

TRASH HERO

ANNUAL REPORT
2024





A clean world, free from plastic pollution.

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OUR IMPACT

December 2013 - December 2024

Click to watch the video on YouTube or visit youtu.be/qE6KZFE7-84

23,304
cleanups
organised



562,144
volunteers
engaged

2,601,608 kg
trash collected

23,330
kids' books printed
in 8 languages



103
active
chapters
as of Dec 2024

42.5 million

single-use plastic bottles
and 2,220 tonnes of CO2
emissions avoided with our
reusable water bottles
& network of 597 refill points



1.7 million volunteer hours given

THANK YOU!



**"Real
progress is
happening
on the
ground"**

2024 was a year of consolidation: of strengthening our foundation and settling in for the long term. As the global plastics treaty faced yet more setbacks, it became increasingly clear that there will be no single, miraculous solution to the plastics crisis. While international policy remains an important arena for change, our focus must remain equally on the power of community action. Real progress happens on the ground, where people are engaged, informed, and empowered to make change.

This past year, we saw the impact of that approach firsthand. Since 2022, through the Trash Hero Communities programme, we have been placing more emphasis on deepening the quality of our chapter activities and volunteer support, rather than on expanding chapter numbers.

As a result, our local community events - presentations, workshops, meetings with local governments, and panel discussions - reached at least 13,500 people, a 50% increase from the previous year.

At the same time, we significantly expanded our educational programmes, with major investments in social media content, a new zero waste series aimed at youth and teens, and family meetings that explored critical topics such as the health and climate impacts of plastics. These efforts reinforce our role as more than "just a cleanup organisation" and position us as a source of knowledge, advocacy, and lasting change.

None of this would have been possible without the dedication of our volunteers, who give their time, energy and passion to take part in these events, on top of their regular cleanup duties. Their consistent and unwavering efforts are the heart of the Trash Hero movement.

Internally, 2024 also marked a period of transition. I stepped back from day-to-day operations after becoming a father for the first time. I leave the organisation and our amazing team in the capable hands of Seema Prabhu as our new Executive Director and Rahel Schaub as Head of Finance & Fundraising. Both have been integral to Trash Hero's journey since the early days - Seema serving most recently as Programme Director of the network, and Rahel as President of the Board for the past four years. I was honoured to step into the position Rahel vacated and continue my involvement in the movement, now providing governance and oversight as part of the Board.

Financially, we closed the year in a strong position, with secure reserves thanks to the commitment of our long-term funders. We also saw new funding opportunities open up for the global network through partnerships with Trash Hero UK and Friends of Trash Hero World in the USA. These relationships will be key in sustaining our work and expanding our reach.

Looking ahead, we remain committed to the same principle that has guided us for the past decade: **think global, act local**. Policy and systemic change take time, but our work on the ground continues to build momentum, proving that solutions exist and that communities are ready to embrace them. Step by step, action by action, we are moving closer to a clean world, free from plastic pollution.



Roman Peter
Co-Founder & President of the Board of Trustees
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

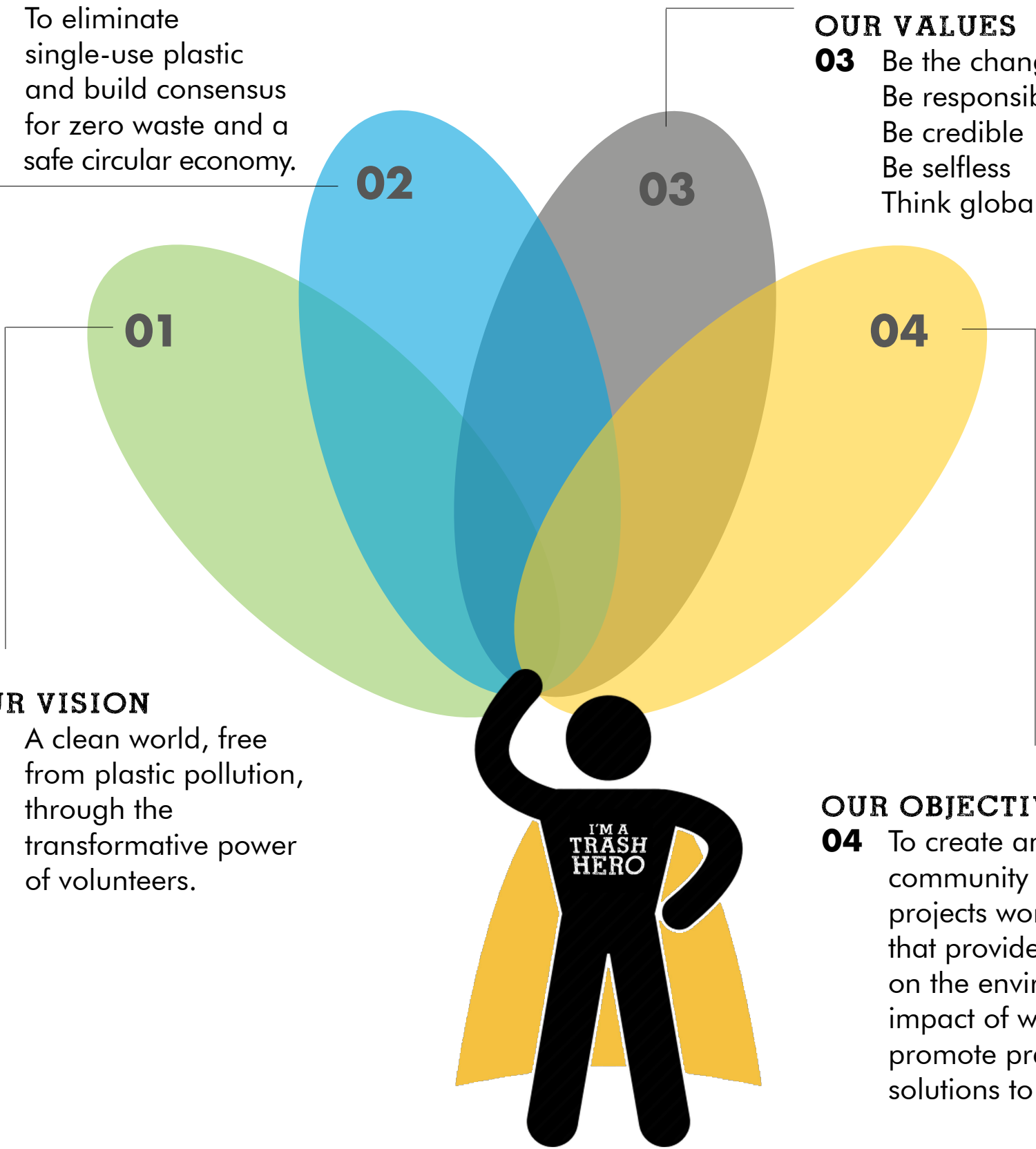
03 Be the change
Be responsible
Be credible
Be selfless
Think global, act local

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) 2-6, 8 and 11-16.



