OCEAN WISE

SHORELINE CHAMPIONS

IMPACT REPORT FOR
TECHNOFORM

SEPTEMBER 2024

Thank you for joining #TeamShoreline!

The Ocean Wise Shoreline Cleanup is proud to designate Technoform as one of its Shoreline Champions in 2024. Your contribution will help Ocean Wise to take action for the ocean today, so we can all flourish.

By leading Ocean Wise Shoreline Cleanups, Technoform will not only keep litter out of nature, but also collect valuable data that will help Ocean Wise inform litter-related policy and innovations that address pollution at its source.

Summary of Cleanup!

Technoform teamed up to clean up in Châteauguay – expanding your reach and maximizing your impact. Each participant makes a difference and by coming together as a team, you've kept your local shorelines clean from litter and plastic pollution.

TECHNOFORM
INDUSTRIES

Impact Summary by the Numbers

51
PARTICIPANTS

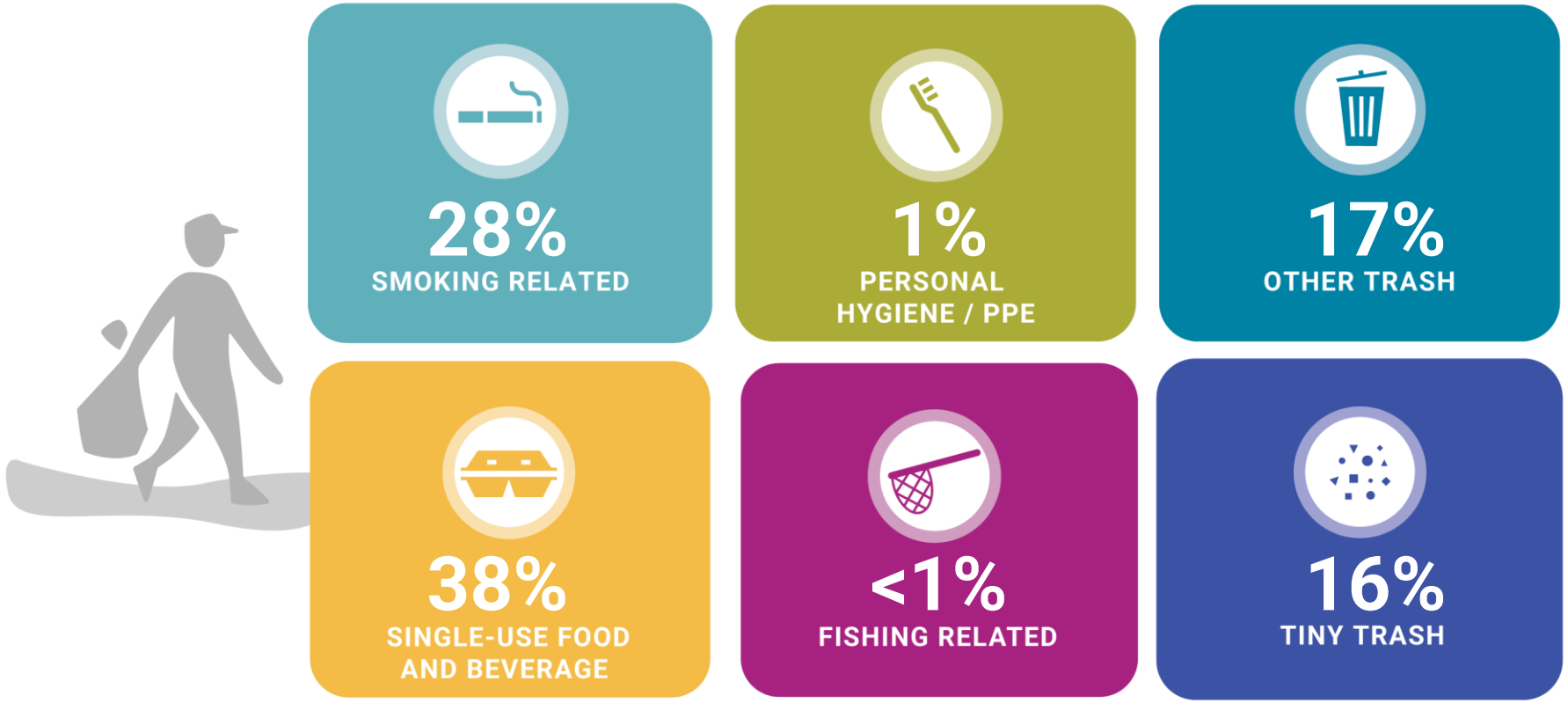
104.84 kg
OF LITTER REMOVED

11.1 km
OF SHORELINE CLEANED

1
REGISTERED CLEANUPS

Unusual items found during cleanup: outboard boat motor, round camping chair, old pickup tire

Impact Summary compared to the Dirty Dozen



Technoform cleaned around 11.1 km of shoreline which is equivalent to the length of 740 humpback whales!

