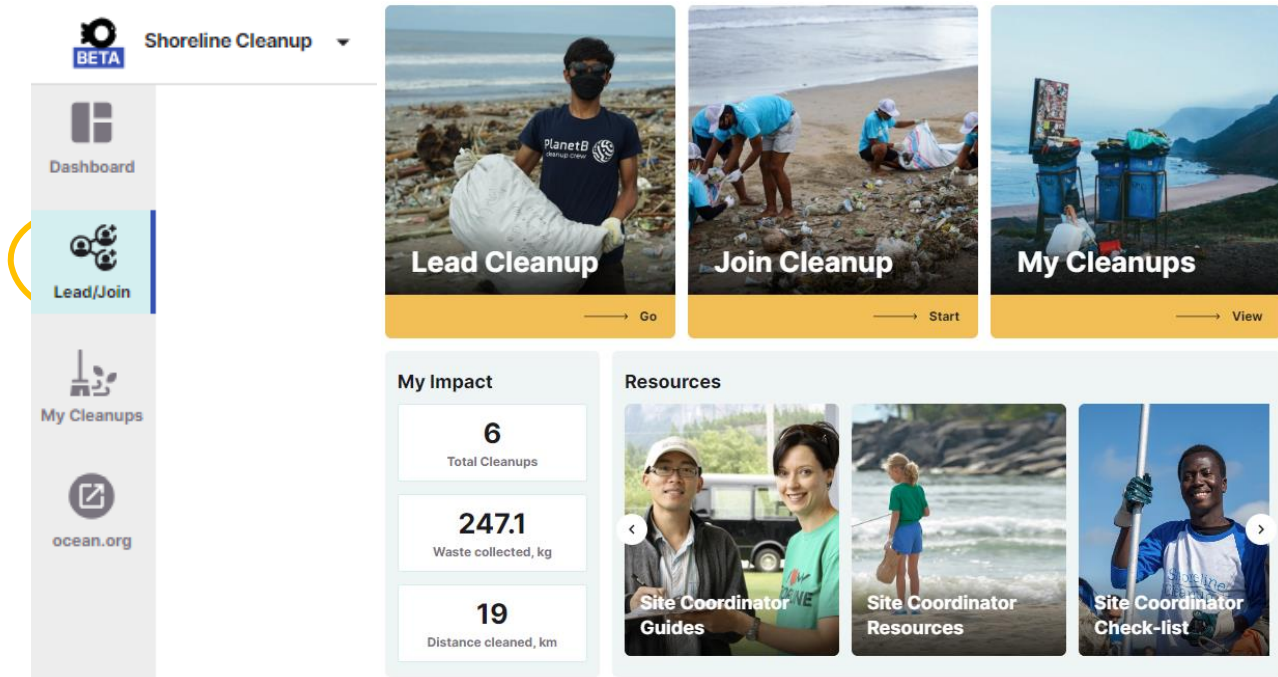
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2. Once you are logged in, select the **Lead/Join** button located on the left menu.



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- This will lead you to our cleanup location map. Here, you will be able to enter your preferred cleanup date and city/town, which will then display available cleanup sites for that date with a distinctive blue marker.

Choose your cleanup location

[Lead Cleanup](#) [Join Cleanup](#)

The screenshot shows a web interface for choosing a cleanup location. On the left, there is a search bar with 'Vancouver' entered, a date field set to '07/13/2023', and a list of cleanup sites. The first site is 'Central Valley Greenway' with a 'Lead this cleanup' button. Other sites include 'Oak Meadows Park' and 'Cates Park Shoreline West'. On the right, a map of the Vancouver area is displayed with numerous blue location markers. A 'Please note' banner at the top of the map area reads: 'Please note: Some municipalities have special cleanup sites instruction - please make sure to check our Site Coordinator Resources and follow the steps and make your cleanup a success! Check here'. At the bottom of the map, there is a text prompt: 'Don't see what you're looking for? Suggest a new location'.

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Don't see the location you are looking for?

