

# TRASH HERO

ANNUAL REPORT  
2023

Celebrating  
10 years  
of action!







# A clean world, free from plastic pollution.

## CONTENTS

Foreword	4
Organisation	5
Global impact report	10
Network highlights	11
Programmes	17
Governance	26
Finances 2023	29
Gifts & Donations	33
Contact	36





Data collected from Dec 2013 - Dec 2023

**20,838**  
 cleanups  
 organised



**515,643**  
 volunteers  
 engaged

**2,451,362 kg**  
 trash collected

**23,330**  
 kids' books printed  
 in 8 languages

**40.6 million**

single-use plastic bottles  
 and 2,065 tonnes of CO2  
 emissions avoided with our  
 reusable water bottles  
 & network of 491 refill points



**100**  
 active  
 chapters  
 as of Dec 2023

**1.52 million volunteer hours given**





# THANK YOU!



**“This has truly been a collective effort”**

**I**t is mind-blowing for me that Trash Hero is now ten years old. When we started out, we could not possibly have predicted the speed or direction of our growth, nor the extent of our success.

Our journey began in December 2013 with a simple yet powerful idea: that ordinary people, united by a common cause, could effect extraordinary change. Since then, well over half a million Trash Hero volunteers have rolled up their sleeves and taken action against plastic pollution, from remote beaches to city streets.

Together, we’ve removed millions of kg of trash, collected data for international research and campaigns, educated thousands of kids about reducing waste, and helped dozens of communities prevent the use of single-use plastic. Our work has been recognised by the United Nations Environment Programme and we are taking part in the negotiations for a Global Plastics Treaty.

As we celebrate our achievements over the past decade we must also acknowledge the effort and commitment that went into them. It is not unusual for our chapter volunteers in Southeast Asia to work six days a week and give their seventh day to Trash Hero, tirelessly, all year round. The belief and dedication of all our volunteers is an inspiration to me and many others.

I personally have worked on a voluntary basis, with no salary throughout this time and our small team of staff give long hours to ensure the movement is well supported. We are also grateful to have had the help of many talented people throughout the years, providing *pro bono* translation, legal, design, accounting and other services to the movement.

Our funders and donors are an equally important cornerstone: their support has been essential and is deeply appreciated. We are also grateful that they support our unusual position of not accepting funds from sources linked with the plastics industry. This means the independence of our work has never been compromised. Thanks to the close and transparent relationships we have built with our funders and other partners, we finish our first decade with a stable financial foundation.

This has truly been a collective effort.

While we actively celebrate these achievements, it is clear that the issues we are working on have only become more critical in recent years. Looking ahead, our mission remains clear: to continue advocating for real solutions that address the root causes of plastic pollution. This means drastically reducing plastic production, revealing and regulating the chemicals used in the process, promoting reuse, and empowering individuals to make conscious choices in their daily lives.

We have come a long way from that first cleanup, but its original objective drives us more strongly than ever: *together, we make a difference.*



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



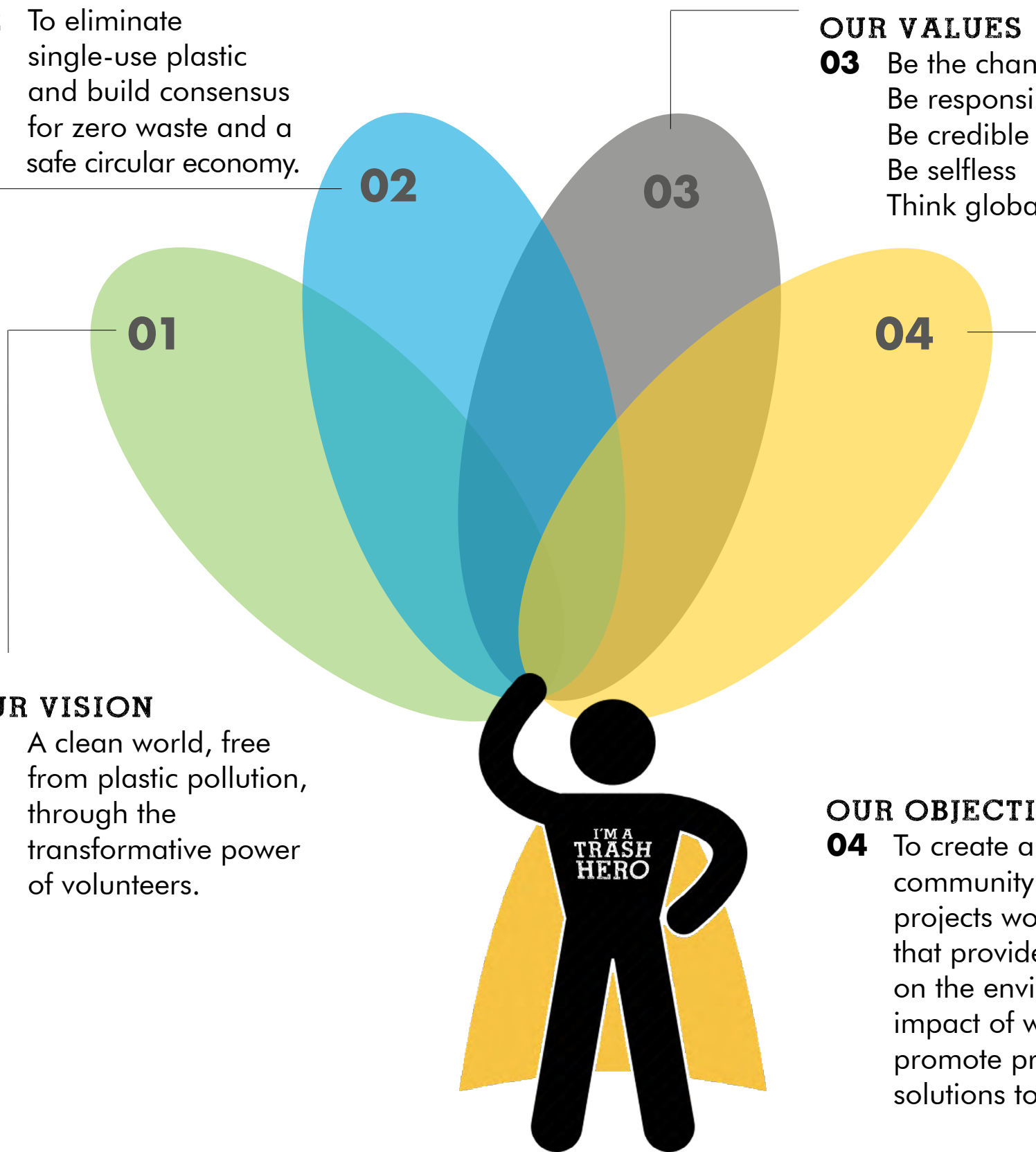
# WHO WE ARE & WHAT WE DO

## OUR MISSION

**02** To eliminate single-use plastic and build consensus for zero waste and a safe 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 three core programmes: Action & Awareness, Trash Hero Communities and Trash Hero Kids. More details of these can be found on p.17.

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
4. remain strictly non-political and non-partisan
5. are 'on the ground' and can be run 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 Samui".

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

Volunteers are the very foundation of our 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 2023, around 200 regular volunteers in the global Trash Hero network gave 73,965 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 87,602 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.

Cleanup participants  
87,602 hours



Regular  
volunteers  
73,965  
hours\*

**\*A contribution equivalent to 40 full-time staff!**





## INVESTING IN OUR PEOPLE

In 2023 we hosted several in-person gatherings for the volunteers in our major countries of operation. These are known as “Trash Hero Family Meetings,” and they take place once or twice a year. The volunteers receive training and support, exchange knowledge, build their networks and feel inspired to do more.

Their experience and expertise in the local context in turn informs 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.

“Knowledge” and “new friends” were the most common things mentioned in the feedback surveys after these events, with Frederikus from Indonesia noting that his ideas on what he considered to be the solutions to plastic pollution had completely changed, leading to a “new mindset”.

In 2023, we held family meetings in Switzerland in April; in Malaysia, Indonesia and Thailand in May; and Indonesia again in November. In total, 186 volunteers, based in 5 different countries took part, receiving a total of 5,205 hours of training.

We also funded smaller gatherings for individual chapters in the last quarter of the year. This small budget allowed the local leaders to show appreciation for their teams and let them design an event that furthered their own priorities, be it recruiting more volunteers or starting a new programme.

Many leaders were creative with these “chapter family meetings”: some organised a group dinner, a picnic, or a trip to a local attraction. All events were zero waste and practised the usual Trash Hero transparency, with publicly available receipts. Some examples can be seen in our Network Highlights on p.11.

By the end of the year, 11 chapters had held these meetings,



with 186 participants; they will continue into the early part of 2024.

Throughout the year, in addition to the family meetings, we held regular online mentoring sessions for volunteers, to attend workshops and share news and updates, providing an additional 784 hours of training.

In 2023 we welcomed two new members of staff to the global coordination team, as well as a new country coordinator in Thailand. The total number of paid positions within the global network stands at eight. All posts are currently funded through grants from Trash Hero World.



