

# TRASH HERO

ANNUAL REPORT  
2020





# A clean world, free from plastic pollution.

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## CONTENTS

Foreword	3
Organisation	4
Global impact report	9
Network highlights	10
Programmes	13
Governance	20
Finances 2020	22
Gifts & Donations	26
Contact	28

# THANK YOU!



**“Going out there to clean up, week after week, has made our movement strong and committed.”**

**WE** can all feel proud of the way our movement overcame this difficult year. Proud of the way we adapted to change. Proud of the way we continued activities in the face of the many challenges brought by the pandemic.

It is said a crisis brings out a person’s true character. Going out there to clean up, week after week - in some cases over many years - has made our movement strong and committed. Despite personal hardship, we saw volunteers come up with creative ways to carry on cleanups while respecting local COVID restrictions. Others focused on motivating people towards a zero waste lifestyle during lockdown, using social media and other virtual channels. The spirit was overwhelmingly positive.

Our global coordination team showed their mettle in the early stages of the crisis, acting quickly to ensure that our network was staying safe; and that not a single dollar of donations was lost when events, such as our family meetings, were cancelled.

Crisis also brings opportunity. The last few years for Trash Hero have been all about growth: expanding the network and engaging more people. As levels of public-facing activity fell, we had a rare chance to go deeper with volunteer education, to nurture the seeds that had been scattered across the globe.

With our global partners, we held webinars and training sessions, giving volunteers knowledge and skills that they could later take into their communities. We translated learning materials into local languages, looking specifically at zero waste systems and how those solutions could be implemented at a municipal level. And we continued to challenge the industry narrative of false solutions to the plastic crisis (quick fixes that delay or distract from real change).

The response to the training was hugely positive and confirmed that many of our volunteers - ever amazing - are ready to do more. And in this sense, the crisis brought clarity. Our community access and trust, built painstakingly through regular cleanups, put us in a unique position. Over time, and with the right know-how and tools, we can influence decision-makers and build momentum to make zero waste a demonstrable reality. Everything we do is with this goal of “Trash Hero Communities” in mind.

After this unprecedented year, we are still moving in the right direction, thanks to our heroic network, our incredible partners and the unfailing support and belief of our funders. We are on this journey together. And thanks to you all we have been able to build financial reserves, build strength and build our conviction that a world free from plastic pollution is within our reach.

Trash Hero will work with head, heart and hands to get us there.



**Roman Peter**  
*Managing Director and Co-Founder*  
*Trash Hero World*

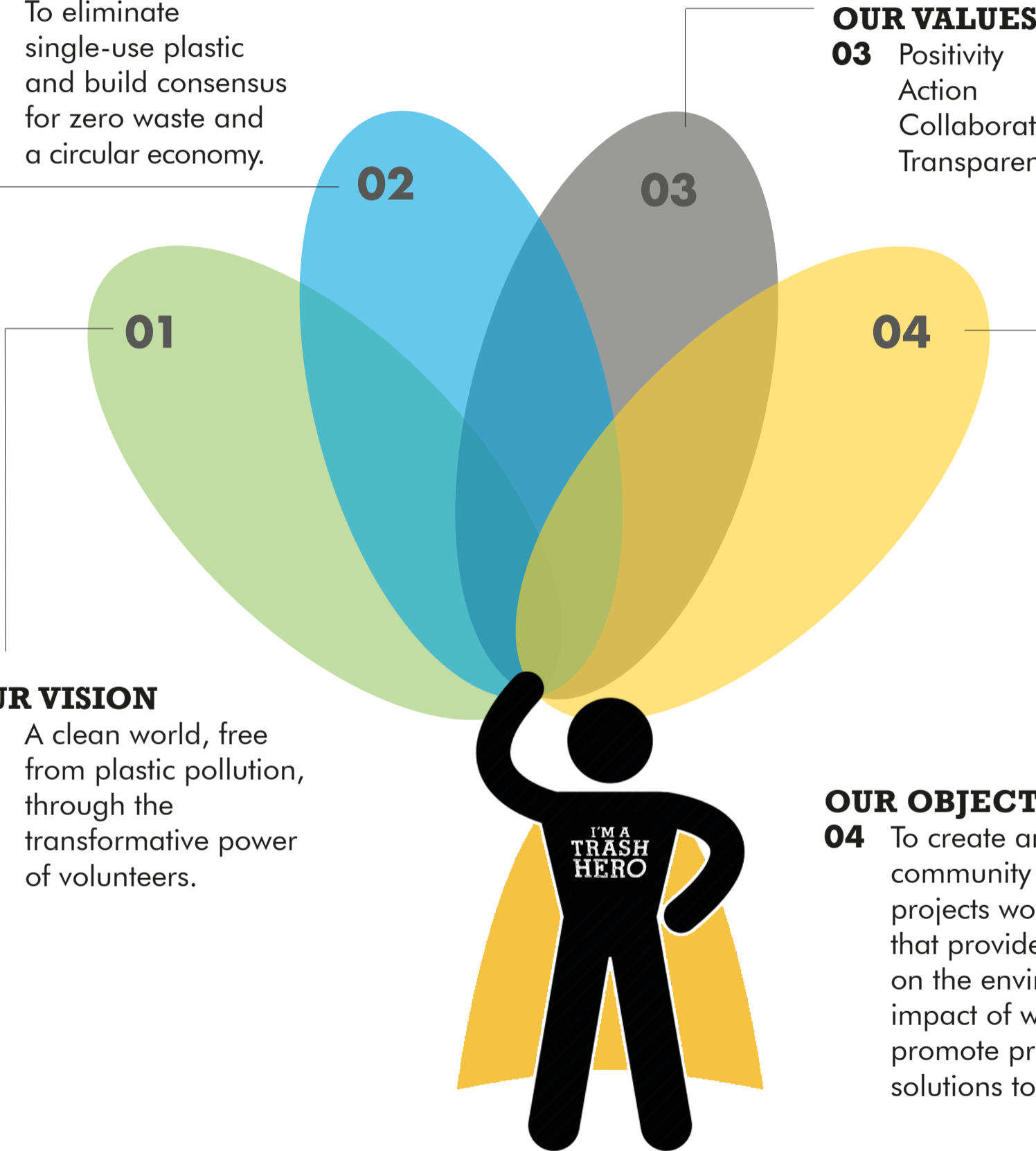
# WHO WE ARE & WHAT WE DO

## 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 reduce it.



# HOW WE WORK

**WE** deliver programmes directly in a number of countries, with the majority of work being carried out in Southeast Asia.

Currently we run four core programmes: Action & Awareness, Bottles & Bags, Trash Hero Kids and Trash Hero Communities. More details of these can be found on p.8.

All programmes meet the following criteria:

1. have the potential to create long term behavioural and systemic 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 Koh Chang".

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 separation and correct disposal of household waste
- promoting the reduction of waste in general through behavioural and systemic change
- 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.



# HOW WE WORK: PEOPLE

## THE ROLE OF VOLUNTEERS

Trash Hero does not have a separate “volunteer programme”. Our very foundation comes from volunteers: far from being an addition, they are 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 2020, around 350 regular volunteers in the global Trash Hero network gave almost 85,500 hours of their time to support and deliver our programmes. 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 95,900 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.

As our on-the-ground activities were limited this year by the pandemic, the number of volunteer hours compared with 2019 decreased proportionally.

## INVESTING IN OUR PEOPLE

Under normal circumstances, once or twice a year, in our major countries of operation, we provide a forum for our volunteers to meet in person. They 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.

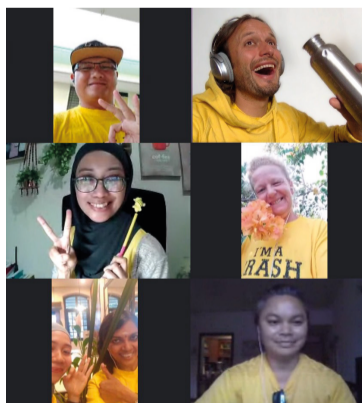
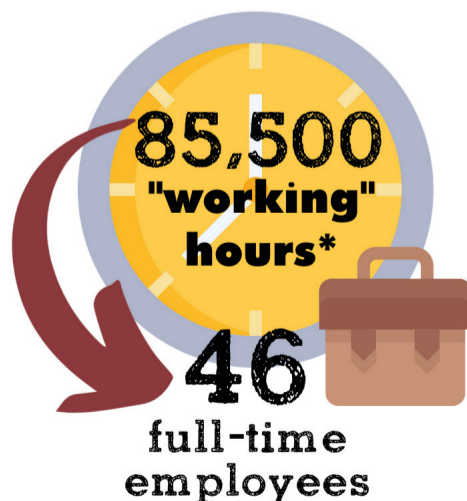
2020 was no different in spirit, though we needed to transfer proceedings online for the first time, in a shorter format. While it was impossible to reproduce the unique energy and interaction generated at an on-site meeting, the virtual setting meant we were able to reach far more people, in far more places, than ever before.