Select the option on the bottom of the page to **Suggest a new location!** A pop-up window will appear asking for the necessary details to suggest a new location. Once you submit all the necessary information, we will carefully assess your site suggestion based on its accessibility, security, and public or private state. In addition, we will consult with the respective municipality to ensure the site aligns with Ocean Wise Shoreline Cleanup standards.

- **Site Acceptance:** If the site meets our criteria and aligns with our standards, we will gladly accept your suggestion. You will receive an email notification confirming the availability of your chosen site for the cleanup event.
- **Site Rejection:** In the event that the site does not meet our requirements, we will send you an email with a detailed explanation of the reasons for the rejection. Our goal is to maintain the highest standards of safety, accessibility, and environmental impact, and we appreciate your understanding.

Suggest a new location

If you don't see the cleanup location you are looking for it may not be in our database! Please complete this form to suggest the site for inclusion in our list of cleanup sites. If your suggested site meets all our requirements we will approve it and let you know. Thank you for taking the extra effort to include a new site.

Country

City

Zip code

Address

Location Name

Type of location

Cancel Submit

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4. Choose the blue marker corresponding to your desired cleanup site and click on the blue **Lead this cleanup** button to select it as your designated location for the cleanup.

PRO TIP: Conduct a Site Visit Before Registering Your Cleanup

We recommend conducting a site visit to assess the suitability and accessibility of the cleanup location. This is crucial to ensure a successful and safe experience for your group. Consider the following factors:

Evaluate the accessibility and safety of the site. Determine if it is easily reachable and safe for your group. Identify a designated meeting spot where participants can conveniently gather.

Assess whether the cleanup site provides sufficient space to accommodate your group comfortably.

Take note of any potential hazards present at the site. This could include uneven terrain, sharp objects, or other safety concerns.

Observe and document the quantity of litter at the site, including both large and small items such as cigarette butts and plastic fragments.

By evaluating these factors during your site visit, you can help to ensure a successful and safe shoreline cleanup for your group.

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5. Customize your event page by entering the relevant event details. Ensure to include important information such as the cleanup name, description, meeting location, and the anticipated number of participants. These details are crucial for effective communication and recruitment of volunteers. Please be aware that the final number of participants will be subject to the permit delivery from the municipality.

The screenshot shows a web form titled "Customize your cleanup" for an event named "Central Valley Greenway". The form includes the following fields and options:

- Path running from Vancouver to Burnaby.**
- Cleanup Title/Name:** A text input field.
- Cleanup Type:** A dropdown menu.
- Duration:** A dropdown menu.
- Date:** A date picker set to 07/13/2023.
- Time:** A time picker set to 12:00 PM.
- Meeting place:** A text input field.
- Public Cleanup:** A radio button that is selected.
- Private Cleanup:** An unselected radio button.
- Expected number of participants:** A text input field.
- Affiliate sponsor & organization:** A dropdown menu set to "No".
- Description:** A large text area.

At the bottom of the form are "Cancel" and "Submit" buttons. A note at the bottom states: "By continuing you indicate that you are agree to Ocean Wise Terms of Service and Privacy Policy".

On the right side of the form is a map of the Vancouver area. A yellow warning box above the map reads: "Please note: Some municipalities have special cleanup sites instruction - please make sure to check our Site Coordinator Resources and follow the steps and make your cleanup a success! Check here". The map shows a blue route through the city, with various landmarks like "The Amazing Brentwood", "Whole Foods Market", and "Burnaby Hospital" labeled.

For more detailed information about permits, you can refer to STEP TWO of the planning process.

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6. Congratulations! You have successfully created your cleanup event page with Ocean Wise Shoreline Cleanup.

← My Shoreline Cleanup
Cancel Cleanup
Finish Cleanup

Cleanup info Data card

Hadden Park
Ocean, Inlet or Bay
Vancouver, British Columbia
[Open in Maps](#)

08/16/2023 12:00 pm
[Add to Calendar](#)

Public

Corporate or Workplace

100 Participants Loading

Share your cleanup

[Share](#) [Email](#) [Instagram](#) [Facebook](#) [Twitter](#)

Description
Join me for this cleanup and let's make a difference for ocean conservation...one piece of litter at a time!

