



# TRASH HERO

ANNUAL REPORT  
2021





# A clean world, free from plastic pollution.

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# THANK YOU!



**“Strength, influence and change - three goals to carry us into our ninth year of activities and beyond”**

**T**OWARDS the end of 2021, we asked our movement to look to the future and help shape and improve our impact going forward.

With their feedback, we established a strategic plan with three goals - strength, influence and change - that will carry us into our ninth year of activities and beyond. And through this development process, we reaffirmed what it means to be a Trash Hero, what it means to wear this yellow T-shirt. We created a statement of our values called “The Trash Hero Way”, of which all volunteers and staff can feel proud<sup>1</sup>.

It was important for us at that moment to pause and reflect. After two disrupted and often unsettled years, it was time to step back, consolidate and take the long view. The political, scientific and cultural landscape has changed dramatically in recent years, and our priorities and aims have shifted too.

Although we have never focused solely on collecting trash, this year we decided to increase significantly our investment in education, sharing knowledge about sustainable solutions to the plastic crisis with our volunteers and the wider general public. The training and associated materials, provided in various local languages, help to normalise the concept of zero waste, and enable vital community outreach work and local waste reduction projects.

This in turn strengthens our cleanup efforts, which are the gateway to longer term change. Our volunteers now have an increased sense of purpose when showing up, week after week, to collect trash. We were once again overwhelmed by their commitment to the cause. Though still below pre-Covid levels, participant numbers even increased slightly year on year. We supported our volunteers’ hard work by funding team-building events (chapter family meetings) for all active chapters at the end of the year.

We were very grateful to see similar levels of commitment from our financial supporters in 2021, a privilege which we never take for granted. Our [ethical funding policy](#) is one of the strictest in existence, meaning that all Trash Hero stakeholders can be confident that our work remains uninfluenced by any players in the plastic industry. This trust continues to provide a strong basis for our relationships with funders and partners.

Thanks to these good relations and careful management of funds, we were able to close the year in a healthy financial position. Together with our new strategic plan, we are confident that we are moving in the right direction. And with your continued support, dedication and inspiration, we are unstoppable! Our passion to create a clean world, free from plastic pollution moves into 2022 with new energy and commitment.

<sup>1</sup> Both documents can be found on our website at [trashhero.org/way](https://trashhero.org/way)



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

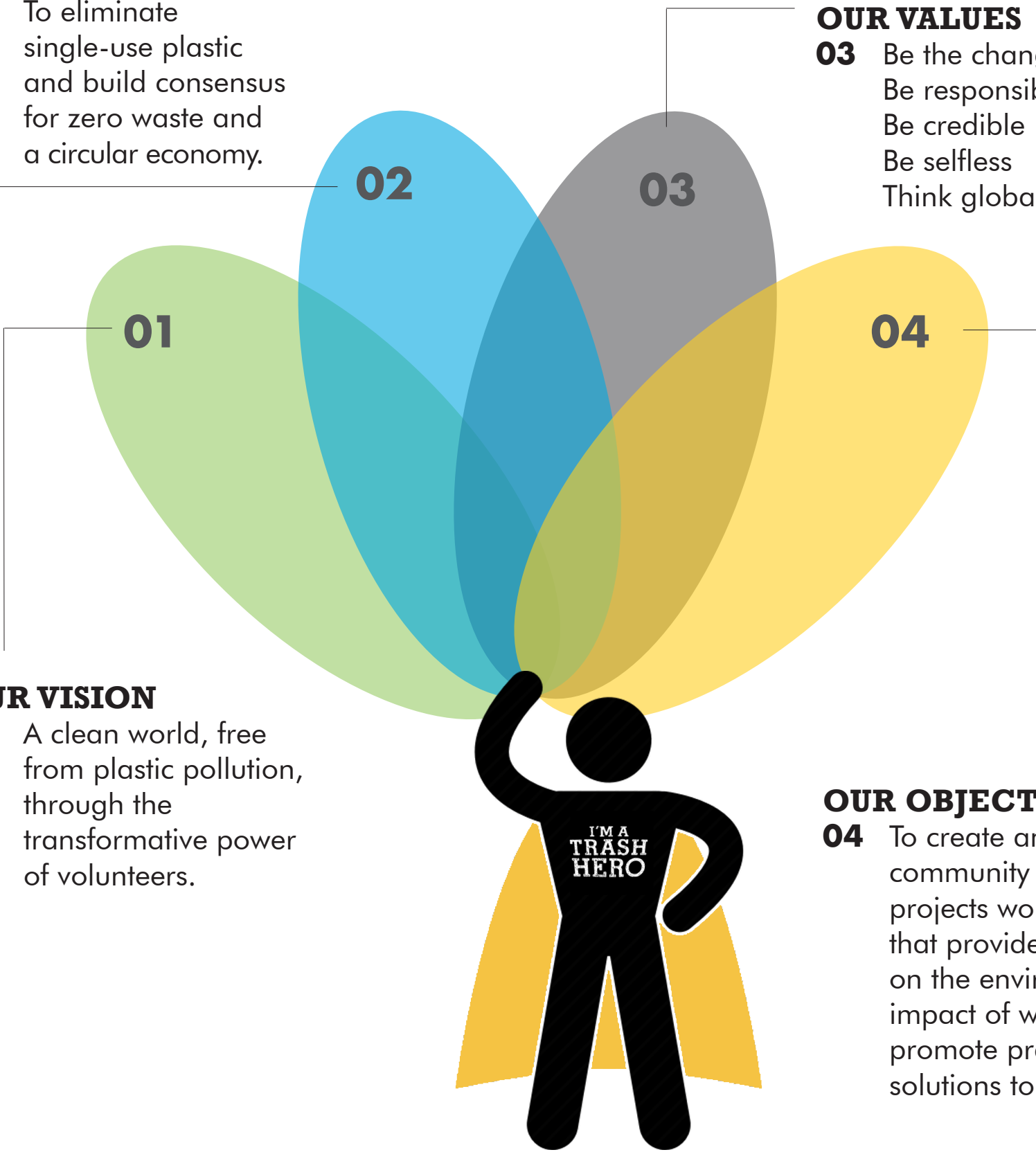
# WHO WE ARE & WHAT WE DO

## OUR MISSION

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

## OUR VALUES

**03** Be the change  
Be responsible  
Be credible  
Be selfless  
Think global, act local



## 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, Kids & Education and Trash Hero Communities. More details of these can be found on p.10.

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 meaningful collective 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) 3, 4, 8, 11, 12, 13 and 14.





# HOW WE WORK: PEOPLE

## THE ROLE OF VOLUNTEERS

Trash Hero does not have a separate “volunteer programme”. Volunteers are the very foundation of the organisation: 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 2021, around 350 regular volunteers in the global Trash Hero network gave 89,240 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 87,650 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.

## 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. These are known as “Trash Hero Family Meetings.” The volunteers network, receive training and support, exchange knowledge and feel inspired to do more.

Their experience and expertise in the local context in turn inform our programmes and the way we work. Most importantly, the volunteers also learn from each other, forming connections and friendships that last far beyond the three days spent together.

2021 was no different in spirit, though for the second year in a row, we needed to transfer proceedings online, 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.

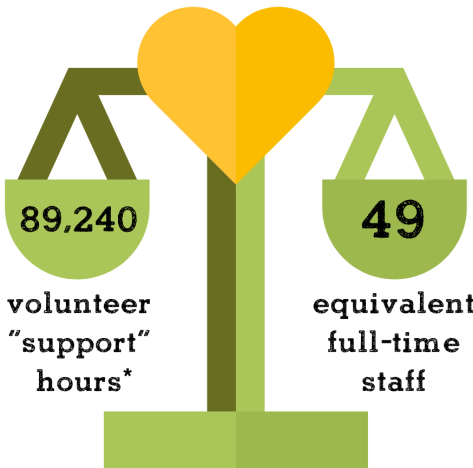
Our series of online family meetings held in March, November and December engaged 315 participants in 20 different countries. Many of these participants had never had the chance to attend a family meeting previously.

