



TRASH HERO

ANNUAL REPORT
2019

A clean world, free from plastic pollution.

CONTENTS

Foreword	3
Organisation	4
Global impact report	9
Programmes	10
Country reports	15
Governance	21
Finances 2019	23
Donors	27
Contact	29



THANK YOU!

THE landscape for those of us working to stop plastic pollution has changed a lot over the past year.

The consumer goods industry has scrambled to respond to the growing evidence we are drowning in their plastic. They have tried to appease critics with promises of reform but then pushed back on proposed legislation. At the same time, we have seen a shift towards collaboration and coordination between NGOs around the world working on zero waste policy, advocacy and action.

As an organisation, we have moved to position ourselves more clearly in this area. Our focus is still on communities and influencing behavioural change at the grassroots. But we now add value by sharing our cleanup data with groups that can put pressure on polluters and governments.

On World Cleanup Day in September, our volunteers were among those who provided data for the Break Free From Plastic movement's 2019 Brand Audit Report, thanks to training sessions we held during the year. This evidence was used to hold corporations to account for their unsustainable practices.

We see our role as a bridge between consumers and the policy-makers and industry. Governments and corporations will only implement laws or new delivery systems if the public will accept them. Trash Hero makes sure that everyone gets on board with reducing or banning single-use plastics. We educate every week at our cleanup events, at schools and on social media. At our Family Meetings we make sure our local leaders stay well-informed and won't promote any false solutions.

We always play our role with a big smile - never any protests or attacks! - but we are doing serious work. And we are ready to cooperate and connect with the various players globally - with one important exception: "greenwashing".

As the calls for change grow louder, many consumer goods companies have attempted to improve their image by giving money to environmental organisations. It happened to us this year and - as always - we turned them down. Trash Hero's independence and integrity will not be compromised. Instead, we advised that their money would be better spent on redesigning their products and business models. The sooner there is systemic change, the sooner we can stop picking up trash!

Despite the lack of concrete action from the industry, there were positive signs that a mindshift is happening. In our countries of operation, we saw regional bans on lightweight plastic bags in Indonesia (notably in Bali), as well as a nationwide ban in Thailand; while Malaysia took a stand against illegal importing of waste from the global North.

Our own growth at the grassroots reflects the change in public opinion. In 2019, we saw a 53% increase in new chapters globally - all started by people who saw what we do and wanted to be part of it. Our volunteer leaders have worked so hard and put all their heart and energy into our movement.

Thanks to generous funding, we were able to create another three full time positions in Indonesia, Thailand and Switzerland to help deliver our programmes. Employing dedicated key staff has been crucial for us to maintain quality at scale and - compared with the 340,000+ volunteer hours their work supported - we can still demonstrate a very high impact for every dollar donated.

Looking ahead, we will keep our brand and our activities clean and leverage our position to stand up for real solutions. No quick fixes that leave the problem to the next generation, but a sustainable and circular economy that will make our kids proud.

Of course, it will not be easy and it will not be solved quickly - but we will not give up! On behalf of everyone in the Trash Hero World family, I want to thank you for your generosity and your support over the years and hope you will join or continue on this journey with us towards a clean world, free from plastic pollution.



Roman Peter
Managing Director
and Co-Founder
Trash Hero World

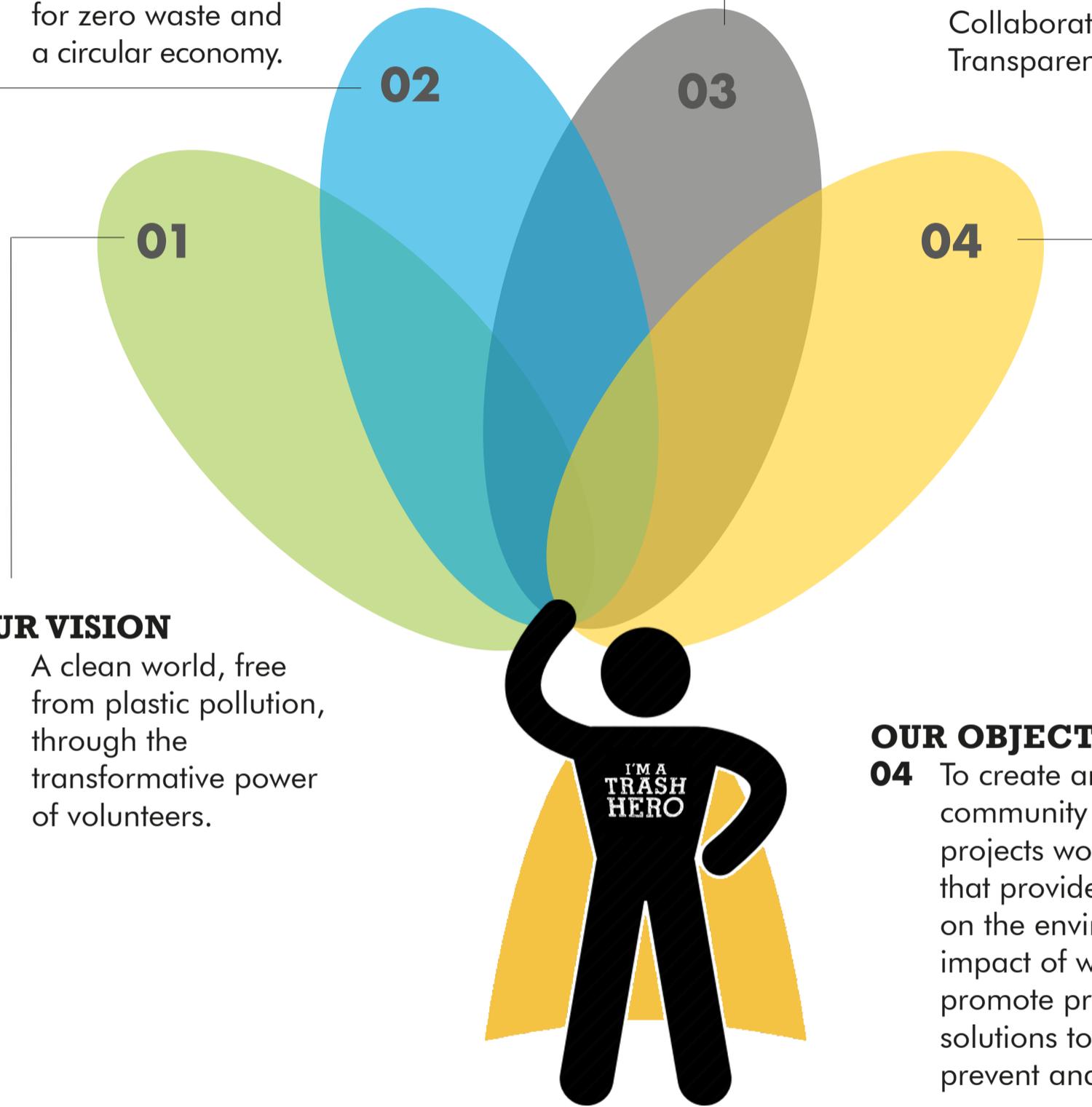
WHO WE ARE & WHAT WE DO

OUR GOAL

02 To eliminate single-use plastic and build consensus for zero waste and a circular economy.

OUR VALUES

03 Positivity
Action
Collaboration
Transparency



OUR VISION

01 A clean world, free from plastic pollution, through the transformative power of volunteers.

OUR OBJECTIVES

04 To create and support community volunteer projects worldwide that provide education on the environmental impact of waste and promote practical solutions to mitigate, prevent and avoid it.



WE deliver programmes directly in a number of countries, the majority of which are in Southeast Asia.

Currently we run three core programmes: Action & Awareness, Bottles & Bags and Kids & Education. More details of these can be found on p10.

All programmes meet the following criteria:

1. have the potential to create long term behavioural change with minimal financial resources
2. are open to and actively encourage participation from all sectors of the community
3. focus on practical action and solutions, rather than campaigning and blaming
4. remain strictly non-political and non-partisan
5. are 'on the ground' and can be run entirely by volunteers

Our programmes are community-based and run by groups of volunteers called "chapters" that use our name together with their location, e.g. "Trash Hero Komodo".

A specific criterion that must be met before we set up a new chapter is that we have in place a team of *local* people with the commitment to carry out our programmes in accordance with our values and purposes. A chapter without direct support from residents would not go ahead.

Trash Hero World provides the means for chapters to start running our community engagement programmes, in the form of training, guidance and basic marketing materials (t-shirts, posters etc.). We also provide on-going monitoring and evaluation to ensure that quality standards are met, and coordinate the global network of chapters to leverage resources and increase impact.

We specifically do not finance the running costs of any local chapters as we do not want them to be perceived as a "foreign" entity, nor to encourage leaders to become dependent on external sources of funding. Rather, chapters are coached to seek support from within their community, with strict rules on the type of donation allowed (gifts in kind only, no cash). This builds long term resilience and increases community trust and engagement.

Trash Hero World is financed through donations, grants of different kinds, and primary purpose earned income. Our ethical funding policy informs our approach to all such arrangements.

PUBLIC BENEFIT STATEMENT

Trash Hero World works for the benefit of the public in general through the:

1) Advancement of environmental improvement and protection

- regularly clearing litter from public spaces (beaches, parks, waterways and streets) through collective voluntary effort
- promoting the correct disposal of waste in (recycling) bins; and reusing items instead of throwing them away
- promoting the use of reusable containers and packaging in order to reduce household waste and the burden on landfill and oceans
- enabling the reduction of single-use plastic within whole communities through low-cost sustainable alternatives

2) Advancement of community development

- championing voluntary work, in particular collective effort, as a solution to the issues of litter and uncurbed household waste
- providing practical opportunities for people to be trained as community volunteers and participate in voluntary community activities
- promoting good citizenship through collective community action
- creating social cohesion around a common cause and resilience through community-wide networks and initiatives

We are aligned with and committed to the UN Sustainable Development Goals (UNSDG) 4, 8, 11, 12 and 14.





