

Media Release

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Trash Hero World declares war on corporate litter

On 16 December 2016, the non-profit organization Trash Hero World launched their new label Trash Hero @Work in cooperation with the architectural office GKS Architekten + Partner AG. The aim of the program is to reduce office waste to a minimum.

The employees of the architectural office GKS Architekten + Partner rang in a new era last Friday with a full day dedicated to waste management. The 50-person team has committed itself to the zero-waste philosophy and is doing everything they can to reduce their internal waste. Trash Hero World's project Trash Hero @Work creates a solid basis for this.

They started with a waste analysis

Rolf Gmür, Managing Director and Partner at GKS Architekten became aware of Trash Hero World through a chance meeting with Roman Peter, General Manager of Trash Hero World. "Being architects, we are constantly thinking about living spaces. It therefore made sense to get involved in improving our own living space."

Gmür and Peter got together and developed the concept for Trash Hero @Work. In a first step, team members examined the trash they as a company were producing daily. They estimated that they were using 2,600 disposable plastic dishes, 3,200 glass bottles, and around one ton of paper per year. "The numbers are shocking. We found out on one day that a third of our trash was non-recyclable single-use plastic dishware" said Rebecca Roos, who led the Trash Hero @Work initiative internally alongside her full-time job.

Taking corporate social responsibility seriously

GKS Architekten + Partner is planning to go zero-waste one step at a time. This way, the company is contributing to creating an environment with sustainable waste management. In concrete terms, this means –wherever possible– avoiding trash wherever possible, strict separation of waste, and using recyclable materials wherever possible. To eliminate drinking bottles every GKS employee received a personalized Trash Hero bottle made of stainless steel as a Christmas present. "I am thrilled that we've been able to launch Trash Hero @Work. Other corporations have already voiced interest as well, and we hope that we can inspire many more businesses to implement sustainable changes," said Roman Peter.

About Trash Hero World:

The Trash Hero movement started in 2013 and has set itself the objective of tackling the global waste and plastic problem. The non-profit organization originally started with beach cleanups in Thailand. Meanwhile, 30 chapters in 6 countries organize weekly cleanups and implement projects to encourage sustainable waste management. Further projects include re-usable stainless steel water bottles and shopping bags as well as educational projects. Trash Hero World is a member of the Break Free From Plastic movement (<http://breakfreefromplastic.org/>). Together with 90 non-profit organizations worldwide, Trash Hero World is searching for a solution to the growing problem of plastic pollution. The tax-exempt non-profit organization Trash Hero World has its headquarters in Inwil (Lucerne) and is financed exclusively through donations.

Additional information:

Trash Hero World
Roman Peter
Hauptstrasse 32
6034 Inwil
+41 78 805 54 01
info@trashhero.org
www.trashhero.org
<https://www.facebook.com/trashheroworld/>