At the end of the year, we also started to fund in-person meetings for individual chapters, wherever public gatherings



176,890  
HOURS

Estimated time  
contributed by all  
volunteers in 2021



\*spent by volunteers directly on  
programmes and network support



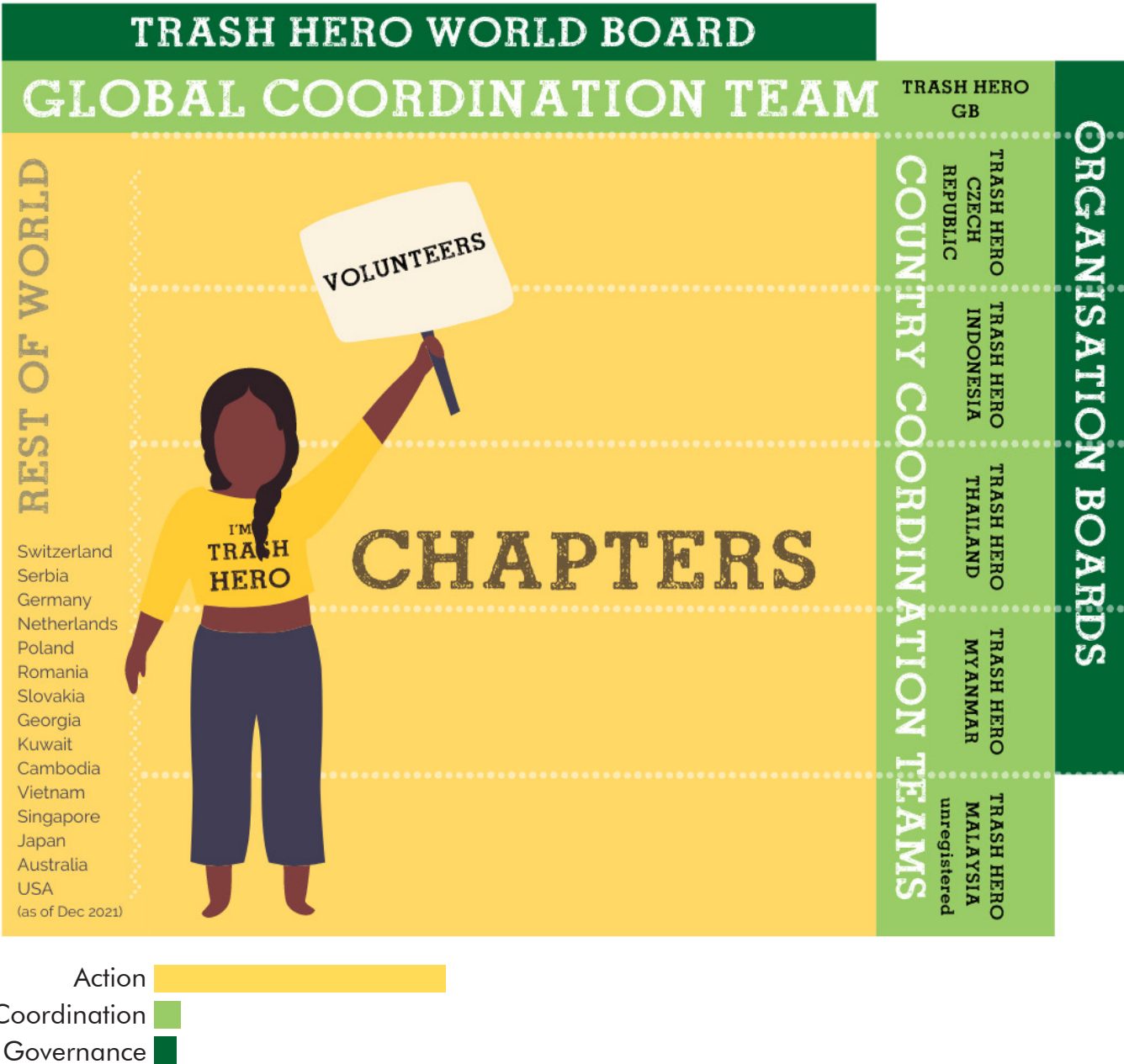
# HOW WE WORK: OUR MOVEMENT

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.



were allowed. We provided a budget for the chapter’s core team to come together in a manner of their choice: a dinner, a picnic, a trip to a local attraction. The goal was to celebrate their achievements and make plans for the coming year. All events were zero waste and practised the usual Trash Hero transparency, with publicly available receipts.

These “chapter family meetings” allowed our volunteers to show appreciation for their teams and further their own priorities, be it kids’ education or recruiting more volunteers. For example, Trash Hero Mas in Bali decided to invite key local dignitaries to their meeting. The chapter leader, I Nyoman Yasa, said “we feel lucky to be given this opportunity to spread the knowledge of Trash Hero and our work to the community. Many who attended now said they understand more and immediately want to take part in the next action, it’s amazing!”

By the end of the year, 235 people in 13 chapters had taken part in these meetings; they will continue into the early part of 2022.

Throughout the year, in addition to the family meetings, we held regular online sessions for volunteers. Chapter leaders in Southeast Asia were given the opportunity to take part in a second series of “Trash Hero Zero Waste Communities” training. Further details can be found on p.20.

In 2021 we welcomed several new volunteers to the global coordination team as well as a new member of staff in Thailand and an intern in Switzerland. This brings the total number of paid positions within the global network to seven. All posts are currently funded by Trash Hero World.

# HOW WE WORK: PARTNERSHIPS

**I**N 2021, we continued to work closely with Break Free From Plastic (BFFP). BFFP is a global coalition of some 2,500 NGOs aiming to stop plastic pollution. Trash Hero World is one of the core members. For the third year in a row, our volunteers provided data for BFFP's "Brand Audit Report", a project that identifies the world's biggest corporate plastic polluters (see p.15 for more on this project).

Through the BFFP network, we also forged new alliances, notably with The Story of Stuff Project, with whom we collaborated to produce dubbed versions of their animated short film, [The Story of Plastic](#)<sup>1</sup>, in Thai, Indonesian and Malaysian. This allowed the systemic causes of the plastic crisis to be introduced to new audiences in the Southeast Asian region.

By the end of the year, the movies had reached 1.2 million people on social media. More on this story on p. 21.

In February, we were proud to be invited to join the Plastic Health Coalition (PHC), a partnership of national and international environmental and research organisations, founded by the Plastic Soup Foundation in the Netherlands. PHC's work focuses on the effects of plastics and microplastics on our health. Trash Hero hopes to facilitate and support the process of spreading this knowledge to international audiences in multiple languages.



Trash Hero Thailand and Trash Hero Indonesia became members of GAIA, a global network working towards a just and waste-free world without incineration. This connects us to a wide range of groups across the Asia-Pacific region, sharing zero waste knowledge and resources.

We continued our close working relationship with OceanCare, the Swiss non-profit organisation and UN Special Advisor on Marine Conservation since 2011. With more than 30 years of marine conservation experience, they are an invaluable source of advice and expertise.

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

In 2021, the Swiss chain REFORMHAUS came on board to offer the products which, along with new independent retailers, meant our [refill network](#)<sup>2</sup> more than doubled to 84 outlets nationwide. In addition, 11 hotels have adopted the refillable products in their rooms. It is estimated that around 52,882 plastic bottles (200ml) in total have been saved by the scheme since its start in 2018 (21,935 of them in 2021 alone). More significantly, we have been able to show that refill systems can work as a mainstream solution to reduce waste.

<sup>1</sup> All videos are available on our YouTube channel: <https://www.youtube.com/c/TrashHeroWorld/>

<sup>2</sup> Refill map link: <https://schnarwiler.ch/refill>





# GLOBAL IMPACT REPORT

## INTRODUCTION



**“Trash Hero’s message of hope and change, backed up with knowledge and practical solutions, is gaining ground”**

2021 was the second year that the lives and work of our volunteers were affected by the pandemic. Yet their undaunted spirit and commitment to Trash Hero allowed our core cleanup activities to stay constant in the face of continued challenges. This resilience is one of our movement’s greatest assets.

We started the year with much of the world still in lockdown and limited opportunities for collective action. The coordination team continued to support the network and keep people motivated. As a return to normality became imaginable, we shifted our focus to the long-term impact of our chapters and preparing them to emerge from this pandemic ready and able to create real change in their recovering communities.

With this goal in mind, we expanded our programmes team to three full-time staff, working alongside our country coordinators (staff and volunteers) in Southeast Asia. This allowed us to provide more comprehensive support to the volunteers on the ground, as well as dedicate resources to programme monitoring, development and capacity building.

We worked very hard on evolving our education offering, with volunteer training and localised support materials. A highlight was the “Zero Waste Communities” training held in Indonesia, Malaysia and Thailand in May - June.