# HOW WE WORK: PARTNERSHIPS



Ringkasan kebijakan ini membahas opsi-opsi untuk memperluas dan meningkatkan tingkat adopsi sistem guna ulang yang akan mengurangi ketergantungan masyarakat pada kemasan dan produk sekali pakai, dalam Perjanjian Plastik Global. Pertimbangan kebijakan dan faktor pendukung yang disajikan dalam ringkasan kebijakan ini didasarkan pada penelitian ekstensif oleh Global Plastics Policy Centre (Pusat Kebijakan Plastik Global), bekerja sama dengan Break Free From Plastic, termasuk lebih dari 55 wawancara dengan para ahli, analisis usulan dari para pemangku kepentingan dan negara yang diajukan ke Sekretariat INC, dan tinjauan pustaka terhadap lebih dari 100 artikel, laporan, dan laporan resmi yang telah ditinjau rekan sejawat.

1... KEBIJAKAN GUNA ULANG YANG EFEKTIF HARUS MEMPERTIMBANGKAN KESELURUHAN SISTEM GUNA ULANG, TERMASUK KRITERIA DESAIN & KINERJA MINIMUM, INFRASTRUKTUR, TARGET YANG TERUKUR, KEPEMILIKAN, PEMBIAYAAN, RUANG LINGKUP, PENGGUNAAN MATERIAL, DAN DAMPAK KESEHATAN.

**I**N 2023, we continued to work closely with Break Free From Plastic (BFFP). BFFP is a global coalition of some 3,100 organisations aiming to stop plastic pollution. Trash Hero World is one of the core members and takes part in various working groups in the Asia-Pacific region that coordinate work in areas such as policy, reuse solutions and corporate accountability.

We also translate key reports and briefing papers into local languages so that the latest research is accessible to a much wider audience. And data from our cleanups is submitted for use in the annual Brand Audit report, a global citizen science project that holds corporate polluters accountable for their actions. More on this project on p.18.

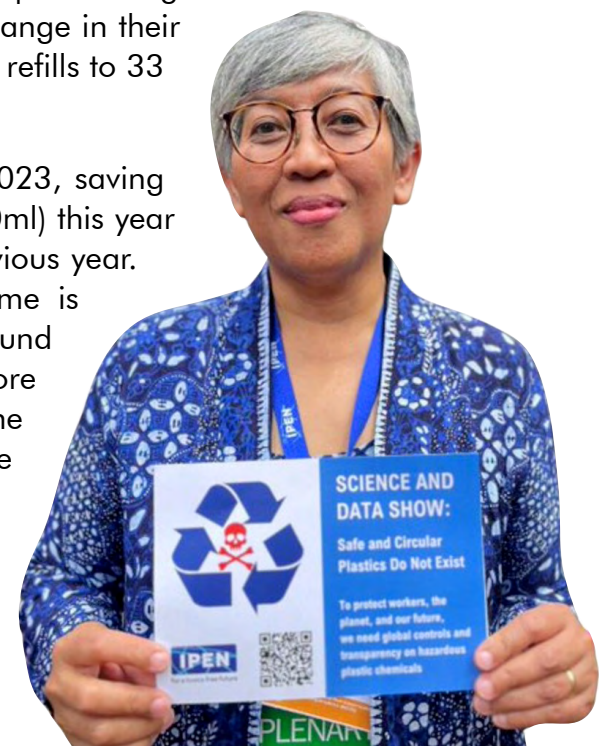
In June, we joined the International Pollutants Elimination Network (IPEN) as a Partner Organisation. IPEN is a highly influential network of 600+ organisations operating globally and in the public interest to protect people and the environment from toxic chemicals. As a member, we have access to a wealth of expertise on the health impacts of plastics - and recommended solutions.

In addition to these strategic partnerships, we foster practical collaborations, such as with Schnarwiler AG, the Swiss natural cosmetic company. In 2018, we worked together to establish an alternative delivery system for personal care products. Their “Love Refill” range, which includes shampoo, conditioner, body cleanser and lotion, is 100% natural and comes in recycled glass dispensers that can be washed and refilled in participating shops around the country. Trash Hero provides ongoing advice and guidance to the project and receives a small donation for every refill made.

In 2023, following the closure of the Müller Reformhaus chain, the number of outlets in the [refill network](#)<sup>1</sup> decreased to 54. However, three more hotels in Switzerland replaced single-use toiletries with the Schnarwiler range in their rooms, bringing the total using the refills to 33 hotels.

Overall, refill sales increased in 2023, saving around 20,602 plastic bottles (200ml) this year alone, a 28% increase on the previous year. Since its start in 2018, the scheme is estimated to have saved around 98,691 plastic bottles in total. More significantly, these figures show the concept of refill has become more established and acceptable, and that refill systems can work as a mainstream solution to reduce waste.

<sup>1</sup> Refill map link: <https://schnarwiler-cosmetics.ch/en/pages/refill-map>





# GLOBAL IMPACT REPORT



## INTRODUCTION

Reflecting on 10 years of Trash Hero activities has brought up a vivid mix of memories and emotions. But one thing stands out: this has been a journey shaped not by rigid plans, but by a spirit of adaptation, a commitment to learning and the power of doing.

While many NGOs embark on their mission with a carefully crafted proposal in hand, Trash Hero took a different path. Let's start a cleanup and see what happens! It was somewhat of a leap of faith, but one anchored in solid values and buoyed by a passionate belief that together, we could prevent plastic pollution.

Spontaneous and enthusiastic - in the early days sometimes over-optimistically so - we grew rapidly, learning as we went along through a process of trial and error. Aside from resilience, this approach gave us something invaluable: a deeper understanding of the work we were undertaking. Best practices for cleanups and community engagement were developed through real-world experiences. New projects, like the water refill network and kids' education, evolved in direct response to our volunteers' needs and those of the local areas they serve. We continue to stay open to new information and opportunities, such as those presented by the Global Plastics Treaty.

This commitment to perpetual learning also led us to seek guidance from more experienced colleagues in our environmental networks. As a result, our activities have been enriched by expert knowledge about the issues surrounding plastic pollution, eventually evolving to our current blend of grassroots activism, community empowerment, and global collaboration.

A decade on, we are now in a position to share our own experience and know-how, proudly offering a multi-faceted approach that inspires local behaviour change, while advocating for systemic solutions. Our years of consistent action have given us credibility at the local and global levels. Our years of collaborative work with different stakeholders have given us the insights and tools to address the increasingly complex discourse on plastic pollution. And our years of investment in volunteer training and education are bearing fruit: this year, the Trash Hero Communities programme reached a record number of people, bringing the message of plastic production reduction through topics from composting to climate change.

Some of these stories are presented on the following pages: I hope you will join us in celebrating these remarkable achievements - and the continual willingness of our volunteers to learn, adapt and take the actions necessary to move us closer to a world free from plastic pollution.

**"Years of consistent action have given us credibility at the local and global levels"**



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



# 2023 NETWORK HIGHLIGHTS

## January



A former volunteer from **Trash Hero Sanur** in Indonesia, H el ene Reynaud, recommended us as an environmental partner on the 1% for the Planet platform. H el ene played a major role in setting up our water refill network in Indonesia and now donates to Trash Hero through her dive business on Nusa Penida.



Together with Break Free From Plastic, **Trash Hero World** submitted its written recommendations for the UN Global Plastics Treaty ahead of the negotiations in Paris in June. The paper was published on the UNEP website.



**Trash Hero Indonesia** provided interpretation for the GAIA Zero Waste Cities conference that took place during International Zero Waste Month. The project offered capacity-building for municipalities across Southeast Asia to implement zero waste practices - so far 25 cities across the Asia-Pacific region have joined.

## February



**Trash Hero Thailand** took part in an event hosted by the Embassy of Canada in Bangkok, entitled "Waste... Improve management with greater citizen engagement". The event included a photo exhibition featuring images from our cleanups, an art installation and booths showcasing recycled plastic products. Nu, our country coordinator, also joined a panel discussion alongside other organisations who are supported by the Canada Fund for Local Initiatives (CFLI).



**Trash Hero Gili Air** volunteers continued their work with the 4th grade students at their local primary school, SDN 1 Gili Indah. Visiting 2 - 3 times a month, they progressively teach the children about waste separation, the dangers of burning trash and how to reduce plastic, using the Trash Hero Kids book. The learning is always followed by a cleanup around the school grounds.



## March



We welcomed a new chapter in Germany - **Trash Hero Tuttlingen**. Chapter leader, Jelena, said: "What motivated me to start a chapter was very simple: together you can achieve more than one person alone. It's also fun to do something for the environment as a community. After every cleanup, participants always tell me that they go home with a really good feeling and that they have made a contribution."



Rima, the **Trash Hero World** Programmes Coordinator, attended the global Break Free From Plastic conference in Vietnam. The 5-day event brought together more than 100 core members for the first time since the pandemic to discuss how to coordinate work on the Global Plastics Treaty and work on a new project to promote reuse solutions.



**Trash Hero Ho Chi Minh** in Vietnam organised their biggest cleanup of the year. 40 volunteers collected 900 kg of trash from the main road through Thu Thiem district. It was a huge amount, but the leaders put it in perspective: "we cannot clean the whole city, but [we want to] raise a seed of awareness and habit changing in other people."

Our chapter handbook, a freely available guide for anyone interested in starting a regular cleanup, was released in its sixth language: Malaysian. This will help to train new volunteers for **Trash Hero Malaysia**.

## April



Six chapters from **Trash Hero Switzerland** got together for their annual Family Meeting in Luzern. The full day of activities included presentations, planning and knowledge exchange, some of which happened over a convivial zero waste lunch!



