



Shoreline Rescue

Community Service



Submitted by
Rtr. Kaumini Mapa (Secretary)
from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
May 27th, 2025
at the
Dehiwala Beach

Secondary Avenues

- Environmental Service

Description

Shoreline Rescue 2025 was a large-scale coastal cleanup initiative organised by eight Rotaract Clubs across Sri Lanka, held on **Sunday, May 25, 2025**, at **Dehiwala Beach**. Rooted in the values of environmental stewardship and civic responsibility, the project aimed to tackle the growing issue of marine pollution along one of Colombo's most accessible but often neglected shorelines. It sought to educate the public, especially youth, on the significance of protecting ocean ecosystems while directly removing waste materials that pose a threat to marine life.

The initiative went beyond being a one-day event; it was a community-centred environmental movement designed to inspire long-term behavioural change. With over 35 volunteers from different clubs and institutions, Shoreline Rescue 2025 created a vibrant and united front for sustainable living, cleanliness, and marine awareness.

We were honoured to partner with **Pearl Protectors**, a youth-led marine conservation organisation, and **CleanTech**, our official Recycling Partner. These partnerships ensured that the waste collected was properly sorted and recycled, adding an important dimension of sustainability to the project.

This project was powered by strategic collaborations with:

- **Pearl Protectors** – Marine Conservation Partner
- **CleanTech** – Recycling Partner

Both partners ensured expert guidance and effective post-cleanup waste management.

Objectives

- Remove waste from the coastal area.
- Raise public awareness on marine pollution.
- Encourage responsible environmental behaviour among youth.
- Promote recycling and proper waste segregation.

Goals

SDG Goals

- 11 - Sustainable Cities and Communities
 - 11.6 Reduce the environmental impact of cities.
- 12 - Responsible Consumption and Production
 - 12.5 Sustainable reduce waste generation.
- 14 - Life below water
 - 14.1 Reduce marine pollution.
- 14 - Life below water
 - 14.5 Conserve coastal and marine areas.

Rotary Area of Focus

- Economic and Community Development
- Supporting the Environment

Other focus Areas

Project Chair

Name	Volunteer Hours
Naadirah Buhar	65 Hours (Appox.)

Project Committee

Name	Volunteer Hours	Committee Role
Yazeed Ahamed	45 Hours (Appox.)	Project Secretary
Miqdaad Mufeel	32 Hours (Appox.)	Project Admin
Ahmadh Booso	32 Hours (Appox.)	Visual Content Review & Editing
	Total Hours	174 Hours

Club Participation

Club Name	Count
Rotaract Club of Colombo Fort	5
Rotaract Club of Colombo Heritage	5
Rotaract Club of Excellence	5
Rotaract Club of Ratnapura	4
Rotaract Club of Achievers Lanka Business School	8
Rotaract Club of American National College	8
Rotaract Club of Cinnamon Gardens	8

Other Organization Participation

Organization Name	Organization Type	Count
Pearl Protectors	other	2

District Steering Committee Participation

Name	Designation
Odrini Weerakkody	Joint Director - International Service

Budget

Income

Description		Amount
Colombo Fort Contribution		3000 LKR
	Total Income	3000 LKR

Expenses

Description		Amount
Pearl Protectors		-3000 LKR
	Total Expense	3000 LKR
	Total	0 LKR

Project Planning

Planning for Shoreline Rescue 2025 officially commenced on **May 5, 2025**, with virtual and in-person coordination meetings among the eight organising clubs:

- RAC Achievers
- RAC Ratnapura
- RAC Cinnamon Garden
- RAC Colombo Heritage
- RAC ANC
- RAC ICBS
- RAC Colombo Fort
- RAC Excellence

The initial stage focused on selecting an accessible, high-need coastal zone **Dehiwala Beach** known for its tourist activity, but also frequent plastic and debris accumulation. Once the location was confirmed, responsibilities were distributed among participating clubs based on prior experience and logistical convenience. This included:

- Site assessment and permissions
- Securing cleanup and safety equipment
- Partnership outreach and official collaborations
- Volunteer mobilization
- PR and poster design rollout
- Waste collection, segregation, and recycling logistics

The clubs coordinated with **Pearl Protectors** to define specific cleanup zones and obtain technical guidance on waste handling. **CleanTech** supported the setup of waste segregation stations to ensure all recyclable and non-recyclable items were properly processed post-collection.