**“If previously I thought Trash Hero only dealt with litter on the beach, now I know that it is more about education, to be aware of waste around us. And beyond that, how to reduce waste in the first place and how all parties on a micro and macro scale play a role.”**

So wrote Syamim Hashim, a Malaysian volunteer on the post-training feedback survey. I found this description of his personal journey of change very moving. Most people join our movement wanting only to “keep their area clean” or “stop litter” - both valid motivations. Through their experience of regular cleanups, they start to see the bigger picture of waste and its origins. Our training can then show potential solutions. These deep shifts in thinking take time and cannot be forced. But once achieved, they create powerful new advocates for zero waste, ones that can go on to kickstart local projects to reduce and better manage waste.

At Trash Hero we want to do all we can to support this type of change, both within our movement and in wider society: to normalise the concepts of zero waste, refill and reuse, and develop an understanding of the systemic and behavioural changes required for a circular economy.

Our social media channels are an important platform for general education on plastic pollution. In 2021 our posts reached more than 4 million people on Facebook alone (around 30% of this was from paid campaigns). Such communication strengthens our reputation as a source of truth about the plastic crisis.

As the future of the planet becomes increasingly a battle for hearts and minds, Trash Hero’s message of hope and change, backed up with knowledge and practical solutions, is gaining ground. On the following pages you will find the stories and data that attest to this. Together with our NGO partners and colleagues around the world, we remain convinced that zero waste is achievable and that one day we will be able to break free from plastic.



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



# 2021 NETWORK HIGHLIGHTS



JANUARY

Trash Hero volunteers in Bali join a mammoth week-long cleanup to remove monsoon trash that had engulfed Kuta Beach and made international news headlines. The connections made led to the launch of a new chapter, **Trash Hero Kuta Bali**, later in the month. Five brand audits were also carried out on the collected trash.



FEBRUARY

**CLEANUPS: THE GATEWAY TO A ZERO-WASTE COMMUNITY**

Trash Hero World’s work is featured by Break Free From Plastic on their blog, an important acknowledgment that cleanups, with the right approach, can open the door to long-term solutions for waste. The post can be read here: <https://www.breakfreefromplastic.org/2021/02/19/cleanups-the-gateway-to-a-zero-waste-community/>



MARCH

The first Trash Hero chapter in Cambodia gets up and running. **Trash Hero Sophy II** is established by a group of concerned citizens in the northwestern city of Battambang. Together with the students of a local school and other residents, they complete 30 cleanup actions in 2021.



MARCH

Learning by doing: **Trash Hero Pattani** organises a “zero waste camping” trip for local residents, putting the concepts of reducing and separating waste into action over a weekend of fun family activities. The trip generated only 95g of residual waste per person per day, compared to the typical 1.3kg daily average per capita in Thailand.



APRIL

After suspending activities following the February coup, **Trash Hero Myeik** in Myanmar is able to start cleanups again. Others follow but the political situation remains volatile in many areas and volunteer safety takes priority over the need for action.



APRIL

As schools in Switzerland start the Trash Hero Kids programme, Nelly Kuster from **Trash Hero Switzerland** is inspired to create an oral version of the Trash Hero kids’ book on which the programme is based. Retold in her own words, in Swiss German, the story comes to life with vivid descriptions and an original song that she composed herself. Watch the video with English / German subtitles, here: [https://youtu.be/-tx8GK\\_-vk](https://youtu.be/-tx8GK_-vk)



MAY

## TRASH HERO ZERO WASTE COMMUNITIES



What's the big deal about greenwashing?  
What to do with the trash we collect?  
What's the alternative to burning?

Learn about all these topics and more in our 5 week online course. Our experts will help you to understand the big picture so you can guide your community towards a better, zero waste future!

**Starts 21 May 2021 - Sign up now!**

In partnership with: #break free from plastic, Let's do it FOUNDATION, ZERO WASTE EUROPE, gaia, YPBB

The second round of our Zero Waste Communities volunteer training kicks off, this time with a five-week course of home and online study, supported by experts from Europe and Southeast Asia. 56 participants from **Trash Hero Thailand, Malaysia and Indonesia** complete the training - more info on p.20.

JUNE



Inspired by a Jack Johnson album cover, **Trash Hero Zurich** volunteers organise a photo shoot with some unique - or not so unique - pieces of trash they collected over four years of cleanups in the city. With the help of photographer Jan Lichtensteiger, the images are showcased on social media, giving a powerful visual reminder of the things we throw away.

JUNE



The German television station, ZDF, features volunteers from **Trash Hero Canggu** in a [mini-documentary about Bali](#), on the popular show, "Hallo Deutschland", urging people to join their activities.

JULY



As a network, **Trash Hero World** reaches a big milestone, with more than 2 million kg of trash collected by volunteers.

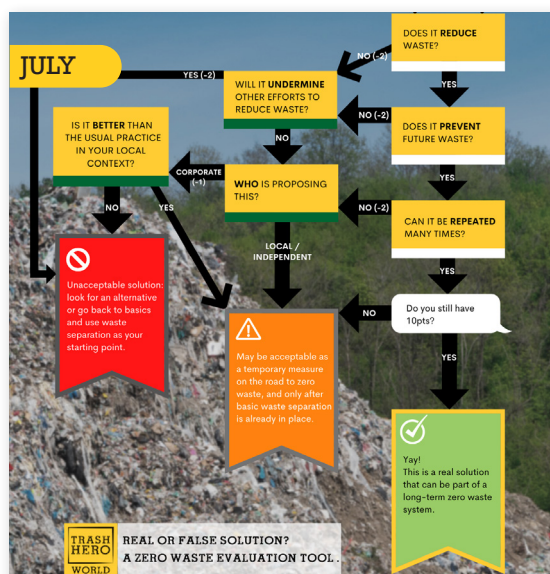
To mark the occasion we publish the live feeds of data from our chapter cleanups. The feeds are hosted on our website at [trashhero.org/our-network/](https://trashhero.org/our-network/) as part of our commitment to transparency in all of our operations.

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

JUNE



**Trash Hero Chiang Rai** takes part in a project with six schools in the Thai city, to promote sustainable patterns of consumption and the transition to a circular economy. The volunteers organise practical activities, including cleanups, for 265 students over a 3-month period. The project, designed and led by researchers at Mae Fah Luang University, is also a live study into ways of cultivating environmental leadership in young people.



**Trash Hero Thailand, Indonesia and Malaysia** release a "false solutions tool", created for our Zero Waste Communities training earlier in the year. The tool makes it easier to assess proposed solutions to the plastic crisis, by asking a series of questions that determine whether they are truly sustainable. The tool is picked up by Break Free From Plastic and featured in their "Podcast of Plastic" series.





Dragana Katic, leader of **Trash Hero Beograd** in Serbia, is the subject in the first of a series of films exploring social apathy and the lack of agency people feel towards environmental issues. The film is part of a multi-year, multimedia project, [The Ways of the Heroes](#), aiming to bring stories of “hidden heroes” to international audiences. The project is co-funded by the Creative Europe Programme of the European Union and supported by Belgrade City Council and the Serbian Ministry of Culture.



Our new chapters in Vietnam, **Trash Hero Hoi An, Ho Chi Minh and Song Cau**, collaborate on the translation of our chapter handbook into Vietnamese. This guide will allow Trash Hero to grow more rapidly in the country and new volunteers to be trained without the need for English.



Sparked by the alarming number of masks and other single-use PPE picked up at our cleanups, **Trash Hero World** starts a campaign for reusable masks. 90 chapters contribute their statistics to help raise awareness of pandemic pollution. From July to the end of the year they log 9,479 discarded masks.



**Trash Hero World’s** Programme Director takes part in “Building a Zero Waste Academy”, an Erasmus pilot project organised by Let’s Do It Foundation and Zero Waste Europe (among others). The project aims to create a network of skilled trainers and a strong curriculum with which to teach new zero waste ambassadors, who can then advocate for better waste management in their communities.



**Trash Hero Malaysia** organises a series of online “coffee chats” between their chapter leaders. The informal discussions, broadcast live on Facebook, allow the leaders in different areas to get to know each other better and give the general public a glimpse into the life of a Trash Hero volunteer.



Illegal forest dump sites are a problem in many countries in Europe. The volunteers of **Trash Hero Plzen** in the Czech Republic decided to highlight the practice by clearing such a site in Vinice. It took three separate cleanups and 98 volunteer hours to remove more than 3.6 metric tons of waste! The process was documented on social media and received support from the local government.



Follow us @trashheroworld !