**Trash Hero Hradec Králové** took part in a "Witches' Gathering" to celebrate Children's Day in the Czech Republic. The event was held at a local park and our volunteers organised activities and games to help the little witches and wizards to sort their trash.



**Trash Hero Candidasa** in Indonesia visited a local school, SDN 3 Bugbug. As well as talking to the students, they also spent some time with the Teachers' Council, to explain practical measures they could take to reduce and better manage waste at the school, including introducing reusable items, composting organics, sorting inorganic waste and taking recyclables to the waste bank.



May



**Trash Hero Family Meetings** took place throughout this month in Indonesia, Malaysia and Thailand. 100 volunteers from 48 different chapters were able to join the 3-day events, which included workshops on zero waste, effective communication and strategic planning. Participants returned home with new friendships, new knowledge and new energy.



The team from our Thai chapter, **Trash Hero Tha Sala**, visited Tha Mon market in Ban Ta Tai, at the invitation of the organiser, to talk to stallholders and customers about switching to reusable bags and packaging to help reduce plastic waste. The team said the response was positive and believe it is a good starting point for further discussion.



**Trash Hero World** attended the second session to negotiate the Global Plastics Treaty (INC-2) in Paris. Although the progress from Member States was slower than expected, thanks to the stalling tactics of some oil-producing countries, the week was fruitful in terms of networking, connections and new knowledge to integrate into our programmes.

June



**Trash Hero Supiori** became our second chapter in Papua, Indonesia. They started straight away with weekly cleanups, organising 24 events before the end of the year.



**Trash Hero Langkawi** in Malaysia took some of their regular kid volunteers to join composting workshops offered by a local hotel, The Datai. The children learned practical ways to manage organics and how to achieve food security through organic gardening.



Mbok Sukerti, the leader of **Trash Hero Amed**, was presented with an award from the First Lady of Indonesia, Ibu Iriana Joko Widodo, for her service to the environment in the Regency of Karangasem in Bali. The award was given at the Balinese Traditional Women's Dress Parade, with more than 4,000 people in attendance.

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



Follow us @trashheroworld !



July



The Swiss Joint Alumni Association (Harvard, Oxford & Cambridge, Stanford, and Yale), a forum for education and debate on various themes encompassing social responsibility, hosted a panel discussion on “What to do with the trash? Circular Economy Solutions - For Profit and Non-Profit”. Roman Peter from **Trash Hero World** joined as the non-profit expert, alongside for profit entrepreneur David Katz of Plastic Bank, who runs [plastic credits schemes](#).



Many Trash Hero chapters took part in Break Free From Plastic’s **False Solutions month**, helping with interpretation at expert webinars and holding social media education and awareness campaigns on topics such as plastic-to-fuel, bioplastics, plastic credits and the finance behind greenwashing.



**Trash Hero Bern** held a mega cleanup with more than 230 kids from Marzili School. With the goal of a “clean Bern”, the children learned about the impacts of littering, the importance of reducing waste and together collected and sorted 100 kg of trash from the streets surrounding their school.

August



2023 saw the 78th anniversary of the Republic of Indonesia. Carnivals are held throughout the country to mark Independence Day. Our **Trash Hero Nagekeo** and **Kayangan** chapters took part in their local events, bringing the message of reducing single-use plastic to preserve Indonesia’s cultural heritage for future generations.



**Trash Hero Mandalay** in Myanmar chose the theme “Friday for Tomorrow” to work with 95 students from Phaung Daw Oo Monastic Education High School. Every Friday in August, they visited Grades 7-10 and shared how to dispose of garbage properly and reduce waste at the source, before taking them out for a neighbourhood cleanup.



## September



**Trash Hero Yogyakarta** volunteers took part in the Indonesian Umbrella festival, giving a talk on how to manage waste at home, and manning a booth providing information about waste separation, including composting and eco-enzymes, and environmentally friendly lifestyles.



**Trash Hero Mersing**, as part of a Malaysian NGO initiative to deliver ecology and environment education to local schools, held a session for 118 students at the MARA Junior College of Science. They discussed marine pollution from plastic, the consequences for animals and humans, as well as practical preventative measures that the children could take.



Two new staff joined the global network team: Iyan, a volunteer with **Trash Hero Kendari** in Indonesia, was appointed as a full-time digital designer; and Aey, a volunteer with Trash Hero Hua Hin, became **Trash Hero Thailand's** new country coordinator.

## October



**Ko Sichang** is a small island in the Gulf of Thailand, with a very dedicated school frisbee team. In October the students were getting up at 5am and staying after school until 7pm to practise for an upcoming competition. One of them, Piano, also volunteers with the local Trash Hero chapter. He told the leader, P' Moh, that some kind adults had donated several packs of drinking water to the team. When she heard this, she wondered how many plastic bottles they would use just for training. She was inspired to find local sponsors to provide 45 reusable water bottles for the entire team to use both at practice and at their competition in order to be good role models for the other participants.



The Global Plastics Summit was a major event held ahead of the third round of official negotiations for the UN Plastics Treaty. Organised by The Economist, it brought together government representatives, industry and thought leaders in Bangkok to discuss ideas and solutions for the plastic crisis. **Trash Hero World** was part of the Break Free From Plastic delegation that joined the talks and helped to host a virtual "toxic tour" to show the impacts of plastic pollution in the Global South.



**Trash Hero Pattani** celebrated their 400th cleanup. The chapter has been organising these events almost weekly since mid-2015, only stopping briefly during lockdown. By the end of 2023, they had engaged 15,994 people to pick up 36.6 tonnes of trash from the southern border area of Thailand.



## November



**Trash Hero Jakarta** was recognised by the mega-band Coldplay. The band invited the Love Button Global Movement to travel with them on their world tour, "Music of the Spheres", to select and support local organisations working to make better communities. For their dates in Indonesia, they chose Trash Hero Jakarta as their partner. Love Button volunteers joined their cleanup and offered our volunteers 10 tickets to the sold-out concert that evening.



**Trash Hero Tuaran** and **Trash Hero Kota Kinabalu** took part in a fact-finding mission to a local fish market, surveying stall holders and customers about the potential introduction of a "bring your own bag" policy, including a deposit system for reusable buckets that could be used to carry wet food home and then returned on the next visit. The campaign, led by Zero Waste Sabah in Malaysia, collated more than 200 responses, which will be used to inform the new policy.

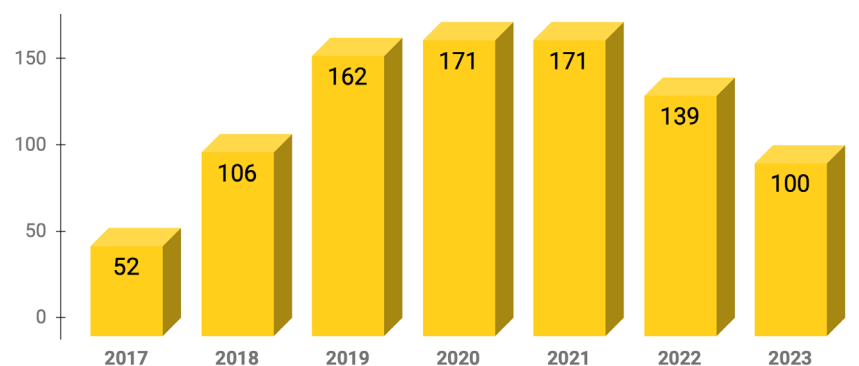


The third round of negotiations for the Global Plastics Treaty took place at the UNEP headquarters in Nairobi, Kenya. **Trash Hero World** joined again, meeting with delegates and filming a series of interviews with experts about issues surrounding the treaty, such as public health, the need for independent scientific input and the waste trade.

## December



**Trash Hero Chumphon** in Thailand welcomed two new schools, Baan Sala Loy and Baan Nong Nian, to the Trash Hero Kids' programme. They join the other 115 schools in the province who have taken part in the programme since 2018. There is now a large network of Trash Hero teachers in Chumphon who can train and support their colleagues to deliver the programme after the initial introduction from our volunteers.



### GLOBAL CHAPTER STATUS

By the end of 2023, we counted 100 active chapters in 13 countries worldwide, a drop from the previous year. This was due in large part to a reassessment of chapter status and the minimum level of operations needed for a chapter to be classed as "active". This allows us to focus resources where they are most needed and most effective.



After the Trash Hero Indonesia Family Meeting in November, **Trash Hero Ende** organised a follow-up "coffee chat" for all their volunteers who were not able to join.

The team members who had attended shared their experience and learning from the national meeting, which gathered 70 volunteers from 33 chapters for 3 days of training. This was a nice way to pass on knowledge and strengthen the network.



# ACTION & AWARENESS



**O**ur core programme centres around a single activity: a regular 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). 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.

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 on 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 possible options for the trash will depend on the local

infrastructure - and this is another teachable moment which shows that, even in developed areas, there is no good solution for most plastic packaging.

