

GreenKayak

SEASON 2026 REPORT

TOGETHER, WE PADDLE FOR CLEANER OCEANS!



A MESSAGE FROM OUR FOUNDERS

Since 2017, GreenKayak has grown from one kayak and a simple idea:
Everyone can help protect our waters.

This season, 18,520 people joined us across 19 cities in Denmark, Germany, Sweden, Norway and Finland collecting 18,827.8 kg of trash from our oceans. That brings us to over 124,062 participants since the beginning removing an astounding 177,031 kg of trash.

But it's about more than collecting trash. It's about seeing our waterways differently, spending time in nature, and discovering how small actions can make a real difference.

To our hosts, volunteers and partners: thank you for making it all possible. There's still work to do, but together, we're making a difference with every paddle.

With gratitude,

Tobias and Oke



About us

GreenKayak is an environmental NGO that engages people in the fight for cleaner oceans. Everyone is invited to paddle our kayaks for free under two simple conditions: spend your time paddling in a GreenKayak collecting trash and share the experience on social media to inspire more to take part.

Our mission

To build a global network of GreenKayaks to engage as many people as possible

Through our work we:



Invite anyone to paddle for free, collect trash and see the problem of ocean pollution up close, while enjoying nature and a new view of a European city.



Build a growing community of volunteers, hosts, and partners who come together to fight ocean pollution, get active outdoors, and connect with nature while protecting our waterways.



Share grassroots knowledge on tackling ocean pollution and mobilizing communities to take action where they live.



Season 2026 at a glance

Another steady season powered by our community

In 2026, 18,520 people paddled with GreenKayak across 19 cities in five countries, pulling 18,827.8 kg of trash from our waters. We grew our network to 73 kayaks, opened two new locations, Jena and Our story reached new audiences through press coverage and a feature at the European Environment Agency's Culture Night exhibition. And with 124,062 paddlers since 2017, our community continues to grow steadily each season.



18,520 PADDLERS



18,827.8 KG OF TRASH



EXPANDED TO NEW LOCATION IN JENA



36,500 HOURS
PADDLING FOR CLEANER OCEANS

Locations

In 2026, there are **63** GreenKayaks placed across **40** locations along beautiful coastlines and rivers in **19** cities across five countries, including all their capitals: Copenhagen, Berlin, Oslo, Stockholm, and Helsinki.



DENMARK	7228	6803 KG
GERMANY	8693	10571 KG
NORWAY	1635	977 KG
SWEDEN	705	375 KG
FINLAND	259	102 KG

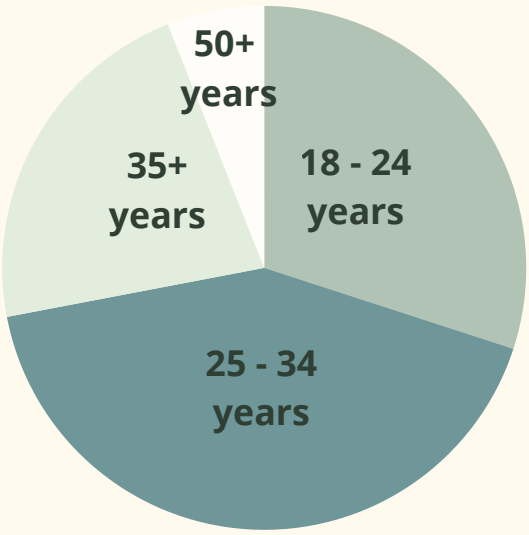
Who's paddling?

Nationalities

More than 100 nationalities have paddled with GreenKayak in 2025. Both locals and tourists.

Find the **top 10** nationalities below:

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



Age

Based on the person who booked (18+)



WHAT HAPPENS WHEN ONE PERSON KEEPS SHOWING UP?

"You created something where picking up trash doesn't feel like work. It's just a great experience where you also happen to do something good along the way."

Teo's Story

Teodor Jonasson started using GreenKayak to enjoy Copenhagen's waterways, get some exercise, and do something good for the environment. More than 60 trips later, he has collected 637 kg of trash, earning the top spot on GreenKayak's total trash collected leaderboard.



637 KG

63 TRIPS

What keeps him coming back?

For Teo, the appeal is that environmental action does not feel like a chore. It is part of an enjoyable experience on the water.

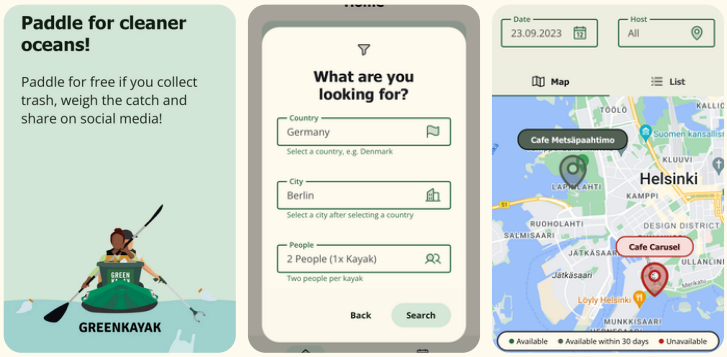
"You created something where picking up trash doesn't feel like work. It's just a great experience where you also happen to do something good along the way."

