

Trashpackers - Give something back-packing



TRASHPACKERS
GIVE SOMETHING BACK-PACKING

History, masterplan and policy plan

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Author:

Bestuur, Tijmen

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Trashpackers History

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A story about love for a healthy ocean and a clean planet

‘Give something back-packing’

- Trashpackers was founded by Tijmen Sissing in 2018 while travelling around the world and cleaning up.
- Tijmen’s clean-up went viral with a 250.000 views-video and gaining 10.000 followers in just one week.
- Tijmen initiated his first *Trashpacking Tour* from North to South Borneo in one month, where 442 locals joined his cleanups. 959 bin bags were collected.
- Since the success of ‘*Global Trashpacking Day*’, the initiative became a hype in Asia and the idea grew into a worldwide movement among travelers and the local population.
- Tijmen is the first tourist ever who has received a badge for remarkable achievements by the Vietnamese government for his efforts for the environment.

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Policy plan

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Key objectives Trashpackers Foundation

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- a. to contribute to sustainable improvement of the handling of waste or residual flows, both by organizing or encouraging to do clean-up actions;
- b. make Dutch and global society aware of the problem with regard to waste and recycling, in order to promote and support public support strengthen involvement in international projects and cooperation;
- c. the raising of funds for the purpose of distributing them to general useful institutions and projects with a general social dimension interest;
- d. the promotion of social interests, the provision of knowledge, experience and expertise, both within and outside the Netherlands;
- e. and furthermore all that in the broadest sense is related to this and / or may be conducive thereto.

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Key activities for the foundation

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- Organizing clean-up campaigns at home and abroad
- Maintaining contacts with organizations that are interested in greenification of their business, who want to organize clean-ups, who want to sponsor Trashpackers Foundation or who have other interests in supporting our activities
- Speaking at numerous different meetings at home and abroad about plastic, recycling, the impact on society and what people can do themselves
- Driving society in the broadest sense of the word to use plastic more consciously

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The way we are funded

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Trashpackers Foundation is currently mainly funded by sponsors:

- Companies with a green heart (see our <https://trashpackers.org/sponsors> page)
- Income from non-profit organizations (i.e. churches)
- Donations from individuals
- Parties that donate for specific goals such as the realization of educational materials about plastic

How we manage and invest the funds well

‘Give something back-packing’

We distinguish two types of income:

- Earmarked money
- General funds

Earmarked money

Earmarked money is for example to realise educational materials and needs to be spent on these objectives as agreed on with the sponsor.

General funds

General funds are for keeping the foundation alive, to pay for some small things like insurances and the website and, when travelling abroad, a daily allowance fee for founder Tijmen Sissing. Every project has to be approved by the board. Every payment has to be approved by the board.

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The masterplan

Trashpackers accelerates awareness about the global pollution problem with the goal to stop getting trash into the environment, through:

- **Education**
- **Data collection and research**
- **Awareness campaigns**
- **Several projects**
- **Global clean-ups**

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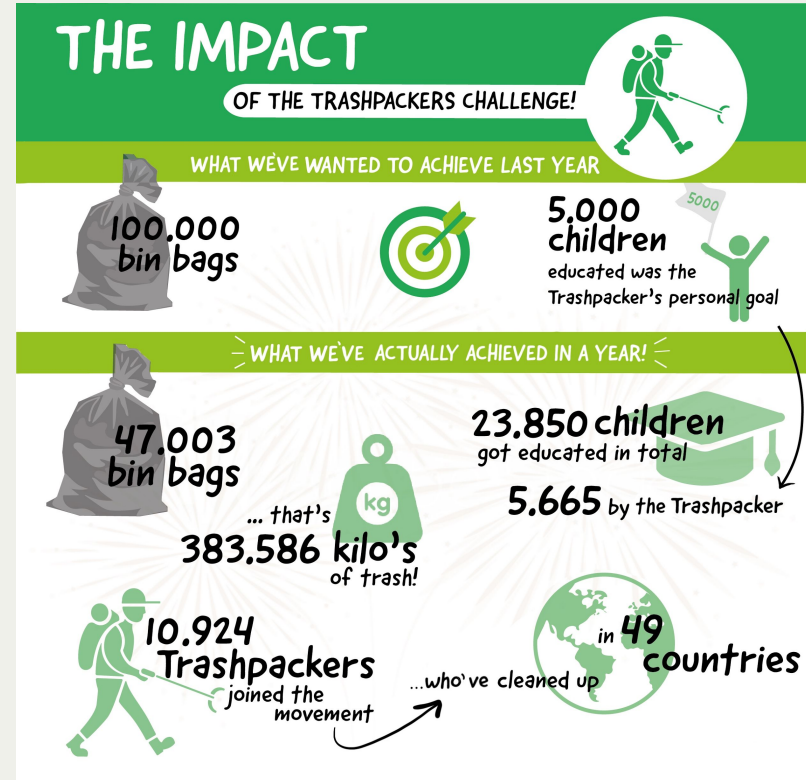
Trashpackers masterplan

The non-profit organisation *Trashpackers* engages travellers, the local community, accommodations and organisations to host their own clean-ups.

The Trashpackers are united at www.trashpackers.org: an online community where people are hosting clean-ups under their own profiles with the challenge to collect 100.000 bin bags per year.