**341,400
HOURS**

Estimated time
contributed by
volunteers in 2019



THE ROLE OF VOLUNTEERS

Trash Hero does not have a separate “volunteer programme”. Our very foundation comes from volunteers: they are not an addition, but essential to our work. Until mid-2018, we were an all-volunteer organisation. Even as we move towards employing full-time support staff, our volunteers remain irreplaceable. We regard paid and unpaid people equally and they work alongside each other as a matter of routine.

In 2019, around 300 regular volunteers in the global Trash Hero network gave an estimated 133,400 hours of their time to support and deliver our programmes - a 43% increase from the previous year. These committed volunteers work on the ground in our chapters, but also behind the scenes: translating; designing; accounting; marketing; managing; fundraising; doing legal work; and many other tasks that keep our organisation thriving.

Together, they supported at least 208,000 more volunteer hours given by people joining our community cleanups. These weekly events and the message they send stay powerful and authentic because they are delivered by local volunteers, who are not motivated by personal gain.

Our brand of volunteerism also has a wider inspirational impact. This is an important feature of our work, as it supports long-term movement building. It can however be hard to measure objectively. One widely-used metric is social media reach - ours was in the millions during 2019 - but this does not capture any tangible, “in real life” effect.

This effect can be seen in the many shared stories of actions and behaviour change inspired by our work. But to quantify a small aspect of it, we can measure our new chapter requests. As an organisation, we never initiate chapters. Instead, we respond to people who have encountered our activities either in person, or through the media and have been motivated to volunteer and start their own group.

In 2019, we received around 200 written requests to start a new chapter from around the world. Hope is universal.

HOW WE WORK: PEOPLE



133,400
volunteer hours*



equivalent to
72 full time
employees

*spent on programme delivery and network support



INVESTING IN OUR PEOPLE

One of our core beliefs is that anyone can be a Trash Hero. As we have no barriers to entry, other than a commitment to our mission and values, we attract a varied group of volunteers from all walks of life and spanning a wide range of languages, cultures, religions and ages.

We see this mix as a strength and all skills and contributions are welcome and valued equally. However, with such a diverse base, it is critical to keep everyone engaged and to develop their leadership skills appropriately.

Once or twice a year, in our major countries of operation, we provide a forum for our volunteers to meet, network, receive training and support, exchange knowledge and feel inspired to do more. These are known as "Trash Hero Family Meetings."

We give our volunteers tools, standards and knowledge to take away; and we listen to and gain understanding from them. Their expertise in the local context informs our programmes and the way we work. Importantly, the volunteers also learn from each other, forming connections and friendships that last far beyond the three days spent together.

Trash Hero World finances these family meetings, subsidising the travel costs, (budget) accommodation and food for all invited participants, so they are completely free to attend. This investment delivers both programme benefits and increased organisational capacity and is one of our largest annual expenditures.

To build on the energy generated at these meetings, we need to develop more effective methods of team communication beyond the existing chat groups. Information should flow more easily around the network. Volunteers should be able to connect with and support each other and access materials required for their work.

In late 2019 we began the development of a multilingual intranet for the Trash Hero Family of volunteers. A custom solution was preferred due to the global nature of our volunteer base and the limitations of existing, out-of-the-box collaboration software. We expect to roll this out to all countries starting in mid-2020.

In August 2019, the core coordination team of Trash Hero World was expanded with an office manager; we also welcomed several new volunteers who made valuable contributions throughout the year.

We created full-time roles to administer programmes within Indonesia (January 2019) and Thailand (December 2019), our two largest countries in terms of active chapters. This brings the total number of paid staff within the global network to four. All positions are currently funded by Trash Hero World.



LEADERS' ACADEMY

"Leaders' Academy" is the name of our main volunteer training session at the family meetings. In 2019, 410 people attended these sessions in six different countries: Czech Republic, Indonesia, Malaysia, Myanmar, Switzerland and Thailand.

410
PARTICIPANTS

HOW WE WORK: PARTNERS

MANY actions and solutions are required to combat plastic's threat to our planet and our health. By working together with organisations that share our goals and ethos, we add value to our work and increase impact. Whether through sharing expertise or leveraging resources, we believe that partnerships will move us further, faster.



In 2019, Trash Hero World became the official Environmental Partner of LEO District 102L of Lions Clubs International MD102 Switzerland - Liechtenstein and was invited as their guest to speak at the 102nd Lions Clubs International Convention in Milan in July. This relationship gives us access to a large community network, as well as new fundraising opportunities.

In September, we took part in "World Cleanup Day" as an official partner for the second year. This high profile event mobilised 20 million people in 180 countries to clean up their towns and villages.

We also worked closely with the leading global coalition aiming to stop plastic pollution, Break Free From Plastic. Consisting of some 1,900 NGOs, it has proven to be an effective and valuable networking and informational resource. Trash Hero World is one of its 80 core members.

OceanCare, the Swiss non-profit organisation, has kindly provided us with multi-year support, both financial and in the form of expertise. OceanCare has held the position of UN Special Advisor on Marine Conservation since 2011, and has 29 years of marine conservation experience.

In addition to these strategic partnerships, practical collaborations with non-profit partners such as Making Oceans Plastic Free and Social Impakt have allowed us to provide reusable bags and water filters to our chapters and communities in Indonesia and further afield.

Our cooperation with Schnarwiler AG, a Swiss natural cosmetic company, continued and saw success. Their Trash Hero branded range of toiletry products - shampoo, conditioner, body cleanser and lotion - is 100% natural and comes in refillable, recycled glass dispensers. In 2019, the refill points expanded to more than 20 locations in Switzerland. One hotel in Weggis also adopted the zero waste products in their rooms. It is estimated that around 10,000 plastic bottles have already been saved by the scheme and, more significantly, we have been able to show that refill systems work and are a practicable solution to reduce waste.

It is worth pointing out that Schnarwiler is the only company out of dozens who have requested that has been permitted to use our name and logo directly on their products. A company must align with our mission and values *and* have a project that brings clear programme benefits before we agree to move forward with any such affinity partnership.

The Trash Hero World [ethical funding policy](https://trashhero.org/wp-content/uploads/2020/03/THW-ethical-funding-2020.pdf) sets these requirements out clearly. The policy is published online here: <https://trashhero.org/wp-content/uploads/2020/03/THW-ethical-funding-2020.pdf>.

**“Partnerships
will move us
further,
faster”**





“Hope is something you create with your actions”

INTRODUCTION

Midway through the year, I came across a quote from Alexandria Ocasio-Cortez, the American congresswoman, in The Guardian newspaper. It read: “hope is not something that you have. Hope is something that you create, with your actions. Hope is something you have to manifest into the world, and once one person has hope, it can be contagious. Other people start acting in a way that has more hope.”

She was referring to her own formative experience of activism at Standing Rock. Yet the words perfectly describe how Trash Hero creates impact in areas where the problem of plastic pollution can be - sometimes literally - overwhelming and where we are constantly told that “one person can’t make a difference.”

Hope is not possible to quantify, but its energy and spirit is present in all the facts, figures and stories about our work that we present on the following pages. We have showcased our three core, complementary programmes and, for the first time, present country reports from our diverse global network.

This network - to date covering 162 locations - plays a fundamental role in our impact as an organisation. It has allowed our work to stay relevant as the conversation around plastic pollution moved on from “just” marine contamination, to the waste trade, human health impacts, climate change and a barrage of “false solutions*” proposed by the industry.

Through our network, we were able to respond quickly to these developments. We acted to ensure both that our community leaders remained informed on the issues and that our own data was shared outwards to its fullest advantage.

This flow of information to, from and through the grassroots makes us stronger. It gives our volunteers the confidence and authority to influence local decision-makers. It allows their work, particularly their cleanup data, to have an impact at the global level through our partnerships with international advocacy groups, such as Break Free From Plastic.

We are very proud of these achievements. They are a testament to the passion and commitment of our volunteers, and those who support them. With continued support, a positive and open mindset and - yes - the contagious spirit of hope, the Trash Hero Family will remain a mighty force for change towards a more sustainable future.

*We define a “false solution” as any measure that reinforces the throwaway culture by replacing one single-use material with another (e.g. bioplastic), or by perpetuating a linear economy (e.g. pyrolysis).



Seema Prabhu
Programme Director
Trash Hero Global Network

Our core programme centres around a single activity: a weekly community cleanup.

Beach cleanups have been much maligned in recent times, likened to mopping the floor when the kitchen is flooding, rather than turning off the tap. So why do cleanups at all?

Firstly, because Trash Hero cleanups have a different objective from the one often assumed. We don't see them as a direct means to solve the problem of trash in the environment. Instead, they are a powerful tool for education. Held regularly - usually once a week - they allow us to reach a broad section of the community; use experiential learning to develop good habits and change behaviour; and then keep the issues raised at the forefront of the local agenda.

Why do cleanups at all?

Following a short briefing, volunteers spend 1-2 hours collecting trash, after which they are invited both to celebrate their achievements (which, incidentally, are incredible: a total of 665.4 metric tons of waste was removed across the network during 2019), and to reflect on the logical next question: "where does the trash go?"

Wherever possible, participants are asked to sort the collected waste to recover recyclable and reusable material. Our leaders discuss any available local solutions and explain that the remaining material is usually transported to landfill. This is another teachable moment, that shows there is no "away" when it comes to disposing of most plastic packaging.