Our series of online family meetings held in November and



**181,400 HOURS**

Estimated time contributed by all volunteers in 2020



\*spent by volunteers directly on programmes and network support

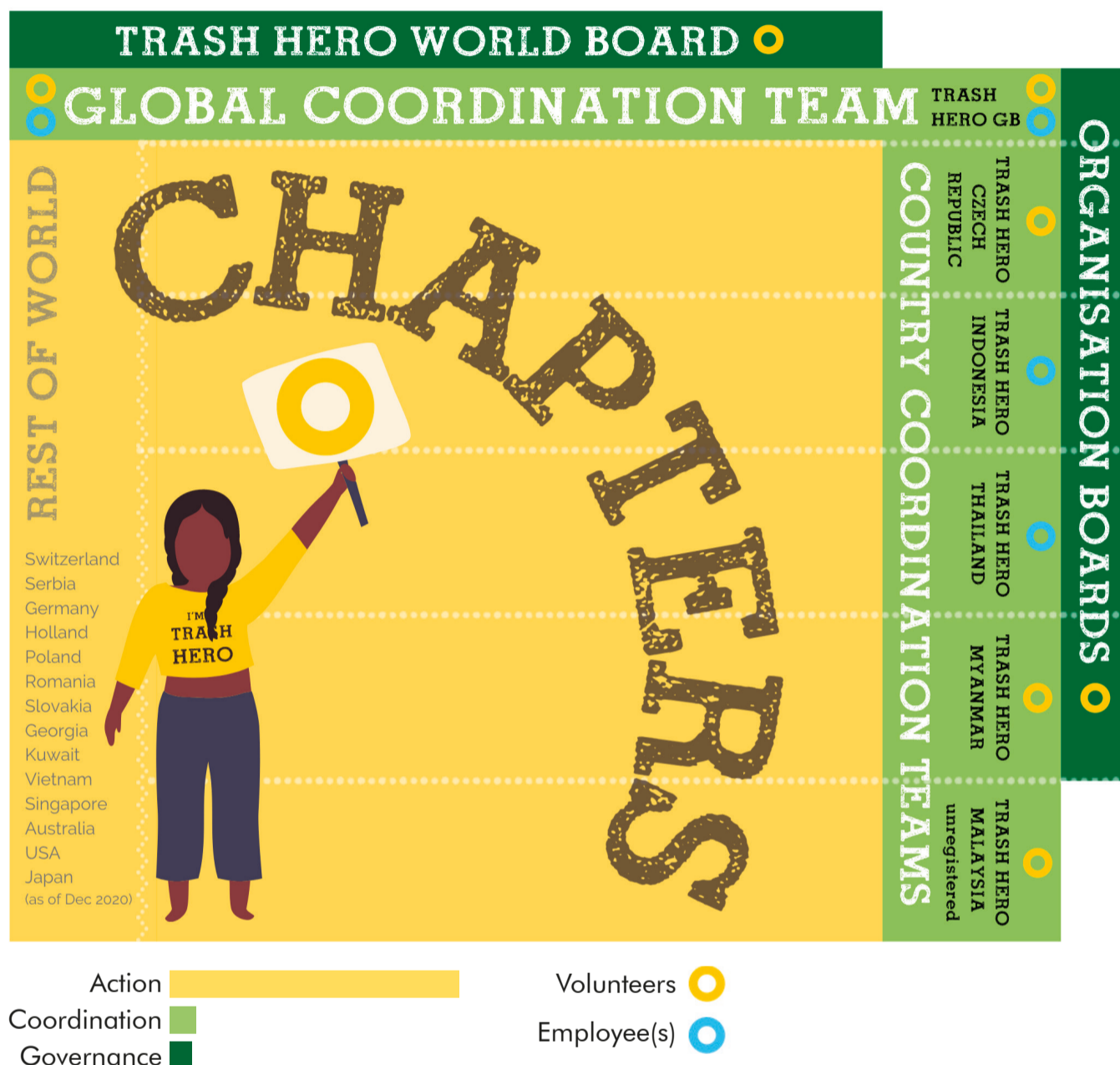
# HOW WE WORK: OUR MOVEMENT

Trash Hero is a global volunteer movement, led, supported and governed by Trash Hero World through its Board and the global coordination team.

At its heart is a growing grassroots network of chapters: unincorporated, community-based organisations, that run our programmes. Each is affiliated to Trash Hero World and their national Trash Hero organisation, if one exists.

National Trash Hero organisations are established in countries with a large number of chapters, to facilitate programme coordination and represent local voices both on the national stage and within the movement. Each is a registered, not for profit entity with its own unpaid board of trustees.

Trash Hero GB is part of the global coordination team, working with Trash Hero World to support the movement.



December engaged 276 participants in 18 different countries, compared with 197 people in 5 countries (in person) at the same time last year. Many of these participants had never had the chance to attend a family meeting previously.

At the meetings we also launched our new, multilingual volunteer intranet. Available to all volunteers and accessible from a phone or a computer, this has been designed to enable more effective communication, peer support, and act as a repository of key materials and information for the whole network. Further time will be invested to help and encourage people to get online and use the resources.

In addition to the family meetings, we held regular online sessions throughout the year, sharing updates with our

network or offering virtual screenings of a new documentary, "The Story of Plastic", with follow-up panel discussions. Chapter leaders in Southeast Asia were given the opportunity to take part in the introductory sessions of our new training programme, "Trash Hero Zero Waste Communities." The training is designed to spark big picture thinking - and, eventually, action - through a series of modules examining zero waste and the circular economy. Further details can be found on p.18.

In December 2020 we welcomed several new volunteers to the global coordination team as well as a new member of staff in Trash Hero Indonesia. This brings the total number of paid staff within the global network to five. All positions are currently funded by Trash Hero World.

# HOW WE WORK: PARTNERSHIPS



**“Break Free From Plastic is a global movement envisioning a future free from plastic pollution”**

**MANY** actions and solutions are required to combat the threat posed by plastic 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 2020, we continued to work closely with Break Free From Plastic (BFFP). BFFP is a global coalition of some 1900 NGOs, aiming to stop plastic pollution. Trash Hero World is one of the core members.

We contributed to the movement’s work by coordinating translations of factsheets, research and a feature-length documentary, “The Story of Plastic” into several languages, in order to bring them to a wider audience. We also cooperated to train volunteers and provide cleanup data for BFFP’s “Brand Audit 2020” project that identifies the biggest corporate plastic polluters worldwide (see p.14).

Through the BFFP network, we were able to forge new partnerships, notably with Let’s Do It Foundation in Estonia, Zero Waste Europe, GAIA Asia-Pacific and Indonesia’s YPBB Bandung. Together we collaborated on the “Trash Hero Zero Waste Communities” training programme in October and November 2020 (read more about this on p.17).

OceanCare, the Swiss non-profit organisation, provided us with the final year of their multi-year support, which has proven indispensable, not only financially but in terms of knowledge and expertise. OceanCare has held the position of UN Special Advisor on Marine Conservation since 2011, and has 30 years of marine conservation experience. We are very grateful for their encouragement and look forward to maintaining a close working relationship.

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

Our project to establish an alternative delivery system for toiletry products continued with our partner Schnarwiler AG, the Swiss natural cosmetic company. Their Trash Hero branded range of shampoo, conditioner, body cleanser and lotion is 100% natural and comes in refillable, recycled glass dispensers.

As zero waste lifestyles became more popular, the refill network grew in 2020 by 50% to 34 outlets in Switzerland. The example of a hotel in Weggis that adopted the refillable products in their rooms inspired seven more hotels across the country to do the same. It is estimated that around 25,400 plastic bottles (200ml) in total have been saved by the scheme since its start in 2018 and, more significantly, we have been able to show that refill systems work as a practical solution to reduce waste.





# GLOBAL IMPACT REPORT

## INTRODUCTION



**“We can’t stop caring, even - and especially - in a time of crisis”**

Like most community-based networks at the start of 2020, we had our eyes firmly on the future: on growth and expansion into new territories. Then came the pandemic.

