

The Clean Shoreline Community designation is awarded by the Great Canadian Shoreline Cleanup to municipalities across Canada who work with us to address the issues of litter and plastic pollution in their communities to foster healthy ocean and freshwater ecosystems.

Plastics are ubiquitous, they appear even in the most remote regions. Unfortunately, they do not biodegrade in the environment, instead they photodegrade into smaller pieces (eventually becoming microplastics). Regardless of size, litter can have negative impacts on wildlife and ecosystems, including ingestion or entanglement, and environmental toxicity due to harmful chemicals.

All Canadian municipalities – regardless of geographic location or size – can receive the designation. Whether they are already actively addressing or are seeking solutions to the important issue of shoreline litter and plastic pollution in their community.

Why should your municipality become designated?

- To establish your municipality as a leader in the fight against litter and plastic pollution and align with federal legislation on waste and plastic pollution.
- To receive litter data specific to your area, to help inform you on a local basis how your municipality can reduce the amount of debris from the environment. Get access to the litter data collected through the Great Canadian Shoreline Cleanup program.
- To build capacity and engage your citizens in issues of waste and plastic pollution in your communities. Succeed in getting more citizens to steward their parks and shorelines throughout the year.
- To equip your municipality with the educational tools needed to take an important step, or to further your progress, to address issues of litter and plastic pollution in your community.

To become a Clean Shoreline Community, each municipality is required to fulfill objectives within the following designation requirements. The Shoreline Cleanup team will provide individualized support to municipalities within each of these designation requirements.

1. Support the Great Canadian Shoreline Cleanup program, volunteers, and data collection within the community.
2. Engage community members on the Shoreline Cleanup, and the impacts of shoreline litter and plastic pollution, by developing and implementing educational programs and outreach campaigns.
3. Utilize the Great Canadian Shoreline Cleanup's litter data for your municipality to implement or explore the implementation of plastic waste solutions.
4. Measure reduction of plastic pollution and other debris in the community, and track overall progress.

We would love to talk to you more about how we can work together to protect shorelines in your community. For more information on becoming a Clean Shoreline Communities, please contact **Emily Anderson** at emily.anderson@ocean.org or **437 218 3864**