



# World Rowing – WWF Healthy Waters Alliance: Norway Clean-Up Week Summary Report

## 09.06.2025

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### Overview

- The project took place from 1<sup>st</sup>- 8<sup>th</sup> of June 2025. Several clean-up activities at local rowing clubs proved to be an engaging and impactful addition to Martins' regular environmental efforts of freediving to clean up his waterways. This project showcased the potential for collaborative initiatives among rowers and clubs globally. Martin received positive feedback, with interest from other clubs to host similar events.

### Media Highlights

- ["Call for Action" Instagram video](#): **29,000 views**  
Collaboration with SportsForNature, World Rowing, Martin, Oslo Freediving Club
- Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF) [Instagram video](#) **7,000 views**  
Collaboration with Martin, Oslo Freediving Club, Norges Dykkeforbund  
Linked to the World Rowing announcement news [article](#).
- Follow-up World Rowing [report](#).

### Waste Collection Highlights

- **Total amount (kg) of waste collected in the clean-up week:** 650kg & 10 bags of plastic waste.
- **Total number of volunteers involved during the clean-up week:** 60 volunteers
- **No. of rowing clubs that took part in the clean-up week:** Five (5) rowing clubs
- **Type of waste collected:** Single-use plastic bottles, buoys, car tires, plastic packaging etc.



## Stakeholders & Partners

- World Rowing – WWF Healthy Waters Alliance
- Martin Helseth – Olympian, World Rowing Healthy Waters Alliance Ambassador
- Marea
- Norwegian Rowing Federation
- Norwegian Rowing Clubs around the Oslo Fjord
- Oslo Freediving Club (Oslo Fridykkerklubb)
- Norwegian National Diving Federation (Norges Dykkeforbund)
- WWF Norway – Plastic Policy Team
- Sport4Nature
- Local authorities

## Clean-Up Activities

### June 1 – Fana Roklub

- 18 juniors and one coach
- 10 bags of plastic waste collected  
(Juniors approved for social media images to be shared)

### June 2 – Lake Årungen

- With Fredrik Myhre (WWF Norway, Senior Advisor for Fisheries and Marine Conservation)
- Clean-up around the national rowing center facilities
- Collected 50kg of waste including lost buoys and car tires
- Waste disposed on-site in Årungen

### June 5 – Ormsund Roklub

- 14 participants (freedivers aged 16–62 and local rowers)
- Clean-up by local rowers along the shore as well
- Collected 350kg of waste (mostly tires from the lake bottom)
- Waste depot reported to Oslo Harbor for collection

### June 7 – Oslo Roklubb

- 3 participants (some divers were unavailable due to illness)
- Collected 50kg of waste, mostly small plastic debris (i.e. plastic bottles and grocery packaging)
- Waste handled by the local Marina authorities

### June 8 – Christiania Roklub

- 15 participants (rowers & freedivers)
- Collected 200kg of waste
- Support from WWF Norway's Plastic Team and Christiania Roklub staff
- Waste depot reported to Oslo Harbor

### Os Roklubb, Vinddalsvatnet

- 7 participants over 4 hours of cleaning
- Removed old racing system materials for rowing and kayaking.
- It was left there in the 1990s hoping to someday be reused. It was forgotten for many years and turned into general plastic waste after years in nature.