Many of our volunteers were hit hard, either by the virus itself or by loss of income; others rushed to help neighbours or those on the front lines, leaving little time or mental space to continue Trash Hero activities. Lockdowns and restrictions made most forms of community mobilisation complicated or impossible, particularly the cleanups.

As the network’s coordinating body, Trash Hero World immediately offered guidance, moral support and virtual community, recognising the difficult situation and encouraging resilience. Even so, activity levels in all countries fell dramatically year on year, although the drop - just over one third fewer cleanups than in 2019 - was less than expected.

This is not due to our actions alone. The spirit and commitment of our volunteers never faded. As our leader in Indonesia, I Wayan Aksara, put it: “we can’t stop caring, even - and especially - in a time of crisis.” And so we adapted. Solo cleanups, or physically distanced “group” cleanups, with selfies posted to social media, became the norm. Plastic and hygiene masks became a focal point as we documented the increasing number of discarded single-use masks and gloves being found, and advocated for reusable products being the safe and sustainable choice.

By May, we had assembled a Southeast Asia coordination team, covering 75% of our network. The cross-border cooperation proved fruitful. Sharing skills and resources have substantially strengthened the network. The team met regularly and took over ongoing projects such as the annual brand audit with Break Free From Plastic, with much improved efficiency and outcomes. We were also able to implement new region-wide projects, such as “Trash Hero Zero Waste Communities”, a two-day volunteer training in partnership with Let’s Do It Foundation, Zero Waste Europe and GAIA Asia-Pacific.

Building alliances has been the common thread connecting all our activities this year. While the pandemic has driven us apart physically, it has made it much easier to collaborate remotely with other people and organisations, finding ways to connect the work being done in different fields and geographical areas. Linking specialist knowledge on zero waste and the circular economy to our grassroots’ access, for example, has enabled us to start focusing on education and wider systemic change. The outcome is a new programme, Trash Hero Communities, that we explore more on p.17.

The pandemic has also made those big changes seem more achievable. We have witnessed in 2020 that entrenched agendas and values can be overturned; and that radical action and solidarity - of the kind that will be needed to stop plastic pollution - is entirely feasible at all levels of society, when the will is there. Trash Hero has always worked to create that momentum and will continue to work for a [just recovery](#) post-pandemic. We are sure that the future is not disposable.



**Seema Prabhu**  
Programme Director  
Trash Hero Global Network

# 2020 NETWORK HIGHLIGHTS



## January

**Trash Hero Czech Republic** is invited to the state parliament to take part in a round table discussion on a nationwide deposit return system.

**Trash Hero Langkawi** appears in an official school textbook from the Malaysian Ministry of Education (Year 4 Malaysian Language).



Alvaro, one of the kids who regularly join **Trash Hero Ambon** (Indonesia), is spotted doing a solo cleanup in his neighbourhood. When asked (from afar) what he was doing, he answers "I got bored staying home playing video games, so I went to pick up trash instead."

## March

**Trash Hero World** issues a protocol for assessing risks and implementing safety measures (based on WHO guidelines) for cleanups during the pandemic. It is subsequently used by other nonprofit organisations, including Break Free From Plastic.



## February

Our first chapter in the Middle East starts weekly activities: **Trash Hero Kuwait**.

**Trash Hero Ende** (Indonesia) coordinates with Kelimutu National Park to set up six free water refill points to support visitors and rangers to reduce plastic waste in Flores' natural environment.

Trash Hero World | Coronavirus Advice | 12.03.20

Safety procedure for cleanup & other events

<p><b>PEOPLE</b></p> <ul style="list-style-type: none"> <li>Request that high risk people* do not attend.</li> <li>Remind people who don't feel well and / or have visited a high risk area* recently to stay at home.</li> </ul>	<p><b>INFORMATION</b></p> <ul style="list-style-type: none"> <li>Check public health guidelines right up to the last minute and be prepared to cancel.</li> <li>Make sure everyone knows and understands the safety rules at your briefing and debriefing.</li> </ul>
<p><b>HYGIENE</b></p> <ul style="list-style-type: none"> <li>Have hand sanitiser available and remind people to wash their hands after the event.</li> <li>Operate a "bring your own" policy for gloves and water: no food or drink to be provided on site.</li> </ul>	<p><b>SOCIAL DISTANCE</b></p> <ul style="list-style-type: none"> <li>Do not shake hands or hug. Wave or bow instead :)</li> <li>Ask participants to stay at least 1 metre apart during the clean-up. This helps to stop the spread of the virus.</li> </ul>

\*Who is a "high risk person"? Anyone in the following categories:  
- over 65 years old  
- has a chronic health condition  
- has a compromised immune system

\*What is a high risk area? This is changing all the time. For the latest information on affected areas, please follow local public health advice and / or monitor the World Health Organisation website.

**CLEANUP RISK ASSESSMENT TOOL**

**START HERE**

Are there any local rules or advice in place about public gatherings?

YES → Recommendations from public health officials must be followed in all cases.

NO → Are you in an area with confirmed cases of Coronavirus / COVID-19?

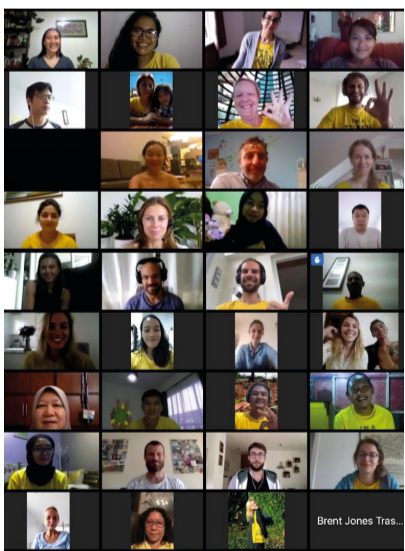
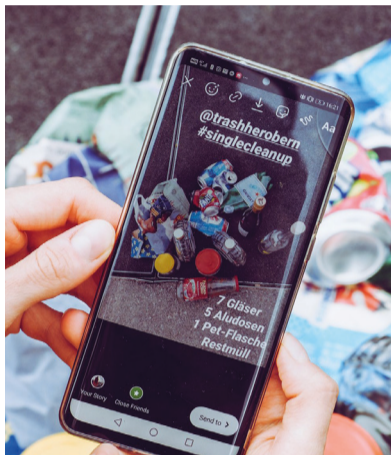
YES → If public events are still allowed, assess the local setting. Is there a PR risk in continuing? YES → It is best to be cautious in this case. Always report community feeling. NO → Are you able to follow the Trash Hero recommended safety procedure? YES → Proceed with caution and follow the standard cleanup hygiene guidelines. NO → You may hold the cleanup by following the recommended safety procedure.

Are you expecting more than 50 people at the cleanup and / or a lot of people from outside the area?

YES → Are you able to follow the Trash Hero recommended safety procedure? YES → Proceed with caution and follow the standard cleanup hygiene guidelines. NO → You may hold the cleanup by following the recommended safety procedure.

Are you not able to provide adequate safety, please cancel the event.

When your decision is made, see the Communication Plan and, if appropriate, the Safety Procedure.



More stories can be found on our blog: [trashhero.org/blog](http://trashhero.org/blog)

## April

On Earth Day, a video of **Trash Hero Bangkok** is showcased on Facebook's official page. The social media giant says they are an example of "communities coming together to create positive change."

Trash Hero chapters worldwide adapt to restrictions on gathering by starting "solo cleanups" - often coordinating their activities with others in their area and pooling their results. This ingenious idea effectively replicates the more usual group cleanup, at a safe distance. **Trash Hero Bern** (Switzerland) creates a helpful video guide to inspire others to do the same.

Our social enterprise partner, Tlejourn, carries out a special project with **Trash Hero Koh Phi Phi** (Thailand), producing a limited edition flip-flop made directly from discarded sandals found washed up during Trash Hero cleanups. 100kg of trash made 100 pairs of shoes; several are returned to the same beach from where they came and used by the volunteers as they continue their work. Tlejourn uses open source technology to shred and form the material for the soles; and employs women along Thailand's troubled Southern border to hand make the finished product.

## May

We release a series of "[Meet a Trash Hero](#)" video interviews, featuring our chapter leaders in Southeast Asia. The videos, filmed during our 2019 in-person family meetings, served as an insight into the movement and as an inspiration to our own volunteers, who were reminded of better times.