Meeting place
Meeting on the picnic tables next to the parking lot

Duration
2 h

Cleanup history
Last cleaned 04/21/2023

Please note: Some municipalities have special cleanup sites instruction - please make sure to check our Site Coordinator Resources and follow the steps and make your cleanup a success! [Check here](#)

Live Impact

0 Waste collected, kg

0 Distance cleaned, km

Leaders

Katia Corral Quijada

Participants Manage

1/100 Participants

[Invite a Friend](#)

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Consult your Municipality

STEP TWO is to **consult your municipality**. Before your cleanup, it is crucial to acquire the necessary permissions and permits from your local municipality. As the program operates internationally, direct contact with every municipality regarding registered cleanup events is not possible. Therefore, it is your responsibility to reach out to your municipality and:

- Confirm that you have permission to clean the registered site. Permits are often required in some cities where substantial amount of people gather under an organization; therefore, it is important to verify with the local municipality if a permit is needed. Some cities only require permits on events involving more than 50 people, although it is not a clear rule. It is also noteworthy that applying for a permit can be a lengthy process as some cities have a higher demand of permits application to access. Therefore, the earlier to apply for the permit, the better!
- Verify the availability of the shoreline on the cleanup day to make sure there are no conflicting large events scheduled.
- Seek guidance from the municipality on proper disposal methods for the collected litter by your group.

Need help? Use our Municipality Request Template for assistance on contacting your local government for support and advice.

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Recruit Volunteers

STEP THREE is to recruit volunteers and maintain effective communication with them. By promoting your cleanup through various channels, you can attract more volunteers and create greater awareness and support for your shoreline conservation efforts.

- **Promote Your Cleanup!** Spreading the word about your cleanup is a great way to get more helping hands-on board. Here are some ways to promote your cleanup...

Use our poster to help spread the word!



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- **Share on social media:** Use the options on your cleanup page to share a link, email, Facebook, and Twitter to promote your cleanup. Encourage friends, family, and colleagues to share the event with their networks as well. **The more people, the greater your impact! Let's have fun along the way!**

- ✓ **Tag us** on the following platforms:

- Facebook: /shorelinecleanup
- Instagram: @shorelinecleanup
- Twitter: @cleanshorelines

- ✓ Don't forget to use our hashtags!

#TeamShoreline #CleanShorelines #PlasticFreeOceans

My Shoreline Cleanup Cancel Cleanup Finish Cleanup

Cleanup info Data card

Hadden Park
Ocean, Inlet or Bay
Vancouver, British Columbia
Open in Maps

08/16/2023 12:00 pm
Add to Calendar

Public

Corporate or Workplace

100 Participants

Share your cleanup

Description
Join me for this cleanup and let's make a difference for ocean conservation...one piece of litter at a time!

Meeting place
Meeting on the picnic tables next to the parking lot

Duration
2 h

Cleanup history
Last cleaned 04/21/2023

Live Impact
0 Waste collected, kg
0 Distance cleaned, km

Leaders
Katia Corral Quijada

Participants
1/100 Participants

Invite a Friend

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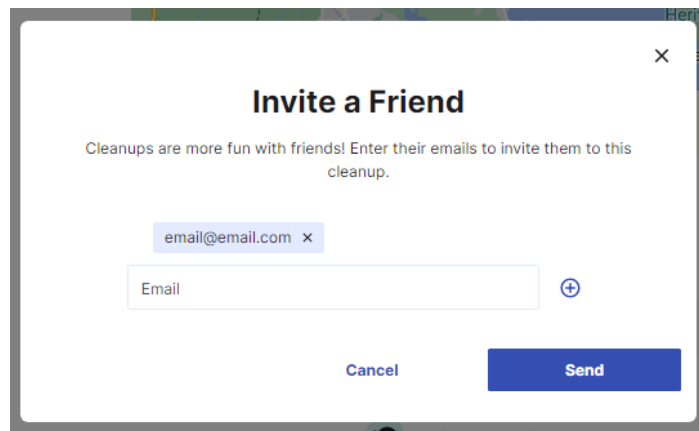


