



WORLD

Annual Report

2016

The stunning development of Trash Hero World

Trash Hero World is looking back on an eventful and successful year. What began with weekly beach clean-ups on a Thai island is developing into a global movement thanks to the continuous effort of countless volunteers.

We were able to successfully realize projects from many different areas. In 2015 we were working in 16 places in 3 different countries whereas now it is 30 places in 7 different countries. The basis of our work is still the weekly beach clean-ups. During these we educate the participants about the global waste problem and show them how they can help. We're also helping towns with the implementation of the Trash Hero Bottleproject and are campaigning for a sustainable waste management.

Of late we're also assisting firms in Switzerland to a more sustainable waste management with our label "Trash Hero @work".

In many areas, we work closely together with other organisations that pursue similar goals. We maintain this network and the contact to all the Trash Heroes around the world with all means, also through social media.

As we're confronted with rapid growth we decided in 2016 to further develop Trash Hero World into a professional organisation and we've begun with foundation fundraising in Switzerland.

We're excited to give our benefactors and the thousands of Trash Heroes an insight into the work the organisation is doing.

We clean

Goal 1

Our goal for the next three years is to create more than 110,000 Trash Heroes in 50 localities worldwide through events and projects. An estimated 590 tons of waste will be collected by our volunteers through the regular cleanup program.

In 2016 we educated 12,000 volunteers about the global trash problem at our events. One third of these volunteers are children. As they gather trash themselves after a short introduction, the volunteers experience the waste problem very closely. At such events 65 tons of trash were gathered in 2016!

Weekly clean-ups are currently taking place in Thailand, Indonesia and Malaysia. Furthermore, there are Trash Heroes active in Prague, New York, Shanghai and various places in Myanmar.

We educate

Firstly, we spread awareness about the trash problem and recycling. We pass on our message at our clean-up events but also on social media. Sometimes however, the most simple methods are the most effective. We sell Trash Hero T-shirts without trying to make profit to our groups. As the shirts also come with a print in the local spoken language, they're worn with pride and our brand awareness grows. Whenever possible, Trash Hero World finances the first load of T-shirts for some communities. When they're sold out, they can reorder the shirts with the earnings of the previous batch.

We change

Plastic and other recyclable materials gather on beaches and in our oceans and pose an increasing threat to the environment. In many parts of Southeast Asia tourism has increased so rapidly, that the local trash management was completely overburdened.

Goal 3

Our goal is to sell more than 115,000 bottles via more than 500 businesses in 30 different localities worldwide over the next three years, thus preventing an estimated 41 million plastic bottles from entering the environment (figures based on 1 stainless steel bottle saving the use of approximately 365 plastic water bottles).

Goal 4

The goal in 2017 is to implement the "Trash Hero@Work" project in five more companies and, in 2018, to create a strong brand for this label, both in Switzerland and abroad - particularly among companies who wish to make waste reduction a priority. The revenue generated by such projects could in the long term also finance Trash Hero projects in Asia and Africa.

With our stainless-steel Trash Hero Bottles we want to decrease the use of plastic bottles and encourage people to stop buying them. The bottles are sold to hotels, restaurants and bars at cost price in Thailand. They are then sold on with a profit of three francs per bottle. The businesses use the profit to provide water refills for the bottles. Every Trash Hero bottle can be refilled for free as many times as wanted. Since the beginning of the bottle project in December 2014, 25,000 bottles have been sold in Thailand.

In 2016 the bottle project was expanded from three to ten localities. Trash Hero World financed 1,500 bottles which corresponds to 4,700 CHF. Continuous availability in Thailand is enabled by the two monthly lead time in production and the minimum quantity order of 1,000 bottles.

Thanks to the continuous success in Thailand, the bottle project was extended to Indonesia in 2016. Simultaneously Trash Heroes conducted a pilot project in Indonesia. The 1,000 bottles ordered for the pilot project were distributed and used in a very short amount of time. In December of 2016

Trash Hero World launched the "Trash Hero @ Work" program in cooperation with an architecture firm from Lucerne. Its goal is to minimize the firm's trash sustainably. After a detailed analysis of the produced trash, the staff took measures to decrease their waste production and introduce a "Zero Waste" concept.

We think long-term

Goal 5

We are currently in the process of publishing a children's book about a child called "Trash Hero", featuring a story and challenges. Our goal is in the following 3 years, 16,000 children will receive a Trash Hero children's book and be inspired to become an activist. These children can act as ambassadors and will reach millions of peers through social networks.

In the smaller and more rural areas of Southeast Asia, waste is still burnt, which causes considerable damage to people, animals and the environment. An efficient and sustainable waste management is a real challenge in many places on earth.

To further strengthen Trash Hero World's presence in Indonesia, all of the project managers met in November 2016 and planned future projects. Trash Hero World supported this "Country Summit" by covering the expenses. As this gathering was perceived very positively, Trash Hero World has decided to hold such "Country Summits" regularly in the future.

We think global

Back in September 2016 Trash Hero World signed a letter to UN general secretary Ban Ki-Moon in cooperation with 5 global organisations. The letter requests the UN to declare 2018 the year of the "clean and healthy planet".

Break Free From - Plastic Initiative

We work closely with organisations that share our values and pursue the goal of taking action to reduce plastic waste. Trash Hero World is an original member of the #BreakFreeFromPlastic Initiative.

Award:

In 2016 Trash Hero Thailand won the Thailand Green Excellence Award in the category "Outstanding Contribution to Green Tourism in Thailand".