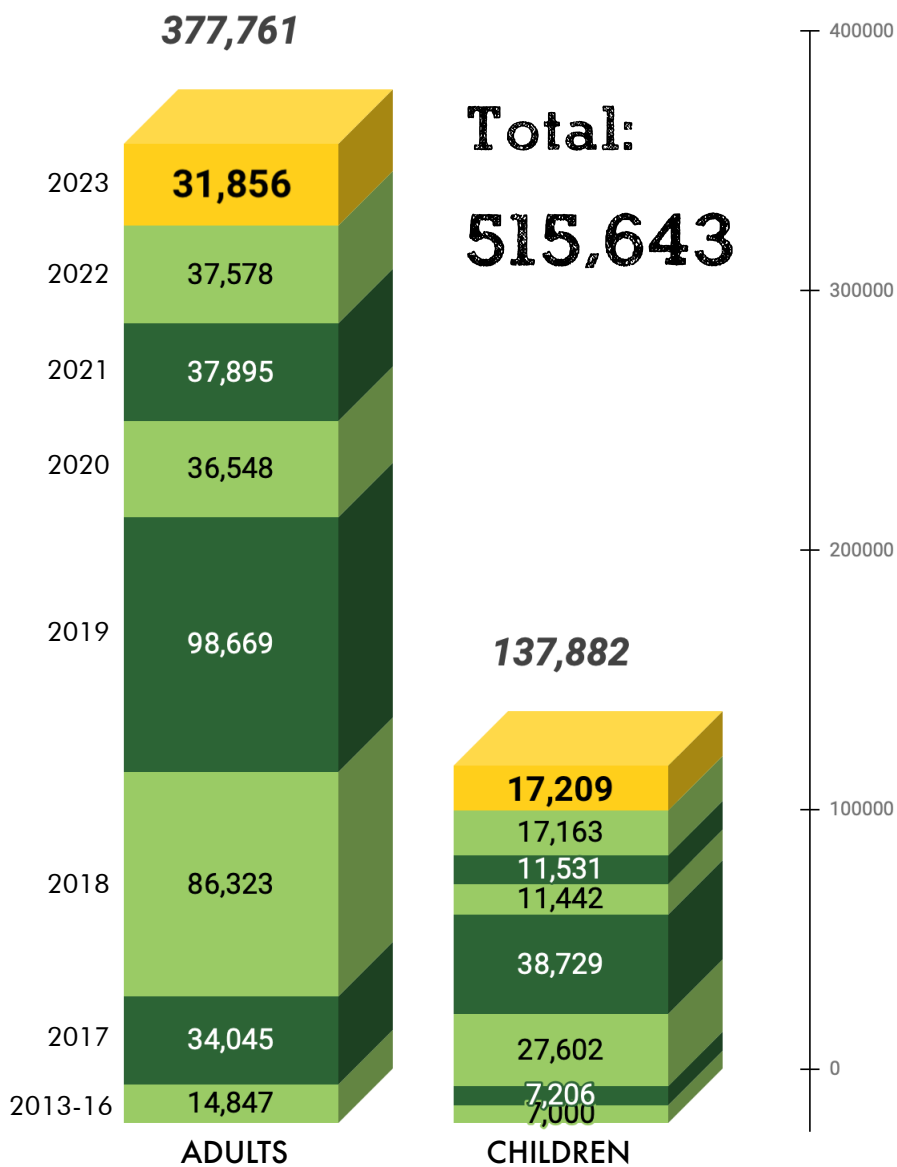
After experiencing the issue first hand, the goal is that participants keep these questions at the forefront of their minds. “Where does the trash come from? And where does it go?” become questions that influence their actions every day – not only when they throw things away, but even before they use 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 with their staff or sponsor materials; schools and public sector workers are other frequent participants.

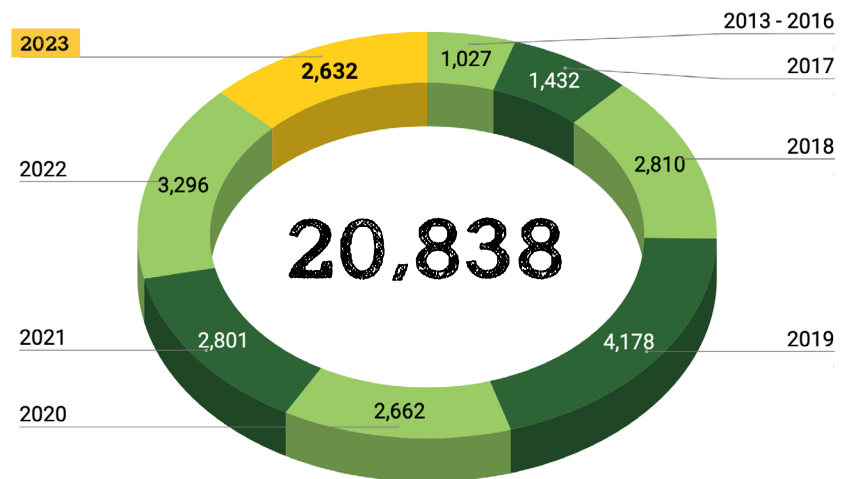
Once a cleanup programme becomes established and builds trust, our leaders often find themselves being invited to give talks or take part in discussions on topics such as sustainable consumption or local waste management. They may also feel able to start their own waste reduction project or support others



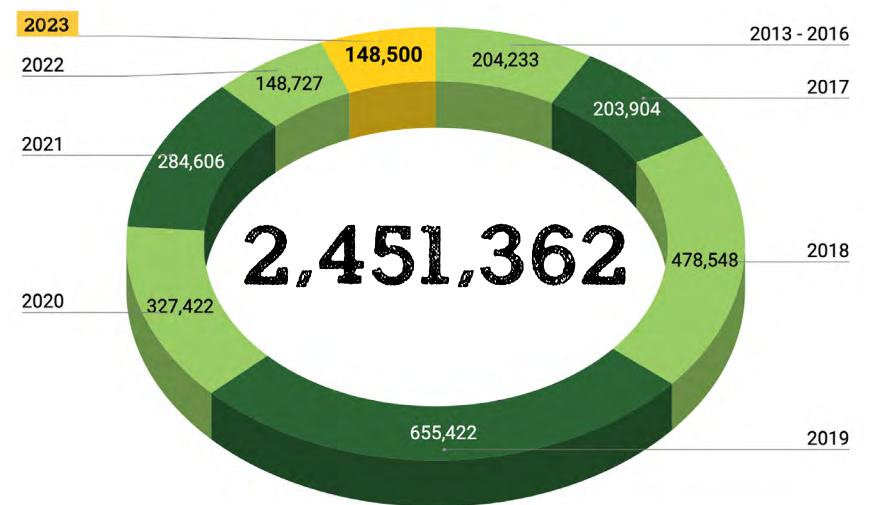
## Volunteers to date



## Total number of cleanup events



## Total trash collected in kg



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 2023, a total of **148.5** metric tons of waste was removed across the network during the year by **49,065** volunteers, including **17,209** children.

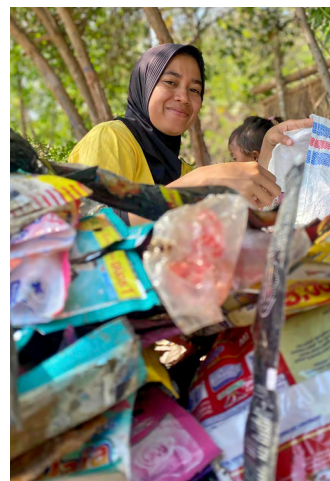
We continued our collaboration with Break Free From Plastic by conducting “brand audits” at our cleanups for their annual study into the companies responsible for plastic pollution worldwide.

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. In total, from October 2022 until December 2023, **1,151** Trash Hero volunteers carried out **84** such audits, logging **14,993** pieces of plastic in **6** different countries.

The global results, which are used to hold corporate polluters accountable for their waste, will be published in early 2024. The year closed with good news that data from previous Brand

Audit reports had been used by the New York State Attorney to sue Pepsico for damages caused by its pollution. In this way, brand audits help to keep the spotlight upstream, on the source of the problem, rather than downstream, clearing up the mess already made.

Trash Hero cleanups are currently taking place in Thailand, Indonesia, Malaysia, Myanmar, Singapore, Vietnam, Cambodia, Kuwait, Switzerland, Germany, Czech Republic, Serbia and Poland.





# TRASH HERO COMMUNITIES



**T**HE goal of Trash Hero Communities is to address waste prevention and safe circular use of resources at the local level.

We do this by advocating for and starting community zero waste projects, usually in areas where our Action & Awareness programme is already running and our volunteers have established trust and credibility.

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. Success requires community education, network-building, engaging with decision-makers and project management. We do not finance any project directly, it must have local support.

A large part of the programme is therefore dedicated to capacity-building. We train our volunteers to become zero waste ambassadors who understand the concept and value of a safe circular economy and the best practices at the local level. They are also able to recognise and expose “false solutions”, such as “waste-to-fuel” or pyrolysis plants, often proposed by the oil or plastics industry, that go against zero waste principles. We create knowledge networks within countries but also regionally and internationally to share expert insights and experience.

The training is provided in the form of regular online discussion, one-to-one mentoring, as well as residential workshops (our “family meetings”). This consistent approach allows us to

foster deep, long-term learning and provide ongoing support to volunteers as they start to apply their knowledge and skills in real life situations.

Alongside the training, we provide support and local language resources - such as presentations, surveys, or factsheets - for volunteers who have already started to build relationships with stakeholders in their community. All chapters are part of a peer support group and have access to expert knowledge through our global network.

We also maintain a public, multilingual resource library on our website, gathering the latest information, analysis and reports on the various topics and debates surrounding plastic pollution.