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- **Additional tips:**

- ✓ **Invite a Friend:** Select  to invite your friends and family to your cleanup by entering their email and clicking the (+) sign, you can input as many emails as you like. They will receive an email shortly after prompting them to view the cleanup they are being invited to along with location, date, and time. They will need to create an account and read and accept our terms and conditions to join.



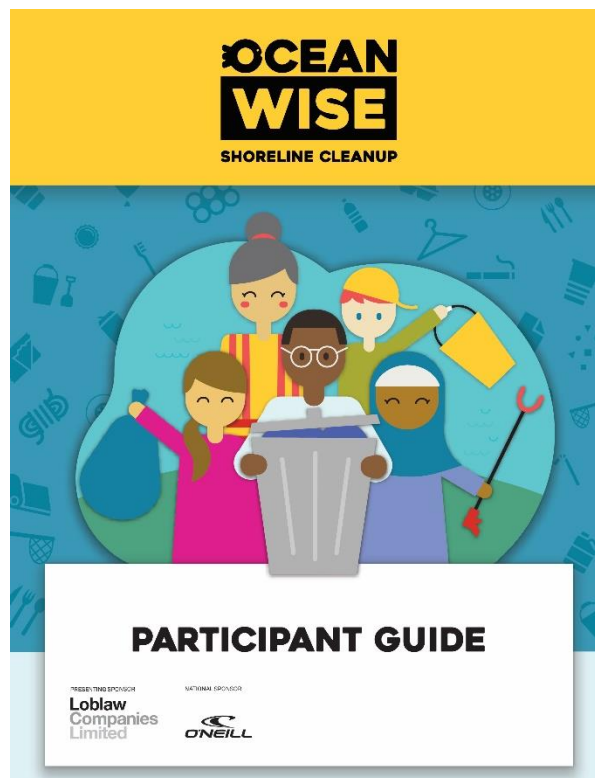
- ✓ **Community Calendars:** Check if your municipality has an online listing of local events. Submit your cleanup event to these calendars to reach a broader audience.
- ✓ **Local Business Collaboration:** Challenge a local business to join your cleanup. They may even donate supplies or offer support. Building partnerships with businesses can help increase participation and visibility.
- ✓ **Local Media Outreach:** Reach out to local TV and radio stations, as well as community newspapers, to request sharing your cleanup message. Many media outlets have event listings where you can promote your cleanup.
- ✓ **Get creative!** Unleash your creativity by using our customizable poster, engaging videos, and exciting recruitment messages to attract volunteers. Promote the cleanup event as a fun and impactful experience that participants won't want to miss.



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- **Maintain Regular Communication:** Keep volunteers informed with updates, reminders, and important details through email, social media, and dedicated channels.
- **Provide Clear Instructions:** Share comprehensive instructions on what to bring, where to park, and any site-specific considerations or safety guidelines.
- **Share our Participant Guide** so all volunteers are prepared for the big day!



And **make sure participants bring:**

- ✓ Reusable water bottle
- ✓ Sturdy shoes or boots (no sandals or other open-toed shoes)
- ✓ Additional garbage/recycling bags and gloves

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Get your Cleanup Supplies

Step Four is to get your cleanup supplies, and necessary forms. To ensure a smooth and organized cleanup event, it's essential to gather the necessary supplies and forms in advance. Follow these steps to prepare for your shoreline cleanup:

- **Identify Essential Supplies:** Make a checklist of needed supplies like gloves, garbage bags, litter pickers and buckets. Check the list we had created for you!
- **Acquire Supplies:** Purchase or seek donations from your municipality, local businesses, organizations, or volunteers. Consider specific site needs and participant numbers.
- **Prepare Safety Equipment:** Advise your participants to bring sunscreen, hats, insect repellent, and hand sanitizer. If possible, bring a first aid kit.
- **Print Necessary Forms:** Prepare required forms such as liability waivers and physical data cards. Underage participants need their parents or legal guardian to sign the underage waiver on their behalf.