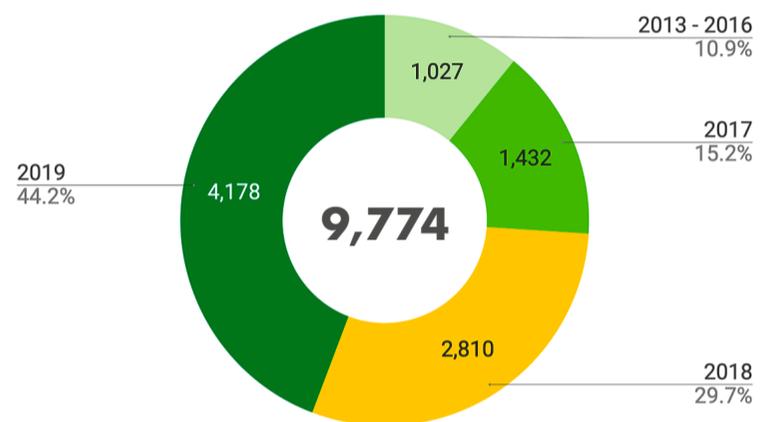
Our goal is that, having experienced the issue first hand, participants keep this question at the forefront of their minds. "Where does the trash go?" becomes a question that influences their actions every day – not only when they throw things away, but even before they use them. Only by *reducing* the waste we produce, will we be able to stop picking up trash every week.

As the cleanups are repeated regularly and are open to everyone, they can become a fixture on the community calendar and a space to bring like-minded people together. They create natural opportunities for networking. Local businesses can get involved as part of their CSR programme; schools and public sector workers are other frequent participants. The shared experience of picking up trash acts as a social glue for people from a wide variety of backgrounds that may not otherwise have connected.

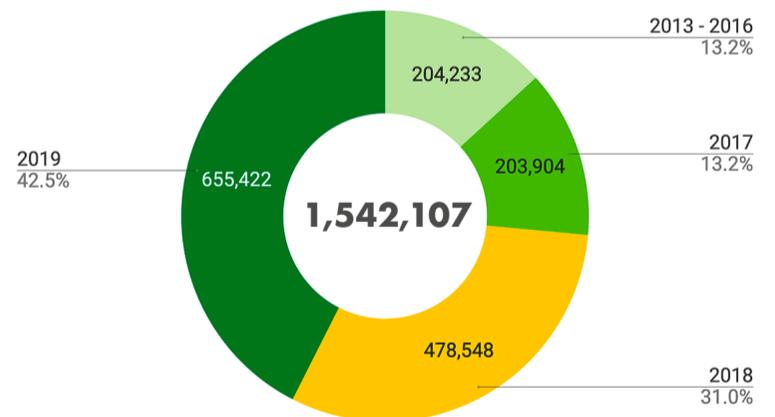
Public spaces that are regularly cleaned foster civic pride. The highly visible activity (both on the day and on social media afterwards) normalises the discussion on waste and keeps up the pressure and momentum in the community to act on plastic pollution.



Total number of cleanup events



Total trash collected (kg)



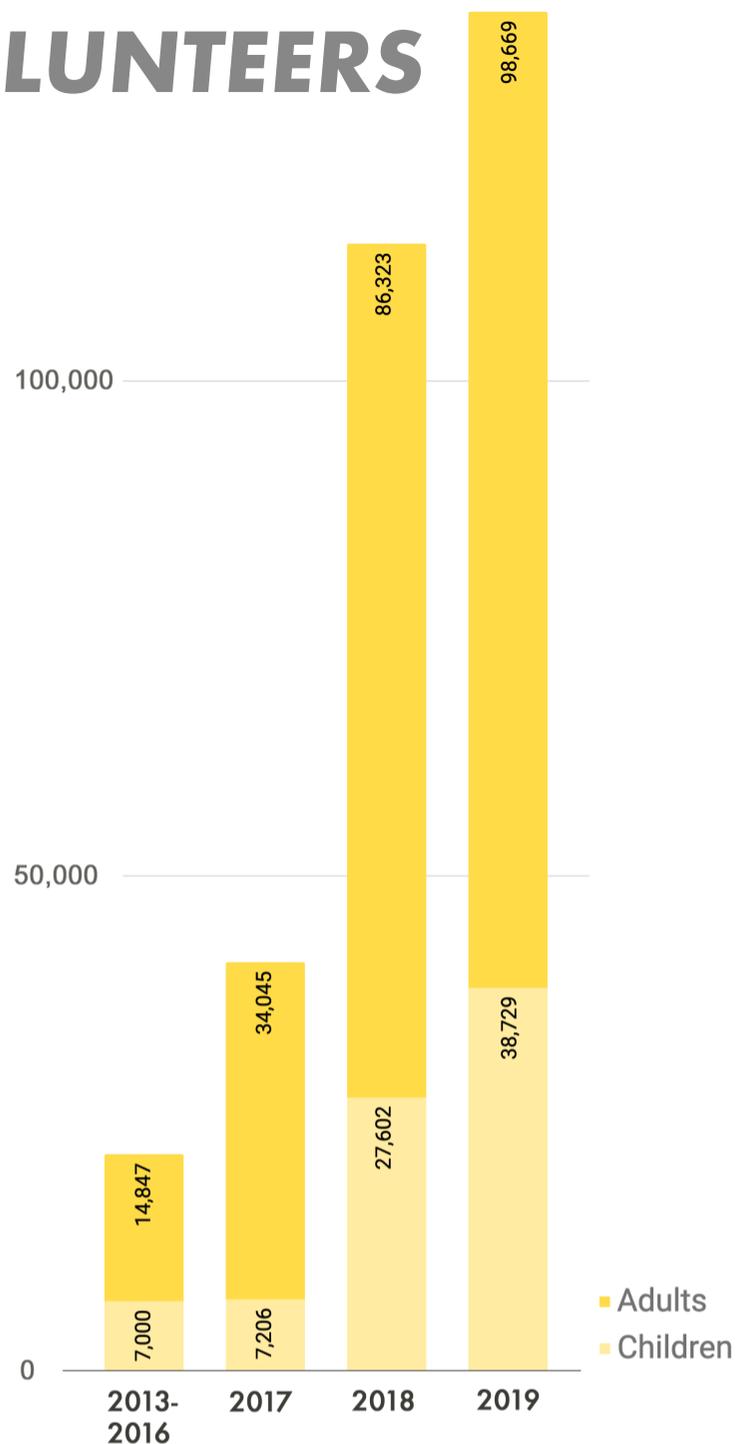
TOTAL VOLUNTEERS

In 2019 we focused on further leveraging the impact of our cleanups, far beyond the community level. We trained volunteers and translated materials to enable the collection of standardised data relating to the type, extent and provenance of the trash we find. By partnering with organisations working on national and international policy, the data from these so-called waste and brand audits were used in research and campaigns to hold global corporations accountable for their role in causing plastic pollution (see below).

As the debate around “solutions” to the plastic crisis grew more intense, we continued to share knowledge and analysis of new developments with our chapter leaders. Topics included explanations of the issues around chemical recycling and bioplastics. At the same time, we reinforced education about sustainable local waste management, such as composting and communal recycling schemes. This knowledge is then taken to the cleanups and into the community.

Alongside the cleanups, the Action & Awareness programme allows volunteers plenty of scope for complementary activities that suit their own interests and the needs of their community. Examples include holding ecobrick and other upcycling workshops, plogging events, holding “plastic-free days,” or taking part in zero waste festivals.

Cleanups are currently taking place in Thailand, Indonesia, Malaysia, Myanmar, Singapore, Switzerland, Holland, Germany, Poland, Czech Republic, Serbia, Romania, Georgia, USA and Australia. In comparison to 2018, we saw a 20% rise in the number of volunteers. The number of children participating increased by over 40%.



BRANDED: VOL. II IDENTIFYING THE WORLD'S TOP CORPORATE PLASTIC POLLUTERS

On World Cleanup Day (21 September 2019), the Break Free From Plastic coalition made a call for data for a global enquiry into the companies responsible for plastic pollution.

It was one of the largest studies of its kind, with more than 72,000 citizen scientists contributing their “brand audited” data - a detailed analysis of the waste they picked up on their cleanups on that day. Trash Hero volunteers made up around 10% of this number, thanks to training we implemented earlier in the year.

The subsequent report, published on breakfreefromplastic.org, has been used as evidence to hold the biggest polluters to account and call for them to change their product delivery systems to reduce single-use plastic.

Brand audits are a time-consuming and fairly technical process, and the extra burden can be too great for some chapters. However many others are motivated by the idea of their work having an impact on the source of the waste they pick up every week. We will continue to invest resources in this area in 2020.



BOTTLES & BAGS

As well as tackling the problem of waste already in the environment, we help to prevent it at the source.

It is not possible to drink tap water in the majority of Southeast Asian countries. Single use plastic water bottles have thus become an unfortunate fact of life, with disastrous effects. To change this situation, Trash Hero partners with local businesses to provide reusable stainless steel water bottles and the means to refill them while out and about.

The bottles are sold at cost to hotels, cafes and shops, who sell them on to customers at a small profit. This money goes towards the running of a refill point on the premises, which allows bottle owners to fill up with clean drinking water anywhere in the network as often as needed, and for free.

The refill network is publicised locally and on a centrally maintained map at trashhero.org/refill.

In 2019, there was a welcome rise in public awareness of the need to refill rather than use throwaway bottles. However, there was a corresponding flood of cheap plastic reusable bottles arriving on the market as replacements. The health impacts of drinking from plastic, as evidenced by a number of recent studies, are not yet widely known by consumers⁺.



Following expert advice, we replaced our own plastic bottle lid with a stainless steel version. Although the previous lid had passed EU safety tests, the new one is risk-free, more durable and makes the bottle fully recyclable (aside from the silicone sealing ring).

We have continued to receive positive feedback from the programme, particularly in coastal areas, such as the Thai islands, where the tourist industry and high cost of transporting bottled water have driven demand. Two chapters - Koh Lanta and Koh Yao Noi in Thailand - have also taken the programme into schools, finding local sponsors to give free bottles to teachers and pupils. Single-use plastic bottles have since been eliminated from the premises.