A communication and awareness strategy was deployed via countdown posters, reels, and social media stories leading up to the event, including multilingual captions to increase community reach. On event day, volunteers were briefed on safety protocols, divided into zoned teams, and equipped with gloves, garbage bags, and tongs.

Aside from cleanup, an on-site **awareness session** was held to highlight the impact of marine litter on biodiversity and human health. The event concluded with a waste handover to CleanTech and a reflection session among participants, emphasising future environmental responsibility and volunteerism.

Key Activities on the Day:

- Beach segmented into cleanup zones with assigned volunteer leads
 - Awareness session conducted by Pearl Protectors on marine pollution
 - Volunteers performed manual trash pickup using gloves and collection bags
 - Waste was segregated into plastic, glass, biodegradable, and general waste
 - Recyclables were handed over to CleanTech for responsible disposal
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Volunteer & Organization Participation:

- **Total Volunteers:** 35+
- **Organizations Involved:** Pearl Protectors and CleanTech

Public Relations Plan

The PR campaign included teasers, countdowns, and post-event content across all major platforms. Posters and social media engagement helped attract volunteers and awareness.

PR Activities Included:

- "Coming Soon" Poster
- Official Event Poster
- Partner Announcement Posters (Pearl Protectors, CleanTech)
- Countdown Posters
- Event Day Reels, Stories, and On-site Live Coverage
- Post-event Recap Gallery

PR links

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-rotaract3220-themagicofrotary-activity-7332249988271439872-CoHY?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-rotaract3220-themagicofrotary-activity-7330260954489712640--m5?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfO&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-rotaract3220-themagicofrotary-activity-7330253417962950658-ZW_a?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfO&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-rotaract3220-themagicofrotary-activity-7330245862595383297-Rpxu?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfO&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-rotaract3220-themagicofrotary-activity-7330239590961664000-PhH2?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfO&utm_campaign=copy_link

<https://www.facebook.com/share/p/1AybWVvk3Tp/>

<https://www.facebook.com/share/p/1FJBMKTCaJ/>

<https://www.instagram.com/p/DKD7JY-TMUo/?igsh=dGc3eGx5dGRsN3Fs>

<https://www.instagram.com/p/DKCcHkMTGEI/?igsh=MXRta3pscTVzbWh4OQ==>

<https://www.instagram.com/p/DJ1icoszrbU/?igsh=YjQ1a28wb2dyZ2Rs>

<https://www.instagram.com/p/DJyIQWozJCC/?igsh=ejc2MXFyMjd2NDB2>

<https://www.instagram.com/p/DJwxKoUzVIK/?igsh=eWZpeTVhb2l4Z245>

https://www.instagram.com/p/DJrJ3_5iJtl/?igsh=MXM0MDl2ZTZ3aGJrYw==

Beneficiaries

- Marine Life
- Local community at Dehiwala Beach

Partners

- CleanTech
- Pearl Protectors

Outcomes

Short-Term Impact:

- Cleaned up visible litter from Dehiwala Beach
- Educated volunteers and passersby about ocean-friendly practices

Long-Term Impact:

- Strengthened environmental consciousness among youth
- Built collaborative momentum for future sustainability projects
- Created a replicable model for future coastal cleanups

Areas of Improvements

- Some logistics were finalised last-minute—early planning is key
- Community participation could be boosted with localised outreach
- Additional signage and on-site branding could improve public awareness

Gallery