Please be aware that while we offer printable resources for volunteers to bring to cleanups, we encourage the use of our online data card and waiver system to minimize paper waste whenever possible. We understand that some situations may require printed data cards instead of digital submissions. If you prefer using printed data cards, please make sure to submit the data through our website after completing the necessary cleanup. This allows us to include your impact data in our annual report.

By preparing supplies and necessary forms, your cleanup event will run smoothly, ensuring participants are well-equipped for a successful shoreline cleanup.

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During Your Cleanup

Set up the Cleanup Site

Step Five is *setting up the cleanup site*. 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 card feature.

- **Organize Supplies:** Pack cleanup supplies conveniently and create supply stations at the site for easy access.

Lead, Monitor, And Supervise the Cleanup

Step Six is *leading, monitoring, and supervising the cleanup activities*. Before sending off everyone to the cleanup make sure they have registered and signed the waiver (underage participants need their parents or legal guardian to sign the waiver on their behalf). Follow these guidelines to effectively lead, monitor, and supervise the cleanup:

- **Welcome your participants** and make sure that they are all registered to the event
- **Set a time for arrival:** Coordinate a time to return to the home base and sort through all the litter.
- **Assign Roles:** Assign roles to different individuals within the cleanup team. Participants will need to divide into groups of 3-4. When dividing into groups, each group should have:
 - ✓ **1 designated data collector:** This person will access the digital data card on their phone and tally trash as their fellow team members collect and call out the garbage they are collecting. Be sure to spend time explaining this concept clearly.
 - ✓ **1 garbage collector:** They are welcome to alternate so everyone gets a turn.

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- **Ensure Safety:** Deliver safety instructions to address concerns or emergencies. By following these safety guidelines, you can ensure a safe and enjoyable experience during the shoreline cleanup:
 1. **Stay Hydrated:** Remember to bring a water bottle with you to the cleanup site to stay hydrated throughout the event.
 2. **Protective Gear:** Always wear gloves when picking up litter and ensure you have proper footwear (no open-toe shoes) to protect your feet.
 3. **Watch Your Step:** Be cautious of slippery rocks and avoid walking on loose terrain. Maintain a safe distance from the water's edge to ensure your safety.
 4. **Supervise Children:** Young children should be always supervised by a responsible adult during the cleanup.
 5. **Handling Sharp Objects:** If you come across sharp or dangerous items like syringes or broken glass, place them in a designated Sharps Container. Never handle these items with bare hands. If you are uncomfortable handling sharps, avoid doing so. When picking up syringes, always handle them with the needle pointed down and away from your body. Also, identify the location of the First Aid Kit.
 6. **Large or Heavy Items:** If you encounter items that are too large or heavy to handle safely, do not attempt to lift them. Instead, contact either the Shoreline Cleanup team or the local municipality for assistance.
 7. **Proper Lifting Technique:** Ensure proper lifting technique to prevent injuries. Always bend with your knees and not your back when lifting objects.
 8. **Respect Animal Habitats:** Refrain from picking up litter that has become part of an animal's habitat, such as litter in a bird's nest. It's essential to preserve natural habitats and minimize disruption.
 9. **Animal Interaction:** Avoid approaching any animal, whether it is dead or alive. Maintain a safe distance and respect their space during the cleanup.

Remind them to follow these safety guidelines, use proper lifting techniques, and be cautious of hazards such as sharp objects or uneven terrain.

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- **Promote Environmental Education:** Take the opportunity to educate participants about the importance of shoreline conservation, the impact of marine pollution, and the significance of their cleanup efforts. Share interesting facts or stories related to the area being cleaned to enhance their understanding and connection to the cause.
- **Monitor Progress and Provide Guidance:** Check in with the groups or individuals to monitor their progress and help if needed. As buckets are filled up, participants will return to the homebase/meet up spot, record the weight of their bucket (make sure to subtract the weight of the bucket) and add it to their data card before emptying their bucket and returning to cleaning.