In a survey carried out in 2023 with 177 responses, 92% of our volunteers reported increasing their knowledge on plastic pollution, its causes and solutions since joining Trash Hero. 80% said their confidence to talk about these matters had also increased.

All outreach work done by volunteers or staff - presentations, workshops, meetings with government etc. - is reported and assessed. In 2023, **167** such activities and events took place, directly involving **9,029** people and often reaching thousands more (in the case of media appearances, campaigns and networking events).

Please see the next pages for some examples of the activities our volunteers carried out in 2023.



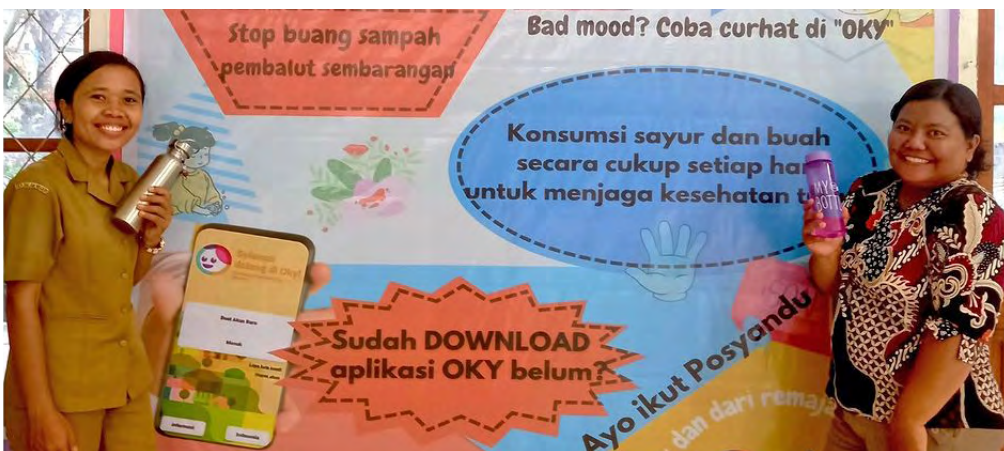
# TRASH HERO COMMUNITIES HIGHLIGHTS



**Trash Hero Ko Sichang** in Thailand coordinated the installation of a drinking water filter system in their local primary school, with reusable cups for each child. They worked with the school administration, local sponsors and other NGOs to provide education and the equipment needed to start. The project, "Drink water, be happy", will avoid the use of 350+ single-use plastic bottles of water per day.



**Trash Hero Pattani** created and supported many zero waste projects in their city. One of these in 2023 was to help the Southern Border Volunteer Spirit Festival go zero waste. They spent several months working with the organisers to prepare waste separation infrastructure, drinking water refill points and food coupons to exchange for items in reusable dishes. They also advised them to advertise the arrangements in advance to increase participation. At the end of the 5 day event, with around 800 visitors, there was residual waste of only 6.8kg - less than 10g per person.



**Trash Hero Larantuka** in Indonesia continued their relationship with the Foundation for Social Studies and Development (YPPS), by supporting their menstrual health event to switch to reusable glasses and natural packaging for their food and drinks.



Another Trash Hero Pattani project was a plastic reduction campaign, "Ramadan Challenge 1444". People were invited to take a photo of themselves shopping at one of the many food markets held during the Muslim holy month, using a reusable bag, cup or other container and win weekly prizes, sponsored by local businesses.



**Trash Hero Luzern** worked with Wamag in Sursee to organise an event for their staff, giving them a presentation about plastic pollution and its impacts on our environment and health, followed by a cleanup. The afternoon ended with a fully zero waste apero.



**Trash Hero Da Nang** in Vietnam invited their community to say no to single-use plastic, with a 4-week challenge on social media.





Kluaynamthai Foundation organised a cycling competition in Hua Hin, together with **Trash Hero Thailand**, called “Bike for Zero Trash”. All competitors received a reusable water bottle that they could fill up at various points along the route and a cleanup was carried out on Bang Pu Beach, Sam Roi Yot at the end.



Malay chapter **Trash Hero Kota Kinabalu** took part in a dialogue with the villagers of Pulau Gaya, a small island with no waste management. They covered topics such as waste separation and composting, recyclable and non-recyclable waste, circular economy and sustainable lifestyle. The hope is to create a long term solution to the trash problem on the island.



**Trash Hero Langsuan** on the east coast of Thailand were invited by the District Chief to take part in the 2023 Clean City project, accompanying local officials to visit Bang Jeut village and giving residents a workshop on waste separation and composting.



**Trash Hero Chumphon** continued their project to lend reusable dishes and cutlery to local event organisers to use free of charge instead of single-use plastic. Events in 2023 included the 10-day Guan Im Vegetarian Festival in October, which had more than 2,000 participants and avoided at least 10,000 single-use items from being used and discarded.



**Trash Hero Switzerland** volunteered at the annual Sunset Beatz Festival in Baldegg where they helped to implement a reusable cup system for 3,100 visitors. The festival has avoided tens of thousands of single-use plastic cups since 2018 when Trash Hero first proposed the reusable cup deposit system.



# WATER REFILL NETWORK

THE Trash Hero Communities programme also supports one zero waste project directly: the Trash Hero water refill network. Bottled water - especially in Southeast Asia where the tap water is mostly not drinkable - is a major source of plastic waste. Of the 20,000 plastic drink bottles purchased globally every second, 19,000 are destined for a landfill, or worse. A growing body of research shows that the bottles themselves leach toxic chemicals and tiny microplastic particles into their contents, long before they do the same in the environment.

Our refill network tackles this issue at the source by providing safe, low-cost reusable bottles and the means to refill them for free when out and about. Volunteers can easily introduce this concept to their community, by seeking the participation of local businesses. These refill partners are promoted on our social media channels and receive a listing on a searchable online map ([trashhero.org/refill](https://trashhero.org/refill)), which allows new customers to find them easily. Sustainable choices are thus more easily made, and retained as a habit, by members of the community.



Trash Hero reusable water bottles can optionally be provided to partners at cost price. These meet EU quality standards and are made from stainless steel, which is an inert material with no impacts on human health or the environment during or at the end of their life - unlike cheaper plastic bottles.

Partners can sell the bottles on to customers for a small, fixed markup, which helps to cover the cost of the water provided. A bottle owner may refill water anywhere within the network for free, for life.

Bottle owners can also calculate their climate impact after refilling, with our [online calculator](#)<sup>1</sup>. This 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 works out the amount of plastic bottles and money saved by switching to refill. Applying these findings to the bottle programme as a whole, we can assume that by the end of December 2023, we have avoided **2,065** metric tons of CO<sub>2</sub> emissions, a positive impact equivalent to 717 tonnes of waste being recycled instead of landfilled [source: [US EPA](#)].



# 491

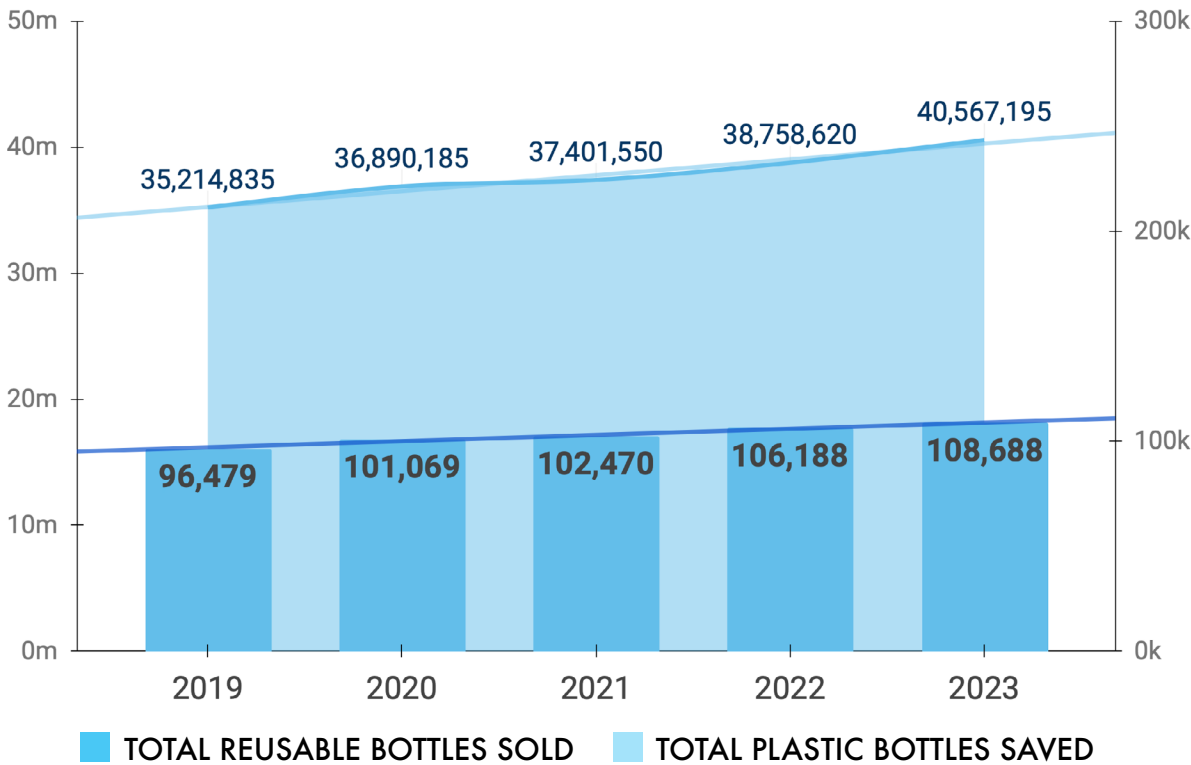
## FREE WATER REFILL POINTS



<sup>1</sup> Online bottle calculator:  
<https://trashhero.org/bottle-impact-calculator/>



**TOTAL TRASH HERO BOTTLES SOLD & SINGLE-USE PLASTIC BOTTLES AVOIDED**



Through the water refill network, since 2014, we have distributed a total of **108,688** reusable bottles through participating businesses, which means in total, the scheme has avoided the use of at least **40.6 million** single-use plastic bottles\*. The majority of this impact is in Thailand and Indonesia, where the programme is most active. As of December 2023 we have **491** refill partners in the network.