In 2020, we will offer more education about the health issues surrounding drinking from plastic, as well as open our refill network to businesses who offer free drinking water but are not necessarily stocking our bottle. This will make the programme more inclusive, as well as greatly expand the refill options for our customers - the ultimate goal of the programme.

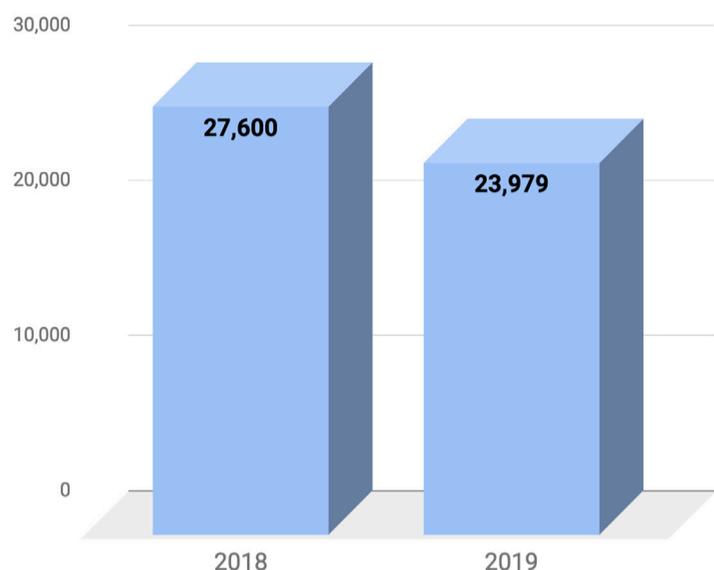


In 2019, the water bottle refill network expanded, with 111 new partners. This brings the total to 419 refill points in Thailand, 131 points in Indonesia (in Komodo, Bali and its surrounding islands) and 9 in other countries.

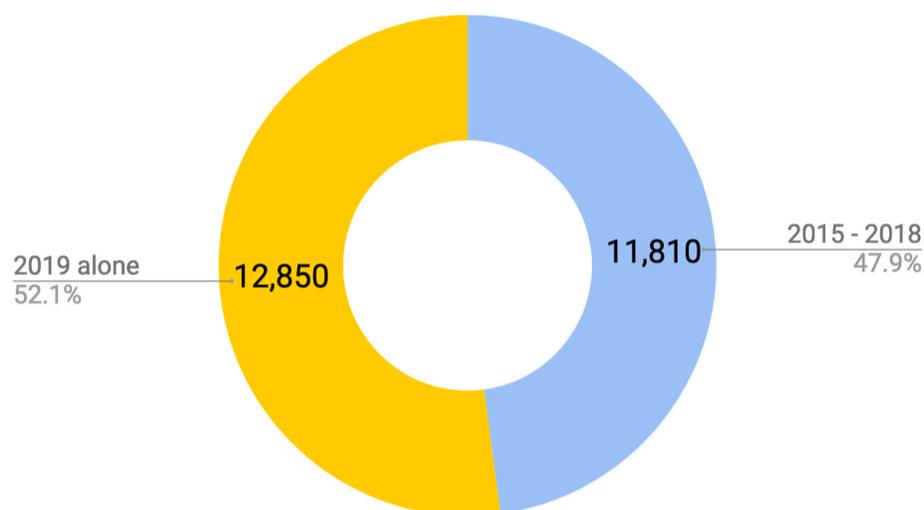
559 FREE WATER REFILL POINTS



TOTAL TRASH HERO BOTTLES SOLD



TOTAL TRASH HERO BAGS SOLD



We also tackle the scourge of plastic shopping bags, aiming to find a permanent place for a foldable and reusable version in a consumer's pocket or handbag. Again, working with local businesses, we provide branded bags at cost and allow them to be sold at a small mark-up.

When we began distribution in 2015, reusable bags were fairly rare in Southeast Asia. In 2019, even though they are - thankfully - a more common sight, we sold more bags than all the previous years of the programme combined. This is likely due to the regional and national bans of plastic bags in many of our areas of operation, coupled with the current trend in sustainable fashion.



Plastic bag bans drove sales of reusable alternatives

plastic) material, with each bag using the equivalent of two 500ml plastic bottles.

In total, over the lifetime of this programme we have distributed 96,479 bottles and 24,660 bags. We estimate this has avoided the use and waste of some 44.2 million single-use plastic items* (35.2 million bottles and 9 million bags).

* based on a calculation of 1 use per day for a year (365 plastic bottles or bags saved per 1 reusable alternative)



+ FURTHER READING

Plastic and Health: <https://www.ciel.org/reports/plastic-health-the-hidden-costs-of-a-plastic-planet-february-2019/>
 Most plastic products release estrogenic chemicals: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3222987/>
 [PET Flaschen] may yield endocrine disruptors: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2854718/>
 National Geographic article on safety of drinking from plastic: <https://www.nationalgeographic.com/environment/2019/07/exposed-to-extreme-heat-plastic-bottles-may-become-unsafe-over-time/>

KIDS & EDUCATION



THE Trash Hero kids' programme was launched in 2018. We give primary school children a positive, hands-on experience of environmental stewardship, to try and counter the prevalent throwaway culture.

We use an active learning approach. A story book presents the problem of plastic pollution in a simple way and shows children that they have the power to change this situation through their own actions.

An activity programme accompanies the story and provides the opportunity to put learning into practice, with challenges such as beach cleanups, turning trash into useful objects, and refusing single-use plastic. A points and rewards system helps to motivate children over the long term and celebrate their achievements. Repetition is built in to develop a sense of responsibility and create good habits.

Two implementation strategies are available: the first is to work directly within a school, usually with one class; the second is to run the programme via an existing weekly cleanup activity. Teaching materials and rewards (T-shirts and certificates) are supplied free of charge and in local language so there is no barrier to entry.

In practice, it is the in-school projects that have been the most successful. With teacher buy-in, the required time and resources from volunteers are much reduced and activities can be integrated into the curriculum.

We have also found that accessing one school often leads to access to a whole network. By the time the first intake of Trash Hero Kids "graduated" in Chumphon, Thailand in 2018, another 31 schools with a total of 1,037 pupils had requested to join. They were accommodated by staggering the activities across semesters and recruiting teachers to train other teachers.

The feedback from the schools involved in the programme in Chumphon Province (covered by four Trash Hero chapters) has been overwhelmingly positive. In evaluation forms returned after completion in 2019,

61.5% of teachers rated the overall programme 9 points or higher out of 10.

The scores ranked factors such as ease of implementation; pupil engagement; quality of materials; and how likely they were to recommend it to others. The lowest score overall (1 school) was 7 out of 10.

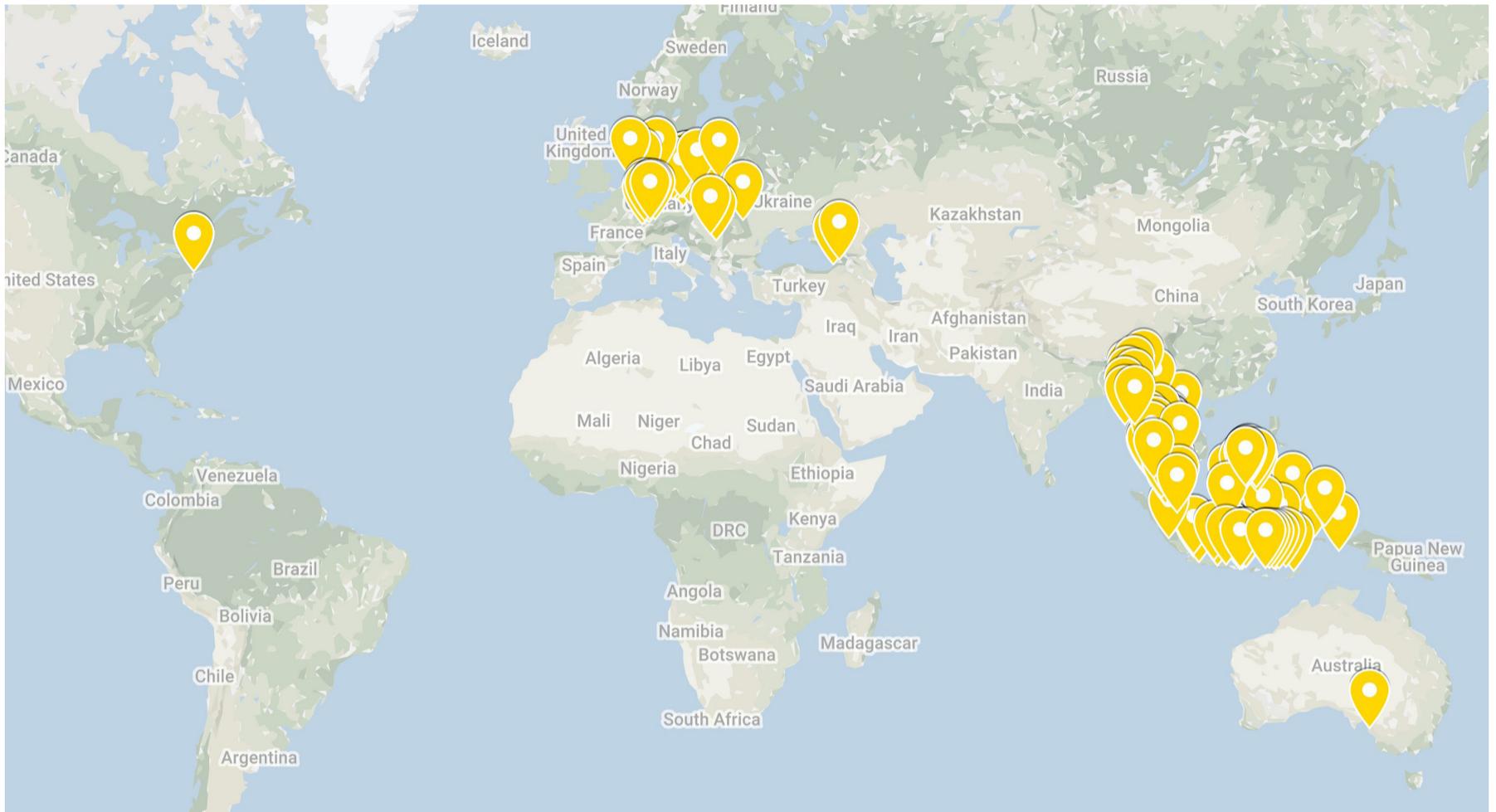
Anecdotal evidence gathered from social media showed the programme often had unexpected benefits. We saw several reports from schools who, after starting with Trash Hero Kids, were taking steps to go "zero waste" (for example, eliminating single use plastic in the school canteen or tuck shop); and from schools setting up a community recycling centre or a toy recycling programme with the help of their local Trash Hero chapter.