By actively leading, monitoring, and supervising the cleanup activities, you can ensure an organized and effective cleanup event while fostering a sense of teamwork and environmental stewardship among the participants.

GIVE AN INSPIRING PEP TALK

Land acknowledgment: The Shoreline Cleanup team encourages you to include a land acknowledgment into your pep talk. This is more than just recognizing the traditional Indigenous territories on which we live -- it means supporting reconciliation efforts, and recognizing the sacred role that Indigenous peoples have played and continue to play in the conservation of our environment.

Share interesting facts about plastic: "Plastic pollution affects us all. It accumulates in landfills, oceans, and habitats, endangering ecosystems and wildlife. Additionally, chemicals from plastics can contaminate food and water sources, posing health risks."

Did you know...

- Annually, 13 million tons of plastic end up in our oceans.
- In Canada, only 9% of single-use plastic is recycled.

Connect to a larger purpose: Explain how they contribute to protecting ecosystems, driving policy changes, and addressing the pressing issue of plastic waste. They help emphasize the need for policy reforms towards a more sustainable future.

Express optimism for the future and challenge their plastic consumption: Conclude the pep talk on a positive note. Encourage participants to make sustainable choices in their daily lives.

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Ensure Correct Data Collection

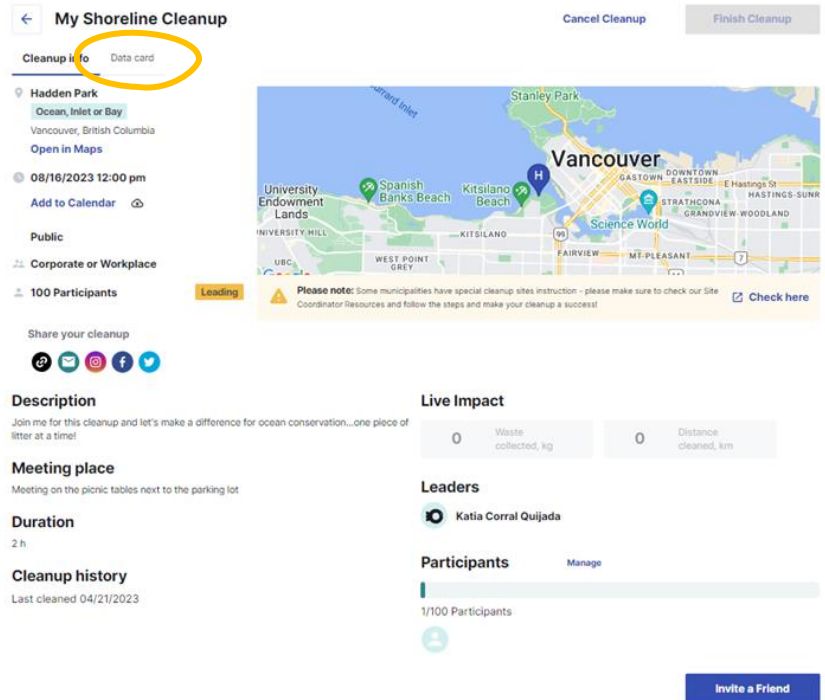
Step Seven is ensuring correct data collection on the cleanup efforts. Data collected by your participants is crucial to our citizen science program and is used to inform plastic policy! We **strongly recommend** tallying up the litter you collect as you walk along the shoreline rather than waiting until the end of the cleanup to sort and count everything. This data helps expand our understanding of the amount of litter and the most commonly found plastics.

Why is it important to use the Data Card?

Recording litter with the Data Card is an integral part of our citizen science program. By contributing this data, you are helping researchers, policymakers, and communities to gain insights into the state of our environment and the impact of plastic pollution. Your efforts directly support the development of effective strategies to combat plastic waste and promote ocean conservation.