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 our salaried support team grows, our volunteers remain irreplaceable. We regard paid and unpaid people equally and they work alongside each other as a matter of routine.

In 2024, around 200 regular volunteers in the global Trash Hero network gave 68,827 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 83,138 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

In 2024 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 at least once 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 time spent together.

In June, in Southeast Asia, we held three family meetings: the first in Bali for our Indonesian volunteers, then two parallel sessions in Bangkok. One of these was conducted in Thai and the other in English for volunteers from around the region, including people from Malaysia, Vietnam, Cambodia and Myanmar.

P'Toy, a public prosecutor and volunteer with Trash Hero Prachuap in Thailand described the meeting as giving her “a million percent positive energy. This event provides deep knowledge along with fun, giving the most wonderful experience.”

There were also gatherings in Switzerland in July (see Network Highlights, p. 11) and again in Indonesia in October and November, where we held three regional family meetings designed to focus on the local needs and challenges faced by volunteers across the diverse archipelago.

In total, at all of these events, we hosted 168 volunteers from seven countries. They received 4,464 hours of training. Trash Hero covers all transport, food and accommodation costs for participants.

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.

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 868 hours of training.

HOW WE WORK: PARTNERSHIPS



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

In 2024, 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, communications and corporate accountability.

We also undertake specific projects, often collaborating directly with other members of the coalition. Early in the year Trash Hero Indonesia worked with several other NGOs in the region to produce the first ever brand audit report on Sachets in Asia. In November we contributed data to a new global investigation of supermarket practices, the results of which will be published in 2025.

Trash Hero is also a member of GAIA (Global Alliance of Incinerator Alternatives) and IPEN (International Pollutants Elimination Network), two highly influential networks in the environmental civil society space. This gives us access to a wealth of expertise on the climate and health impacts of plastics, as well as best practices for zero waste communities.

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 2024, the products were available at [44 outlets in Switzerland¹](#). Additionally, refills can be ordered directly from Schnarwiler by post. Four more hotels in Switzerland introduced the products in their guest rooms, replacing their old single-use packaging, which brings the total number of hotels using refillable toiletries to 37.

Refills (both retail and in-room) increased significantly year on year, saving a total of 26,884 plastic bottles (250 ml). In addition, 1,950 new refillable bottles were sold.

Since its start in 2018, 107,787 bottles have been sold or refilled through the scheme. Assuming these products replaced the disposable 30ml packaging commonly used in hotels, we can say we have avoided a waste mountain of 898,225 plastic bottles.

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.

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

GLOBAL IMPACT REPORT



**“Our success
lies in
reconciling our
idealism with
the realities on
the ground”**

INTRODUCTION

Trash Hero has a bold vision: a world free from plastic pollution, where zero waste is the norm, and toxic plastic is no longer a threat to people or the planet. This vision gives us hope and purpose. But the reality in which we work every day is still far from that ideal.

The scale of the plastics crisis continues to grow, systemic change is slow, and our volunteers encounter community resistance and practical challenges that cannot be solved overnight. That’s why we also need a healthy sense of realism - to work within existing systems, understand limitations and find ways to push for progress in difficult circumstances.

Our success as a movement lies in navigating these complexities, in reconciling our idealism with the realities on the ground. Having brilliant programmes isn’t enough - they must be implemented. The key is knowing how to tailor our message, when to be flexible and when to stand firm. This is where our strong values come into play.

The Trash Hero approach is rooted in authentic action: modelling, rather than just preaching, the change we want to see. That’s why the cleanup programme (Action & Awareness) remains a cornerstone of our work. We must start with reality and recognise what is possible. People are invited to take small, tangible steps: picking up trash, reducing waste, rethinking habits. These actions may seem simple - and a long way from our ideal vision - but they create momentum. They show people an alternative to the status quo, and that their choices matter.

At the same time, we remain committed to long-term systemic change. Our Trash Hero Communities programme is the natural companion to our cleanups. In 2024, we expanded its reach and focus, sharing knowledge, collaborating with other organisations, and pushing for policies that address the root causes of plastic pollution.

We also continued to equip our volunteers with new knowledge and skills. This year’s family meetings in Thailand and Indonesia dove deep into the impacts of plastic on human health and climate breakdown, as well as how to communicate these in local contexts. And we introduced sessions on resilience: the ability to play the long game, even as we see other environmental groups settle for easy but short-lived wins.

The results of this consistent training speak for themselves: we saw a marked increase in volunteer advocacy work, media appearances, and local zero waste projects.

Our Trash Hero Kids programme is another example of integrating our vision with reality, shaping it to fit the way children understand the world and their role in it. It allows them to take action within their own sphere of influence and nurtures their imagination, agency, and natural desire to help. This keeps them motivated and lays the foundation for long-term change.

We are proud to share highlights from all our activities in 2024 on the following pages. Listening, learning, and refining our approach ensures that our work remains relevant and effective. The gap between our vision and reality still exists. But every cleanup, every conversation, every refill station, and every piece of legislation we help influence is a step towards closing it. We are not discouraged by the distance: we are motivated by it.



Seema Prabhu
Executive Director
Trash Hero Global Network

2024 NETWORK HIGHLIGHTS

JANUARY - FEBRUARY



Trash Hero Lembata visited Inpres 2 primary school in Lewoleba to support them in their efforts to reduce single-use plastic and implement zero waste in their canteen. This type of work in rural areas helps to strengthen cultural traditions, food security and efficient use of limited resources.



Trash Hero Kuwait celebrated their 100th official cleanup on Messilah Beach. Since they started - just before the Covid pandemic - the team have engaged 4,355 volunteers and removed almost 32 tonnes of trash from their country's desert and coastlines. They also hold the record for Trash Hero's hottest cleanup, picking up trash as the thermometer reached 52C!



Trash Hero Pattani spent several months training three local restaurants to separate and compost their food waste. Over two years, the restaurants diverted 6,850kg of organics from landfill and solved the issue of bad-smelling bins near their premises. The project was noticed by the municipality, who awarded the three eateries with a certificate and will now promote them as models for others in the province to follow.



Trash Hero Cherating reached 200 cleanups! Regular, consistent action like theirs helps to build community trust and create momentum for wider change to reduce waste. Cherating businesses were the first in Malaysia to join our free water refill network.



Trash Hero Bern attended a series of stakeholder workshops held by the city administration as part of their Subers Bärn project to stop littering. Our volunteers participated in a review of activities to date and gave input for a future iteration of the campaign. This is scheduled to launch in 2026, with increased focus on waste prevention and closing loops.