Trash Hero Kids enjoyed similar success in other areas of Thailand and Indonesia. We launched the programme in Myanmar in August, following completion of the local language translation. In total, 4,000 new books were printed and distributed in 2019.

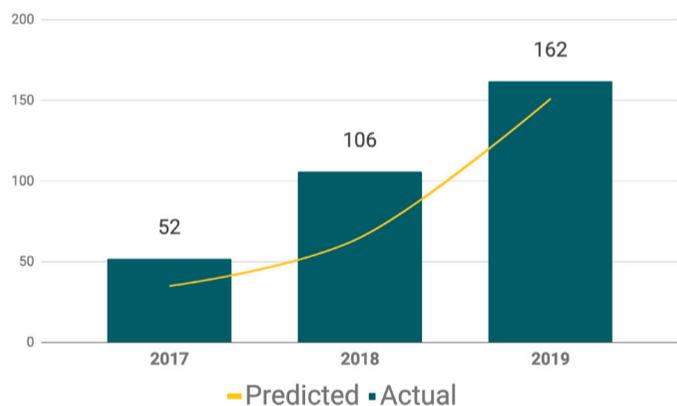
The kids' programme requires more resources than our others and the uptake depends on having appropriately qualified and available volunteers. Nonetheless we can be relatively sure of a significant and targeted impact. We therefore plan to launch the programme in Malaysia and Europe in 2020. We also plan to develop a new project targeting older children.

Children were also actively involved in our public cleanup events in 2019, with more than 38,700 of them joining with their family or school. We continued to expand on our general educational materials for children, including a dedicated section on our website, and a new video asking "[Where does the trash go?](#)".

COUNTRY REPORTS



GLOBAL GROWTH IN CHAPTERS



BY the end of 2019, we counted 162 active chapters, 137 of which were established (3 months - 5 years of regular activity) and 25 of which were in the start-up phase but had completed at least 3 cleanups. This was a 53% increase year on year, in line with previous performance. Trash Hero’s organic growth is largely spontaneous and viral in nature. People are exposed to our activities through social media, word of mouth or direct participation and then are motivated to start their own group where they live.

We expanded into new countries in Europe and Australia, with no plans to stop until the whole map (above) is yellow!

The following pages contain impact summaries from our major countries of operation: four in Southeast Asia (Thailand, Indonesia, Malaysia and Myanmar) and two in Europe (Czech Republic and Switzerland). They highlight the incredible diversity of work being carried out by our volunteers worldwide.

These countries are already, or are in the process of becoming, legally registered non-profit organisations, operating under the name Trash Hero [Country]. By establishing these independent entities, we create the capacity to fundraise, influence and deliver programmes more effectively within the local context. We also lay the foundation for a formal Trash Hero network whose voices may be officially represented at the global level. More information on our global governance roadmap is available on p21.

Trash Hero World currently provides leadership, oversight and support to all of these countries and is actively assisting them to become autonomous and self-sustaining.



Country Report



Active since: December 2013
 Status: Registered non-profit association
 Key stats from 2019:
 36 active chapters
 1,235 cleanups
 44,978 volunteers
 280,271 kg trash collected
 17,880 reusable bottles &
 8,420 reusable bags distributed



IN 2019 we reached six years of continuous activities in Thailand and saw our reputation grow significantly stronger. Many factors contributed to this, not least the amazing work of our volunteers!

Overall, our local chapters grew by a third. Alongside this positive growth, there were many stories of local cooperation that reveal the strength of the network.

Trash Hero Koh Phi Phi worked with Ocean Quest on the first ever survey of microplastics on Maya Bay, the famous beach that was closed to visitors in 2018 due to environmental damage.

Trash Hero Langsuan engaged local stakeholders to create a recycling centre in a local temple, encouraging residents to make merit by separating trash for composting and recycling.

Following heavy flooding in September, Trash Hero Koh Chang organised a massive three-day cleanup on the island, removing almost 14 tons of waste and involving hundreds of people in the community.

Our chapters in Trang and Prachuap Khiri Khan received awards from the Department of Marine & Coastal Resources in June for their work supporting marine conservation.

Trash Hero was invited to give input on policy on several occasions, including at a stakeholder consultation by UN Environment and COBSEA in June. In July, we represented Trash Hero World at the global annual strategy meeting of Break Free From Plastic (BFFP) held in Chonburi.

BFFP joined our Family Meeting in May - held for the first time outside Bangkok - to provide brand audit training to our volunteers. Altogether 115 leaders received training and support at the two Family Meetings in 2019.

We were greatly supported by the media, with more than 30 appearances in national and international news and TV reports and many more in the local press during the year. Celebrity collaborators, "Tono" (winner of The Voice Thailand) and "Nong Lilly" (hailed as "the Thai Greta Thunberg") accounted for a lot of the coverage and helped to get our work known by new audiences.

In May, the advertising agency, Leo Burnett Thailand, created a campaign targeting behavioural change on littering and dedicated it to us after the fact. [It went viral](#), reaching further millions on social media.

The public in Thailand is now generally more aware of plastic pollution and understands there is a need to reduce plastic waste. There is still a long way to go to create widespread behaviour change but government initiatives like the voluntary plastic bag ban from Jan 2020 are an important first step.

In March we completed registration of the non-profit association, Trash Hero Thailand. The new legal entity allowed us to give better support to our chapters and brought us many immediate benefits.

First, we received a donation of THB150,000 (approx. CHF4,800) from Nanyang, a famous Thai shoe manufacturer. Together with Tlejourn, our longtime upcycling partner, they created a limited edition shoe, "Khya" (the Thai word for "trash"), made from their signature 100% natural rubber and flip flops collected on our beach cleanups. The line sold out multiple times and Trash Hero Thailand was grateful to receive a percentage of the proceeds to support our kids' programme.

We also received a generous donation in kind from Six Senses, the responsible luxury hospitality brand, who sponsored 4,000 books for the kids' programme. Finally, with support from Trash Hero World, the association was able to employ its first member of staff in December. The role is to coordinate our activities and provide vital programme administration.

We are looking forward to the year ahead and working closely with our global family members.



Sasina Kaudelka
 President
 Trash Hero Thailand

Country Report

**TRASH
HERO**
INDONESIA

Active since: September 2014
Status: Registered foundation
Key stats from 2019:
51 active chapters
1,525 cleanups
54,523 volunteers
116,673 kg trash collected
3,797 reusable bottles &
1,480 reusable bags distributed



2019 was our first full year as a registered foundation and it was as busy as ever!

With public attention focused on plastic pollution, thanks to the media and plastic bag bans in Bali, Bandung and Bogor, our main objective was movement building.

We supported more than 50 active chapters across 18 islands. 20 of the chapters are newly formed this year and many of them include students and even children among their regular volunteers. One, Trash Hero Lipah in Bali, is led by a teenager, Robi [pictured above], who was inspired by his experience with neighbouring Trash Hero Amed. We are so happy to see this young generation of Trash Heroes. Our “senior” chapters in Komodo, Candidasa, Amed and Gili Meno also continued their education work through the Trash Hero Kids programme and their own local initiatives.

Trash Hero was part of the core organisation team for World Cleanup Day in Indonesia, that mobilised 9.1 million people across the country on 21 September. As part of the event, Trash Hero Indonesia carried out brand audits, winning a silver award from the Break Free From Plastic coalition for the “most volunteers” contributing data to their report, *Branded Vol II: Identifying the World’s Top Corporate Plastic Polluters*.

As an organisation (outside of the regular chapter events), we collaborated on almost 100 cleanups with other NGOs, companies, government and educational institutions and local community groups. In November, we were the official partner of UNEP and the Ministry of the Environment & Forestry at a cleanup involving 1,200 young people from 78 countries.

In addition to cleanups, we conducted weekly “socialisation” or community outreach work, led by our chairman, Wayan Aksara. Here we are invited as guest speakers to various local and national associations or institutions to talk on a variety of topics related to zero waste and waste management. We also attended conferences and had booths at events and festivals throughout the year.

We were present at more than a dozen major religious ceremonies in Bali. Plastic and Styrofoam have unfortunately replaced many of the natural materials previously used for temple offerings. At January’s *Pura Dalem Puri Besakih*, our volunteers collected more than 13 tons of inorganic trash in a single day! Through our local network we can influence people to make more sustainable choices. We believe that integration with traditional culture is one of the most important strategies to bring our mission to public attention.

Outside of Bali, our chapters also proved able to engage the local community. Trash Hero Ende in Flores helped small businesses with a campaign to encourage customers to refuse straws and plastic bags. The very active team behind Trash Hero Pulau Kei was honoured when the Regent of Southeast Maluku joined their cleanup in a Trash Hero shirt and donated a small vehicle to help with waste disposal.