Where to find the Data Card?

You can conveniently access your Data Card through the [Ocean Wise App](#) on your mobile device. Simply log in to your Ocean Wise account on [app.ocean.org](#) and navigate to "My Cleanups." Find the specific cleanup you participated in, and click on the "Data Card" tab that appears at the start time of the cleanup.



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What's included in the Data Card?

The Data Card provides a structured format to record essential details about the litter you and your team collect during the cleanup. The items are categorized into six groups, including:

1. Most likely to find
2. Fishing gear
3. Product packaging
4. Personal hygiene items
5. Tiny trash
6. Other trash

How does it work?

When you access the Data Card, you'll have the option to input data for yourself or for a group of individuals. If you're recording data for your group, ensure you enter the number of participants and add a group name before proceeding.

Data card for:

Group of people

Myself

Entire cleanup

Group of people: A small group from your cleanup can join submit data together which will be added to your event's total. Choose a data collector to tally your numbers and submit your data using this card.

Enter number of participants

Please enter a valid value

Enter group name

Please enter a valid value

Done

As you walk along the cleanup site, the Data Card will prompt you to provide details about the type and quantity of items collected. You can easily add items by clicking the +/- buttons or typing in the number. Feel free to input data in real-time as you clean up the site. Once you have completed the data entry, click the submit button to save your valuable contributions.

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Digital Data Card:

Reporter's total weight impact, kg

Most Likely To Find		
Item	Quantity Collected	
Beverage cans	-	0 +
Bottle Caps	-	0 +
Cigarette Butts	-	0 +
Coffee cups and lids	-	0 +
Food Containers	-	0 +
Food wrappers	-	0 +
Plastic Bottles	-	0 +
Plastic bags	-	0 +
Plastic cups	-	0 +
Six pack holders	-	0 +
Straws	-	0 +
Takeout containers	-	0 +
Glass bottles	-	0 +
Paper	-	0 +
Utensils	-	0 +

Fishing Gear		
Item	Quantity Collected	
Fishing buoy pot or trap	-	0 +
Rope	-	0 +
Fishing net and line	-	0 +

Product packaging		
Item	Quantity Collected	
Rigid plastic bottles and jugs	-	0 +
Soft plastic packaging	-	0 +

Personal Hygiene		
Item	Quantity Collected	
Diapers wipes tampons condoms	-	0 +
Syringes	-	0 +
Personal Protective Equipment	-	0 +
Personal hygiene	-	0 +

Tiny trash		
Item	Quantity Collected	
Plastic pieces	-	0 +
Styrofoam pieces	-	0 +

Other trash		
Item	Quantity Collected	
Construction materials	-	0 +
Toys	-	0 +
Tires	-	0 +
Balloons	-	0 +
Clothing or shoes	-	0 +
Large styrofoam	-	0 +

Submit

Submit your data!

After filling in the Data Card with the collected litter details, don't forget to submit your data. The submit button is located at the end. Don't forget to **add the approximate total weight of the trash you or your team collected!** Your contribution will be securely stored and utilized to enrich our understanding of plastic pollution and drive evidence-based policies for a cleaner and healthier ocean environment.

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As a Cleanup Coordinator, it is your responsibility to ensure accurate data collection. Follow these steps to make sure you and your participants fill in the data card accurately with all the required information about the items found on the site.

1. **Thoroughly Explain the Data Card:** Before the cleanup begins, take a moment to explain the data card to all participants. Clarify what details need to be recorded, such as the type and quantity of items collected, and emphasize the importance of accurate data for our citizen science program.
2. **Demonstrate Correct Data Input:** Show participants how to use the data card correctly. Walk them through the process of selecting categories and entering item quantities.
3. **Encourage Real-time Data Entry:** Advise participants to input data as they walk along the site rather than waiting until the end of the cleanup.
4. **Answer Questions and Provide Support:** Be available to address any questions or concerns participants may have while filling out the data card.
5. **Double-Check Completeness:** Before concluding the cleanup, review the data cards with participants. Verify that all necessary information has been recorded accurately. This step helps maintain data integrity and reliability.