MARCH - APRIL - MAY 2024



Trash Hero Ende worked with Eco Flores Foundation (Yayasan Tananua) to bring the issues of plastic pollution to Wolomage villagers. They talked about the dangers of plastic waste and how to reduce it. They covered sorting trash, switching to reuse and recycling.



Trash Hero Indonesia, as part of a group of Asian NGOs, published the first ever [Break Free From Plastic Sachet Report](#), documenting the huge environmental burden this form of packaging creates across the region. The report covers four countries - India, Vietnam, the Philippines and Indonesia - and brings to light the widespread damage caused by the highly polluting, unrecyclable wrappers and exposes the companies responsible for producing them. It was presented to country delegates at the Global Plastics Treaty negotiations in Canada (INC-4).

Trash Hero Indonesia helped to collect and audit the country data used in the report, as well as shape the final narrative. 456 of our volunteers were involved, submitting data from 23 different locations.



Trash Hero World developed and released a free, self-paced online course to help young people understand plastic pollution and the real solutions needed to stop it. The course features videos from the former Trash Hero Kids (now teens), entertaining explainers, reading and watch lists, quizzes and reflection tasks. Check it out at trashhero.org/eyzw



A new chapter in Malaysia, **Trash Hero Damansara**, was started by an enthusiastic group of teenagers. Their regular cleanups are led by Isabelle, who hopes eventually to get her school to commit to reducing waste.



We held our annual round of **family meetings** in Southeast Asia, bringing together our Indonesian volunteers for 3 days in Bali and then our volunteers from Thailand, Malaysia, Vietnam, Cambodia and Myanmar for 3 days in Bangkok. In Bangkok, we had two parallel sessions, one in Thai and one in English.

All meetings featured the usual combination of learning, sharing and fun, to make sure volunteers left feeling equipped and motivated for another year of action.

JUNE - JULY 2024



Trash Hero Belu shared stories and advice with mums at their local positive parenting group to help them adopt zero waste lifestyles. They focused on how to separate and recycle common household waste, as well as make easy switches to reusable items to reduce their plastic usage.



After a collaboration with **Trash Hero Da Nang**, including joining several cleanups and inviting them to give an awareness talk, a local business pledged to reduce single-use plastic waste both inside and outside their company. They started by giving reusable water bottles to their 2,000+ employees to use at work.



On the invitation of the Regency government, **Trash Hero Tabanan** took their weekly cleanup to the Dauh Pala market for World Environment Day. While picking up trash, they talked to sellers and their customers about the potential for waste reduction and separation on site.



Trash Hero Chumphon took our kids' programme to Ban Phru Ta Kian School, introducing 51 students from grades 4 - 6 to the concepts of environmental conservation, waste management and reducing single-use plastics. The children will continue to learn and do activities over the rest of the term to build sustainable habits.



Trash Hero Switzerland joined forces with the local tourism association and cable car company for the annual cleanup of the ski slopes in Scuol, collecting 140 kg of trash. As usual, the melting snow revealed a large amount of cigarette butts, though the number is happily declining after the ski station put up signage about the cleanups to encourage people to take their trash home.



Trash Hero Switzerland held a zero waste picnic for their volunteers. 16 people attended, with the brief to make or bring food and drink without any single-use packaging. Not only was it a lot of fun, they were able to demonstrate that summer activities can be waste-free!

JULY - AUGUST 2024



Trash Hero Koh Phangan teamed up with Eco Thailand Foundation and others for an event at the Thong Sala Walking Street market. They set up a waste separation station to educate visitors and raise awareness about the amount of trash being generated. Projects like this that make trash visible are often the starting point for long term waste reduction policies.



Trash Hero Candidasa held their weekly cleanup at their local temple after attending the Kajeng Kliwon purification ceremony. Ritual offerings now often contain plastic instead of traditional natural materials, so it was an opportunity to educate the community as well as show devotion.

More stories can be found on our blog: trashhero.org/impact-stories



Roman Peter, co-founder of Trash Hero, gave a comprehensive overview of the problems with plastic pollution and the solutions needed in his interview with Go Green, a popular Swiss online magazine.



Martha, the leader of **Trash Hero Nagekeo**, shared her knowledge and experience in a dialogue with the local government about the issue of plastic bags, hosted by RSN, a local radio station. In rural areas like Flores, local radio plays a crucial role as a primary source of information for the community.



Trash Hero Thailand joined a protest action organised by Greenpeace in Bangkok. They lobbied delegates attending the intersessional talks for the UN Global Plastics Treaty which, ignoring precedent, were held behind closed doors.

This left civil society, independent scientists, Indigenous Peoples and other rights-holders without access to information and unable to hold decision-makers accountable. Trash Hero World also signed open letters to the INC Secretariat alongside more than 170 civil society organisations questioning the lack of transparency in the process.



Follow us @trashheroworld !

AUGUST - SEPTEMBER - OCTOBER 2024



Trash Hero Biak were invited to take part in the Festival Biak Pintar, hosted by the local Education and Culture Office to support and celebrate children’s creativity and learning. With many schools present, they organised a cleanup, followed up with waste sorting activities for around 250 people.



Trash Hero Langsuan visited a local hospital to teach the staff about environmental health and waste separation as part of a project to promote sustainable and welcoming communities



Trash Hero took part in the **Indonesia Net-Zero Summit** in Jakarta, a major event held by the Foreign Policy Community of Indonesia, to formulate better solutions to address the climate crisis. They made a short video presentation explaining the link between plastic production and climate breakdown and several volunteers attended the event in person to network and learn.



Trash Hero Indonesia responded to volunteers’ need for more tailored training with our first series of regional family meetings. These smaller 1.5 day events, held in three different locations, were designed to address issues relevant to the local culture and context. We were also able to include more people and provide a more cosy forum for discussion than the large national events.



Trash Hero Gaw Yan Gyi taught 33 children about how to classify and sort waste at a special event. They organised a series of activities and games showing what could potentially be recycled and what could not.



Throughout the year, **Trash Hero Yogyakarta** organised several community outreach talks and free practical workshops teaching skills like composting and making soap from used cooking oil.

They also regularly took part in local events, like the Pasar Wiguna local market, to bring our message of long term waste reduction.