The award was presented to Trash Hero in London by the Princess of Thailand, Her Royal Highness Princess Ubolratana Rajakanya Sirivadhana Barnavadi.

Trash Hero World is proud being part of a group of 90 organisations worldwide, that has recently worked out a global vision for a future without plastic pollution:

www.breakfreefromplastic.org

This vision is based on 10 principles, with the goal of changing society's perception of plastic waste. By the end of 2016, 500 organisations had already joined the coalition.

We collaborate

Trash Hero World is excited to have formed new partnerships with organisations that pursue similar goals in 2016.

These partners include Ocean Care **www.oceancare.org**, Bye Bye Plastic Bags **www.byebyeplasticbags.org**, Eco Bricks **www.ecobricks.org**, and Peduli Alam **www.pedulialam.org**.

At the same time, we're thankful for the support we've received from the Tourism Authority of Thailand. They have supported various projects and are helping to spread our message.

In order to grow our network further and to increase our knowledge about waste and waste management, Trash Hero World participated in various congresses including "Trash to Treasure" (Jakarta, Indonesia), Break Free from Plastic (Brussels, Belgium), as well as "Let's Do It World" (Tallinn, Estonia).

Annual financial statement balance sheet

Particulars	CHF	%
Assets		
Cash	1,111	
Bank deposits	7,691	
Cash and cash equivalents	8,803	81.2
Third party accounts receivable	1,334	
Trade receivables	1,334	12.3
Inventory	711	
Inventory and non-invoiced services	711	6.6
Current Assets	10,847	100.0
Total Assets	10,847	100.0
Liabilities		
Third party accounts payable	320	
Trade payables	320	3.0
Current liabilities	320	3.0
Borrowed Capital	320	3.0
Profit carried forward	-	
Annual results	10,527	
Net assets	10,527	
Reserves and surplus	10,527	97.0
Equity	10,527	97.0
Liabilities	10,847	100.0

Annual financial statement income statement

Particulars	CHF	%
Donations	23,575	
Revenue from bottle sales	348	
Revenue from bag sales	320	
Other income (revenue from exhibition material)	36	
Gross income	24,280	100.0
Net Revenues	24,280	100.0
Short term and one - off projects		
Funding for non-profit organisation projects	-2,890	
Long term projects		
Bottle project in Thailand	-4,679	
T-shirt printing for Trash Hero chapters	-3,227	
Product purchase		
Bottles	-348	
Bags	-320	
Upcycled products	-16	
Direct Expenditure	-11,480	-47.3
Gross Income I	12,799	52.7
Gross Income II	12,799	52.7
Conferences / Workshops / Presentations	-2,010	
Other Operating Expenses	-2,010	-8.3
Earnings Before Interest, Tax, Depreciation And Amortization (Ebitda)	10,789	44.4
Earnings Before Interest And Tax (EBIT)	10,789	44.4
Other financial expenses	-262	
Financial expenditure	-262	-1.1
Earnings Before Tax	10,527	43.4
Annual Earnings Before Tax (EBT)	10,527	43.4
Annual Results	10,527	43.4

Annual financial statement appendix

1. General information

Trash Hero World is a non-profit organisation founded on 15.02.2016.

The organisation aims to provide financial and administrative support for sustainable community projects worldwide that raise awareness of problems related to waste, as well as offering solutions to prevent these problems occurring.

The organisation does not pursue any commercial end, nor does it seek to make any profit. All activity is carried out on a voluntary basis. In 2016, the organisation had no salaried staff.

2. Information about the principles applied in the annual financial statement

The present financial statements have been prepared in accordance with the provisions of Swiss law, in particular the articles on commercial bookkeeping and accounting (Articles 957 to 962 OR).

3. Notes and disclosures on items on the balance sheet and income statement

a) Balance sheet items

Inventory	CHF	CHF
Bottles	151	
T-Shirts	460	
Upcycling Products	100	711

Inventory is valued at cost price.

b) Income statement

Revenue from bottle and bag sales	668	
Purchase of bottles and bags	-668	0
Retail price of bottle and bags corresponds to the actual purchase price		

c) Supported projects

Peduli Alam - purchase of garbage collecting truck	1190	
Trash Hero Thailand	1620	
Others	80	2890

Financing stock purchase of "Love Thailand" bottles		4679
Trash Hero T-shirts		3227

d) Events / Presentations

Indonesian Summit	650	
Bottles and informational material for presentation events	1,360	2,010

Annual financial statement appendix

Proposal by the Executive Board regarding the use of the balance sheet results

Indications	CHF
To be made available at the AGM	
Profit / loss carried forward	-
Annual profit / loss	10,527
Net assets	10,527
Total amount to be made available at the General Meeting	10,527

Proposal of the Board of Directors

Net assets	10,527
Allocation to the statutory reserves	-
Balance to be carried forward	10,527

The net assets will be used for projects planned in 2017.



Roman Peter,
Managing Director
roman@trashhero.org

Roman was born in Switzerland, is 33 years old and completed his degree in computer science in 2006. He worked as a Senior IT Security Engineer until 2012 and then went travelling. In 2013, Roman founded Trash Hero together with friends in Thailand and has been working full-time (on a voluntary basis) for the movement ever since.

Amelia Meier,
President and Chief Fundraiser
amelia@trashhero.org

Amelia was born in America, grew up in Switzerland and is 34 years old. She holds a bachelor's degree in journalism and communication and is the editor of the "European Heart Journal", a journal of cardiovascular medicine. During a stay in Thailand in 2013, she became involved in Trash Hero cleanup events, and found her passion. Since then, she has been working in communications, marketing and fundraising for the organisation.

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