



IMPACT REPORT



**OCTOBER
2024**



OUR PURPOSE IN ACTION

By empowering individuals to take local action, it paves the way for a broader movement towards sustainable practices

Since 2017, we have invited locals and tourists alike to embark on an unforgettable journey in a GreenKayak, where the price of participation is simply a commitment to cleaning up the ocean along the way.

Vision: Our goal is to empower everyone to take local action for the environment by building a global network of GreenKayaks, sharing knowledge, and bringing environmental responsibility into everyday life.

Mission: We strive to engage as many people as possible in the fight for cleaner ocean, working together to free our local waterways from plastic and other waste.

How we are doing so far (numbers until September 2024)



84.653 volunteers
have been on the ocean
in a GreenKayak



134 tons of waste
removed from the ocean



37 locations
Across 6 countries in
Europe and Asia



TO GROW IS TO LEARN

Millions of tons of trash enter our oceans every year. Even though GreenKayak is one part of the solution, it is not the solution that will save the ocean from pollution in its entirety. However, GreenKayak **strives to be** an engaging and very effective way to enable citizens to take local action, connect themselves and others to the ocean, and kickstart a dialogue about what it will take from all of us to battle (plastic) pollution in aquatic environments. For us, the paddlers are the most important; it doesn't matter if a volunteer removes 100 grams or 100 kilograms of waste while paddling.

We wanted to **better understand** the levels of impact GreenKayak has. More specifically, we wanted to gain insight on what the experience on the water does to the paddlers in terms of engagement building, awareness, and behavior change.

So **we asked** more than 2200 previous paddlers for their opinion in the summer 2024. 224 people replied and this is what they said:

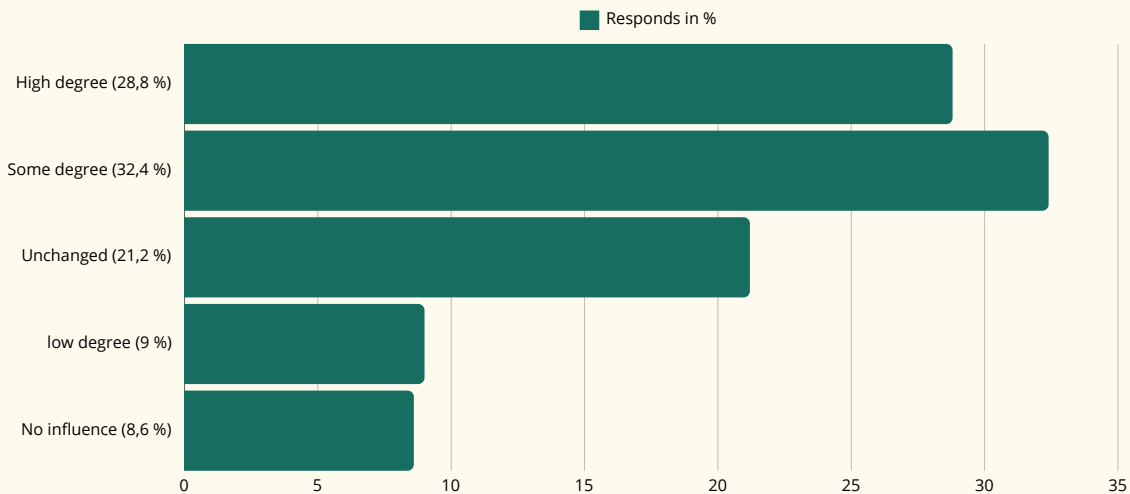


AWARENESS

GREENKAYAK AS AN EYE OPENER: PLAYS A SIGNIFICANT ROLE IN RAISING AWARENESS ABOUT POLLUTION

In response to whether participating in a GreenKayak cleanup influenced their awareness of ocean waste, **61.2%** indicated a moderate to significant impact.

Conversely, **17.6%** reported low or no influence. Among 88 detailed responses, nearly half (41) acknowledged prior awareness of environmental issues, indicating that their consciousness about pollution was already established. Additionally, 10 respondents noted a lack of waste during their cleanups, which may explain why some felt less impacted by the experience.