By following these steps, you will contribute significantly to the success of our citizen science program and the effectiveness of our data collection efforts.



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Conclude the Cleanup

The final Step is concluding the cleanup. After completing the cleanup, take the opportunity to engage with participants and gather their feedback on the cleanup experience. It's essential for community engagement to ask participants about any unique or interesting items they discovered during the cleanup. Did they come across any peculiar or surprising finds? Encourage them to share their stories and experiences on social media.

- **Ensure that everyone has completed their data collection.** This step is crucial, so if any participants haven't finished inputting their data, provide them with the necessary tools, such as another bucket, to sort through the collected litter.
- **Monitor Progress and Provide Guidance:** Check in with **'Now it's time to make sure participants record the final weight of their buckets and, without including any units (kg) on their data cards.'** Once this step is done, you can submit the data cards.
- **Sort out the litter onto the designated tarp and see the fascinating items that participants found along the shoreline.** Take a group photo with the collected litter spread out on the tarp and share it with us!



1. **Separate trash and recyclables:** Separate the recycling items from the garbage. Place all the recycling bottles in a clear recycling bag and use black trash bags for the garbage. Keep a record of the number of bags filled and classify them as recycling or garbage. Common recyclables include plastic bottles, aluminum cans, glass containers, and paper products. By doing this preliminary sorting, you assist the coordinators in efficiently processing the waste after the cleanup.



2. **Follow your municipality's guidelines for recyclables:** Familiarize yourself with local recycling guidelines to ensure you correctly identify recyclable items. When in doubt, it's best to place the item in the non-recyclable trash bag to prevent contamination of recyclables.

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By the end of the cleanup, you should have the following data recorded:

- ✓ Total number of participants who joined the cleanup.
- ✓ Total number of garbage bags filled.
- ✓ Total number of recycling bags filled.
- ✓ Approximate total distance covered during the cleanup (in kilometers).
- ✓ Include any unusual items your team found along the cleanup site!

Do not forget to submit them, recording these data points will provide valuable insights and contribute to our collective knowledge of shoreline litter.

After Your Cleanup

Dispose of Waste Properly

Ensure all the collected waste is placed in the designated location for proper disposal. This helps maintain cleanliness and prevents further pollution.

Share your Experience

Take pictures of the cleanup efforts and share them on social media to inspire others. Tag us on the following platforms:

- Facebook: /shorelinecleanup
- Instagram: @shorelinecleanup
- Twitter: @cleanshorelines

Don't forget to include the following hashtags in your social media posts: **#TeamShoreline**
#PlasticFreeOceans **#ShorelineCleanup**

By sharing your photos and using these hashtags, you **help raise awareness** about the importance of plastic reduction and the impact of shoreline cleanups. Together, we can make a greater difference and encourage more individuals to join the cause!

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Recognizing and appreciating volunteers' efforts. Thank your participants after the cleanup with our Participant Certificates.

Reflect on your impact. Consider how your actions can influence positive change in your daily life to reduce waste and protect the environment. Here are some of the ways in which you can **take action**:

- ✓ **Take the Plastic Pledge!** Take the first step in reducing your plastic footprint with the Plastic Pledge. Then you're all set to take on the Plastic Challenge, where you actually get to see how much plastic you use, and plan plastic swaps that will fit into your own life. [Follow this Link to Take the Plastic Pledge](#)
- ✓ **Take the Plastic Challenge!** It's simple – all you have to do is take a look at your trash from the last week, see where you can make a change to use less plastic, and review your trash again in a month's time. [Follow this Link to Take the Ocean Wise Plastic Challenge](#)
- ✓ **Lead a Shoreline Cleanup!** Take charge and organize your own shoreline cleanup.
- ✓ **Sign up for more public Cleanups!** Join more impactful public cleanup events to contribute to the preservation of our environment.

Thank you for your dedication and efforts in making a positive impact on our coastal ecosystems!

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