We were proud to be featured in the 2019 documentary film and media campaign, *Pulau Plastik* (Plastic Island), that explores the issue of waste in Bali and beyond.

Presented by the musician and activist Gede Robi, the film has so far been shown at more than 50 community screenings and events. Our work was also featured in many other media outlets, both local and overseas.

We are grateful to all our local sponsors and donors in 2019, including Bina Nusantara School in Serpong, who gave IDR 20 million (CHF 1,320) towards the Trash Hero Kids programme and Capella Ubud, who also joined us in our community outreach work. And of course, we want to acknowledge the hard work and commitment of our volunteers across Indonesia. Their collective effort is helping the Trash Hero Family to grow stronger and more effective every day.



Rima Putri Agustina
Country Coordinator
Trash Hero Indonesia

Country Reports

**TRASH
HERO**
MALAYSIA

Active since: November 2015
Status: Non-profit registration in process
Key stats from 2019:
32 active chapters
752 cleanups
21,427 volunteers
111,030 kg trash collected



OUR year was all about growth! We almost doubled in size, from 18 chapters to an amazing 32. And we did more cleanups and collected more trash in 2019 than all the previous years combined! The growth came from all over the country, on both the mainland and Borneo.

It has been wonderful to welcome so many new and enthusiastic people to the movement but also challenging to find the time and resources to coach and support them all. It has shown up the need for a full time coordinator and a proper mentor team to train new volunteers.

Our registration process was delayed, but we expect it to be completed in 2020. We would like to thank Vin Law Co. in Kuala Lumpur, for their *pro bono* support with much of the paperwork.

The Trash Hero message is getting out loud and clear through our chapters, with so many great stories of collaboration with both the local government and other NGOs to get things done. Highlights included a big cleanup of the Klang River with the Friends of Sungai Klang Midvalley group; a multi-stakeholder environmental education programme in Mersing; work with the Sabah Tourism Board in Borneo; and an outreach campaign to reduce single-use plastic at the Ramadan markets in Langkawi.

All this work got quite a bit of recognition. There were awards for Trash Hero Mersing; the co-founder of Trash Hero Kuala Lumpur, Mohd Faisal Abdul Rani; and Trash Hero Malaysia itself as the "National Sustainable Project of the Year" at the Malaysian Sustainability Awards 2019.

Like many other countries in Southeast Asia, we saw a bigger interest in plastic pollution issues from the public, especially after the big news of the year, the Malaysian government sending back imported trash to the countries who created it. We can build on this opportunity by helping people create good habits with the Trash Hero kids' programme and bottle programme, which we hope to launch in Malaysia in 2020.

Ulrika Player
Co-Founder
Trash Hero Malaysia



**TRASH
HERO**
MYANMAR

Active since: July 2016
Status: Non-profit registration in process
Key stats from 2019:
9 active chapters
179 cleanups
8,822 volunteers
31,822 kg trash collected



WE are still an all volunteer team here in Trash Hero Myanmar and I am constantly amazed by the sincere dedication and passion shown by every single person. This is especially true this year when we focused a lot of energy on capacity building and preparation to become a legally registered non-profit.

Since March we have been publishing our impact and financial records on a monthly basis on Facebook, staying true to Trash Hero's core value of transparency. We have amassed around 28,000 followers on social media, 80% of whom are under 30.

At the Family Meeting in Ngapali in May, we (re)trained all leaders and signed chapter agreements to ensure compliance. We increased participation in our cleanup activities by 8.4% year on year to almost 9,000 volunteers in 2019. We also started a new chapter in the capital, Nay Pyi Taw.

Myanmar as a country faces many challenges when it comes to waste disposal and recycling. Through Trash Hero we supported a community waste management project in Minbu, a largely rural area on the Ayeyarwady River. The logistics are sponsored by a local business, while Trash Hero cleanups keep the community engaged and reinforce the messages of reducing waste.

The big success story of the year was the launch of the kids' programme in August in Ngapali, with the book fully translated into Myanmar language. Our volunteers here and in Myeik have already taken it into several government schools, with more to follow. Our thanks to Vera Thomson English School for their continuing support with these activities.

In June, we had the honour of meeting again with the President of Myanmar, H.E. Win Myint, on World Environment Day at the UN "Beat Air Pollution" event in Nay Pyi Taw. With our influence growing and registration around the corner, we look forward to great things in 2020.

Phone Kyaw Moe Myint
President
Trash Hero Myanmar



Country Report



Active since: January 2016
Status: Registered non profit association
Key stats from 2019:
14 active chapters
213 cleanups
2,408 volunteers
73,913 kg trash collected



In 2019 more volunteers joined Trash Hero Czech Republic cleanups than in all three previous years combined and we collected almost three times more trash than in all the past years combined.

Part of this success was due to starting the Trash Hero Family Meetings [volunteer training] in Czech Republic. The first one took place in Jihlava in May. It was a great success. We got to know each other, worked together, did a family cleanup including brand audit and helped to start the Trash Hero Jihlava chapter that has been active ever since.

The second Family Meeting took place in November on request of most of the chapters. This time we managed to organise it without funding from Trash Hero World. We found local sponsors in Prague and for the rest, everybody covered their own expenses.

The biggest success of this second meeting was a higher participation of chapter leaders in tasks on a national level. Before, the Prague chapter took care of most of these tasks. After, we distributed national level tasks among more chapters, which is a big step forward and a great relief for the Trash Hero Praha team. We also grew our volunteer mentor team from one to four people.

Trash Hero Czech Republic did multiple school presentations and cleanups at all kinds of schools from kindergartens up to universities and also organised multiple CSR events for various companies.

Trash Hero Czech Republic proved to be the only organisation in the country that has reliable cleanup data, meaning that we do not estimate but separate, weigh and count the trash we collect. That's why we were asked by the Czech Ministry of Environment to collaborate with them on a new littering study across the country. To provide high quality results, one of our Trash Heroes started her PhD. programme doing research into litter.

We also became an official partner of an initiative "Zálohujme!" that campaigns for a national deposit system for PET bottles and aluminium cans. In December, Trash Hero was invited to the House of Representatives for a round table discussion on the topic, although for now the Ministry of Environment has declined to introduce any refundable deposit on these items.

Thanks to a new volunteer who helps with fundraising on local and national levels, we were able to apply for a grant from the Ministry of Environment to fund new and existing projects in 2020.

Our first batch of Trash Hero "Love Czech Republic" bottles arrived in the autumn and we were able to start a pilot programme in Prague. We will expand to the rest of Czech Republic in the coming year.



Jan Bares
Chairman
Trash Hero Czech Republic

Country Reports

**TRASH
HERO**

SWITZERLAND

Active since: November 2015
 Status: Informal volunteer groups
 Key stats from 2019:
 7 active chapters
 55 cleanups
 1,402 volunteers
 3,807 kg trash collected



Trash Hero Switzerland was the official country leader of World Cleanup Day in September. Together with our partner organisations we held cleanups in 13 different locations, collecting 2,414kg of trash with 424 volunteers and conducting several brand audits, with the results contributed to the global Break Free From Plastic study.

On World Environment Day (5 June) our heroes from Trash Hero Bern and Trash Hero Solothurn cleaned up the old city and riverfront with seven different embassies, finishing with an invitation for an apéro at the Canadian embassy! This is a great example of countries working together for a cleaner and better world.

Being located in the “home base” of Trash Hero World, means our Swiss chapters can benefit from the presence of the international organisation. Trash Hero has a high profile here and this has helped us to more than double in size to seven official chapters this year.

Our volunteers were also able to collaborate with the global team on many projects, such as a charity benefit screening for Trash Hero World hosted by Cinefile.ch at Kosmos Kino in Zurich. We also joined the Sunset Beatz Festival in Baldegg in August, to help the event reduce waste.

We continued our outreach work with companies, as well as raising awareness at events from markets to a tattoo convention in St. Gallen. There were also several school visits and presentations about Trash Hero. In 2020 we hope to continue to support Trash Hero World with manpower, while also strengthening our local chapters throughout the country.



**TRASH
HERO**

WORLD

Active since: (varies)
 Status: Informal volunteer groups
 Key stats from 2019:
 13 active chapters
 219 cleanups
 3,838 volunteers
 37,906 kg trash collected



The Trash Hero movement continued to expand spontaneously in the rest of the world, particularly in Europe (to Poland, Holland, Germany and Georgia). We also saw our first chapter “down under”, Trash Hero Adelaide in Australia. Meanwhile, the Trash Hero New York chapter continued its great work during the summer in the Hudson Riverside Park.

Being the first Trash Hero chapter in a country is not easy and we salute the drive of these leaders, many of whom were inspired by previous experience volunteering with established Trash Hero chapters in Asia.

From an organisational point of view, it has been challenging to adequately support these chapters without the presence of in-country teams. In 2019, to complement our existing training materials, we spent time creating a mentor handbook and a set of standard processes for setting up and coaching new chapters.

With these, we hope to create a team of global mentors, similar to the teams we have started to build in major countries, who will be able to support new countries as they start activities.

Finally, Trash Hero World maintained a close relationship with our programme support office in the UK, collaborating on all aspects of our overseas projects. In 2020, we look forward to the start of in-country fundraising and local chapter activities.



Legal status

Trash Hero World is a non-profit association, registered in Switzerland (UID CHE-234.539.479) and exempt from taxes under Swiss law (Register no. 1993507, Canton Luzern). We have no religious, political, or government affiliation. The association is governed in accordance with its Articles of Association by an unpaid board of directors, drawn from diverse backgrounds in business and professional life. Trash Hero is a registered trademark, protected internationally through WIPO and extended to all major countries of operation and beyond in 2019.