## June

Another new country joins the Trash Hero movement: this time, Vietnam in Southeast Asia. Our first chapter is **Trash Hero Song Cau**; Trash Hero Ho Chi Minh follows later in the year.

We host private online screenings of the powerful feature-length documentary, **Story of Plastic**, for our volunteers, followed by Q&A sessions with experts in the field of plastic pollution and zero waste. The film, released in April, is subtitled by Trash Hero in Thai and Indonesian in order to bring it to a wider audience.

## July

**Trash Hero Indonesia** chapters join the Plastic Free July challenge held online, sharing their tips and tricks for reducing and avoiding single-use plastic in their everyday lives.

Our Trash Hero kids' book is released in Czech language. With the temporary relaxation of lockdown, **Trash Hero Praha** is able to introduce the story and activities to children attending summer camps around the city.

## August

**Trash Hero Myanmar** becomes an officially registered non-profit association - our third in Asia, after Trash Hero Indonesia and Trash Hero Thailand.

The new legal structure, which is led by an unpaid board of trustees, will strengthen the Trash Hero movement locally, and help them to grow and scale successfully.



## September

**Trash Hero World** chapters carry out 90 of the 575 brand audits that contribute to Break Free From Plastic's 2020 "Branded" report, holding corporate polluters to account. More on this story on p.14.

Volunteers from **Trash Hero Chiang Rai** in Thailand join forces with the UN Environment Programme in Asia Pacific, organising a cleanup to gather data for UNEP's CounterMEASURE project. The project aims to understand how plastic pollution enters into Asian rivers, such as the Mekong. More info about the project here: <https://countermeasure.asia>

## October



We print 1000 copies of our children's book in German language for **Trash Hero Switzerland** chapters and translate our website resources for kids into German to support learning.

Our water bottle refill programme starts in Malaysia, with the first refill stations being added to the network by **Trash Hero Cherating**.

## November

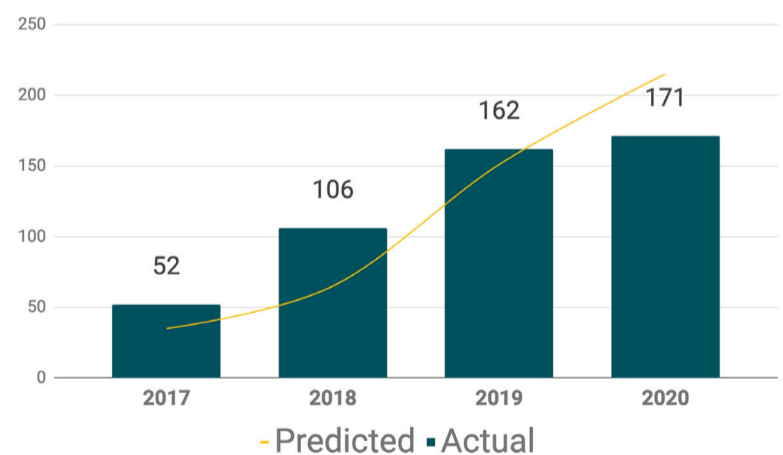
We launch our multilingual online [resource library](https://trashhero.org/library/), gathering the latest information on the issues, science and policy surrounding plastic pollution and the circular economy: <https://trashhero.org/library/>

## December

**Trash Hero Indonesia** welcomes a new country coordinator, Sovia Hariyani Hane Untung. She joins Pennapa Kradtarn, who became **Trash Hero Thailand's** country coordinator in September. Both are full-time positions sponsored by Trash Hero World.



## Global growth in chapters



By the end of 2020, we counted 171 active chapters in 19 countries worldwide. 148 of these chapters were established (3 months - 6 years of regular activity) and 23 were in the start-up phase but had completed at least 3 cleanups. This represents growth of just over 5% - a small fraction of the 50%+ expansion of previous years. However, given the devastating effects of the pandemic on the lives and livelihoods of our volunteers, to see any growth at all during 2020 is astonishing and testament to their continued commitment to the movement.

# ACTION & AWARENESS

**O**ur core programme centres around a single activity: a weekly community cleanup, run by local volunteers.

The goal is not simply to pick up trash - this will never solve the plastic crisis long-term - but to bring people together in a fun and energising activity. This creates a space where experiential learning can take place, where participants face an immediate problem, solve it by working together and finish by discussing long-term solutions (prevention).

## Where does the trash go?

The regular events mean we can reach a wide section of the community and keep the issues raised at the forefront of the local agenda.

Following a short briefing, volunteers spend 1-2 hours collecting trash,

after which they are invited both to celebrate their achievements 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. In some areas, they also record the brands that produced the trash, for research purposes (see below). 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.

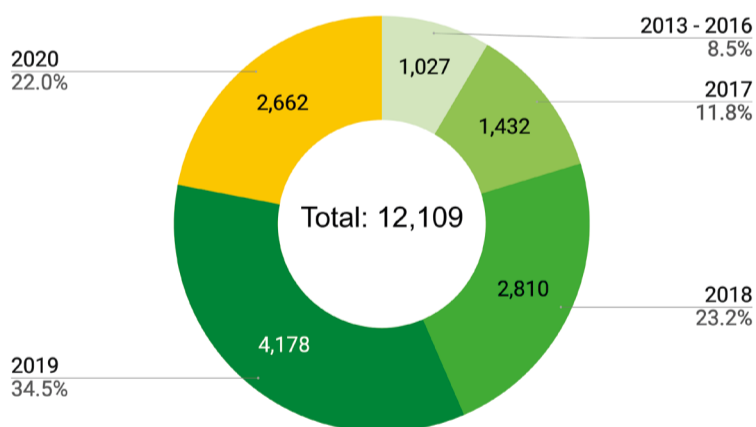
The idea is that, having experienced the issue first hand, participants keep this question at the forefront of their minds. "Where does the trash go?" becomes a question that influences their actions every day – not only when they throw things away, but even before they use them. Only by reducing the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

As the cleanups happen regularly and are open to everyone, they often become a fixture on the community calendar. Public spaces that are kept clean in a visible way help foster civic pride and motivate more people to join. In this way, the cleanups 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.

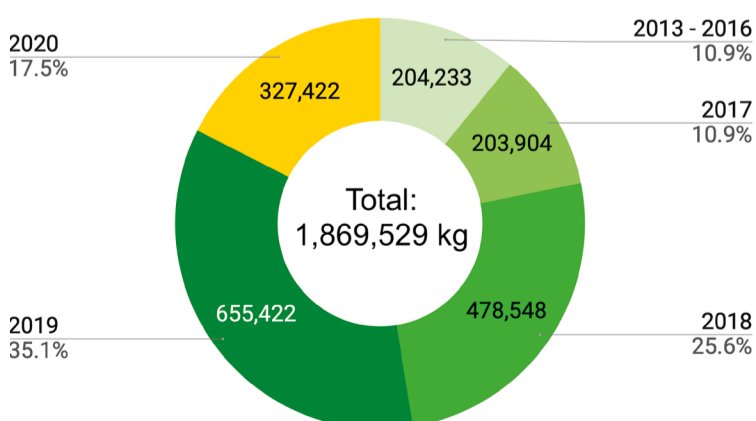
Once a cleanup programme becomes established and builds trust, our leaders often find themselves being invited to give talks or take part in discussions on topics such as sustainable consumption or local waste management. They may also feel able to start their



### Total number of cleanup events

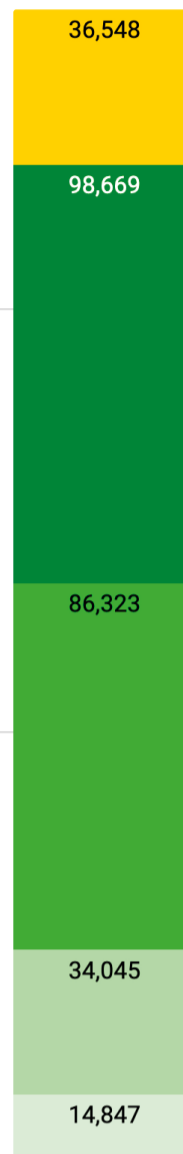


### Total trash collected (kg)



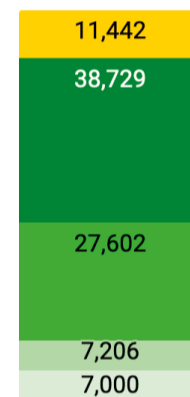
# Volunteers to date

270,432



Total: 362,411

91,979



Adults

Children

own waste reduction project or support others to do so. Thus the cleanups open the door to wider change: by starting conversations about waste; and keeping up the pressure and momentum in the community to act on plastic pollution.