**Trash Hero World** chapters record the most pieces of plastic - 42,755 - of any organisation contributing to Break Free From Plastic's 2021 "[Branded](#)" report, that holds corporate polluters to account. Each item has its composition and manufacturer recorded in a so-called "brand audit". In total, 115 brand audits are carried out during 2021. More on brand audits on p.15.



**Trash Hero Indonesia** holds an in-person workshop in Bali to train local leaders about the principles and practical applications of zero waste in the *banjar* (local community group). The workshop is attended by 17 chapter leaders from villages all over the island. See more on p.21.



Some years ago, Trash Hero Czech Republic received the wrong consignment - 500 bottles emblazoned with a slogan for Trash Hero Chiang Mai. While a few were used or gifted, most were sitting in storage, unable to be sold. They are rescued by **Trash Hero Jihlava**, who erase the engraving and replace it with the commercially viable "Love Czech Republic". The bottles can now be distributed locally, saving more single-use plastic.



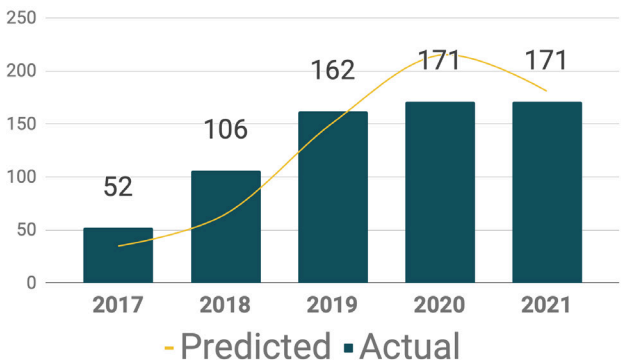
The Trash Hero kids book is published in its eighth language - Arabic! A thousand children will have access to the book for free, bringing the Trash Hero message to a new generation in Kuwait. Thank you to **Trash Hero Kuwait** and their local sponsor for organising the project.



**Trash Hero World** signs the civil society call to action for a global, legally binding treaty on the full lifecycle of plastics. The petition is signed by more than 700 organisations from 113 countries and will be presented to delegates discussing the topic at the UNEA 5.2 conference in Nairobi in 2022.



Our belief that anyone can be a Trash Hero is borne out by volunteers in **Trash Hero Renon** in Bali. They adapt their cleanups to accommodate their blind and visually impaired friends who would like to join, pairing them up with sighted volunteers. The teams walk together along the route, with one collecting trash and the other carrying the bag.



GLOBAL GROWTH IN CHAPTERS

By the end of 2021, we counted 171 active chapters in 20 countries worldwide. 154 of these chapters were established (3 months - 7 years of regular activity) and 17 were in the start-up phase but had completed at least 3 cleanups. While the overall number of chapters remained the same as the previous year, there was nonetheless movement. We welcomed 20 new chapters to our network in 2021, including one in a new country, Cambodia. Conversely, 20 locations became inactive, largely due to the pressures of the pandemic.



# ACTION & AWARENESS

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

The goal of the cleanups is not simply to pick up trash - this is not a long-term solution to the plastic crisis - 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). 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.

## Where does the trash go?

Volunteers spend 1-2 hours collecting trash, after which they are invited both to celebrate their achievements and to reflect on the questions: “where does the trash come from?” and “where does the trash go?”.

We try to move the conversation away from “litter” and “irresponsible consumers” to discussions about systemic problems, namely the overproduction of single-use plastic packaging. In some areas, we examine and record the brands of the trash collected, for research purposes (see below). Then, wherever possible, participants are asked to sort the collected waste to recover recyclable and reusable material. The disposal options will depend on the local infrastructure - and this is another talking point, with the opportunity to show that, even in developed areas, there is no good solution for most plastic packaging.

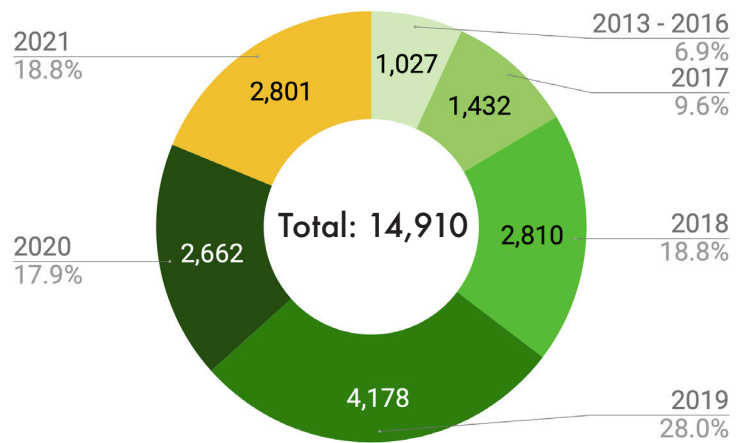
After experiencing the issue first hand, the goal is that participants keep these questions at the forefront of their minds. “Where does the trash come from? And where does it go?” become questions that influence their actions every day – not only when they throw things away, but even before they use them. Only by supporting systems and lifestyles that reduce 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.

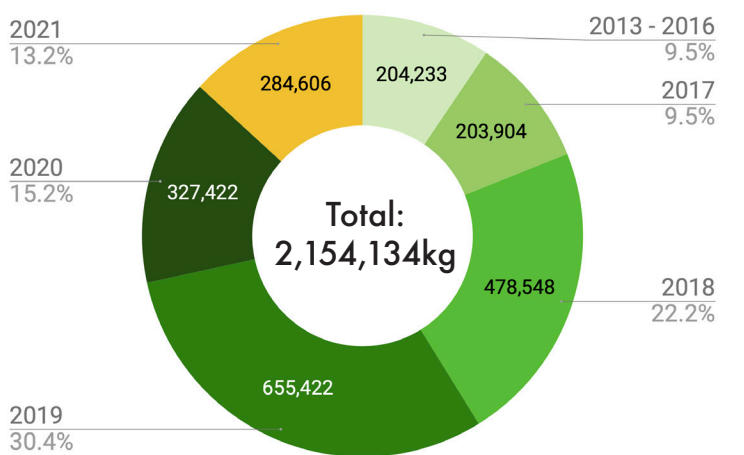
Once a cleanup programme becomes established and builds trust, our leaders often find themselves being invited to give talks or take part in discussions on topics such as sustainable consumption or



### Total number of cleanup events



### Total trash collected (kg)





# Volunteers to date

local waste management. They may also feel able to start their 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. See p. 20 for more details.

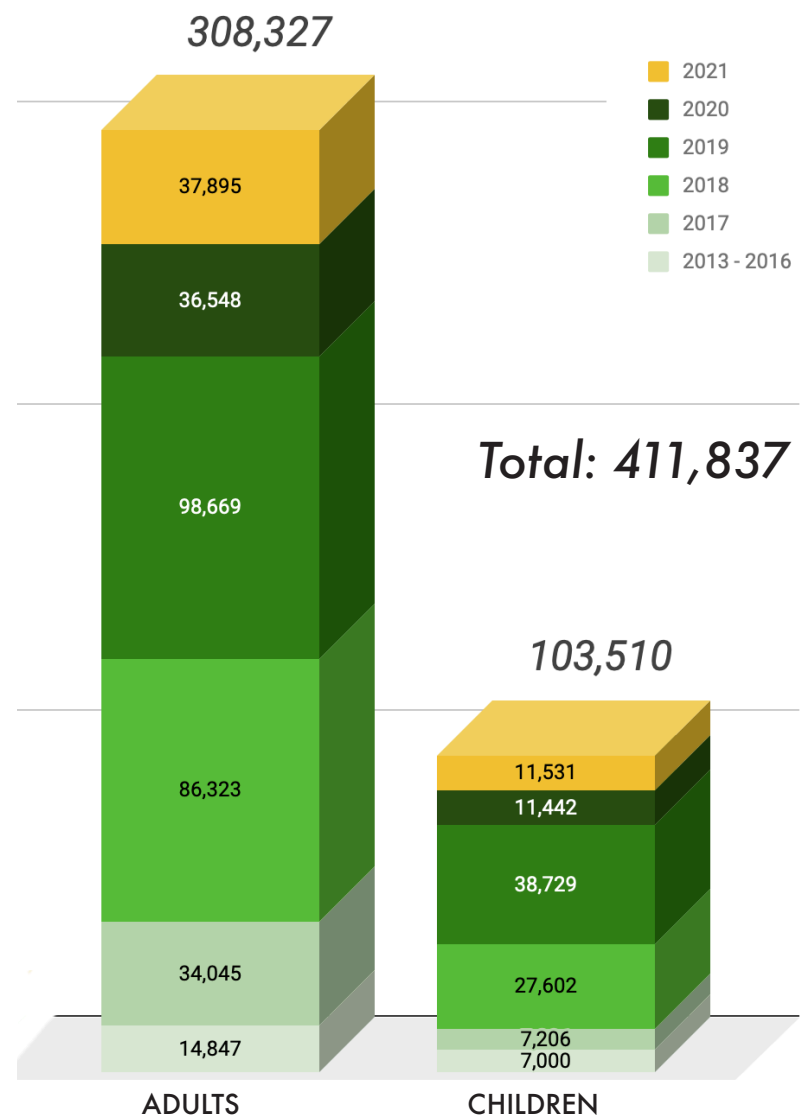
In 2021, there were limited opportunities for large cleanup events due to the continued pandemic restrictions. Nonetheless, chapters engaged in solo or remote cleanups, or held smaller events if local restrictions permitted. A total of 284.6 metric tons of waste was removed across the network during the year by 49,426 volunteers, of which 11,531 were children.

