



# GREENKAYAK

## SEASON 2023 REPORT

TOGETHER, WE PADDLE FOR  
CLEANER OCEANS!

## About us

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.

## What motivates us?

We work to enable everyone to take local action for the environment by building a global network of GreenKayaks, sharing knowledge, and bringing environmental responsibility into people's everyday lives. We strive to engage as many people as possible in the fight against ocean pollution and, together, free local aquatic environments from plastics and other waste.

## A year of records

We are thrilled to announce that GreenKayak has reached a remarkable milestone of **100 tons of trash** collected from our GreenKayaks. Imagine the massive pile of waste if you consider it's primarily single-use plastics, wrapping, and other lightweight items.

This year has been a year of the record books with many great achievements for us since we started this adventure:

- Most people paddling



- Most collected trash



- Most company tours



- New country: Finland



# 66817 PEOPLE

## PADDLED FOR CLEANER OCEANS, SINCE 2017



# 104 TONS

## OF TRASH COLLECTED, SINCE 2017



## Season 2023 insights

Since our first cleanup in 2017, our efforts to clean our oceans for future generations have grown and expanded to other places thanks to the impressive involvement of our volunteers, hosts, and partners.

GreenKayak paddlers are growing in numbers every year, which means people want to roll up their sleeves and join the fight with us.

In 2023, our paddlers increased by **28.6%**, and the amount of kilos collected increased by **20.8%** compared to 2022. On average for one GreenKayak, **73 Kg** of waste have been collected.

In 2023, our voluntarily host locations helped us make a record impact of:



Nonetheless, trash is still floating on oceans, rivers, and canals, and it continues to impact biodiversity and people's lives. Our mission is therefore not over and we will continue the battle against it welcoming everyone to paddle for cleaner oceans!

# Locations

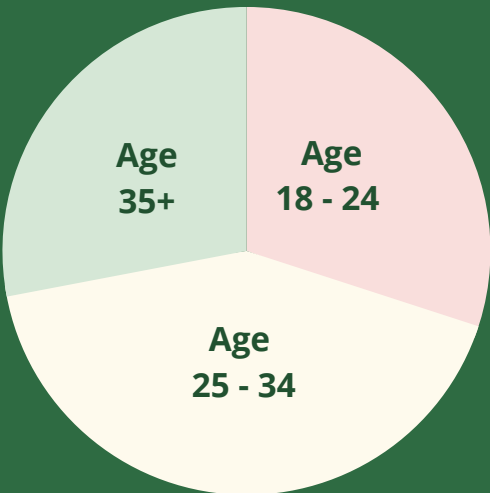
The GreenKayak network started in 2017 with only one host and one kayak in Denmark. In 2019, the concept became popular and expanded across Europe. We started our operations in more cities and after seven years of paddling for the oceans, we are proud to highlight our presence in the following countries and their associated results for the year **2023**:

		
<b>DENMARK</b>	<b>8768</b>	<b>12440</b>
<b>GERMANY</b>	<b>4152</b>	<b>6997</b>
<b>NORWAY</b>	<b>2165</b>	<b>2864</b>
<b>SWEDEN</b>	<b>497</b>	<b>725</b>
<b>FINLAND</b>	<b>534</b>	<b>716</b>



The GreenKayaks are placed across **36 locations** in five European countries, including all their capitals (Copenhagen, Berlin, Oslo, Stockholm, and Helsinki) and many more cities with access to rivers, canals, and oceans. Not to forget, we also have a kayak in Tokyo, Japan.

## The GreenKayak paddler



Age of GreenKayak paddlers, 2023

Based on the person who booked (18+)

## Nationalities

More than 100 nationalities have paddled the GreenKayaks in 2023. Both locals and tourists.

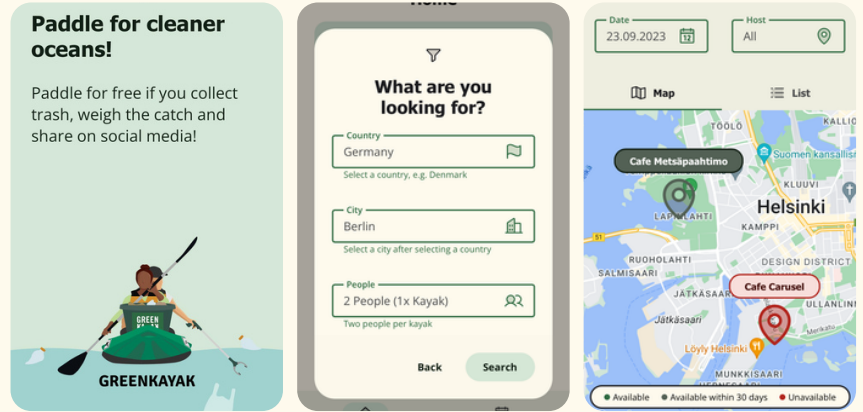
Find the **top 10** nationalities below:

1. Germany
2. Denmark
3. Italy
4. Norway
5. United Kingdom
6. France
7. Finland
8. Spain
9. USA
10. Sweden

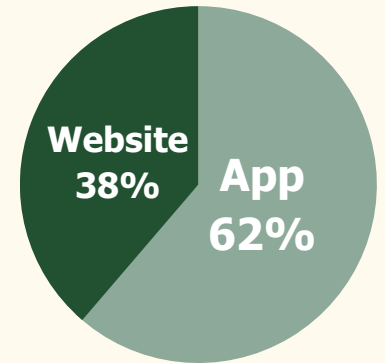
## GreenKayak App

Available on Google Play and Apple App Store. The booking flow of the GreenKayak App makes it easier to book a kayak.

We created a check-in and check-out flow to prepare for and offer the best possible information for the trip. At the end of each booking, the amount of kilos collected, the equipment status, and other feedback can quickly be reported. This increased our data's accuracy and saved the environment from printed papers in previous years.



**14,6K**  
**DOWNLOADS**



Bookings by platform, 2023



## GreenKayak followers

We have seen an impressive increase in followers, visits, and people reached through implementing a new communication strategy.

From the **1st of October 2022 to the 30th of September 2023**, our social media showed great progress:



**8,244**  
followers

(Data based on 30.09.2023)



**12,195**  
followers

## Facebook

**6,971** Profile visits

**40,517** People reached

## Instagram

**26,422** Profile visits

**65,957** People reached



## OUR PARTNERS



**BIO THERM**

C WORLDWIDE  
ASSET MANAGEMENT

**green tel**

**UTE  
GUIDEN**



**LETZ SUSHI**  
EST. 2003

**VISIT HÖGANÄS**



Hamburg | Umweltbehörde

**Carlsberg**

MILJØ  NØRREBRO  
FREMTIDEN NU



**Buro Scanbrit**

**WANT TO BECOME A PARTNER?**

REACH OUT TO US

[INFO@GREENKAYAK.ORG](mailto:INFO@GREENKAYAK.ORG)

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