We go into more detail about this in the “Trash Hero Communities” report on p.17.

In 2020, although there were limited opportunities for large cleanup events due to the pandemic, we continued with our activities worldwide. Chapters engaged in solo cleanups or remote cleanups, or held socially distanced, smaller events if local restrictions permitted. A total of 327.4 metric tons of waste was removed across the network during the year by 47,990 volunteers, including 11,442 children - a remarkable achievement under the circumstances.

We continued our collaboration with Break Free From Plastic by conducting so-called “brand audits” at our cleanups for their annual study into the companies responsible for plastic pollution worldwide.

Volunteers were provided with a translated toolkit and training to record standardised data relating to the type, extent and provenance of plastic trash they collected. During August and September, Break Free From Plastic was supported by 14,734 volunteers in 55 countries, who conducted 575 brand audits, collecting 346,494 pieces of plastic waste. A total of 90 of these audits (15% of the total number globally) were carried out by Trash Hero volunteers.

The final report, [Branded: Vol. III Demanding Corporate Accountability for Plastic Pollution](#), was released on 5 December 2020. Trash Hero World helped to translate the executive summary and social media campaign assets into three Southeast Asian languages in order to better disseminate the findings.

The evidence published in the report has been used to hold the biggest polluters to account and call for them to change their product delivery systems to reduce single-use plastic. It has also been used by organisations working on national and

international policy on plastic pollution. This gives our volunteers the opportunity to see their work have even greater impact, beyond the community level - an important motivation for many.

Trash Hero cleanups are currently taking place in Thailand, Indonesia, Malaysia, Myanmar, Singapore, Vietnam, Japan, Kuwait, Switzerland, Holland, Germany, Czech Republic, Slovakia, Serbia, Romania, Poland, Georgia, USA and Australia.



# BOTTLES & BAGS

**A**s 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 chapters partner with local businesses to provide reusable stainless steel water bottles and the means to refill them while out and about.

Trash Hero branded bottles are distributed at cost to hotels, cafes and shops. These are then sold on to customers at a small profit. The profit covers the running of a refill point on the premises, which must offer free drinking water to all bottle owners, regardless of where in the network their bottle was purchased.

The refill network is publicised locally and on a centrally maintained map at [trashhero.org/refill](https://trashhero.org/refill).



In 2020, sales of bottles fell sharply, due to the pandemic. This was to be expected: outlets that were not closed suffered losses, particularly in tourist areas. We were encouraged however to see new refill partners in the Czech Republic and the first ever Trash Hero refill stations in Malaysia open in Cherating in November. We placed an order of 1000 bottles in Malaysia to allow us to expand the programme there in 2021.

At the start of the pandemic, many news sources began reporting that reusable bags, bottles and cups were not safe and advised people to switch to more “hygienic” single-use. This narrative, pushed by the plastic industry, was soon discredited by 125 leading scientists and public health experts. We supported our partners in the refill network by sharing this information widely and promoting the safety of reusables on our social media channels.

In December, we published the findings of a study conducted at ETH Zürich, that quantified the climate positive impact of our own reusable bottle. The study established that, with sustained use of the bottle (more than 17 refills), we avoid 95% of the greenhouse gas emissions generated by drinking the equivalent amount of water packaged in single-use plastic. [René Mettler (2019), How to tackle the plastic crisis – a project-based cost efficiency assessment.] The full details of the study can be found on our website: <https://trashhero.org/carbon-footprint-of-reusable-trash-hero-bottles-found-to-be-95-less-than-single-use-plastic-bottles/>

To publicise the research and make it more accessible, we created

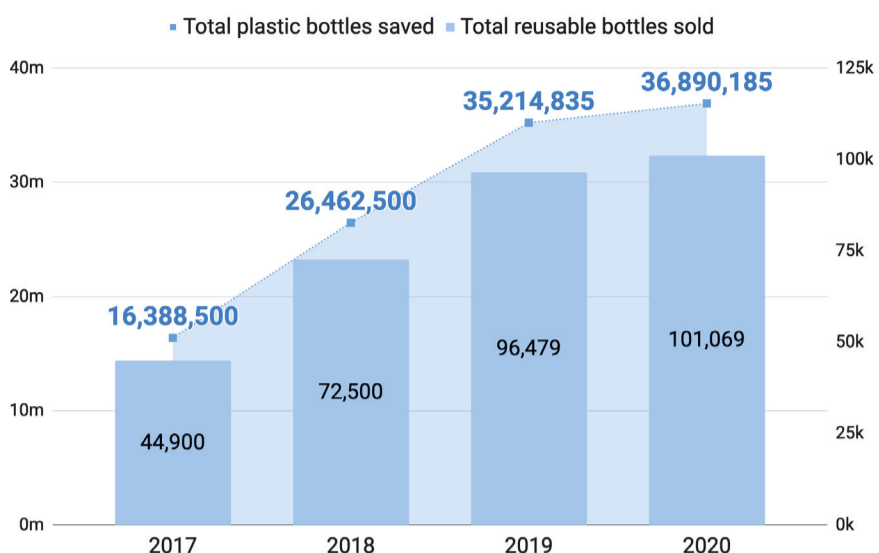


# 559

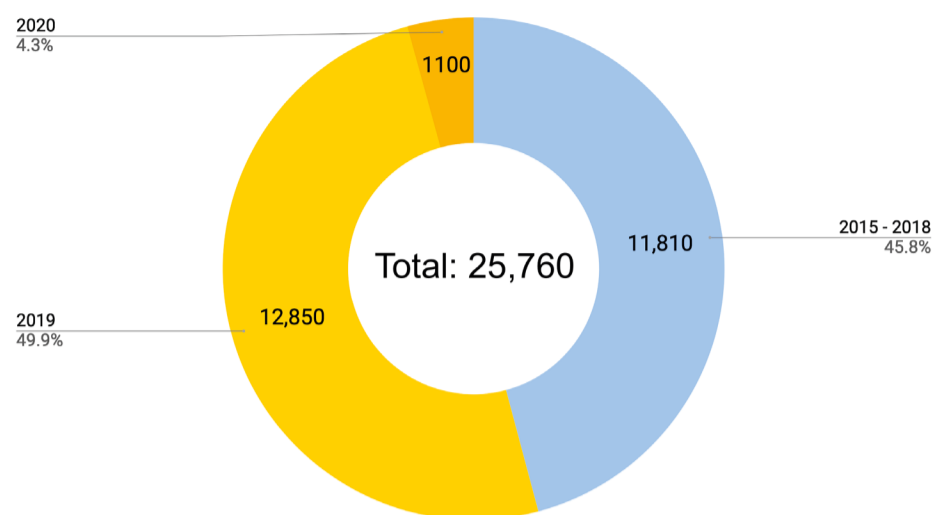
## FREE WATER REFILL POINTS



## TOTAL TRASH HERO BOTTLES SOLD



## TOTAL TRASH HERO BAGS SOLD



[CO<sub>2</sub> impact calculators](#) for individuals and businesses to quantify the positive effects of their refill habits. The calculators work out the amount of plastic bottles, greenhouse gases and money saved by switching to a reusable delivery system. The results can then be shared to inspire others to do the same.



The other half of this programme tackles single-use plastic shopping bags. Again, this is done in partnership with local businesses. We produce and distribute foldable, reusable shopping bags at cost. Our partners then offer or sell them to their customers. The goal here is to promote and enable behavioural change both in areas where single-use bags are still

common and where bans on single-use plastic items have already been implemented.

Our bag supplier, Making Oceans Plastic Free (MOPF), is an Indonesian-based social enterprise. They produce two custom designs for us (standard and turtle pouch) by hand. Made from recycled plastic (rPET), each bag uses the material equivalent of two 500ml plastic bottles.

In 2020, we sold a total of 1,100 bags, far less than in previous years. As we sell all Trash Hero products at cost price (the same amount we pay for them) this did not affect our income, only our impact.

In total, over the lifetime of this programme we have distributed 101,069 bottles and 25,760 bags. We estimate this has avoided the use and waste of some 46.3 million single-use plastic items\* (36.9 million bottles and 9.4 million bags).