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. From October 2020 until 20 September 2021, Break Free From Plastic was supported by 11,184 volunteers in 48 countries, who conducted 440 brand audits, collecting 330,493 pieces of plastic waste. A total of 141 of these audits (almost a third of the total number globally) were carried out by Trash Hero volunteers - a 50% increase on our contribution from the previous year.

The final report, [Branded: Vol. IV: Holding Corporations Accountable for the Plastic & Climate Crisis](#), was released on 25 October 2021, to coincide with the COP26 summit in Glasgow. Trash Hero World helped to translate the executive summary and social media campaign assets into Thai language in order to better disseminate the findings.

The report highlighted the link between the overproduction of plastic - 99% of which is made with fossil fuels - and climate change. The evidence published was 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, Cambodia, Japan, Kuwait, Switzerland, Germany, the Netherlands, Czech Republic, Slovakia, Serbia, Romania, Poland, Georgia, Australia and USA.





# BOTTLES & BAGS

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

Tap water is not safe to drink 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 can also be accessed on a centrally maintained map at [trashhero.org/refill](https://trashhero.org/refill).



It is also possible to measure the climate positive impact of using the bottle with our [online calculator](#)<sup>1</sup>. The calculator is based on a study carried out by ETH-Zürich in 2019 that found, with sustained use of the Trash Hero 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. The calculator also works out the amount of plastic bottles and money saved by switching to reuse.

In 2021, sales of Trash Hero bottles fell considerably as the continued lack of tourism made its impact on the economy in Southeast Asia. Some partner outlets closed temporarily, others permanently. However, the refill concept was still heavily promoted online by Trash Hero World and offline by our chapter leaders, who use the bottles regularly at their cleanups and in everyday life. We expect sales to pick up once countries start to reopen.

Meanwhile in Europe, Trash Hero Czech Republic brought an inactive water refill network back to life. The Dolej Si (Refill yourself!) project was created by students at Olomouc University some eight years ago, but had not been maintained since the students graduated. Trash Hero Czech Republic volunteers took over the database, hosting the map on their website and helping to expand the network's reach to 192 refill points by the end of 2021, including eight selling the Trash Hero bottle.

To acknowledge the contribution of both partners, the project is marketed as "Trash Hero x Dolej Si". This is an example of a successful local collaboration, with no money involved.

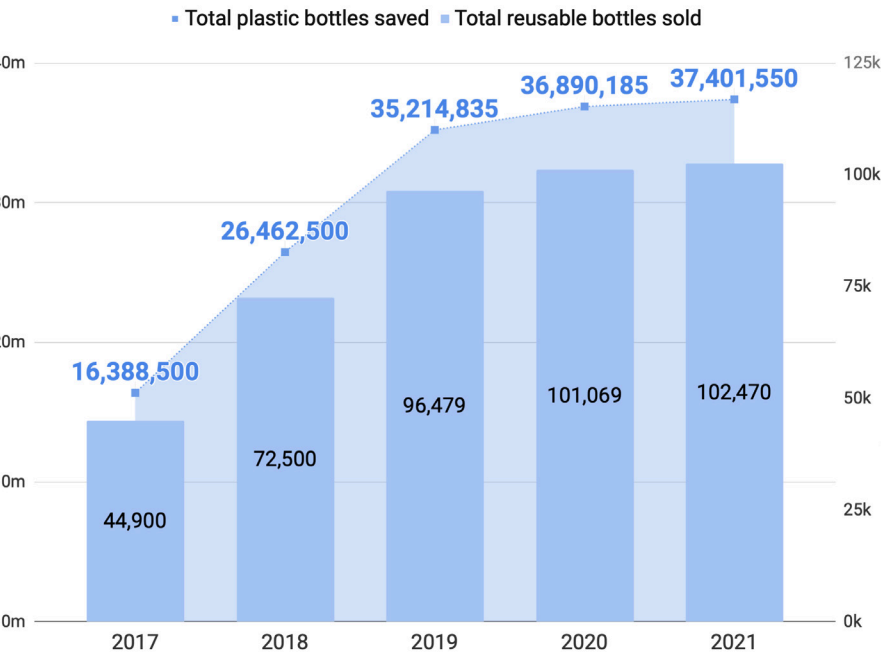


**718**  
**FREE WATER  
REFILL POINTS**

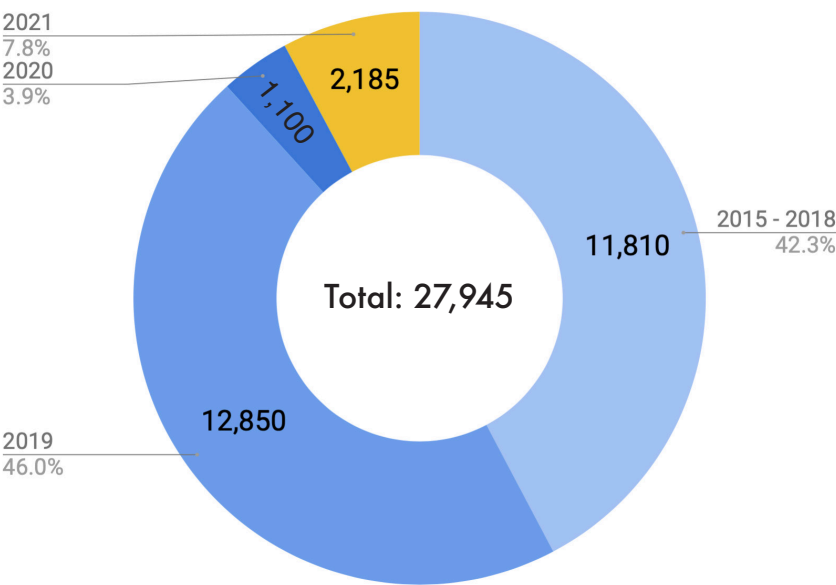




# TOTAL TRASH HERO BOTTLES SOLD



# TOTAL TRASH HERO BAGS SOLD



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 2021, we sold a total of 2,185 bags, an increase on the previous year, but well below the pre-pandemic levels. 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 102,470 bottles and 27,945 bags. We estimate this has avoided the use and waste of some 47.6 million single-use plastic items<sup>2</sup> (37.4 million bottles and 10.2 million bags).

<sup>1</sup> Online bottle calculator: <https://trashhero.org/bottle-impact-calculator/>  
<sup>2</sup> based on a calculation of 1 use per day for a year (365 plastic bottles or bags saved per 1 reusable alternative)





# KIDS & EDUCATION

**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

## Positive, hands-on learning

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. With the help of our teaching pack, three new schools in Switzerland were able to incorporate Trash Hero activities into the timetable - some over a period of five months. A primary school teacher from Bratsch, Valais, shared her thoughts on the experience: "the Trash Hero picture book is so child-friendly and suitable for sustained learning. We spend a lot of time in nature and the story makes it much easier to talk to the children about litter in nature. We will continue with it this school year and will take a closer look at worm composting."