The testimonials below highlight that firsthand experience can transform perceptions and motivate personal responsibility regarding waste, underscoring the importance of such community-driven efforts in fostering environmental consciousness. This further suggests GreenKayak effectively highlights an issue that many participants may not have previously recognized, potentially leading to a shift in attitudes towards environmental responsibility.

“It had an impact on my 6 y old daughter, who wants now "clean all the nature”

“Joined river CleanUps cause of the trash I collected with GreenKayak

“I recognize much more waste, my view has sharpened. I also get frustrated by seeing so much waste.

“As a tourist, I wasn't aware of the pollution that I generated when I arrived to a city. However, after doing the cleaning in the GreenKayak, I had to take actions towards my own waste, and be more aware of what I consumed.

“I never thought there would be so much waste on the water. It's important to see it with our own eyes.

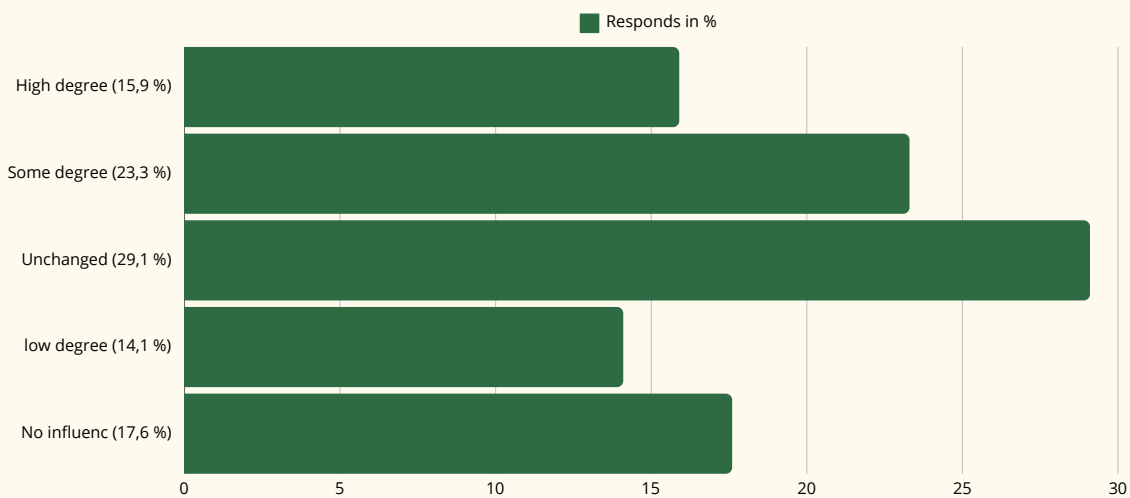
BEHAVIOR



4 OUT OF 10 CHANGE TOWARDS A MORE ENVIRONMENTALLY CONSCIOUS BEHAVIOR

When asked whether participating in a GreenKayak cleanup influenced their behavior or habits afterward, **39.2%** of respondents indicated a significant or moderate impact. Meanwhile, nearly one-third - **29.3%** - reported no change, and **31.5%** felt that their behavior was minimally affected.

Notably, many of the 62 detailed responses indicated that participants are now engaging more frequently in other cleanups and making efforts to reduce plastic and packaging waste. However, 58% of the elaborated responses (36) reflected that individuals did not change their behaviors, as they already consider themselves to be living environmentally conscious and sustainable lifestyles.



The findings suggest that GreenKayak has great potential to instigate meaningful behavioral changes among participants. Four out of ten reported significant shifts in their habits after a cleanup, based solely on their cleanup efforts. This leaves incredible room for further behavior changes with small subsequent initiatives on eg. tips for plastic reduction. In addition, there is great potential to support behavioral changes among the 31,5% of respondents, who felt that their behavior was minimally affected.

Lastly, there remains an important substantial group that felt their already established environmentally friendly practices, and therefore limited further change after a cleanup. This shows how GreenKayak attracts already environmentally conscious volunteers and thus not only becomes an important player in creating and changing awareness about pollution, but also becomes an action or solution in itself for those who have already achieved this change in awareness. In other words, GreenKayak becomes not solely an organization that helps change an understanding of an environmental problem, but also becomes a place to channel and accommodate that need for action.

This dual role is essential, as it reinforces GreenKayak's importance and broad appeal to the public.