Board members

Amelia Meier, President

Silvia Frey, Actuary

Silvia Selber-Deluca, Treasurer

Stephanie Bieri, Legal Advisor

Rolf Gmür, Committee Member

Amelia Meier completed her term as President in January 2020. We would like to thank her for her service and welcome Rahel Schaub, who took over the role with immediate effect.

The executive management team is led by Roman Peter, who gives his time voluntarily. In 2019, we funded the salaries of a Global Programme Director and two Country Coordinators through our partners in the UK, Indonesia and (starting from December) Thailand. Since August, we have directly employed a full time Office Manager in Switzerland. All other work is carried out by volunteers.

Organisational structure

The Trash Hero World network consists of the Swiss registered non-profit association, Trash Hero World; the foundation Yayasan Trash Hero Indonesia; the non-profit associations, Trash Hero Thailand and Trash Hero Czech Republic; the community interest company Trash Hero GB CIC; and many unincorporated Trash Hero chapters in Myanmar, Malaysia and other countries worldwide.

We are in the process of registering non-profit organisations in Myanmar and Malaysia. Our plan is to build and support more locally-staffed branch offices in Southeast Asia over the coming year, to oversee our in-country activities. All these entities (incorporated and unincorporated) are considered part of Trash Hero World for operational purposes.

There is also work ongoing to create a formal structure for global governance that will both regulate our rapid expansion and give international branches a greater voice in decision-making. We made significant progress on this project in 2019. All registered country organisations now have an MOU in place with Trash Hero World. We interviewed key stakeholders and developed a project proposal and timeline to implement the changes. In 2020, following legal review, we expect the new Articles of Association and governance structure to be put in place.

Principal risks

Trash Hero World is committed to an ongoing process of identifying risk and managing it appropriately. Below we outline our approaches to major risks, including planned further actions.

Lack of financial resilience, inadequate funding

Approach: In 2019 we implemented a new donor management system and improved financial stability by building reserves. We will continue to budget carefully and registered country organisations will be further supported to source regional funding and move towards self-sustainability.

Fraud, corruption, theft

Approach (ongoing): Transparency is a key organisational value. We enforce strict control mechanisms for expenses, accounting and reporting at all levels of the organisation. We make consistent use of formal banking facilities for any transactions above the level of petty cash. Internal rules are in place to bar cash funding at chapter level, with only publicly acknowledged donations in kind allowed.

Inadequate governance and compliance within the network

Approach: In 2019, we signed formal MOUs setting out our relationship with our registered country organisations, as a precursor to the planned global governance reforms in 2020. The new structure will clearly define roles, standards and procedures and allow for consensus decision-making across the network. We also extended our intellectual property protection to 46 new countries.

Key person dependency

Approach: We will identify all key people in the organisation and start a process of continuity planning to include targeted coaching of individuals and knowledge transfer to teams. We will review and improve documentation of standard operating procedures and checklists.

Reputational damage caused by partner actions

Approach: In 2019, we implemented a standard due diligence and risk assessment process for all proposed partnerships. Going forward, we will require preemptive agreements for large projects in order to protect our interests. We will offer detailed guidance on the use of our ethical funding and partnership policy to all decision-makers.

Safeguarding

As a values-led organisation, we have always been committed to maintaining the safety and protection of the communities with whom we work, and children in particular.

Existing measures include a child protection policy and a volunteer code of conduct, setting out the standards of behaviour expected from all volunteers and staff in relation



to each other, our programme participants, and other relevant parties. These are accepted in writing by all chapter leaders and the content is revisited twice a year at the family meetings.

Strategic priorities for 2020

SCALE AND IMPACT

We will:

- Develop regional offices in our key countries of Indonesia, Thailand, Myanmar and Malaysia and support them to become more independent
- Increase the number of chapters worldwide and expand to new territories
- Focus on movement building and leveraging our data for maximum impact
- Expand our bottle refill programme to new countries and greatly expand the network by opening it to businesses who do not sell our bottles

SUSTAINABILITY

We will:

- Keep our volunteers engaged and motivated
- Build a robust global governance structure, and strengthen our brand so that we are recognised as an effective, credible and influential organisation in our field
- Identify and develop the talent within our organisation and reduce key person dependency

QUALITY

We will:

- Develop a monitoring and evaluation framework to give a fuller picture of our impact, including measuring soft outcomes
- Focus on maintaining standards across the network with consistent reporting
- Invest in the integrity of our data in order to maintain accuracy and consistency as we scale

We look forward to working with our volunteers, local sponsors, funders and supporters worldwide to make this happen.

FINANCIAL REVIEW

During 2019, our funding from organizations and private individuals reached over CHF 295,000*, an 11% increase on the previous year (CHF 265,000). We are happy about this development and the resulting opportunity to improve the quality and reach of our projects.

Grant-making bodies were our largest source of funding in 2019, although a very generous individual gift meant that donations from individuals and foundations were almost equal in value. Of course it is not only the large amounts that count: every single donation is appreciated, be it from companies or private individuals.

Of our total voluntary income, CHF 151,204 was designated for specific purposes by the donors (restricted income); the remainder was unrestricted.

Our Trash Hero products (reusable bottles and bags etc.) remain very popular in Switzerland. In 2019 we were able to sell this merchandising for around CHF 15,700. These sales are always made at cost price (without profit).

Our Trash Hero @ Work project still lacks the resources to get fully off the ground. However, some income was generated through associated activities, such as paid presentations and corporate social responsibility (CSR) activities with companies in Switzerland. These have the added impact of raising awareness and inspiring people to take action against waste.

Other events and paid talks generated over CHF 30,000 in income, all handled by our volunteers. This income was more than enough to cover all of our general operating expenses.

In 2019 we started some carefully selected commercial partnerships. Companies could for example donate a percentage of their sales to Trash Hero World and indicate their commitment to us through their marketing. All such partnerships are chosen and managed in a way that our values and independence are not compromised

Our total income in 2019 was CHF 367,292.

CHF 197,550 of this amount was spent directly on our charitable activities. In addition to programme delivery costs, this figure includes the volunteer training provided at the family meetings. These training costs totalled CHF 63,935 and were divided proportionally between the programmes.

A total of CHF 159,826 was spent on global capacity building, which we define as increasing our resilience and ability to deliver our mission. As a young organisation that has grown rapidly, we continue to invest in vital training, planning, systems and structures that enable us to operate and scale effectively.

Much of this investment improved our programme delivery and has therefore been included as programme costs in

Trash Hero World Finances 2019

	Income		Expenditure	
	(CHF)		(CHF)	
Grants & donations	295,241		197,550	Charitable activities
Event-related income	30,811		23,984	General operating costs
Trash Hero @ Work & Partnerships	25,519		11,613	Costs of fundraising
Merchandising sales	15,721		13,026	Merchandising inventory
	367,292	TOTAL	246,173	

*For easy reference, 1 CHF is more or less equivalent to 1 USD.

the financial statements overleaf. However we believe it is important to note the total figure separately here.

We also funded three new full time personnel through our global network, which allowed us to take a big step towards professionalisation. Of course, this resulted in higher administration and IT costs compared with previous years.

The Trash Hero trademark was registered in 46 new countries in 2019. This resulted in legal costs of CHF 12,580. This investment will protect the Trash Hero name and brand for existing and future chapters in our network.

Thanks to the continued contributions of volunteers, in-kind donors and professionals offering *pro bono* services, we had a surplus of CHF 121,119. We therefore made the decision to add to our reserves. These funds not only ensure the continuation of our projects, but also cover the salaries of our employees should income decrease.

The following costs, which were paid directly by donors in Southeast Asia, have not been included in the financial statements:

CHF 900 for family meetings

CHF 956.63 for T-shirts for our volunteers

CHF 5,766 for Trash Hero Kids' books

CHF 3,020.71 for children's T-shirts

Additional information may be found in the Notes to the accounts.

RESERVES POLICY

The Board recognises the need to build reserves in order to ensure continuity and financial stability for the organisation as we grow.

In 2019, we started to create reserves to a level equivalent to several months of core programme operation. We intend to use these reserves in the following manner:

- to alleviate uncertainty over future income. If predicted funding does not materialise, e.g. if a grant is not renewed, the reserves will allow time to develop new sources of income or to cut back on related expenditure.
- to cover any increased cost in programme materials and support due to foreign exchange fluctuations. A large part of our expenditure is overseas.
- to protect our work from disruption due to short-term deficits in cash flow, e.g. money may need to be spent before a funding grant is received.

The Board intends to monitor and periodically review the amount of reserves held to ensure that they are adequate to safeguard our obligations, without tying up funds that could and should be spent on growing and improving programme delivery.

Statement from the Board

The Board of Trash Hero World is satisfied that the Financial Statements give a true and fair view of the state of the affairs of the Association and of the incoming resources and application of resources, including the income and expenditure, during the course of 2019.

We have also reviewed the Association's financial position, taking into account the level of liquid assets, the annual budget and the measures for management of risk, noting the need to establish a certain level of reserves going forward.

As a result, we believe that Trash Hero World has adequate resources to continue in operational existence for the foreseeable future and is well placed to manage operational and financial risks successfully.

This Annual Report has been approved by the Board of Trash Hero World on 10 March 2020.



