Shoreline Ambassador FAQs

General Information

WHAT DOES IT MEAN TO BE AN OCEAN WISE SHORELINE CLEANUP AMBASSADOR?
Shoreline Ambassadors represent Ocean Wise and are a key component to empowering more people to participate in shoreline cleanups! Shoreline Ambassadors must be at least 19 years old to be a site coordinator and have a target to organize a minimum of five cleanups with at least 40 participants every year for a total of 200 participants. This target can be flexible based on your network. For example, you can organize 10 smaller cleanups throughout the year or two large cleanups!

WHY DO SHORELINE AMBASSADORS NEED TO BE AT LEAST 19 YEARS OLD?
Shoreline Ambassadors act as Site Coordinators for their large events, and site coordinators must be 19+ for liability and insurance purposes.

DO I HAVE TO BE IN A SPECIFIC CITY/STATE/PROVINCE TO BE A SHORELINE AMBASSADOR?
No, we love to have a positive impact everywhere in Canada and in the US so all places in these two countries are more than welcome.

DOES BEING A SHORELINE AMBASSADOR COST MONEY?
Participation in the Shoreline Ambassador Program is free! Shoreline Ambassadors may be required to source their own materials (ie. cleanup supplies, such as gloves and trash bags), but we also have challenges and prizes so you can get your own supplies! Some organizations, school boards, or municipalities provide these cleanup supplies to members. More information on sourcing start-up supplies is covered in onboarding training.

HOW LONG ARE YOU A SHORELINE AMBASSADOR FOR AFTER BEING ACCEPTED INTO THE PROGRAM?
We would love our Shoreline Ambassadors to remain in our program for as long as they would like! Shoreline Ambassadors can renew their participation in the program at the end of each year to continue creating a long-lasting impact in their community.

Ocean Wise is a nonprofit organization whose mission is to empower communities and individuals to take action to protect and restore the ocean.

Take action for the ocean at ocean.org
IS THE SHORELINE AMBASSADOR PROGRAM ONLY FOR SHORELINE CLEANUP, OR DOES IT INVOLVE OTHER PARTS OF OCEAN WISE?

Shoreline Ambassadors are part of the Shoreline Cleanup program within Ocean Wise but have opportunities to interact with many other programs through events and monthly workshops.

Program Benefits & Offerings

WHAT ARE THE BENEFITS OF JOINING THE SHORELINE AMBASSADOR PROGRAM?

There are many benefits to becoming a Shoreline Ambassador! Here are some of the highlights:

- Access to exclusive training, professional development opportunities, and networking events with other Shoreline Ambassadors and professionals in the plastics community.
- Rewards for your hard work, such as swag, prizes, and other giveaways.
- Recognition of your impact and achievements through personalized training certificates and impact reports that can be included on your resume and promoted to your professional network.
- Becoming a leader in the plastics world through monthly workshops with conservation experts and support from our Ocean Wise team.
- Empowering your community and contributing to long-term conservation on the ground.

WHAT ARE THE TRAINING AND RESOURCES PROVIDED?

Shoreline Ambassadors are provided with an exclusive guide on everything related to the Shoreline Ambassador program, including steps on how to run large events, how to report their impact, and how to engage with the Shoreline Ambassador community. A virtual training workshop is also provided to learn the ins and outs of the program, while monthly workshops offer a chance to continue learning about the plastics world from experts in the field.

WHAT DO THE MONTHLY WORKSHOPS LOOK LIKE?

The monthly workshops are interactive, virtual seminars with new topics and guests featured each month. Each month, an Ocean Wise team member will facilitate these workshops for Shoreline Ambassadors to continue learning from plastic pollution and ocean experts! Each month features a new keynote speaker that is an expert in their field, such as a researcher from the Ocean Wise Plastics Lab or a member of our Whales team! Time will also be dedicated for Shoreline Ambassadors to share their experience and impact with the community.

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tips and discuss plastic consumption. These workshops are optional and made available as a recording afterwards for any Shoreline Ambassadors that could not attend.

WHAT CAN SHORELINE AMBASSADORS WIN?
Swag is awarded every year to our top performing Shoreline Ambassadors! Swag may include Ocean Wise branded hats, t-shirts, socks, and more! There is also a chance to get swag and other giveaways from our sponsors throughout the year.

Application & Training Process
I'M INTERESTED! WHERE CAN I APPLY TO BE A SHORELINE AMBASSADOR?
That’s great! You can easily complete the application here in just a few minutes to apply to the Shoreline Ambassador program.

WHAT HAPPENS ONCE I SUBMIT MY APPLICATION?
An Ocean Wise team member will reach out by email within 3 business days to let you know the status of your application. In the meantime, you can begin planning your first cleanup! Visit https://app.ocean.org/ to join our Shoreline Cleanup portal and lead your own cleanup. Once a Shoreline Ambassador is accepted into the program, they are given training resources immediately to get started and onboarding training is hosted monthly.

WHAT DOES THE SHORELINE AMBASSADOR TRAINING PROGRAM ENTAIL?
The training program features access to a Shoreline Ambassador guide, detailing all the elements of the program, and a virtual training session. These resources can be accessed at any time to assist in planning cleanups. Once the training session is completed, Shoreline Ambassadors must pass a certification test to receive their training certificate. The test is straight-forward and ensures Shoreline Ambassadors are prepared to confidently lead large cleanups! Training certificates can be added to your resume and shared with your professional networks.
Shoreline Ambassador Impact

CAN I RECRUIT OTHER PEOPLE TO BE SHORELINE AMBASSADORS?

Absolutely! The more Shoreline Ambassadors, the merrier. You can promote the program to your friends, family, colleagues, fellow students, teammates, community group participants, and anyone else in your network by sending them the application! Recruiting Shoreline Ambassadors helps contribute positively to your impact report at the end of the year.

DOES BEING A SHORELINE AMBASSADOR COUNT AS VOLUNTEER HOURS?

We love to see our Shoreline Ambassadors showcasing their impact. Shoreline Ambassadors can demonstrate their volunteer efforts through the training certificate and impact report highlighting their achievements. Reference letters indicating the number of hours volunteered and impact in the program can also be requested.