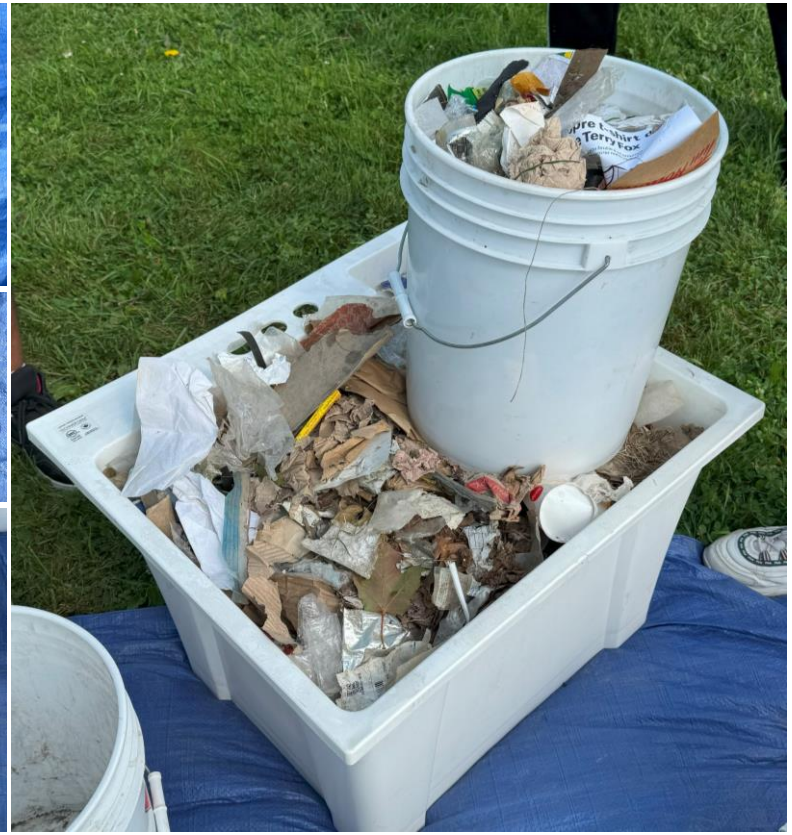
Average VW Beetle 4.07 metres.
Scale for reference.

Illustration by Uko Gorter

An average humpback measures in at 15 metres. That's a LOT of clean shorelines thanks to the Technoform team.

Technoform’s Dirty Dozen

Cigarette Butts	1430
Food Wrappers	620
Paper	602
Plastic pieces	486
Soft plastic packaging	301
Styrofoam pieces	98
Plastic bags	85
Beverage cans	78
Construction materials	64
Bottle Caps	63
Plastic Bottles	61
Coffee cups and lids	57



*These are the **Top 12 Litter Items** the Technoform team collected from cleanup. The data your team collected is shared widely with governments, researchers, and the public to raise awareness about shoreline litter and inform solutions. See how your team’s top 12 items compared to our nationwide [Dirty Dozen in our Annual Impact Report.]*

Congratulations on becoming Shoreline Champions!

Curious about how you can continue your journey of reducing plastic waste with Ocean Wise?

1. **Schedule your next Shoreline Champions event!** We can track your impact over time. Reach out to our Business Development team at **shoreline@ocean.org** to plan your next event.
2. **Subscribe to our Plastic newsletter** to stay up-to date on the impact of plastic on our oceans and discover actionable steps for reducing plastic use.
3. **Have your employees commit to the Plastic Pledge** to drive collective long-term impact and make meaningful change.
4. **Ready to take your impact further?** Join our Plastic Reduction Program to craft a targeted plan to cut plastic use across your operations.

Looking to learn more about plastic pollution in the ocean?

Use these resources to familiarize yourself with the issue, learn about existing initiatives that are tackling the problem and gain an understanding of how your shoreline cleanup can help.

- **How Does Plastic End Up in the Ocean? | Explainer | Ocean Wise - YouTube**
- **Reduce, Reuse or Recycle? | Explainer | Ocean Wise - YouTube**

Thank you

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