Rahel Schaub
President
Trash Hero World

BALANCE SHEET AS AT 31 DECEMBER 2019

	Notes	2019		2018	
		CHF	%	CHF	%
ASSETS	2				
Cash in hand		3,869.91	1.6	8,007.00	6.3
Bank deposits		183,061.91	73.7	107,876.00	85.2
Merchandise inventory		21,170.00	8.5	7,550.00	6.0
Debtors		408.35	0.2	-	0.0
Accrued income		0.00	0.0	3,239.00	2.5
Reserves		40,001.61	16.1	-	0.0
Total		248,511.78	100	126,671.00	100
LIABILITIES & AVAILABLE FUNDS					
Trade creditors		681.00	0.3	-	0.0
Deferred income		40.00	0.0	-	0.0
Funds brought forward from previous period		86,671.35	34.9	14,502.00	11.4
Reserves		40,000.00	16.1	-	0.0
Funds carried forward		121,119.43	48.7	112,170.00	88.6
Total		248,511.78	100	126,671.00	100

NOTES TO THE ACCOUNTS

- The financial statements have been prepared using the accruals basis.
- Trash Hero World does not own any fixed assets: we are a young organisation with a distributed (remote working) core coordination team.
- Trash Hero World relies - perhaps more than most non-profit organisations - on the contributions of volunteers and pro bono professional services. In total, around 300 people give their time regularly, performing many roles, from senior management to admin, fundraising, accounting, legal work and programme delivery. Due to the geographical distribution of these volunteers, and the absence of any reliable measurement basis, their contribution has not been recognised in the accounts. However, we are incredibly grateful for their support.
- All merchandise (reusable bottles, bags, t-shirts and others) is sold at cost price, with no mark-up, and is considered to be mission-related trading.
- IT & Marketing costs were previously included as administrative expenses; from 2019 we have started to list them as a separate category.

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 DECEMBER 2019

	Notes	Total 2019 CHF	Total 2018 CHF
INCOME			
VOLUNTARY INCOME (Grants & donations)	3		
Individual giving (unrestricted funds)		52,451.93	55,195.00
Individual giving (restricted funds)		80,700.00	
Corporate giving (unrestricted funds)		10,869.02	25,254.00
Foundations & non-profit (unrestricted funds)		80,715.39	110,000.00
Foundations & non-profit (restricted funds)		70,504.52	74,623.00
Total		295,240.86	265,072.00
EARNED INCOME			
Trading activity	4	15,721.04	10,961.47
Income from Trash Hero @ Work		6,770.00	40,276.25
Partnerships		18,748.87	0.00
Other income (events, presentations, talks)		30,811.30	19,082.00
Total		72,051.21	70,319.72
TOTAL INCOME		367,292.07	335,391.72
EXPENDITURE			
PROJECTS & PROGRAMMES			
Action & Awareness		-99,860.17	-72,595.50
Bottles & Bags		-54,085.52	-50,146.00
Kids & Education		-30,584.06	-40,178.75
Trash Hero @ Work		0.00	-18,938.00
Community Waste Management		-13,020.36	-10,540.75
Total		-197,550.11	-192,399.00
COST OF MERCHANDISE		-13,025.86	-23,415.22
TOTAL COST OF RAISING FUNDS		-11,613.15	-914.00
GENERAL OPERATING EXPENSES			
Admin		-7,908.58	-1,156.00
IT / Marketing	5	-3,053.12	0.00
IP protection (international trademarks)		-12,580.13	-3,510.00
Total		-23,541.83	-4,666.00
TOTAL FINANCIAL COSTS (transaction fees, currency exchange gains / losses)		-441.69	-1,828.00
TOTAL EXPENDITURE		-246,172.64	-223,222.22
Net income / deficit for the year		121,119.43	112,169.50
Funds carried forward		121,119.43	112,169.50

DONATIONS

Ongoing donations allow us to effect change confidently and continually. Your gifts help make it possible to train and support volunteers who bring their communities together to clean and reduce waste.

Thank you for this valuable support.

MAJOR DONORS IN 2019

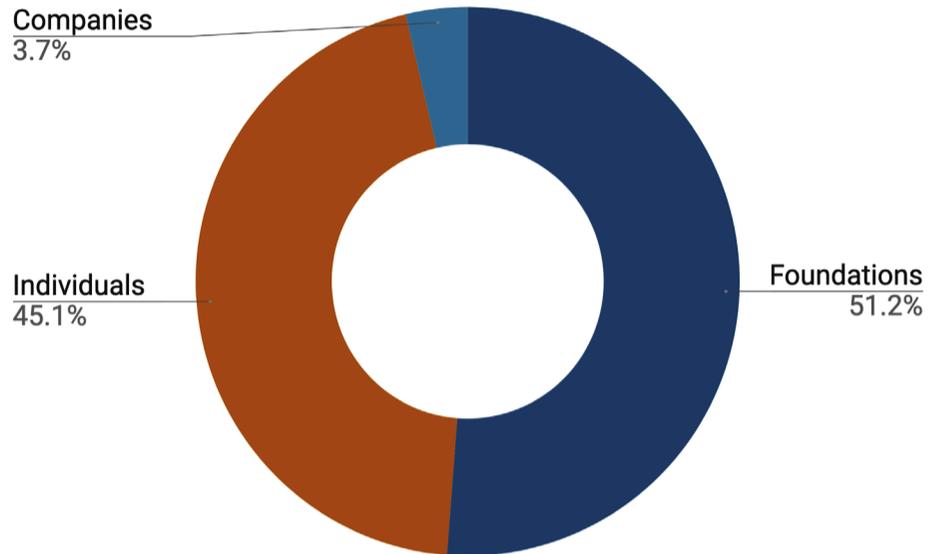
The following organisations and individuals gave gifts of CHF 5,000 and above during 2019:

- OceanCare
- Stiftung Ormella
- Stiftung Nord-Süd
- Stiftung Drittes Millennium
- CHARISMA Stiftung für nachhaltige Entwicklung
- Uniscientia Stiftung
- AXA XL
- Susan Noakes
- Antonis Schwarz
- Ruth & Thomas Halter

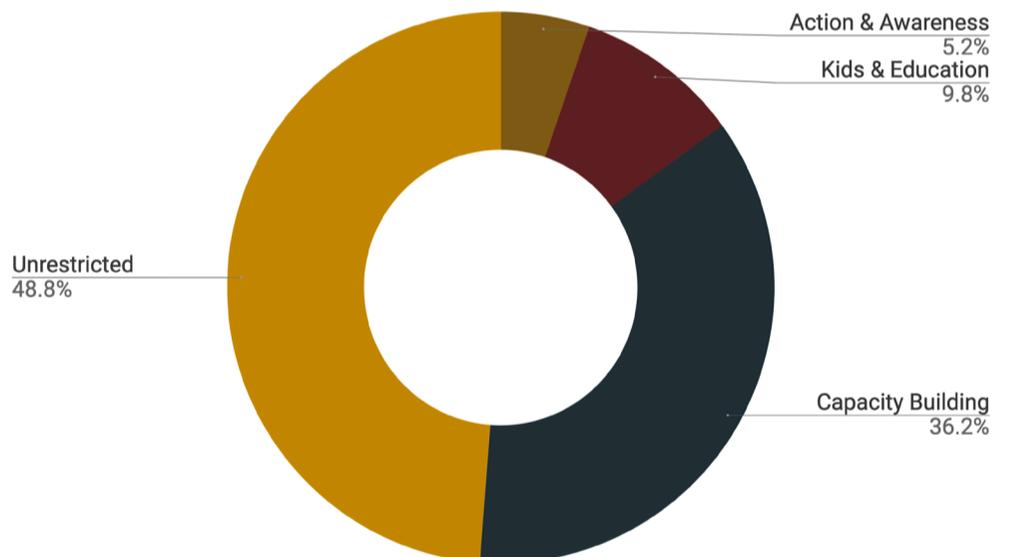
We are also extremely grateful to those individuals, companies, non-profits and foundations around the world who gave equally generously but who did not wish to be named in this report.

And of course, we want to thank all of our supporters, regardless of the amount given: every franc is appreciated and we will continue to make every centime count.

Who gave



How you gave



Thank you!

[<< CLICK TO WATCH OUR "THANK YOU" MOVIE ON YOUTUBE](#)

DONOR STORIES



ACTING ON THEIR COMMITMENT

The American Women's Club of Bern chose Trash Hero World as their "Charity Project of the Year" and - as well as raising money through a whole series of events from wine tasting to a Halloween Party - got involved in local Trash Hero activities. Many members volunteered at cleanups with Trash Hero Bern and the club held presentations on plastic pollution to raise awareness and encourage members to reduce waste. We hope to continue this fruitful collaboration in the coming year.

WORLD CHAMPION COLLABORATION

We were honoured when Sonni Hönscheid, the six-time stand-up paddle board world champion, chose Trash Hero World as the beneficiary for her collaboration with MIZU, Starboard and Brands for Good. Sonni, a talented artist as well as sports person, created a limited edition "Love Your Ocean" reusable bottle for MIZU. The bottle was launched at ISPO Munich in February, with profits from the sales - CHF 1,930 - donated to Trash Hero World. An auction of the original artwork that inspired the design, fetched a further CHF 2,105 that Sonni kindly donated to our work. Her sponsor, Starboard, also donated CHF 500 as part of the project. As Sonni puts it, we all share the same goal: "to get societies' attention and sensitise them to live a more sustainable life."

Photo credit: Starboard / Ben Thouard

"Love Your Ocean" limited edition bottle designed by pro athlete Sonni Hönscheid

SHOP NOW



All proceeds go to non-profit organization Trash Hero World!



TOGETHER WE MAKE A DIFFERENCE

In September we started a collaboration with Halm, a German social enterprise producing glass straws. As part of their "Less Waste Initiative", Trash Hero World receives an unrestricted donation from every straw set purchased. Halm is a company that shares our vision for a clean world. Their entire product line is plastic free, including the packaging. Their business practices are transparent, sustainable and comply with our [ethical funding policy](#).

DONATIONS IN KIND

Our chapters around the world are heavily reliant on donations in kind to run their programmes. Local sponsors will regularly provide cleaning materials, refreshments, printing costs and, in some areas, transport. Seeking this support is a deliberate strategy as it increases community engagement in our projects; and avoids the need for our volunteers to collect cash donations, which maintains trust and transparency. It is difficult to put a financial value on these contributions. But from the smallest minimart owner to the big five star hotel, the support received is all priceless!





TOGETHER WE MAKE A DIFFERENCE

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