\* based on a calculation of 1 use per day for a year (365 plastic bottles saved per reusable bottle) + an assumed 5 refills a day per refill point in 2023.





# TRASH HERO KIDS



Children have always had a keen interest both in their environment and Trash Hero. With “super hero” status being conferred by something as easy as picking up trash, it is little wonder they are a regular and enthusiastic presence at our Action & Awareness cleanups.

The Trash Hero Kids programme was designed especially with them in mind, to capitalise on this interest and create a new generation of environmental stewards in the community. An evocatively illustrated book tells children the story of “Trash Hero”, a fictional character, and explains why we need to pick up trash, and how it is in their power to change that situation. The story is followed up with a points-based activity programme, that calls for repeated, habit-building actions, and rewards children for sustained, environmentally beneficial practices. Points are earned for activities such as attending a beach cleanup; refusing single-use plastic items for one day; or separating and recycling trash.

The storybook and activities are targeted towards primary school children. **23,330** copies have to date been printed in Indonesian, Thai, Burmese, Malaysian, Czech, German, Arabic and English. They are distributed free, along with the programme rewards of a Trash Hero t-shirt, certificate and reusable shopping bag, that confirm the recipient’s “super-hero” status.

The programme is run either through the local chapter, via the weekly cleanup, or in conjunction with local schools. It has

had a very positive response from teachers. In Chumphon, Thailand, a network of 115+ Trash Hero schools has been created, with teachers training and supporting other teachers to provide the programme. It has also been used as a springboard for other activities such as whole school composting and reducing single-use plastic in the school canteen and tuck shop.

In total **965** new children in Thailand, Indonesia, Malaysia, Singapore and Myanmar joined the programme during this year.

Trash Hero World produces general educational resources, such as multilingual videos and posters for kids, and a dedicated website area to support learning about plastic pollution and to celebrate children’s achievements in combating it.

Many chapters also do general outreach work with local schools, with presentations, workshops and cleanup activities. A total of **108** special kids’ education events were held, involving **6,593** children - see next page for some examples. And children were actively involved in our public cleanup events throughout the year, with more than **17,209** of them joining with their family or school.

Our collaboration with The Story of Stuff Project to produce dubbed versions of their animated short, The Story of Plastic, continued with a new version in Arabic. 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.



## KIDS' PROGRAMME HIGHLIGHTS



**Trash Hero Palangka Raya** in Indonesia took a group of children doing the Trash Hero Kids programme to visit their local landfill. They were shocked to find out it was open 24/7 and received more than 130 tonnes of waste every day. Seeing - and smelling - the mountains of trash helped them to understand the scale of the problem and why prevention and separation are the easiest things they can do to reduce it.



**Trash Hero Tuanan** in Malaysia built a close relationship with Jireh Home, a foster home for neglected, underprivileged and abused children. Several children have already graduated from the Trash Hero Kids programme and then, after the local leader returned to give a general presentation entitled "Less Plastic is Fantastic!", the administration was inspired to take steps to reduce plastic and started composting their food waste.



**Trash Hero Pattaya** in Thailand launched the kids programme in 2023, enrolling 278 children in 9 different schools in the Muang district over the course of the year. It is hoped these projects will spark interest in zero waste practices at the school level in the future.



A young volunteer from **Trash Hero Winterthur** in Switzerland decided to write about her contributions to the cleanups for her school report.



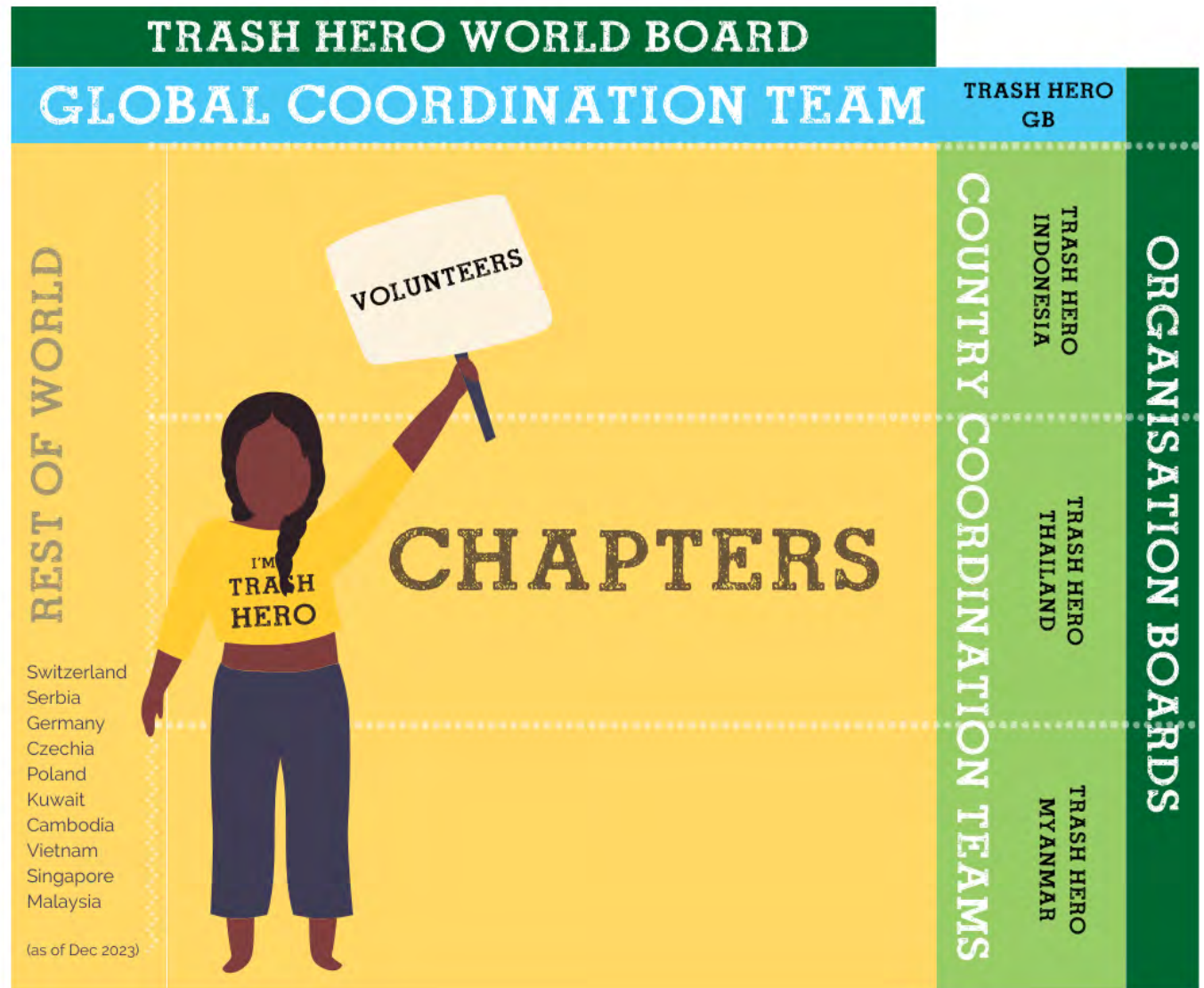
# GOVERNANCE

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.



Action   
 Coordination   
 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 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.

## Organisational structure

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

In 2023, a non-profit corporation, Friends of Trash Hero World, was also registered in the USA.

All these entities (incorporated and unincorporated) are considered part of Trash Hero World for operational purposes.





## 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 2023, we funded the salaries of seven network staff, 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.

## 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:** In 2023 we focused our efforts to identify potential new donors and areas of grant-making, particularly at an international level. To that end, a legal vehicle in the USA, Friends of Trash Hero World, was created. Once 501(c)3 status is granted, we expect this to open new avenues of funding for the network.

### Inability to maintain quality across the network

**Approach:** In 2023, we reviewed staffing projections for the coming years and planning accordingly. Recruitment and onboarding processes for both staff and volunteers are being refined. Key processes are being documented. Internal communication, monitoring and reporting are being improved.

### Fraud, corruption, theft

**Approach** (ongoing): Transparency is a key organisational value. In 2023, we reviewed control mechanisms for expenses, accounting and reporting at all levels of the organisation and identified areas for stricter procedures. 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.

### 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 2023, we continued to expand our programmes team to better distribute key roles and tasks.