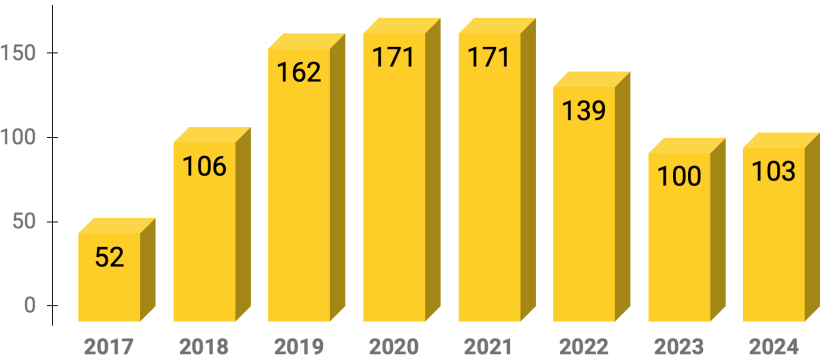
NOVEMBER - DECEMBER 2024



Trash Hero World joined the fifth session of the UN plastics treaty talks in Korea (INC-5) as an official observer and part of the global NGO coalition monitoring the process and advocating for a strong treaty. In the end, no deal was achieved, but negotiations will continue in 2025. Full reports and explainers about the whole treaty process can be found on our website at trashhero.org/gpt.



The kids who regularly volunteer with **Trash Hero Ko Sichang** chapter requested training on how to do brand audits and now regularly collect data on the big companies polluting their island. In 2024, they submitted 26 audits to our global data collection.



GLOBAL CHAPTER STATUS

By the end of 2024, we counted 103 active chapters in 15 countries worldwide, a small net increase on the previous year. In total over the year we welcomed 15 new chapters, while 12 lost their “active” status, which requires a minimum level of operations. This activity status allows us to focus resources where they are most needed and most effective.



We welcomed a new Trash Hero chapter in America: **Trash Hero Charlestown** in Boston, MA. The leaders, Margo and Andy, had previously joined Trash Hero cleanups on their travels in Indonesia and were inspired to start their own activities back home.



Trash Hero Kota Kinabalu were invited to the inauguration ceremony of the Bukit Bonduk Ocean Peak Platform, where they conducted a cleanup and shared their guidelines for visitors to the popular hiking destination. These included only carrying reusable water bottles and taking any trash home to respect and preserve the natural beauty of the area.

ACTION & AWARENESS



Our 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.

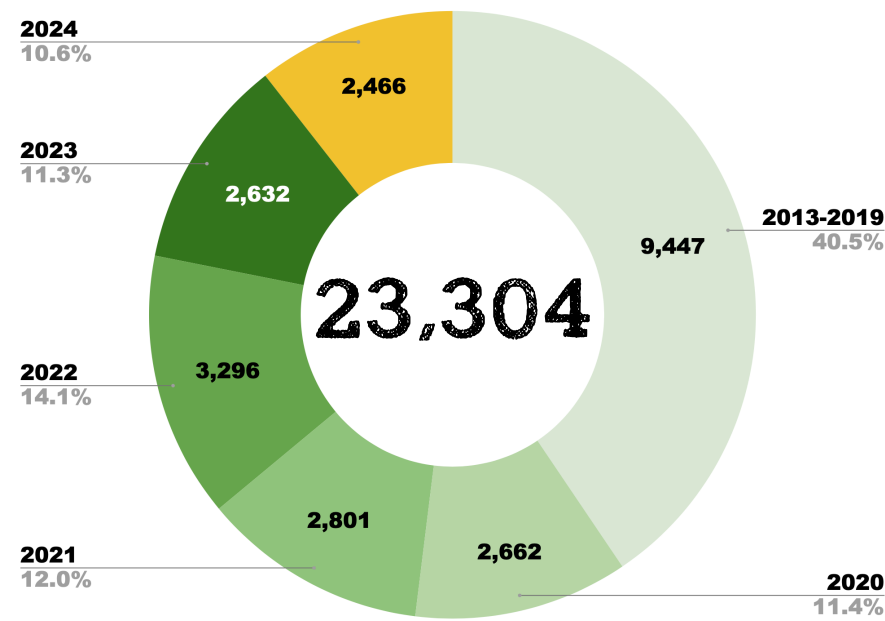


Once a cleanup programme becomes established and builds trust, our leaders often find themselves being invited to give talks or take part in discussions on topics such as sustainable consumption or local waste management. They may also feel able to start their own waste reduction project or support others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

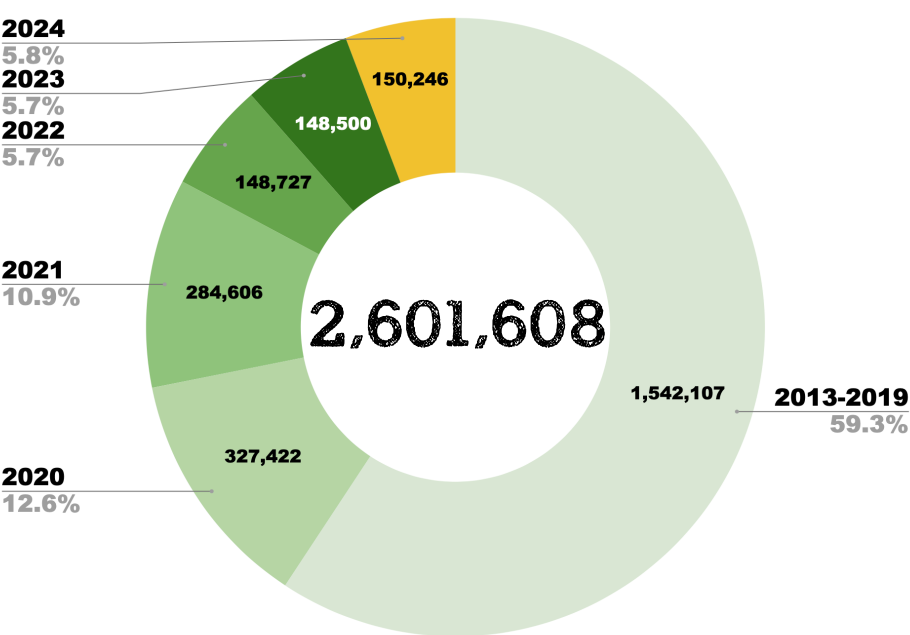
In 2024, a total of **150.2** metric tons of waste was removed across the network during the year by **46,501** volunteers, including **17,036** children.