““

More aware of packaging. Purchase seasonal fruit and veg and steer clear of plastic wraps where possible. Take reusable bags shopping and ditched the store plastic bag

““

After being in Denmark and participated in the GreenKayak, I look for reusable bottles in groceries with less packing, and if I want a coffee to go, I prefer to bring my own cup instead of a disposable one

““

I bought myself a Trash-pick-up-Cane and started to pick up Trash in my neighborhood. I learned how difficult it is to collect trash that's already in nature. I learned that we HAVE to pressure Companies to use less plastic, towards a more long lasting economy.

““

Talking more about these initiatives because we can't solve these waste problems on our own

““

I hardly buy things in plastic anymore

““

I start to buy food in unpackaged shops.

““

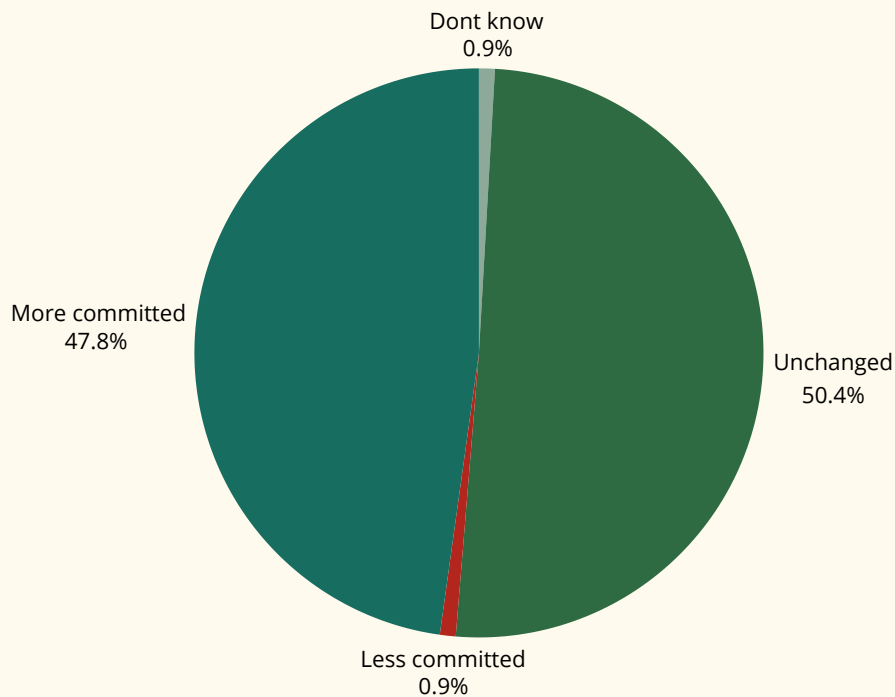
I have participated in more cleanups and have received more motivation to always ponder if what I do is sustainable and if not how to minimize harm.

The highlighted quotes reinforce the transformative experiences of some participants, illustrating a growing awareness of waste and a commitment to sustainability after a cleanup. More importantly, connecting their activity and findings here to their own individual behavior and consumption patterns. The shift towards actions e.g. using reusable bags, buying less packaging and use reusable bottles, reflects a broader understanding of individual responsibility in combating environmental issues, in which activities with GreenKayak underpins.



GREENKAYAK HAS HIGH RATE FOR MOBILIZING AND FOSTERING ENVIRONMENTAL ENGAGEMENT AND AWARENESS

When asked whether they feel more or less committed to the agenda after a cleanup with GreenKayak, **98.2%** responded that they feel more committed or unchanged. To break it down, **48%** indicate that they have become more engaged in the agenda, and **50%** respond that they feel unchanged. Only two people note that GreenKayak has created less engagement in the environmental agenda than before.



The fact that whopping 98.2% of participants feel more committed or unchanged suggests a strong positive impact on participants' perceptions of environmental issues. The fact that half of the respondents feel unchanged might suggest that they were already highly invested in environmental matters. This could reflect a baseline level of engagement among participants, indicating that GreenKayak very much attracts individuals who are already eco-conscious.

Almost half of the participants reporting increased engagement is a significant endorsement of the activity's effectiveness in enhancing awareness and commitment to environmental issues.