### Reputational damage

**Approach:** In 2023, we reviewed our ethical funding policy and ensured its inclusion in all partnership agreements in order to ensure no conflicts of interest in our work and protect our reputation and independence. We extended our trademark protection to seven new countries, in addition to the 131 existing jurisdictions in place at the end of the previous year.

## 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 annually at the family meetings.



## Strategic priorities for 2024

Our strategic plan was reviewed in 2023. A summary, that reflects the long-term goals of the organisation, is provided below; the full plan can be downloaded at: [trashhero.org/way](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

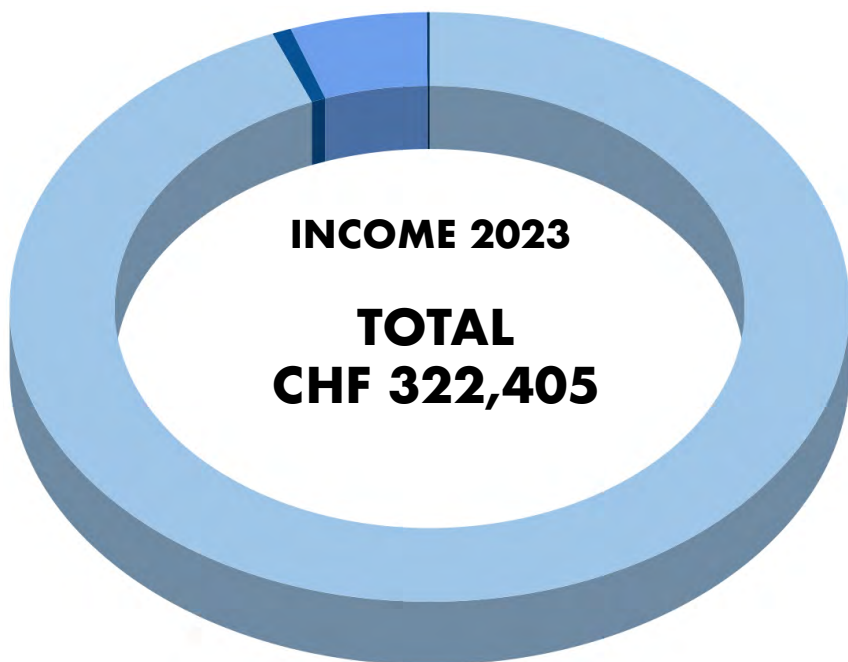
We want to make real progress towards zero waste. The momentum for zero waste lifestyles should grow, while being supported by structural and systemic changes at the local and global level. We will:

- Provide ongoing training and support materials for volunteers delivering the Trash Hero Communities programme
- Join or create in-country networks for knowledge exchange
- Focus more on education and data collection at cleanups
- Expand the bottle refill network; develop education materials for teenagers
- Tell more success stories and expose false solutions and greenwashing

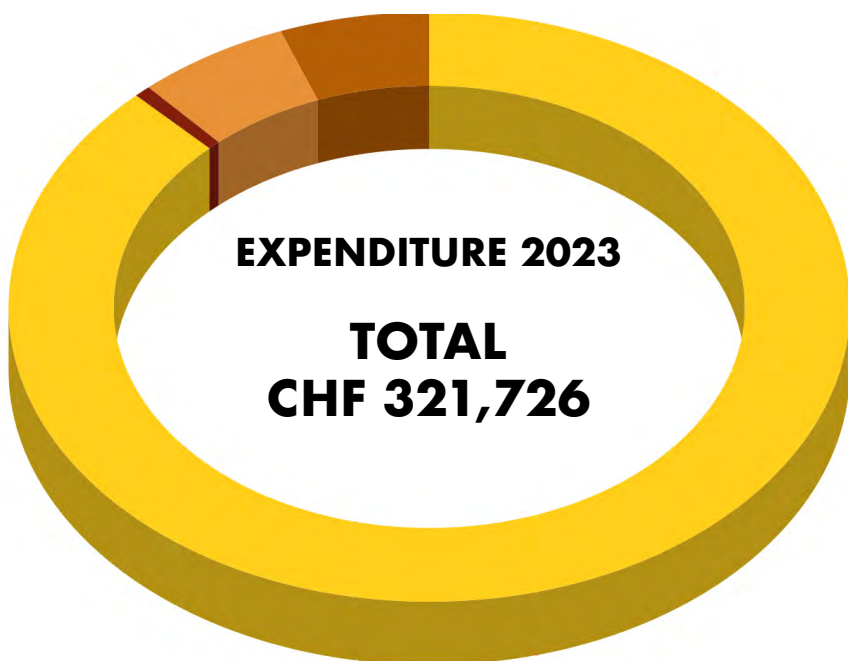




# FINANCIAL REVIEW



Grants & Donations: 302,714 | Trading activity 2,363  
Partnerships 16,965 | Event-related 362.5



Programmes 284,335 | Merchandising 2,097  
General Operations 19,054 | Fundraising 18,631  
Financial costs -2,391 | New reserves 0

**I**N 2023, net donations to Trash Hero World reached CHF 302,714, around CHF 20,000 more than the previous year. We received fewer restricted individual donations and donations from institutions, but donations from companies increased fivefold.

Grant-making bodies account for more than half of our donation income and were therefore our largest source of funding in 2023. Of course it is not only the large amounts that count: every single donation is appreciated.

Of our total voluntary income, CHF 170,235 was designated for specific purposes by the donors (restricted income); the remainder was unrestricted.

Sales of our Trash Hero products (reusable bottles and bags etc.) decreased by around half compared with the previous year. Happily, these days many people already own these types of items and, as they are durable, they do not often need replacing. In total our income from merchandise in 2023 was CHF 2,363. These sales were made at cost price (without profit).

Revenues from partnerships declined significantly in 2023. We remain open to new partnerships, but when making our selection we ensure that our values and independence are not compromised.

Final income in 2023 was CHF 322,405. This is very similar to last year, showing some stability.

Of this, we used CHF 284,335 directly for our programmes. The costs consist of the working hours of the employees in our global network, family meetings, legal services and brand protection, programme materials and other expenses.

We were able to extend our trademark protection to seven more countries and register additional classes. This investment will protect the Trash Hero name and brand for existing and future chapters in our network.

The total cost of fundraising and general operations was CHF 37,685, less than 12% of total expenditure. Administrative costs have fallen thanks to the new accounting system that improves overall efficiency. However, costs of fundraising have increased as we have broadened our focus to include international foundations.

Trash Hero World relies, perhaps more than most non-profit organisations, on the contributions of volunteers, in-kind

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



donors, and professionals offering pro bono services. This includes members of the management team, hours spent on administrative, fundraising, accounting and legal work, as well as the delivery of our programmes. Our relatively low expenses are due to their generosity and we are incredibly grateful for their support.

*The following costs, which were paid directly by funders in Thailand, are not included in the financial statements: CHF 139 (THB 5,630) for kids programme materials.*

## Reserves Policy

The Board recognises the need to build reserves 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 2022, further reserves were built, amounting to six months of these

operating costs. 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 with minimal impact.
- 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

We would like to take this opportunity to thank everyone who has supported us financially, regardless of the amount. We end the year 2023 with a minimal financial deficit.

The Board 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.

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.

No additional reserves were created this year as we are financially secure enough to be able to maintain operations for at least six months.

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.

A special thank you goes to the Swiss company, 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 4 April 2024 and is signed as authorised on its behalf by:



**Rahel Schaub**  
President  
Trash Hero World



# FINANCIAL STATEMENTS

## BALANCE SHEET AS AT 31 DECEMBER 2023

	2023		2022	
	CHF	%	CHF	%
<b>ASSETS</b>				
Cash in hand	3,048.68	0.5	4,059.01	0.6
Bank deposits	261,175.96	43.5	311,527.52	47.8
Merchandise inventory	20,500.00	3.4	21,100.00	3.2
Debtors	325.28	0.1	20.45	0.0
Accrued income	2,228.00	0.4	2,072.85	0.3
Reserves	313,084.48	52.1	313,084.48	48.0
<b>Total</b>	<b>600,362.40</b>	<b>100</b>	<b>651,864.31</b>	<b>100</b>
<b>LIABILITIES</b>				
Trade creditors	2,353.60	0.4	3,511.85	0.5
Accrued expenses	0.00	0.0	50,000.00	7.7
Funds brought forward from previous period	285,352.46	47.5	367,754.61	56.4
Reserves	313,000.00	52.1	313,000.00	48.0
Funds carried forward	-343.66	-0.1	-82,402.15	-12.6
<b>Total</b>	<b>600,362.40</b>	<b>100</b>	<b>651,864.31</b>	<b>100</b>

### 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 Euro (CHF 1 = EUR 1).
2. 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.
3. In 2023, the Bottles & Bags Programme was integrated into our other programmes: the majority of expenditure was allocated to Trash Hero Communities, with a small part (bags) to Trash Hero Kids.



