



REPORT 2022

GreenKayak is an environmental NGO that engages people in the fight against ocean pollution. Everyone is invited to paddle our kayaks for free under two simple conditions - spend your time in a GreenKayak collecting trash and share the experience on social media **#GREENKAYAK**

We are building a global network of GreenKayaks to enable everyone to take local action for cleaner oceans, raise awareness, and bring environmental responsibility into people's everyday lives.

12.528

PADDLERS



19.388

KG COLLECTED



THE GREENKAYAK SEASON

Our season runs from 1st May until 30th September.

This year we have seen exponential booking growth with a peak in August. September cooled off again and showed the same amount of bookings as May.

THE GREENKAYAK PADDLER

58% of paddlers between 18 and 29 years old

25% of paddlers between 30 and 39 years old

17% of paddlers above 40 years old

Note: We only collect data on the people booking (18+)



**THE YEAR OF CRAZY MILESTONES,
SINCE 2017, WE REACHED**

50K PADDLERS

80t TRASH COLLECTED

DENMARK	7551	7043
GERMANY	3260	10261
NORWAY	630	709
SWEDEN	958	1375

100+ NATIONALITIES

" Paddling a GreenKayak does not only make you aware of the issue but makes you act, now "
- GreenKayak

This year, our team grew and includes specialists in the area of communications, IT, and project management. Not to forget our awesome kayaking guides.

WHAT PEOPLE FIND THE MOST

Plastic bottles, plastic wrapping, cups, cigarette butts & wrapping, single use items, plastic bags, cans and polyrene.

In the life of a GreenKayak, thousands of people jump aboard and collect trash. The 2019 batch of kayaks slowly reach their paddle life's end. We started a collaboration with a plastic carpentry shop to upcycle the damaged ones and give them a new future.

In 2023, we aim at bringing our concept to additional countries and cities in Europe & abroad.

THANKS TO OUR PARTNERS



TOGETHER, WE PADDLE FOR CLEANER OCEANS!