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



CALCULATE YOUR BOTTLE IMPACT





# TRASH HERO KIDS



**T**HE 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.

The in-school projects require teacher buy-in. Once that happens, the time and resources needed from volunteers are much reduced and activities can be integrated into the curriculum. We have also been able to use school networks to help engage and train other teachers in the local area. Trash Hero Chumphon, Thailand has spread the programme to an impressive 107 schools in their province using these methods. These "Trash Hero schools" share knowledge and resources, often holding joint cleanup events or branching out into related activities such as waste separation and composting or bans on single-use plastic on the premises.

With the non-school-based projects, we reach smaller numbers of children but have found that in many cases, they are more fully engaged as they can take ownership of the activities. In Lembata in Indonesia, for example, our volunteers took a low-key approach in a local housing complex, inviting the children with their families to take part in some play activities. Eventually the book was introduced and the kids took the initiative to start regular cleanups themselves. Their group is now being led by Dewi, an 8th grade student [pictured top left, and with her group, just below], who has already completed the programme and earned her Trash Hero T-shirt. She is being mentored and supervised by the Trash Hero Lembata team.

Of course, with schools closed for the most part of 2020, kids' activities during this year were limited. Nonetheless, in areas where the programme had been well established, we stayed in contact with the teachers and worked within the restrictions. In total 1,830 new books were printed and 1,591 children joined the programme, in 15 locations in Thailand, Indonesia, Myanmar, Malaysia and Czech Republic.

These last two countries are new ones for Trash Hero Kids: the book and activity programme were translated into Czech, Malaysian and also German in 2020. Trash Hero Czech Republic was able to launch the programme during the summer months, reaching 130 children in holiday camps and kindergartens in Prague and Litomyšl. Schools in Malaysia and Switzerland will follow in 2021, once social activity resumes.

Children were also actively involved in our public cleanup events in 2020 wherever possible, with more than 11,400 of them joining with their family or school. We continued to expand on our existing educational materials for children, adding learning materials to our website, and translating them into German in preparation to launch the programme in Switzerland.

# TRASH HERO COMMUNITIES



**T**RASH HERO Communities is a collection of related activities that we plan to integrate into a new core programme. The idea developed organically in 2020, after observing our volunteers increasingly taking the initiative to do community outreach work alongside their regular cleanups. A few had even started their own waste management projects with local partners.

For example, in 2019, Trash Hero Candidasa leader, I Wayan Budiasa (Budi), set up a community “waste bank” in his village in Bali. A waste bank is a simple materials recovery facility. Each household can open an account and make “deposits” of their waste, with the organics and recyclables separated. The recyclables are weighed and given a monetary value, based on the current local rates minus a transparent fee to cover the bank’s running costs. This amount is written into the household bank book.

In this way, each household can earn and save money and withdraw the funds when needed. Over time, the system becomes normalised and the village - which does not have any other waste infrastructure - is clean and avoids the toxic open burning of trash. Budi raised money to fund the non-profit project on his own and follows the Trash Hero ethos of 100% transparency with the accounts.

In the same year, Trash Hero Langsuan, under the leadership of Suttipun Suwanbudit, set up a similar project in Thailand, in this case partnering with the district temple. Instead of earning money with their trash deposits, the residents earn “merit” - an important part of Thai Buddhist culture, usually earned by doing good deeds and giving alms to the monks. Linking good waste management practices with merit and spiritual salvation has proven a powerful incentive for behaviour change.

Back in Bali, the chairman of Trash Hero Indonesia, I Wayan Aksara, takes part in regular “socialisation” activities, combining educational talks about waste reduction and cleanups in villages across the island. In 2020 he attended 93 such events. He also helped to set up water refill networks in five villages, using Nazava water filters sponsored by Social Impakt, Roemah Daun and I Nyoman Parta, commission head of the Bali Legislative Council (DPRD). In total, 57 public refill points were created. The villages receive follow-up and support for supplementary educational activities for residents.

Suphawat Chuenjan of Trash Hero Chumphon in Thailand has been advising local schools on going zero waste and in 2020 he set up a toy and clothing recycling scheme. Local people can donate their unwanted items and then new homes are found for them through the schools, thus avoiding landfill. On principle, Trash Hero does not support any of these projects financially; everything is - and should be - done with local support.

All these additional projects were enabled by the volunteers' position in the community; the trust and reputation they had built through doing regular cleanups; and of course the appropriate knowledge and skills.

With the Trash Hero Communities programme, the goal is to replicate these success stories and enable more of our volunteers to do this type of transformational work. The regular cleanup activities open the door: we will help them walk through it with confidence and armed with the knowledge to guide their community towards zero waste solutions and away from harmful, unsustainable practices such as incineration.



**TRASH HERO ZERO WASTE COMMUNITIES**

**TRUE OR FALSE?**  
As a Trash Hero you will come across many ideas on how to "solve" plastic pollution. To understand which ones will really work long term, it's important to look at the bigger picture. Here you will be ready to answer any questions in your community and beyond.

It seems like new technologies and products are announced every month on the "solution" to the plastic crisis. It can get confusing, especially with the marketing hype that often surrounds them. Please don't! Please don't believe in "chemical recycling" or "biodegradable" plastic. It's hard to hear that, but there are no such things as "biodegradable" plastic.

We assess any of these "solutions" by asking one question: DOES IT REDUCE WASTE? In other words, is it a product or process that means we will keep throwing stuff away, or does it allow us to use less and produce the least amount of waste in the long term?

We believe a **true solution** to the plastic problem is one that reduces the amount of plastic, not just the amount of plastic that ends up in a landfill. The Trash Hero battle with programs is one of reducing, reusing and recycling. There are many others, but we must focus on a global action.

A **false solution** is one that reduces waste, but does not reduce the amount of plastic that ends up in a landfill. It offers an alternative means of disposal or a different material to throw away. It's usually a temporary fix.

Let's take a look at some of the ideas mentioned above and see if they are true or false solutions.

**INCINERATION**  
There are many types of incinerators that burn plastic or mixed waste and create energy or fuel that can be used for heating or transportation. They are often seen as a good solution for plastic waste, especially in areas with no place for landfills. It is true that they can reduce the amount of plastic that ends up in a landfill, but they do not reduce the amount of plastic that is produced.

But let's be clear! Many studies have shown that burning waste, even without regard to method, is bad for health. It's better to burn waste for heat than to burn it. Burning plastic creates highly toxic chemicals that have been shown to cause cancer.

**PLASTIC WASTE = FUEL**

**19 - 20 OCTOBER 2563**  
มาร่วมอบรมกับเรา เพื่อเรียนรู้ว่าจะเริ่มต้นสร้าง โครงการจัดการขยะอย่างยั่งยืน ในชุมชนของคุณได้อย่างไร  
คอร์สอบรมออนไลน์ฟรี! โดยวิทยากรผู้เชี่ยวชาญจากทั้งไทยและยุโรป (มีล่ามแปล)

We updated our Chapter Handbook (volunteer training guide) to include a simple overview and assessment of some commonly proposed "solutions" to plastic pollution. This knowledge is then taken to the cleanups and into the community.

In October and November 2020, we launched our "Trash Hero Zero Waste Communities" volunteer training, with the first in a series of online workshops gathering experts in zero waste systems from Europe and Asia.

The training was based on a concept developed by Let's Do It Foundation and organised by their educators. It included experts from organisations such as Zero Waste Europe, GAIA Asia-Pacific and YPBB, as well as leading regional academics. The long-term goal is to combine technical knowledge about waste management with the real life examples, skills and networking needed to kick-start a zero waste project in participants' own communities.

- Over two days, 70 participants in Thailand, Indonesia and Malaysia were introduced to topics such as:
- Principles of circular economy
  - Community waste auditing
  - Building convincing arguments for zero waste (an overview of false solutions and greenwashing)
  - Real life examples of zero waste projects in Asia

The workshops were conducted in local language with the help of our Trash Hero country coordination teams, who translated, interpreted and facilitated the proceedings. It was important for us to have no language barrier to access the training, or the complex subject matter.

The presentations have been made freely available online on our YouTube channel (@trashheroworld) as a general resource for the public. Alongside the workshops, we created a free, multilingual resource library on our website to gather information and analysis on the various topics and debates surrounding plastic pollution.

We also started to translate some of these existing materials into local languages to allow the knowledge to be spread more widely. Our first set of materials, a factsheet on chemical recycling, produced by the experts at GAIA, was published in November, in Indonesian, Malaysian, Thai and Czech language.