We continued our collaboration with Break Free From Plastic to collect data about the companies responsible for plastic pollution worldwide. Volunteers were provided with a translated

Total number of cleanup events



Total trash collected in kg

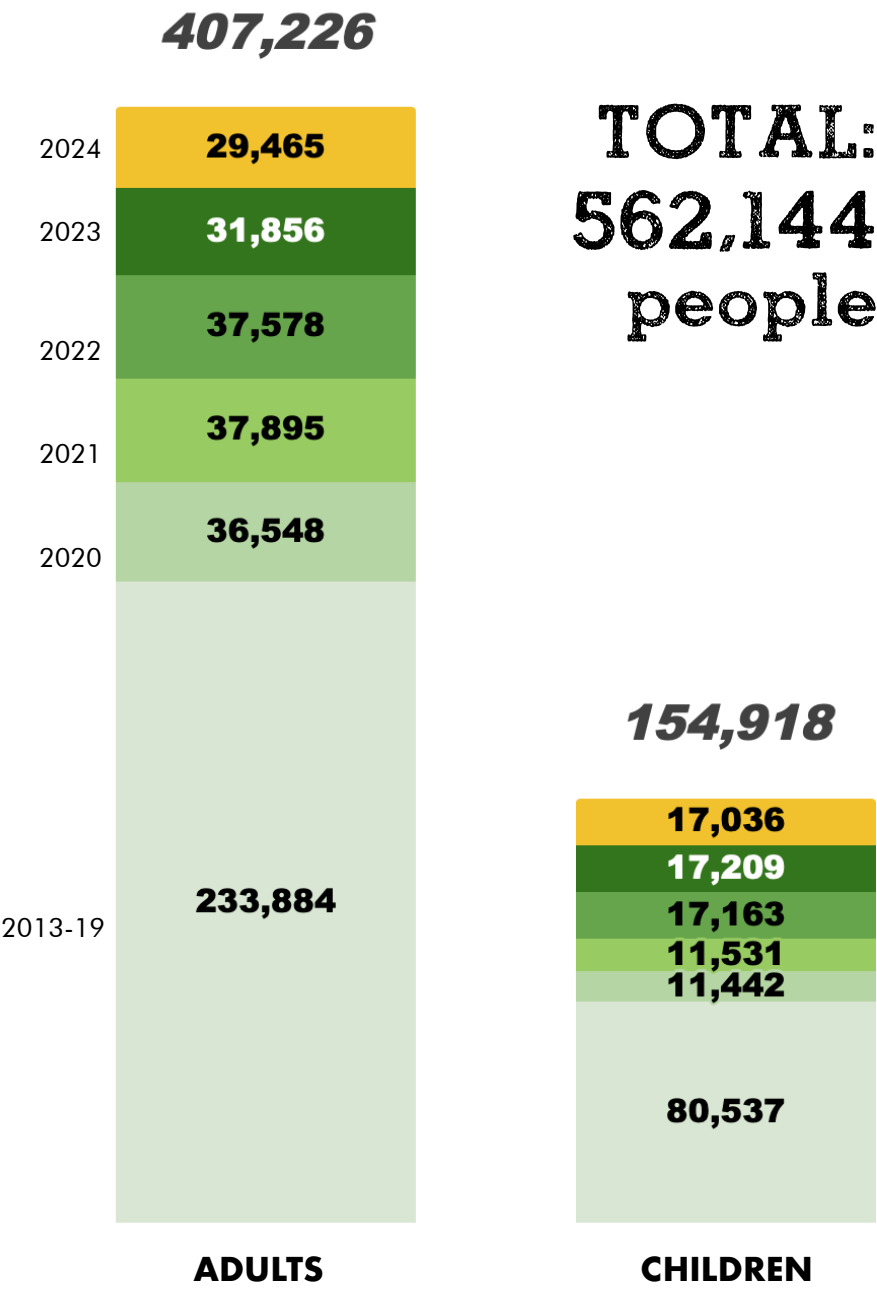


toolkit and training to record standardised data relating to the type, extent and provenance of plastic trash they collected. In total, in 2024, 1,131 Trash Hero volunteers carried out 82 such audits, logging 12,895 pieces of plastic in 4 different countries.

The latest global results, now published every two years and used to hold corporate polluters accountable for their waste, were published in early 2024.

Scientists who analysed the collated data from the previous five years found a 1:1 linear relationship between the percentage increase in companies' plastic production and the increase in their branded plastic pollution. Their peer-reviewed research paper was published in the Science Advances journal in April, and helped to support calls for an ambitious Global Plastics Treaty.

Volunteers to date



In addition, Trash Hero Indonesia helped to develop and deploy a companion methodology that allows specific data about sachets (small portion plastic packaging) to be collected. This led to the publication in April of an important report on the prevalence of sachets in Asia and their devastating social, health and environmental impact. See our network highlights on p. 11 for more details.

In these ways, 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, Vietnam, Cambodia, South Korea, Japan, Kuwait, Switzerland, Germany, Czech Republic, Serbia, Poland and USA.



TRASH HERO COMMUNITIES



THE 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 2024, **173** such activities and events took place, directly involving **13,537** 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 2024.

TRASH HERO COMMUNITIES HIGHLIGHTS



Trash Hero Jakarta had the incredible opportunity to participate in a public consultation forum discussing the progress of achieving the Sustainable Development Goals (SDGs) in Jakarta. Chapter leader Krishna also gave a separate presentation to members of the Secretariat about how zero waste principles can be applied to solve the city’s waste management crisis and provided input on the existing waste management regulations in the Special Capital Region.



Trash Hero Pattani in Thailand launched a repair cafe community in their town. The first open house event recruited local experts to volunteer their skills in textiles, mechanics and electronics and invited people who needed items servicing or repairing to bring them in. The customers were able to watch and learn while the experts worked and paid only for any materials used. The event was a success and will now be held on a regular basis.



Jasmine, one of our volunteers from **Trash Hero Sanur**, was invited to present our free water refill network to government representatives, including the Head of the Ministry of Tourism and Creative Economy’s Communication Bureau and the Head of the Bali Provincial Tourism Office. She recommended that water refill stations, which are easy to set up and require very little capital, be implemented immediately in all business sectors (retail, food & beverage, government agencies, education, etc.).

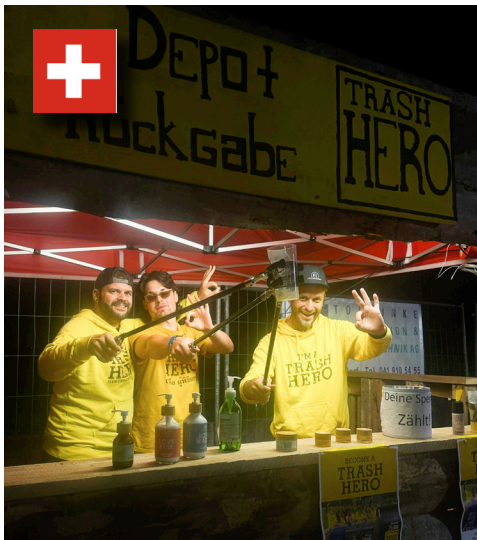


Trash Hero Plzen took part in an “Experience the City Differently” neighbourhood festival. The event closed a local street to motorised traffic for a day to celebrate community spirit and the right to shared public space and mobility for all. Trash Hero promoted volunteering and collective action on waste, alongside other groups offering activities for children, cultural associations and stalls with local food and drink.