With the non-school-based projects, we reach smaller numbers of children but have found that in many cases, they are more fully engaged. This year in Prague, Czech Republic,





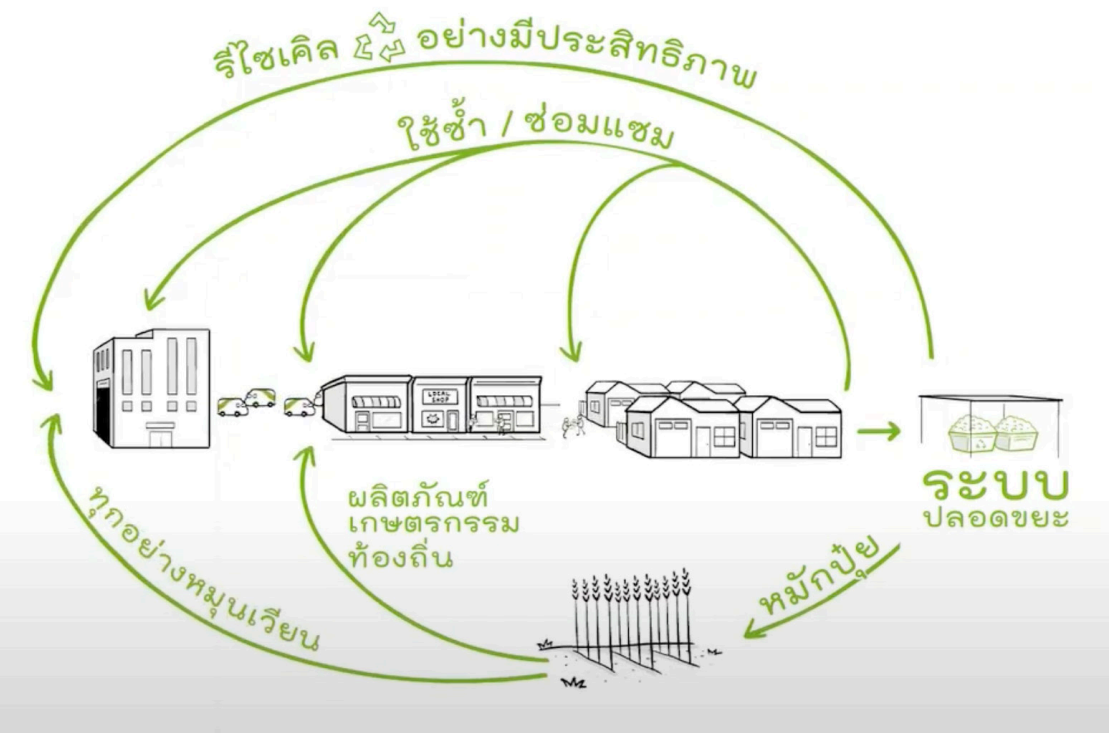
our volunteers organised a series of online workshops for 8-10 kids at a time. They used the book and its concepts over five weeks, even sending gloves and bags to each family so they could do a cleanup. For Monika Barešová, who ran the sessions, the impact felt more profound than teaching large groups in school. “The kids reacted really well to each topic and we were able to stay in touch with the parents to provide more information about making changes as a family.”

Online teaching was also a practical way to get around the fact that most schools remained closed to visitors during 2021, which limited activities in many places.

In total 1,815 new children joined the programme during this year, in 23 locations in Thailand, Indonesia, Malaysia, Switzerland, Kuwait and Czech Republic. And children were actively involved in our public cleanup events throughout the year, with more than 11,500 of them joining with their family or school.

We were able to translate and print the book in two new languages: Malay and Arabic. In total 2,000 copies of the book were printed in 2021 (1,000 Malay, 500 Arabic and 500 English), with the help of local sponsors in Langkawi and Kuwait.

Towards the end of the year, we collaborated with The Story of Stuff Project to produce dubbed versions of their animated short film, [The Story of Plastic](#), in Thai, Indonesian and Malaysian. The four-minute long animation is based on the Emmy-award winning documentary of the same name, and presents the big picture of plastic pollution in an easily digestible form - ideal for teenage viewers. Following a paid social media campaign, by the end of 2021, the movies had reached more than 1.2 million people across Southeast Asia. More language versions are planned for 2022.





# TRASH HERO COMMUNITIES

THE goal of Trash Hero Communities is to lay the ground for working zero waste projects in our main areas of operation. These projects might be related to improved waste separation and management; reducing plastic usage in commerce and institutions; or preventing waste at local festivals and events.

As of December 2021, almost half (48%) of our chapters are well-established, meaning the volunteers have organised 50 cleanups or more in the same area. This length of time and commitment usually means:

- a) these volunteers are very passionate about the waste situation where they live; and
- b) they are in a good position to do something about it. Their regular activities have started to build trust and credibility.

We have seen a few volunteers in such a position go on to create zero waste projects such as community waste banks or composting schemes, or advise others how to do the same (see our [2020 Annual Report](#)). However, for the majority of our volunteers, there remains a gap in the knowledge, skills and understanding required to take any discussion or idea to the next level, so the potential for change is lost.

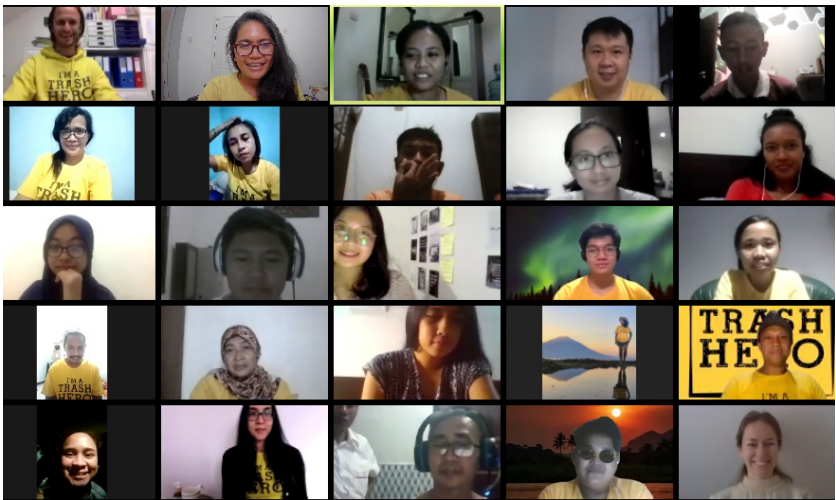
Trash Hero Communities is our new programme designed to bridge this gap.

**Unlocking  
the potential  
for change**

During 2021, we continued our training to help volunteers in Southeast Asia understand the concept and value of a circular economy and the best practices at the local level.

In May and June, we gathered local and European experts in zero waste systems to deliver an online course. The content, translated into three local languages, followed on from our previous workshops in 2020. It focused on the importance of waste separation at source; solutions for recycling and residual waste; greenwashing; and understanding complex problems.

Alongside the training, we started to develop local language advocacy materials to help all our volunteers promote zero





waste solutions. We also [created a tool to help them recognise and expose the “false solutions”](#), such as incineration, that go against zero waste principles. Our multilingual resource library on our website was kept updated, gathering the latest information, analysis and reports on the various topics and debates surrounding plastic pollution.

Altogether, we trained 56 participants in Thailand, Indonesia and Malaysia, over a 5 week period. A follow-up training was held in October. We also organised a refresher session in February for the cohort trained at the end of 2020. These additional sessions had a total of 72 participants.

All materials are available online as a resource for the general public.

Our 2020-21 training was developed with Let’s Do It Foundation and led jointly by their educators and our team. It included experts from organisations such as Zero Waste Europe, GAIA Asia-Pacific and YPBB, as well as leading regional academics.

Thanks to this close collaboration, later in the year we were given the opportunity to take part in an Erasmus pilot project, “Building a Zero Waste Academy”, organised by Let’s Do It Foundation, Zero Waste Europe and other European colleagues.

Our Programme Director, Seema Prabhu, attended a week-long “training of trainers” in Brussels in September, which provided intensive skill-building based on the latest developments in educational and cognitive psychology. The training will be followed up by practice and evaluation in 2022. The project aims to create a strong curriculum to teach new zero waste ambassadors and a network of skilled trainers who can deliver it.

We saw the rewards of this capacity building immediately. The new knowledge, coupled with our training experience over the last year, allowed us to hold an in-person zero waste workshop in Bali in November for 17 of our local leaders. The full day of active learning was hosted entirely by Trash Hero and tailored to meet the very specific cultural context on the island. One participant, I Made Sukerta from Trash Hero Batubulan, said: “the teaching methods [in this workshop] helped me understand zero waste much more easily compared to one-way teaching.”