Chemical recycling was chosen as it is a "hot topic" and one that is frequently misrepresented. Information about new technologies is often only available in English, making it difficult to understand and refute in the low and middle income countries where we are active – and where these waste management "solutions" are aggressively marketed.

As we develop the Trash Hero Communities programme in the coming year, we intend to do more of this translation, education and capacity building work. We believe it is important both to counter industry misinformation at the grassroots and beyond; and to start the practical projects that will prove zero waste systems are possible and beneficial for all.

# GOVERNANCE

## 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 trustees, 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 2020. In this matter, we are grateful for the specialist support of attorney Daniel Greif, who has acted as our Worldwide Trademark Counsel in a *pro bono* capacity since 2014.

## Board members

Rahel Schaub, President  
 Silvia Frey, Actuary  
 Silvia Selber-Deluca, Treasurer  
 Stephanie Bieri, Legal Advisor  
 Rolf Gmür, Committee Member

The global coordination team is led by Roman Peter, who gives his time voluntarily. In 2020, we funded the salaries of a Programme Director and three Country Coordinators through our partners in the UK, Indonesia and Thailand. In Switzerland, we directly employed a full time Office Manager. 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, Trash Hero Myanmar and Trash Hero Czech Republic; the community interest company Trash Hero GB CIC; and many unincorporated Trash Hero chapters worldwide.

We are in the process of registering a non-profit organisation in 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 2020, engaging the support of leading Swiss legal firm, Meyerlustenberger Lachenal (MLL), to advise on the revision



of our governing documents to accommodate the new structure. All services from MLL are generously provided *pro bono*.

## 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 2020 we improved our donor management system and strengthened financial stability by increasing reserves. We kept in close contact with all existing funders throughout the pandemic and will continue to prioritise long-term relationships with donors.

### 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 2020 we made good progress on our planned global governance reforms. 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 24 new jurisdictions.

### 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 2020, we updated and translated our ethical funding policy into major network languages and ensured its inclusion in all partnership agreements 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 2021

### STRENGTHEN THE NETWORK

We will:

- Champion our volunteers and keep them engaged and motivated
- Support local leaders with improved internal communication and consultation
- 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

### CONNECT THE NETWORK

We will:

- Keep our volunteers connected with each other and facilitate peer support
- Build alliances between Trash Hero national teams to share skills, experience and resources
- Nurture new and existing partnerships with external organisations that can add value to our work or vice versa

### FOCUS ON SYSTEMIC AS WELL AS BEHAVIOURAL CHANGE

We will:

- Create a culture of learning and filter, translate and amplify new developments in the fields of plastic pollution and zero waste that will benefit our work
- Provide training to enable volunteers to develop a systemic view and build relationships with community decision-makers
- Leverage our programme data and direct community access to create wider impact

# FINANCIAL REVIEW

THE year 2020 presented us with major challenges, not only for our projects, but also financially. Almost all income earned from events and talks was lost; and private individuals, who had previously supported us with small but essential regular donations, were unable to commit due to the uncertain circumstances.

Fortunately, thanks to our partners, private benefactors and an intensive and successful foundation fundraising effort, we were able nearly to match the overall income of 2019, even in these difficult times. And, as a result of lower expenditure on programmes, additional reserves were built.

**D**uring 2020, our funding from organisations and private individuals reached over CHF 323,000, an increase on the previous year (CHF 295,000)\*. We are happy and grateful to have received such great support in this difficult year. It has allowed us to secure the future of Trash Hero.

Grant-making bodies were our largest source of funding in 2020, 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 138,540 were 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. However, due to the lack of opportunities (no cleanups or talks etc.), sales fell significantly. In 2020 we were able to sell material for around CHF 8,100. These sales are always made at cost price (without profit).

Due to a lack of resources and the restrictions imposed by COVID-19, no income could be generated with Trash Hero @ Work.

Other events, such as presentations for organisations or schools, were almost entirely cancelled. Therefore, the income from these activities was a fraction of that of the previous year: we earned less than CHF 8,000 in 2020 vs. almost CHF 31,000 in 2019.

Thanks to partnerships with commercial organisations that we formed in 2019, we received secure, regular earned income in 2020. We are very grateful! We hope to find more partners in the future. All such partnerships are chosen and

managed in a way that our values and independence are not compromised.

Totally, we were able to achieve an income of CHF 360,620.29 in 2020 - close to the total of the previous year (CHF 367,292.07).

We used CHF 156,787.94 directly for our programmes. A large part of these costs is attributable to the working hours of the employees in our global network. Due to the changing circumstances on the ground, they had to constantly adapt to enable us to keep our network alive and support our projects in different ways. In addition, we started a new programme, Trash Hero Communities.

Overall, this spending was lower than in 2019, as less material was required and almost all family meetings were held online rather than in person.

A total of CHF 144,804.39 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 the financial statements overleaf. However we believe it is important to note the total figure separately here.

We also funded an additional full time employee through our global network, which allowed us to progress further towards professionalisation. Of course, this resulted in higher administration and IT costs compared with previous years.

The Trash Hero trademark was registered in 24 new countries in 2020. This resulted in legal costs of CHF 13,220.25. This investment will protect the Trash Hero name and brand for

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

existing and future chapters in our network.

Thanks to lower programme expenditure, the continued contributions of volunteers, in-kind donors and professionals offering *pro bono* services, we had a surplus of CHF 144,345.41. We therefore made the decision to increase our reserves. These funds not only ensure the continuation of our projects, but would also cover the salaries of our employees should income decrease.

*The following costs, which were paid directly by funders in the Czech Republic, are not included in the financial statements:*

*CHF 1,069.17 for family meetings*

*CHF 1,250.00 for T-shirts for our volunteers*

*CHF 2,657.88 for kids books*

*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. In 2020, further reserves were built.

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 2020.

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. We would particularly like to emphasise here that, thanks to careful planning and quick action, no losses nor additional expenses were incurred as a result of the corona pandemic. Reserves have been increased in order to have greater financial security in the future.

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 continue to manage operational and financial risks successfully.

We are grateful for the assistance of Lufida Revisions AG, who conducted our certified financial audit on a *pro bono* basis and in accordance with Swiss commercial law.

This Annual Report has been approved by the Board of Trash Hero World on 30 March 2020 and is signed as authorised on its behalf by:



**Rahel Schaub**  
President  
Trash Hero World

# FINANCIAL STATEMENTS

## BALANCE SHEET AS AT 31 DECEMBER 2020

	Notes	2020		2019	
		CHF	%	CHF	%
<b>ASSETS</b>					
Cash in hand		3,965.01	1.0	3,869.91	1.6
Bank deposits		215,149.20	54.0	183,061.91	73.7
Merchandise inventory		25,850.00	6.5	21,170.00	8.5
Debtors		2,515.25	0.6	408.35	0.2
Accrued income		956.90	0.2	0.00	0.0
Reserves		150,009.72	37.6	40,001.61	16.1
<b>Total</b>		<b>398,446.08</b>	<b>100</b>	<b>248,511.78</b>	<b>100</b>
<b>LIABILITIES &amp; AVAILABLE FUNDS</b>					
Trade creditors		3,540.75	0.9	681.00	0.3
Accrued expenses		165.85	0.0	40.00	0.0
Funds brought forward from previous period		207,790.78	52.2	86,671.35	34.9
Reserves		150,000.00	37.6	40,000.00	16.1
Funds carried forward		36,948.70	9.3	121,119.43	48.7
<b>Total</b>		<b>398,446.08</b>	<b>100</b>	<b>248,511.78</b>	<b>100</b>

### NOTES TO THE ACCOUNTS

1. The financial statements have been prepared using the accruals basis.
2. Trash Hero World relies - perhaps more than most non-profit organisations - on the contributions of volunteers and pro bono professional services. In total, around 350 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.
3. 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.