The game is to collect the most bin bags and become number one of the leaderboard. You can recognize Trashpackers by the letter 'T' in their cleanup pictures (e.g. by writing it in the sand/form the letter with plastic/with your arms etc)

Last year the Trashpackers community collected **47,000 bin bags** and educated more than **23,800 kids** about plastic pollution.



The app

In 2020 our new app will be launched with a more advanced gamification element to stimulate people to contribute to a cleaner planet.

Science form

Completing the *science form* with information after your clean-up. This is vital because you'll provide relevant data to research communities helping to effect a long-term plan and to raise awareness of local and global issues

Data

By using the app during your clean-up you'll help by providing granular data which helps identify materials, objects and brands you've found, which can then be used to confront companies for example

Gamification

By collecting bin bags, taking pictures of polluted spots and geotag them, providing information from your cleanup etcetera, you'll get higher up the leaderboard and your profile will get higher as well:

1. *Trashpacker*
2. *Super Trashpacker*
3. *Trash master*
4. *Trash Legend*

Eco-points

For every good deed for mother nature, you will earn credits: eco-points. These points function as an incentive for the trashpacker, to be motivated in a playful way.

Our aim is to involve several eco-friendly companies in this incentive system, so that the trashpackers can return these ecopoints for a discount or certain free products/services as a reward for their efforts.

Developments

Trashpackers has development targets for cases where there is a substantial and active engagement in the community:

Workshops

We are working with universities to develop workshops that will increase environmental awareness. Travelers can deliver these workshops in schools during their journeys or locals can use this for in their own community.

Travel Toolkit

We're developing an anti-plastic toolkit, which travellers can use during their travel to consume less single-plastic. This toolkit is made with foldable- and rollable products, so the toolkit is very small and convenient to carry in your backpack:

- Rollable bottle
- Collapsible lunchbox
- Collapsible cutlery
- Foldable bag

This product can be used in the foundation to fund new projects

Trashpackers Accommodations

Trashpackers has set the goal to activate 30% of the worlds accommodations to become 'Trashpackers accommodations'. They can join by committing themselves to cleanup at least once a month a year, which will be rewarded with certification.

-*Trashpackers Hotel/Hostel*: Cleans up public areas

-*Super Trashpackers Hotel/Hostel*
Doesn't use or sell single-use plastic

-*Trash Masters Hotel/Hostel*:

Cleans ups **and** doesn't use or sell single-use plastics

Trashventures

We've received a lot of interest from people, with the question if we organize cleanup journeys. One of our goals is to facilitate 'Trashventures' for those who want to travel for example in a group of 20 trashpackers, while organizing cleanups, giving workshops and involving accommodations and organisations to make an impact while travelling to beautiful destinations

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Trashpackers' values

Trashpackers' values

Proactivity

We stimulate and encourage people to organize their own clean-ups by making it fun. Instead of waiting until an organisation launches a clean-up, we encourage individuals to take the initiative by themselves.

Engagement

We are cultivating intercultural relationships by bringing travelers into contact with the local community.

Awareness

Efforts and actions speak louder than words, but we need words to make our message heard loud and clear! We bring people into a dialogue about the litter problem by doing clean-ups. In doing so, we accelerate the consciousness about the global trash problem and stimulating bottom-up solutions.

Data collection

Through data collection we ensure that the clean-ups are of added value and the issue is solved at the source. The processed data in a uniform system is not limited to litter alone. Moreover, independent transparent data exists regarding the origin of plastic and its destination post-use. Plastic recycling plants periodically report on the amount of plastic recycle they have effectively regained from high-quality sorted waste streams.

Education

We're supplying information about the global trash problem inside and outside the community. We educate the participants during the clean-ups about the consequences of trash, what we can do about it and how to inspire others to do the same. Besides that, we are developing workshops for those in the community who have a passion for teaching in order to educate children.

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Trashpacking around the world

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Trashpackers local presence by Tijmen

Tijmen will travel around the world to make some noise! He will organise clean-ups, involve hostels, engage locals, government officials and talk to the media.

Tijmen tries to locate his cleanups near plastic recycle factories, so it's possible to pick up the collected plastic and upcycle it to products that will serve the local community. By doing so, we will inspire followers that plastic has a value and that there are many lucrative possibilities. Trash isn't just trash.



Trashpackers - Give something back - packing

What
you
can
do
to
help

THE IMPACT

OF THE TRASHPACKERS CHALLENGE!



WHAT WE'VE WANTED TO ACHIEVE LAST YEAR



100,000
bin bags



5,000
children

educated was the
Trashpacker's personal goal



WHAT WE'VE ACTUALLY ACHIEVED IN A YEAR!



47,003
bin bags



... that's
383.586 kilo's
of trash!

23,850 children
got educated in total



5,665 by the Trashpacker



10,924
Trashpackers
joined the
movement

...who've cleaned up



in 49
countries

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Donate your talent to us

Communication? Marketing? Accountancy? Entrepreneur? Videographer? Writer? Waste specialist? Whatever talent you have, let us know if you want to volunteer for Trashpackers.

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We need your support

Become a partner

Trashpackers is convinced that partnerships are needed in order to achieve sustainable changes at community level. Let's join forces to contribute to a sustainable planet.

Become a donor

Donate your binbag(s) and/or donate money. With the binbags you contribute to our goal to raise 100.000 binbags. With your money you make our mission possible.

Become a Trashpacker

Create your trashpacker profile, organise your own clean-up events and register your amount of binbags at trashpackers.org.

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Thanks for your attention!