What this example shows

Teo's experience illustrates how GreenKayak's accessible, rewarding model can encourage repeat participation. Each trip creates another opportunity to remove litter from waterways, and continued participation can turn individual actions into substantial cumulative impact.

GreenKayak App

2026 was our first season with bookings exclusively through the GreenKayak App. Avaiable on Goole Play and the Apple App store. The switch went smoothly, making booking more efficient and keeping all our data in one place for more accurate reporting of paddlers and trash collected.



Digital Social Network

Social media is a core part of the GreenKayak concept, helping us share our mission, reach new audiences, and inspire communities to take action.

Instagram

17,758
followers

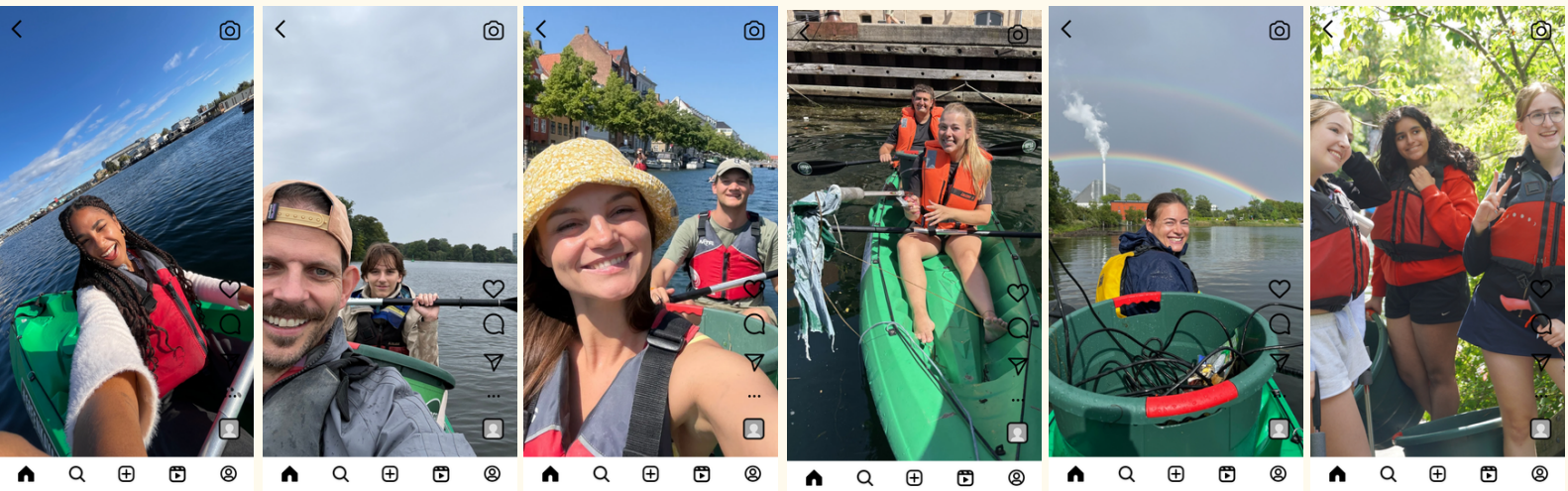
Facebook

8,403
followers

(Data based on 10.10.2026)

Our Instagram account has seen significant engagement this season from May 1st to Septeber 30th, with a 9.3% increase in followers and growth of our newer TikTok account has allowed us to expand our reach and connect with an even wider audience.

Through an intentional, community-focused communication strategy, we continue to grow our online following, strengthen engagement, and keep the GreenKayak concept and the issue of ocean pollution in conversation across online communities.



PARTNERS

Our partners are at the heart of GreenKayak's mission. Their support, expertise, and networks help us expand to new locations, engage more people, and remove more litter from waterways across Europe.

In return, partners can bring their sustainability ambitions to life, engage employees and communities in meaningful environmental action, and showcase their commitment to a cleaner planet.

Together, we turn shared values into real impact for our communities and oceans.

COLLABORATORS

Our collaborators help drive the GreenKayak mission forward. They open doors, share knowledge, and connect us with the right people and communities, while contributing expertise, funding, and tools to develop new initiatives and campaigns. Together, we create projects that strengthen ocean activism, expand our reach, and make an even greater impact for cleaner waterways.

Funded by the European Union

TOGETHER, WE PADDLE FOR CLEANER OCEANS!

WANT TO SUPPORT US?

REACH OUT TO

INFO@GREENKAYAK.ORG