TRASH HERO COMMUNITIES HIGHLIGHTS



Trash Hero Obel-Obel volunteers visited a local school to demonstrate traditional ways of serving food in banana leaf bowls. This supports both zero waste and important cultural heritage that is being eroded by the influx of cheap plastic.



Trash Hero Switzerland continued their collaboration with the 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.



Trash Hero Yogyakarta held a free composting workshop for 27 people, showing them a method with stacked buckets. This produces both solid and liquid fertiliser and is suitable for use in urban areas with no outdoor space. The workshop was part of the chapter's ongoing campaign to "solve waste at home".



Trash Hero Chumphon saw the most successful year so far for their "tableware bank", a free service loaning out reusable crockery, cups and cutlery to community events, from temple festivals to school field trips. The tableware was donated to them by the local Lions Club in 2021 and this year has helped to avoid more than 7,500 single-use plastic items at 21 events, as well as demonstrating that zero waste catering is possible and desirable.

Inspired by this story, **Trash Hero Ende** in Indonesia also started their own tableware bank in 2024. They have used or loaned their equipment to various village and sports club events in their area, avoiding around 1750 pieces of disposable plastic.

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), 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](https://trashhero.org/bottle-impact-calculator/)¹. 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 refill network as a whole, we can assume that by the end of December 2023, we have avoided **2,220** metric tons of



579

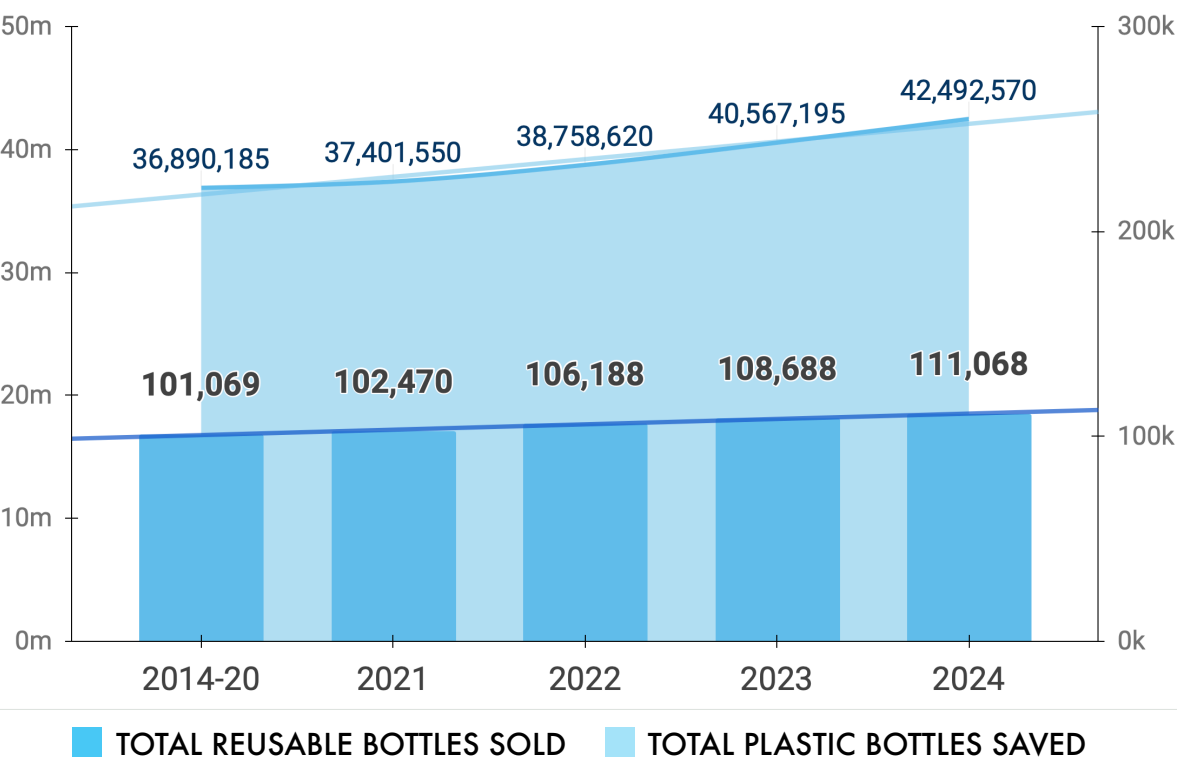
FREE WATER REFILL POINTS



¹ Online bottle calculator:

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

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



CO₂ emissions, a positive impact equivalent to 784 tonnes of waste being recycled instead of landfilled [source: [US EPA](#)].

Through the water refill network, since 2014, we have distributed a total of **111,068** reusable bottles through participating businesses, which means in total, the scheme has avoided the use of at least **42.5 million** single-use plastic bottles*. The majority of this impact is in Thailand and Indonesia, where the programme is most active. As of December 2024 we have **579** 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 from 2023 onwards.



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 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 **585** new children in Thailand, Indonesia, Malaysia, Myanmar and Switzerland joined the programme during 2024.

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 **70** special kids’ education events were held, involving **5,401** children - see next page for some examples. And children were actively involved in our public cleanup events throughout the year, with more than **17,000** of them joining with their family or school.

In 2024, we also developed and produced a free, self-paced online course targeted at teens, to help them understand plastic pollution and the real solutions needed to stop it. The course was promoted on our social media channels, via a series of reels presented by our young volunteers. These linked to further resources, including explainers, watchlists, quizzes and reflection tasks on each topic. The full series is available at trashhero.org/eyzw and is also featured on the [BFFP Youth website](https://www.bffp.org.uk). Versions in local languages are in progress.

TRASH HERO KIDS HIGHLIGHTS



83 middle schoolers from **Ennetbürgen in Switzerland** joined the Trash Hero Kids programme, learning about conscious consumption, the challenges of recycling and the impacts of microplastics. The programme content was adapted to follow the Swiss curriculum, with teacher Daniel Lager designing a comprehensive set of lesson plans and project days for the children. The programme was a great success, with Mr Lager saying "it was amazing to see the kids getting more and more involved over several weeks, both thinking and acting to stop plastic pollution - it's clear the impact will be long term." The school board was equally impressed and have decided to carry on with the programme in the coming years for each new intake of students.



Trash Hero Pattani held a zero waste camp at Ban Thung Sompoi school in Trang. Three different schools were invited to take part and learn about how zero waste works in practice. Our volunteers provided training and modelled how to avoid plastic in food preparation and properly manage waste, not just by composting but by chopping scraps to feed the resident chickens, a task hugely enjoyed by the children! They also did several activities during the camp, including a cleanup. There were 174 participants at the 3 day - 2 night event and residual waste was just 7.3kg, or 14g per person per day.