The mere two respondents (0,9 %) who report decreased engagement is a strong indicator that the program is generally well-received and effective. It shows that GreenKayak's activities are not likely to alienate or disengage participants.



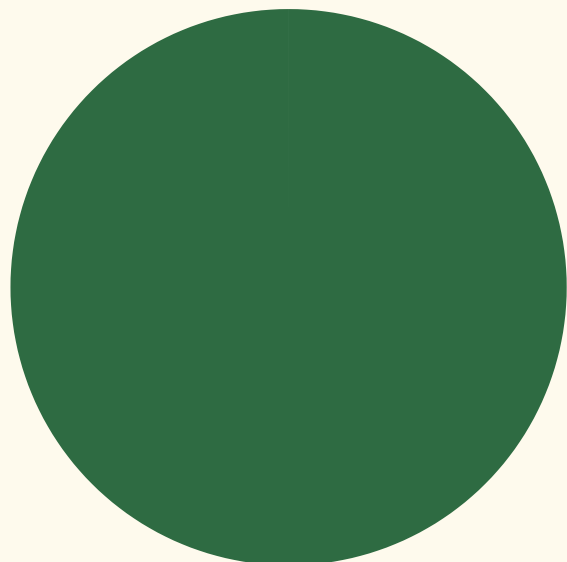
POTENTIAL FOR GROWTH

SHOULD EVERY CITY HAVE A GREENKAYAK? 100% YES, IF YOU ASK PREVIOUS PADDLERS

GreenKayak also gains universal value recognition, when a staggering **100%** responded that they consider GreenKayak a valuable initiative for a city, regardless of their individual experiences with litter or changes in awareness or behavior.

This highlights its broad appeal and emphasizes proof of concept in terms of further expansion. This universal recognition signifies that GreenKayak successfully positions itself as a beneficial community program.

■ Yes (100 %)



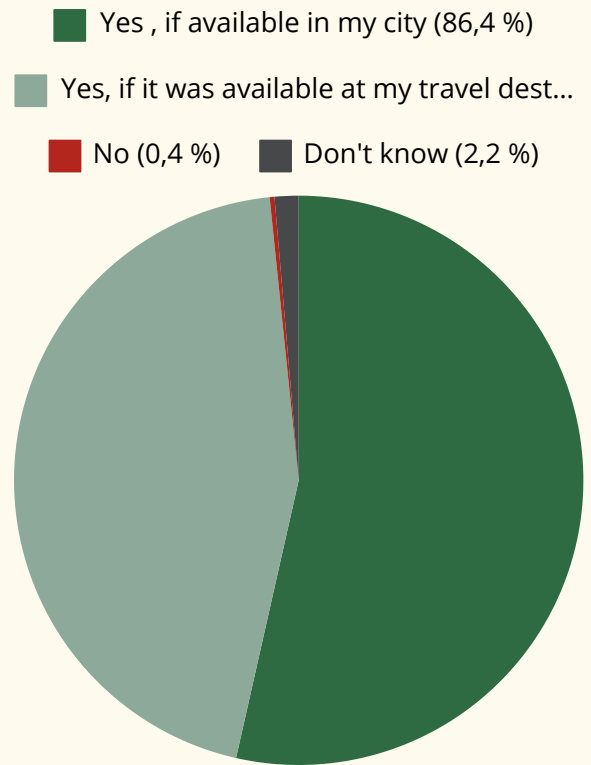


SHOULD EVERY CITY HAVE A GREENKAYAK?

POTENTIAL FOR ECO-TURISM BRANDING

When asked whether they would book a GreenKayak again if it were available in their city or travel destination, **86.5%** and **72.2%** answered yes, respectively. This indicates a strong interest in repeat participation and high rebooking rates. This suggests that GreenKayak provides an engaging experience that resonates with both locals and visitors, creating potential for sustained interest.

Furthermore, it highlights GreenKayak as a great eco-tourism activity, where volunteers could be engaged in it (again) while travelling. This leads GreenKayak to be offering value to a city in terms of attracting tourist or enhancing a city's eco-tourism activities.



It encourages people to be more considerate of the place they live or are visiting. It is an enjoyable way to enjoy the waters in the area and keep them clean and tidy for everyone.