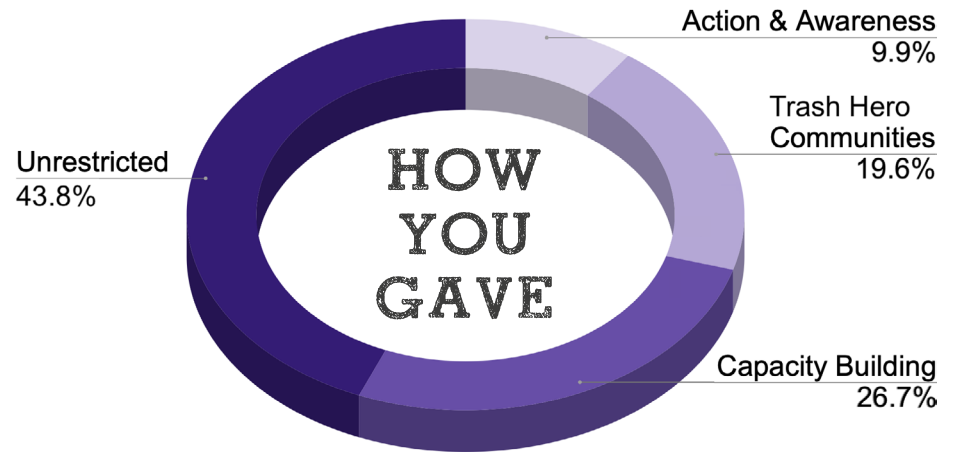
# STATEMENT OF FINANCIAL ACTIVITIES

## FOR THE YEAR ENDED 31 DECEMBER 2023

	Total 2023 CHF	Total 2022 CHF
<b>INCOME</b>		
<b>VOLUNTARY INCOME (Grants &amp; donations)</b>		
Individual giving (unrestricted funds)	57,442.51	41,686.27
Individual giving (restricted funds)	60,000.00	80,000.00
Corporate giving (unrestricted + restricted funds)	25,039.76	4,623.47
Institutions (unrestricted + restricted funds)	1,418.00	6,240.73
Foundations & non-profit (unrestricted funds)	48,578.00	39,254.50
Foundations & non-profit (restricted funds)	110,235.61	109,459.12
<b>Total</b>	<b>302,713.88</b>	<b>281,264.09</b>
<b>EARNED INCOME</b>		
Trading activity	2,362.94	4,846.33
Partnerships	16,965.25	39,853.23
Other income	362.45	335.70
<b>Total</b>	<b>19,690.64</b>	<b>45,035.26</b>
<b>TOTAL INCOME</b>	<b>322,404.52</b>	<b>326,299.35</b>
<b>EXPENDITURE</b>		
<b>PROJECTS &amp; PROGRAMMES</b>		
Action & Awareness <sup>3</sup>	-142,206.25	-147,703.63
Bottles & Bags	0.00	-45,447.30
Kids & Education	-43,303.67	-53,651.59
Trash Hero Communities	-98,825.05	-51,851.52
<b>Total</b>	<b>-284,334.97</b>	<b>-298,654.04</b>
<b>COST OF MERCHANDISE</b>	<b>-2,096.70</b>	<b>-5,425.48</b>
<b>TOTAL COST OF RAISING FUNDS (voluntary income)</b>	<b>-18,631.12</b>	<b>-16,883.43</b>
<b>GENERAL OPERATING EXPENSES</b>	<b>-19,054.03</b>	<b>-24,097.25</b>
<b>TOTAL FINANCIAL COSTS (transaction fees, currency exchange gains / losses)</b>	<b>2,390.92</b>	<b>-641.30</b>
<b>TOTAL EXPENDITURE</b>	<b>-321,725.90</b>	<b>-345,701.50</b>
Extraordinary costs	-1,022.28	0.00
Allocation to cash reserves	0.00	-63,000.00
<b>Net income / deficit for the year</b>	<b>-343.66</b>	<b>-82,402.15</b>
<b>Funds carried forward</b>	<b>-343.66</b>	<b>-82,402.15</b>



# GIFTS & DONATIONS



## 2023

TOTAL DONATIONS:	CHF 302,714
UNRESTRICTED FUNDS:	CHF 132,478
ACTION & AWARENESS:	CHF 30,000
TRASH HERO COMMUNITIES:	CHF 59,477
CAPACITY BUILDING:	CHF 80,759
(Family meetings, regional offices)	

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 2023

The following organisations and individuals gave gifts of CHF 5,000 and above during 2023:

- Stiftung Temperatio
- Antonis Schwarz
- Stiftung Nord-Süd
- Unscientia Stiftung
- Stiftung Drittes Millennium
- Stiftung Pro Evolution
- CHARISMA Stiftung für nachhaltige Entwicklung
- Spronck Foundation
- Beatrice Fischli Hendry
- Thomas and Ruth Halter
- Veeam Software

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.





# DONOR STORIES



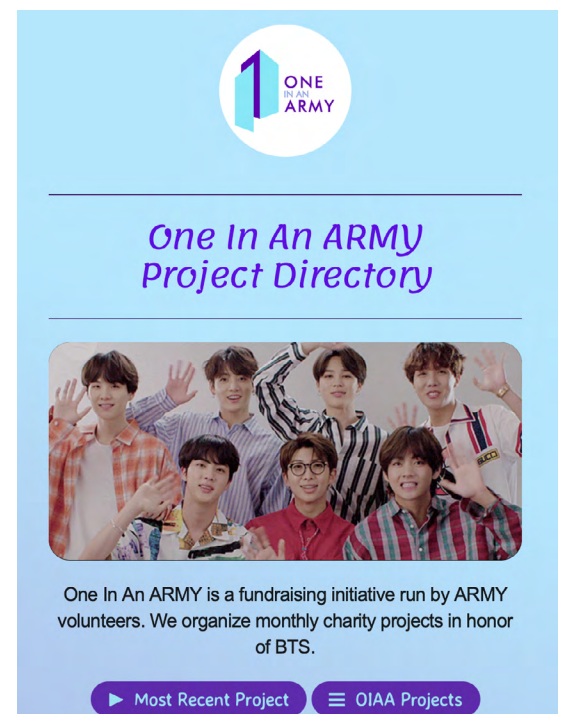
## Donations in kind

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. We can say that from the smallest bakery to the biggest five star hotel, all support received is priceless!

## K-Pop fans host online birthday fundraiser

Fans of the K-Pop band BTS - the biggest boy band in the world - are known for their generosity. One of their fan collectives, One In An ARMY, hosted a birthday fundraising campaign for Trash Hero World on their social media channels. They featured our programmes and encouraged their followers to donate. They were able to raise CHF 4,787 in just seven days! Thank you, BTS ARMY.

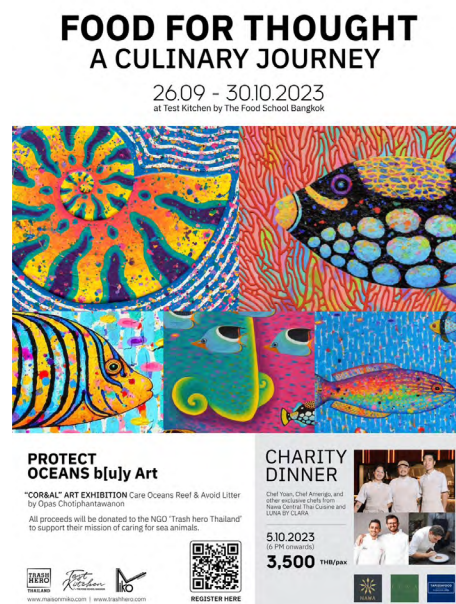


## Swiss schoolchildren take action!

After their school project exploring plastic pollution and ways to solve it was over, the Grade 5 pupils at School Birch in Seuzach were so moved by the issues and so motivated to take action, they came up with the idea to raise money to help clean up trash on the beaches and in the ocean. Some started their own collection campaign that very evening, selling homemade muffins and cakes in the village. Afterwards they worked together as a class to make key rings that they then sold. The children ultimately collected CHF 830, all of which they donated to Trash Hero World.







## A cultural evening with gourmet dinner in Bangkok

Maison Miko and The Food School in Bangkok, Thailand raised funds for Trash Hero with an ocean-themed art exhibition and charity dinner. Laurent Lourdais, a partner in Maison Miko, explains: "Opas Chotiphantawanon's paintings pass a message about oceans' flora and fauna, [so] we immediately had the idea to share the profits with an NGO involved in protecting the oceans. Trash Hero Thailand was a natural partner given their amazing activities to get rid of plastic waste in rivers and beaches."

The zero waste gala dinner included a presentation from Trash Hero volunteers, with all proceeds generously donated to Trash Hero Thailand. In total, just over CHF 2,700 (THB 109,600) was raised.



## Rotary clubs' zero waste party

The Swiss Rotary Clubs of Wettingen and Wettingen-Heitersberg hold an annual charity fundraiser, known as the Midlife Party. Around 400 guests joined the celebrations in June 2023, for an evening with music, dancing, food and drinks. The twist? For the first time in the event's 15-year history, single-use plastic tableware was completely avoided, thanks to a suggestion from Trash Hero.

All food and drinks were served in reusable glasses and dishes, which were cleaned and made available for the next guests. This avoided around 600 disposable plastic cups and over 100 plates and bowls and was so successful, the organisers committed to using the same set-up at future parties.

The event also raised CHF 2,000 for Trash Hero World.

### Donations may be made to:

Trash Hero World

Raiffeisenbank Oberseetal, Switzerland

IBAN: CH25 8080 8007 8875 3059 8

International: SWIFT-BIC RAIFCH22XXX

Or directly via [trashhero.org/donate](https://trashhero.org/donate)





**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)

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

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

 [trashheroworld](https://www.x.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/donate](http://trashhero.org/donate)

**TOGETHER WE MAKE A DIFFERENCE!**