Trash Hero Karimunjawa recruited 89 children on their island into the Trash Hero Kids programme. Some joined through the local "nature school", who wanted to complement their existing environmental curriculum with our resources on plastic pollution. Another 30 were part of an informal group of kids who would show up to play at our leader's resort. She decided to offer them the programme activities, along with some basic English lessons. This proved to be a winning combination, popular with both kids and their parents.



Trash Hero Tuaran were invited to take part in a STEM carnival held by a local primary school, SK. Serusup, alongside other NGOs and government agencies. The booth they set up showcasing our activities, explaining plastic pollution and promoting zero waste and our kids' programme attracted a lot of enthusiastic visitors over two days. In total, more than 350 students attended the festival, plus teachers, parents and the general public.

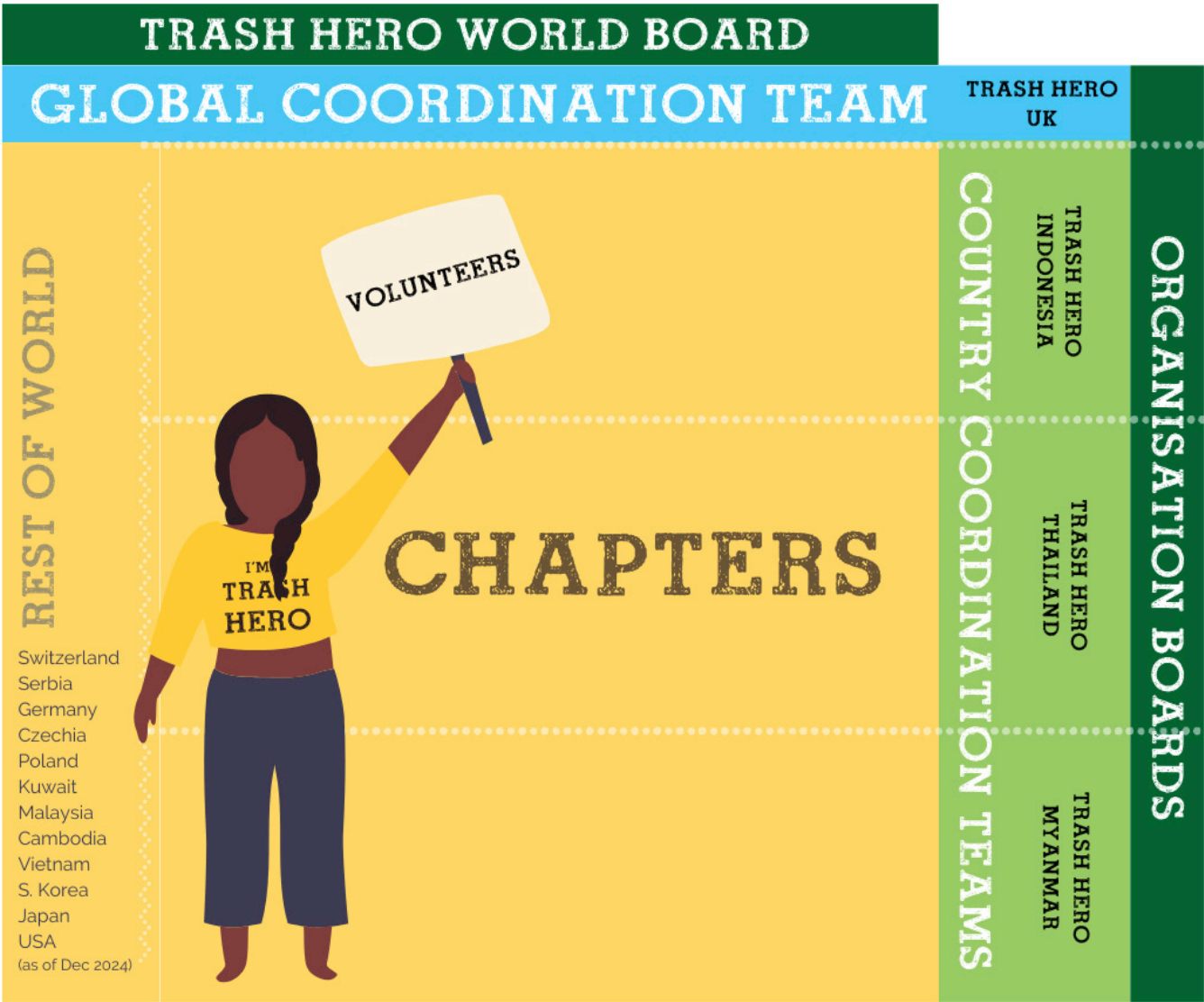
GOVERNANCE

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 UK 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 registered charity Trash Hero UK; and many unincorporated Trash Hero chapters worldwide.

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

We also work with Friends of Trash Hero World, a non-profit corporation with 501(c)(3) status in Washington, USA, who raise funds to support our mission.



Board members

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

Rahel Schaub stepped down as President in September 2024 to take a paid position as Head of Finance and Fundraising for Trash Hero World. We would like to thank her for her service and welcome Roman Peter as the incoming President.

In 2024, we appointed Seema Prabhu of Trash Hero UK to lead the global coordination team. In total, we funded the salaries of six network staff, through our partners in the UK, Indonesia and Thailand, as well as one member of staff in Switzerland. 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 2024 we focused on finding new donors and areas of grant-making, particularly at an international level. Our legal vehicle in the USA was this year granted 501(c)(3) status. Our partner organisation Trash Hero UK also converted to a registered charity. We expect these developments to open new avenues of funding for the network.

Inability to maintain quality across the network

Approach: In 2024, we restructured our staffing team and defined new roles to ensure consistent and efficient operations for the coming years. Key processes continued to be reviewed and documented. Internal communication, monitoring and reporting are being improved.

Fraud, corruption, theft

Approach (ongoing): Transparency is a key organisational value. In 2024, we implemented stricter control mechanisms for expenses, accounting and reporting at all levels of the organisation and improved procedural documentation. 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. We continue to document standard operating procedures, processes and critical knowledge, to enable cross-training. In 2024, we made plans to expand our programmes team to better distribute key roles and tasks.

Reputational damage

Approach: In 2024, we created clear guidelines for collaborating with other organisations. These will be used throughout the network to ensure no conflicts of interest in our activities. Our ethical funding policy continues to protect our reputation and independence. We maintained our international trademark protection and extended it into new classes in key jurisdictions.

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.