Extremely valuable! A fun way to activate locals and visitors alike.



It allows people to explore the city in a different way for free while also being useful for the environment... green kayak is a win-win!



It's nice to have a clean city and to give people a fun, no cost activity with a positive impact :)

Additionally, multiple people (57) exemplified the positive values and aspects that GreenKayak contributes to a city, including:



- 1 Unique exploration of a city while learning something new about environmental issues
- 2 Emotional satisfaction or fulfillment when "doing something good" or "giving back" from participating in a socially responsible activity, reinforcing community bonds
- 3 It being a free and fun activity that is attractive and accessible to a wide audience, fostering inclusivity
- 4 Where locals and tourists can participate which encourages ecotourism and enhances the quality of life for residents. This dual benefit strengthens community ties and positions the initiative as a facilitator of sustainable tourism.

BRANDAMBASSADORS

SHARING AND RECOMMENDING: A CONVERSATIONAL TREND

94.6% of respondents indicated that they have recommended to others or shared #greenkayak content on their social media platforms.

Even though it is highly encouraged by GreenKayak to share on social media (yet, no sanctions involved if not) there is also a high level of recommendations that extends beyond social media platforms, which indicates a positive experience, contributing in spreading the brand recommendation 'organically' and voluntarily.

Detailed responses from 105 participants reveal that GreenKayak is frequently promoted through "word of mouth" among friends, family, and colleagues, with also mentions of sharing on channels such as Instagram, Facebook, Snapchat, and WhatsApp.

Interestingly, despite there being no formal requirement or enforcement to do so, former volunteers actively choose to recommend and share GreenKayak with their networks, particularly through verbal conversations. This suggests a positive experience with GreenKayak and a continued commitment to the organization and its mission.

CONCLUSION

The findings presented highlight the substantial impact that GreenKayak has on raising environmental awareness, fostering engagement, and promoting sustainable behaviors among participants. GreenKayak has successfully mobilized over 84,653 volunteers, removing 134 tons of waste from our oceans. This initiative not only encourages individuals to actively contribute to cleaning local waterways, but also cultivates a deeper understanding of the environmental challenges facing our oceans:



Survey results indicate that a significant majority of participants recognize GreenKayak as an invaluable community initiative, with high rebooking rates and a clear potential for growth. The overwhelming endorsement—100% recognition of its value—demonstrates the program's effectiveness in connecting people to their environment and creating a sense of responsibility towards ocean health.



GreenKayak is clearly making strides in promoting behavioral change and fostering a culture of environmental awareness. The mixed responses highlight the potential for continued outreach and engagement strategies, especially aimed at those who already consider themselves environmentally conscious. By encouraging ongoing dialogue and action, GreenKayak can amplify its impact and inspire even more participants to adopt sustainable habits.



Moreover, the testimonials from participants reveal the transformative nature of direct engagement in cleanups, highlighting not only individual growth but also community strengthening. The initiative fosters a culture of environmental responsibility, encouraging participants to take their newfound awareness into their daily lives and communities.



In conclusion, GreenKayak exemplifies a model for effective community engagement and environmental stewardship. By empowering individuals to take local action, it paves the way for a broader movement towards sustainable practices. The enthusiasm reflected in participants' recommendations and the desire for expansion into more cities further emphasizes the program's potential to inspire collective action against ocean pollution. As the initiative continues to grow, it stands poised to play a crucial role in the fight against environmental degradation, illustrating that local actions can have global significance.



ABOUT THE STUDY

The study was conducted amongst individuals who have paddled a GreenKayak between May and July 2024. A survey link was distributed via email to 2,186 participants who had consented to be contacted following their tour.

A total of 222 participants completed the survey, resulting in a response rate of 10.2%. The survey consisted of 11 questions, 10 of which were mandatory, with 5 optional fields for additional input.

Credits

This impact report was made possible thanks to the collaborative efforts of Marjun Fuglø, who generously volunteered time and expertise to conduct the research, and Oke Carstensen. Special thanks also go to Tobias Weber-Andersen and Annika Kuhakoski.

Together, we aimed to better understand and showcase the meaningful impact of GreenKayak's community-driven initiatives in the fight against ocean pollution.

For further questions please contact:
info@greenkayak.org or visit www.greenkayak.org

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