# STATEMENT OF FINANCIAL ACTIVITIES

## FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	Total 2020 CHF	Total 2019 CHF
<b>INCOME</b>			
<b>VOLUNTARY INCOME (Grants &amp; donations)</b>			
Individual giving (unrestricted funds)		77,450.88	52,451.93
Individual giving (restricted funds)		73,800.00	80,700.00
Corporate giving (unrestricted funds)		9,182.49	10,869.02
Foundations & non-profit (unrestricted funds)		98,446.00	80,715.39
Foundations & non-profit (restricted funds)		64,740.00	70,504.52
<b>Total</b>		<b>323,619.37</b>	<b>295,240.86</b>
<b>EARNED INCOME</b>			
Trading activity		8,101.09	15,721.04
Income from Trash Hero @ Work		0.00	6,770.00
Partnerships		20,997.33	18,748.87
Other income (events, presentations, talks)		7,902.50	30,811.30
<b>Total</b>		<b>37,000.92</b>	<b>72,051.21</b>
<b>TOTAL INCOME</b>		<b>360,620.29</b>	<b>367,292.07</b>
<b>EXPENDITURE</b>			
<b>PROGRAMME COSTS</b>			
Action & Awareness		-77,669.06	-99,860.17
Bottles & Bags		-29,976.18	-54,085.52
Kids & Education		-21,112.25	-30,584.06
Trash Hero Communities		-28,030.45	-13,020.36
<b>Total</b>		<b>-156,787.94</b>	<b>-197,550.11</b>
<b>COST OF MERCHANDISE</b>		<b>-14,232.40</b>	<b>-13,025.86</b>
<b>COST OF RAISING FUNDS (voluntary income)</b>		<b>-16,293.24</b>	<b>-11,613.15</b>
<b>GENERAL OPERATING EXPENSES</b>			
Admin		-13,039.16	-7,908.58
IT / Marketing		-2,288.72	-3,053.12
IP protection (international trademarks)		-13,220.25	-12,580.13
<b>Total</b>		<b>-28,548.13</b>	<b>-23,541.83</b>
<b>FINANCIAL COSTS (transaction fees, currency exchange gains / losses)</b>		<b>-413.17</b>	<b>-441.69</b>
<b>TOTAL EXPENDITURE</b>		<b>-216,274.88</b>	<b>-246,172.64</b>
Allocation to cash reserves		-110,000.00	-40,000.00
<b>Net income / deficit for the year</b>		<b>34,345.41</b>	<b>81,119.43</b>
<b>Funds carried forward</b>		<b>34,345.41</b>	<b>81,119.43</b>

# GIFTS & 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 2020

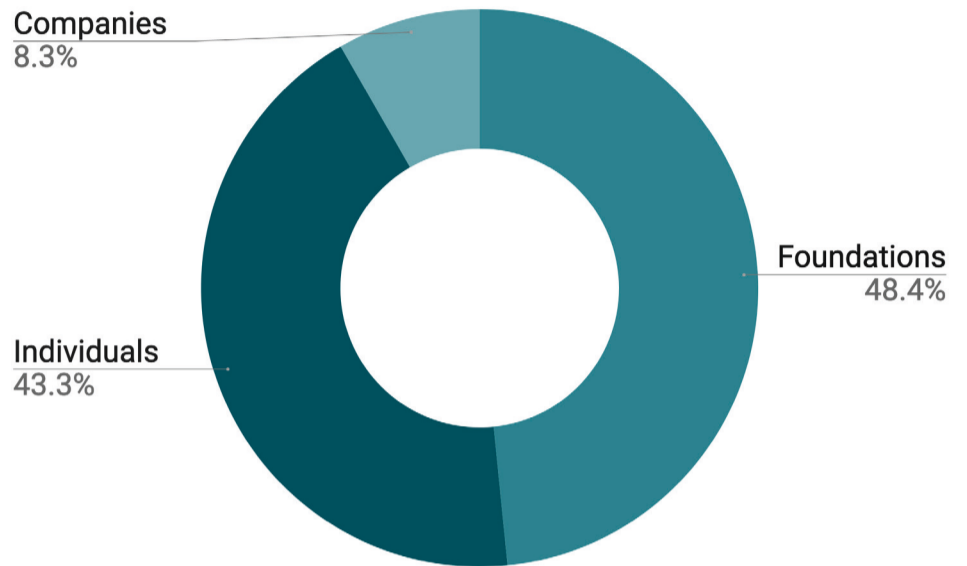
The following organisations and individuals gave gifts of CHF 5,000 and above during 2020:

- OceanCare
- Ocean Family Foundation
- Stiftung Ormella
- Stiftung Nord-Süd
- Stiftung Drittes Millennium
- Margarethe und Rudolf Gsell-Stiftung
- Temperatio-Stiftung
- CHARISMA Stiftung für nachhaltige Entwicklung
- Uniscientia Stiftung
- Susan Noakes
- Antonis Schwarz
- Ruth & Thomas Halter
- Beatrice Fischli Hendry

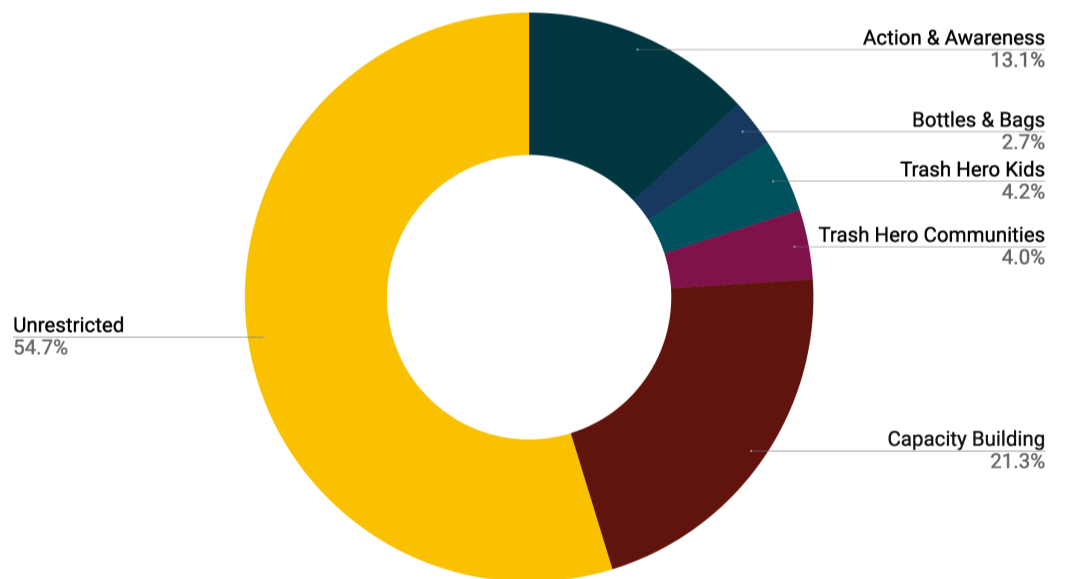
We are also extremely grateful to those individuals, companies, non-profits and foundations around the world who gave equally generously but who did not wish to be named in this report.

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



## 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!



## Lions Club support reuse in Thailand

Another donation in kind enabled an entire community in Thailand to hold “zero waste” events. Lions Club Chumpon Sairee Beach gifted 1000 sets of reusable plates and cutlery, as well as catering-size pots and pans, to their local Trash Hero chapter. The leaders of Trash Hero Chumpon have already put them to use at big cleanup events, avoiding the typical foam-boxed lunches with plastic spoons. They have also contacted 30 temples and 107 schools in the province to offer them the equipment on loan for free to help reduce waste at other local festivals, ceremonies and events.



## Together we make a difference

In 2020, [Impact Acoustic AG](#) supported Trash Hero World with an unrestricted monthly donation, as part of their commitment to reduce waste and support a sustainable future.

On World Cleanup Day in September, the company’s staff joined Trash Hero Luzern, as part of a joint effort involving 9 different organisations and 119 volunteers, to clean up the lake basin and surrounding streets. Together they removed 2.5 tons of trash and recorded data on the collected waste for Break Free From Plastic’s Brand Audit Report.


Impact Acoustic is a company that shares our vision for a clean world. Their business practices are transparent, sustainable and comply with our [ethical funding policy](#).

**TRASH  
HERO**



## TOGETHER WE MAKE A DIFFERENCE

Trash Hero World  
Hauptstrasse 32, 6034 Inwil, Switzerland  
+41 (0)76 683 3317  
[trashhero.org](http://trashhero.org)  
[fundraising@trashhero.org](mailto:fundraising@trashhero.org)

 [trashheroworld](https://www.facebook.com/trashheroworld)  
 [trashheroworld](https://www.instagram.com/trashheroworld)  
 [company/trashhero](https://www.linkedin.com/company/trashhero)

Donations may be made to:  
Raiffeisenbank Oberseetal, Switzerland  
IBAN: CH25 8080 8007 8875 3059 8  
International: SWIFT-BIC RAIFCH22XXX  
Or directly via [trashhero.org/donations](http://trashhero.org/donations)