As the year progressed, the impact became more apparent. In Indonesia alone, our volunteers took part in 79 “socialisation” activities in 2021 - educational talks, webinars and presentations, combined wherever possible with a cleanup. 3,224 people attended these activities. Similar events took place throughout the network, helping to normalise the concepts of reduction, reuse and zero waste in the community; counter industry misinformation at the grassroots and beyond; and spark 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 2021. 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 2021, we funded the salaries of three staff in the global programmes team (Director, Coordinator and Data Support Assistant) and two Country Coordinators through our partners in the UK, Indonesia and Thailand. In Switzerland, we directly employed a full-time Office Manager, as well as a marketing and fundraising intern. 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.

In 2021, we continued our work 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. Proposed revisions of the governing documents were submitted to the Board and we held several meetings over the course of the year to gather input and move forward, with the continued *pro bono* support of the leading Swiss legal firm, Meyerlustenberger Lachenal. We are very grateful for their ongoing assistance.

## 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 diverse funding sources

**Approach:** Now with a stronger financial foundation in place, in 2021 we invested in research to identify potential new donors and areas of grant-making, particularly at an international level. With the support of Gewerbe-Treuhand AG from Switzerland we started a transition to new accounting software which will make financial reporting more robust and flexible enough for a wide range of funders.

### Inability to maintain quality at scale

**Approach:** In 2021, we started reviewing staffing projections for the coming years and planning accordingly. Recruitment and onboarding processes for both staff and volunteers are





being refined to ensure cultural fit and key processes are being documented. Internal communication, monitoring and reporting are being improved.

### 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 2021 we continued work 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 10 new jurisdictions.

### Key person dependency

**Approach:** Key people in the organisation have been identified and we continue to document standard operating procedures, processes and critical knowledge, to enable cross-training. In 2021, we expanded and strengthened our programmes team to better distribute key roles and tasks.

### Reputational damage caused by partner actions

**Approach:** In 2021, 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 2022

In 2021, we produced a new strategic plan that reflects the long term goals of the organisation. A summary is provided here; the full plan can be downloaded at:

<https://trashhero.org/way>

## STRENGTH

As our organisation grows, we want it to remain strong and keep our family feeling. It is important to balance consistency and creativity, so that members can write their own stories, while staying on the same page. We will:

- Give volunteers and staff opportunities to connect and learn new skills and knowledge
- Ensure rules come from “collective intelligence”, are clearly linked to organisational values and well-communicated
- Maintain an open and transparent organisational culture
- Regularly assess risks, performance and progress at all levels
- Report and celebrate impact internally and externally

## INFLUENCE

Trash Hero should be more visible both locally and globally. We strive to reach new audiences and to establish authority on zero waste issues wherever we are heard. We will:

- Create maximum impact with every piece of work
- Build a strong (social) media presence and following
- Increase our knowledge and education offering
- Provide training in communication, storytelling and other soft skills
- Explore new ways to report impact

## CHANGE

We want to make real progress towards zero waste. The momentum for zero waste lifestyles should grow, while being supported by structural and systemic changes at the local and global level. We will:

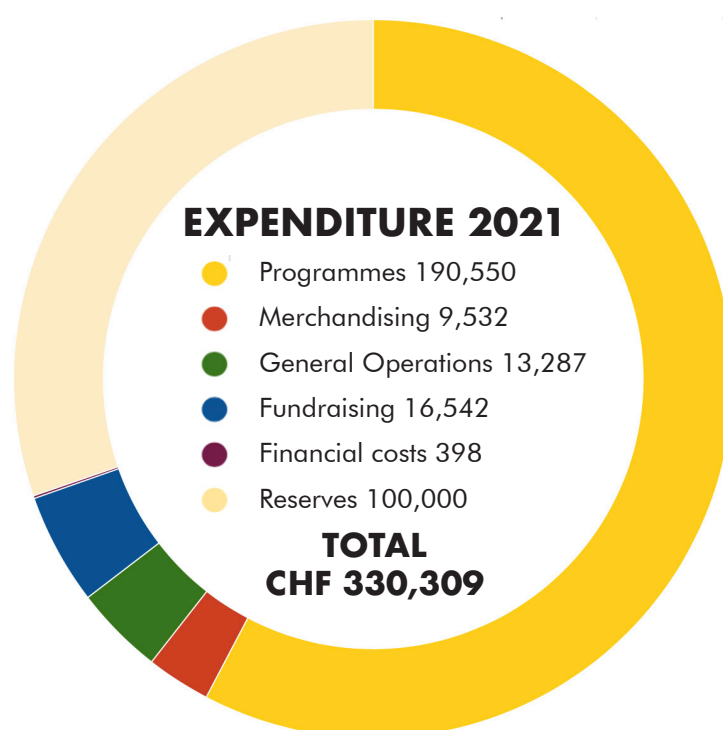
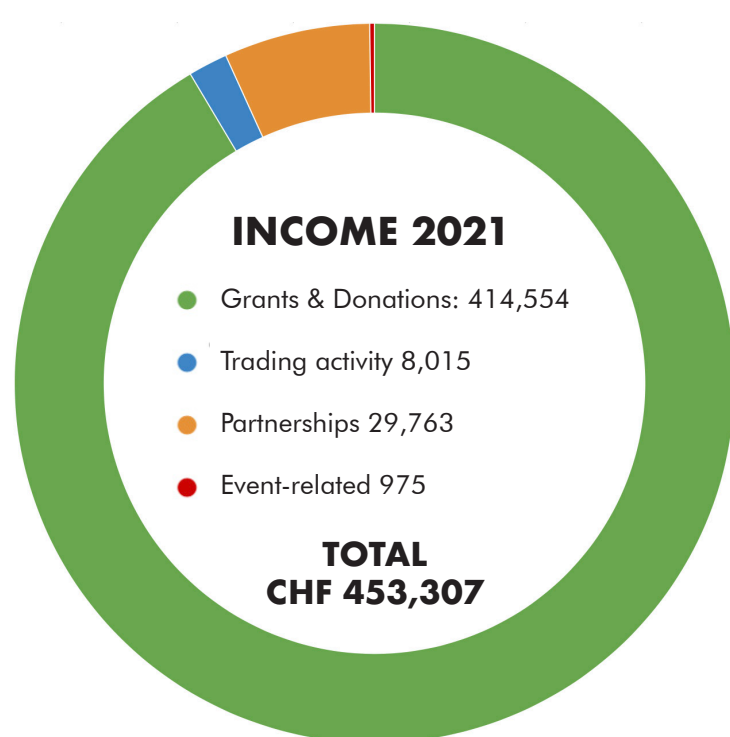
- Consolidate the Trash Hero Communities programme, with training and support materials for volunteers
- Join or create in-country networks for knowledge exchange
- Focus more on education and data collection at cleanups
- Simplify and expand the Bottles & Bags and Kids & Education programmes
- Tell more success stories and expose false solutions and greenwashing



# FINANCIAL REVIEW

In 2021, not only our activity levels, but also our income saw an increase compared to the previous year. In fact, thanks to generous donations and our incredibly valuable partnerships, 2021 was the most successful financial year in Trash Hero World's history.

We would like to take this opportunity to thank everyone who has supported us financially - no matter what the amount.



In 2021, our income from grants and donations reached more than CHF 414,500, an increase on the previous year (CHF 323,600). We are happy and grateful to have received such remarkable support this year, which has allowed us to secure the future of Trash Hero.

Grant-making bodies were our largest source of funding in 2021. 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 204,898 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. However, due to the lack of events (cleanups, talks etc.), sales in 2020 fell significantly and remained practically identical in 2021 at CHF 8,015. These sales are always made at cost price (without profit).

Income from events and presentations fell even further and was only CHF 975 in 2021. We are confident that in the

future we will see a return to former levels.

Thanks to partnerships with commercial organisations that we formed in 2019, we continued to receive secure, regular income in 2021. 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.

In total, CHF 453,307 was amassed in 2021 - the highest annual income in the history of Trash Hero World.

We used CHF 190,550 of this directly for our programmes. A large part of these costs is attributable to the working hours of the employees in our global network, who coordinate, support and monitor the activities of our volunteers on the ground. This work is essential to the smooth and effective running of the projects.

A total of CHF 194,778 (previous year CHF 144,804) 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

\*For easy reference, CHF 1.00 is more or less equivalent to USD 1.00.



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 additional staff - one full time position in our global programmes team and one intern in Switzerland - which significantly expanded our capacity.

The Trash Hero trademark was registered in 10 new countries in 2021. This resulted in legal costs of CHF 7,075. Since trademark protection is necessary for all of our projects, this amount was distributed proportionately. This investment will protect the Trash Hero name and brand for existing and future chapters in our network.

