

Rochelle Byrne

FOUNDER/EXECUTIVE DIRECTOR

Rochelle began her environmental journey with a shoreline cleanup in her community, leading her to found A Greener Future in 2014. With eight years of environmental education and experience, Rochelle's commitment to sustainability earned her the 2017 Environment Award from the City of Pickering and a Premiere's Award Nomination in 2023. Notably, she paddled 430 km across Lake Ontario to raise awareness about plastic pollution, a feat documented in the film "Shoreline: The Paddle Against Plastic."

Through A Greener Future, Rochelle has spearheaded initiatives like the UNSMOKE Butt Blitz, Love Your Lakes Program, and Litter Art Project, engaging communities nationwide in environmental stewardship. Her contributions to the environmental industry exemplify her dedication to raising awareness, empowering individuals, and advocating for sustainable practices, ultimately shaping a greener future for generations to come.