Thanks the continued contributions of volunteers, in-kind donors and professionals offering *pro bono* services, we had a surplus of CHF 223,015. 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 respective countries, are not included in the financial statements:*

*Kuwait: CHF 1,690 for kids books*

*Czech Republic: CHF 1,020 for T-shirts for our volunteers*

## 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 2021, 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 2021.

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 - specialists in financial auditing and consulting for SMEs and non-profit organisations - who conducted our certified financial audit on a *pro bono* basis and in accordance with Swiss law of obligation.

This Annual Report has been approved by the Board of Trash Hero World on 28 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 2021

		2021		2020	
	Notes	CHF	%	CHF	%
ASSETS					
Cash in hand		4,934.12	0.8	3,965.01	1.0
Bank deposits		338,807.88	54.5	215,149.20	54.0
Merchandise inventory		23,549.00	3.8	25,850.00	6.5
Debtors		3,681.03	0.6	2,515.25	0.6
Accrued income		314.10	0.1	956.90	0.2
Reserves		250,026.63	40.2	150,009.72	37.6
Total		621,312.76	100	398,446.08	100
LIABILITIES					
Trade creditors		3,510.90	0.6	3,540.75	0.9
Employee withholding tax		47.25	0.0	0.00	0.0
Accrued expenses		0.00	0.0	165.85	0.0
Funds brought forward from previous period		244,739.48	39.4	207,790.78	52.2
Reserves		250,000.00	40.2	150,000.00	37.6
Funds carried forward		123,015.13	19.8	36,948.70	9.3
Total		621,312.76	100	398,446.08	100

### NOTES TO THE ACCOUNTS

1. The financial statements have been prepared using the accruals basis. The currency used is the Swiss Franc (CHF) which is approximately equivalent in value to the US dollar (CHF 1 = USD 1).
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.
4. International protection of the Trash Hero trademark and related intellectual property is undertaken in order to safeguard our programmes and activities. Therefore from 2021, this expenditure has been allocated to programme costs.



# STATEMENT OF FINANCIAL ACTIVITIES

## FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	Total 2021 CHF	Total 2020 CHF
<b>INCOME</b>			
<b>VOLUNTARY INCOME (Grants &amp; donations)</b>			
Individual giving (unrestricted funds)		100,238.13	77,450.88
Individual giving (restricted funds)		60,000.00	73,800.00
Corporate giving (unrestricted + restricted funds)		13,416.05	9,182.49
Institutions (unrestricted + restricted funds)		4,802.00	0.00
Foundations & non-profit (unrestricted funds)		91,200.00	98,446.00
Foundations & non-profit (restricted funds)		144,897.74	64,740.00
Total		<b>414,553.92</b>	<b>323,619.37</b>
<b>EARNED INCOME</b>			
Trading activity		8,015.02	8,101.09
Partnerships		29,763.12	20,997.33
Other income (events, presentations, talks)		975.00	7,902.50
Total		<b>38,753.14</b>	<b>37,000.92</b>
<b>TOTAL INCOME</b>		<b>453,307.06</b>	<b>360,620.29</b>
<b>EXPENDITURE</b>			
<b>PROJECTS &amp; PROGRAMMES</b>			
Action & Awareness		-82,026.82	-77,669.06
Bottles & Bags		-41,244.19	-29,976.18
Kids & Education		-23,631.74	-21,112.25
Trash Hero Communities		-43,647.32	-28,030.45
Total		<b>-190,550.07</b>	<b>-156,787.94</b>
<b>COST OF MERCHANDISE</b>		<b>-9,531.64</b>	<b>-14,232.40</b>
<b>TOTAL COST OF RAISING FUNDS</b> (voluntary income)		<b>-16,542.59</b>	<b>-16,293.24</b>
<b>GENERAL OPERATING EXPENSES</b>			
Admin		-12,473.61	-13,039.16
IT / Marketing		-813.75	-2,288.72
IP protection (international trademarks)	4	0.00	-13,220.25
Total		<b>-13,287.36</b>	<b>-28,548.13</b>
<b>TOTAL FINANCIAL COSTS</b> (transaction fees, currency exchange gains / losses)		<b>-397.62</b>	<b>-413.17</b>
<b>TOTAL EXPENDITURE</b>		<b>-230,309.28</b>	<b>-216,274.88</b>
Extraordinary income		17.35	0.00
Allocation to cash reserves		-100,000.00	-110,000.00
<b>Net income / deficit for the year</b>		<b>123,015.13</b>	<b>34,345.41</b>
<b>Funds carried forward</b>		<b>123,015.13</b>	<b>34,345.41</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 2021

The following organisations and individuals gave gifts of CHF 5,000 and above during 2021:

- Ocean Family Foundation
- Stiftung Walter und Inka Ehrbar
- Stiftung Ormella
- Stiftung Nord-Süd
- Stiftung Drittes Millennium
- Margarethe und Rudolf Gsell-Stiftung
- Temperatio-Stiftung
- Stiftung Pro Evolution
- CHARISMA Stiftung für nachhaltige Entwicklung
- Uniscientia Stiftung
- Tarbaca Indigo Foundation
- Walter Kamm
- Susan Noakes
- Antonis Schwarz
- Ruth & Thomas Halter
- Beatrice Fischli Hendry
- Family Grossmann / Aeschbach

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.

# 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. It also avoids the need for our volunteers to collect cash donations, which maintains trust and transparency.

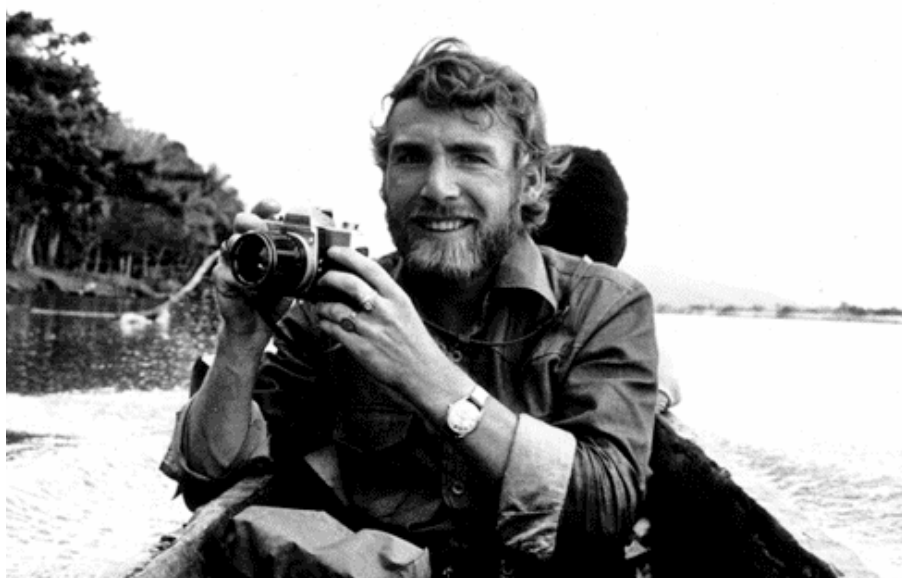
It is difficult to put a financial value on these contributions. But from the smallest minimart owner to the big five star hotel, the support received is all priceless!



## Striking the right note

We were honoured in November when Eliane, the talented singer-songwriter and 'Best Female Solo Act' at the 2018 Swiss Music Awards, gave a gala performance at Hotel Alexander in Weggis for the benefit of Trash Hero World. Organised and hosted by our partner and supporter Schnarwiler AG, the intimate dinner and concert raised more than CHF 3,500 to support our work.

During the evening, Trash Hero World's co-founder, Roman Peter, shared stories from our network with the guests, leading Eliane's guitar accompanist, Walter Schneider, to spontaneously donate his fee to our cause. We are grateful to all involved.



## From travel hero to Trash Hero

Trash Hero is very lucky to count among its supporters Walter Kamm, the legendary journalist and explorer and the founder of Globetrotter Travel. His experiences travelling around Asia in the 60s and 70s profoundly changed his world view and inspired a lasting love of the region.

Now in his eighties, and still travelling, he is deeply concerned by the damage caused by plastic pollution to the pristine landscapes he once knew. With donations to Trash Hero, he hopes to help not only our cleanup efforts but the transition to a more sustainable way of living for the planet.





# TOGETHER WE MAKE A DIFFERENCE

Trash Hero World

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 [trashheroworld](https://www.youtube.com/trashheroworld)

 [trashheroworld](https://www.tiktok.com/trashheroworld)

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](https://trashhero.org/donations)