In 2024, we drafted a safer recruitment policy designed to deter, prevent and detect inappropriate conduct. This will be reviewed and implemented in 2025, further strengthening our commitment to provide a safe and positive environment for all.

Strategic priorities for 2025

A summary of our strategic plan, that reflects the long-term goals of the organisation, is provided below; the full plan can be downloaded at: 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

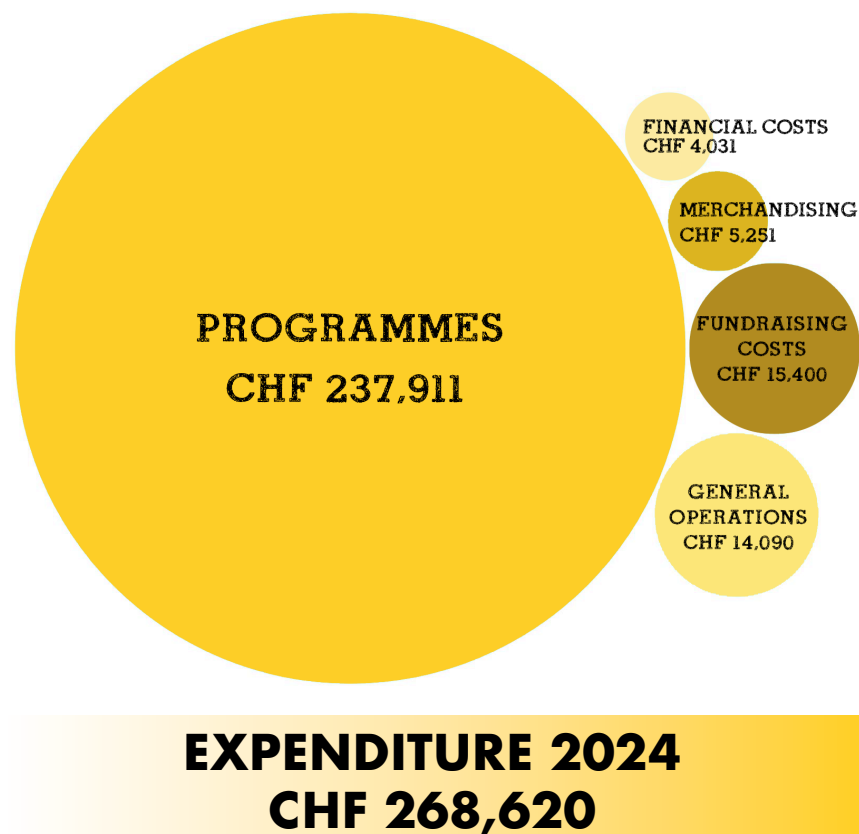
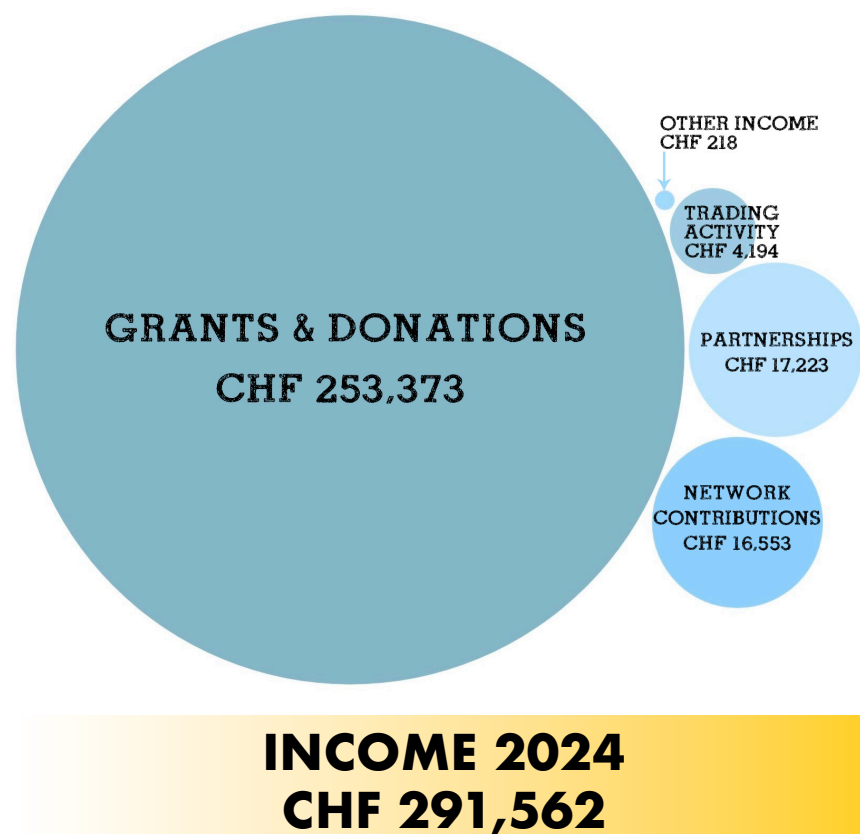
CHANGE

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



IN 2024, Trash Hero World's income from direct donations reached CHF 253,374. This was supplemented for the first time by contributions from other registered national organisations in the global Trash Hero network.

Where previously Trash Hero World fully supported these organisations, some have started to raise their own funds and directly cover their operational expenses. Local funds to a value of CHF 16,553 were utilised during the year, bringing the total donations for the network to CHF 269,927. Nevertheless, this is almost CHF 33,000 less than in the previous year.

Of these funds, there was a significantly lower amount of unrestricted donations from both individuals and grant-making organisations. Restricted donations from grant-making organisations also decreased, but more individuals chose to give in this way. This meant restricted donations saw an overall increase.

Grant-making organisations remained our largest source of funding in 2024. However, it's not just the large amounts that count for us - every single donation is important.

After a record year in 2023, donations from companies fell back to 2022 levels.

Sales of our branded Trash Hero products (reusable bottles and bags etc.) increased by around 75% compared to the previous year. All sales are made at cost price (without profit).

Revenue from partnerships was slightly higher than in 2023. We remain open to new partnerships, but when making our selection we ensure that our values and independence are not compromised.

Our final income in 2024 was CHF 291,562. This is a good 90% of the previous year's income.

Of this, we used CHF 237,911 directly for our programme activities. These 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.

While these costs are 16% lower than the previous year, the programmes have lost none of their support, which is also reflected in our impact numbers. Thanks to adjustments and optimisations, increased efficiency and, last but not least, generous support in the form of voluntary work and donations in kind, it has been possible to reduce costs while maintaining the same level of quality.

We extended our trademark protection to seven more countries

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

and registered it in additional classes. This investment will protect the Trash Hero name and brand for existing and future chapters in our network.

The optimisations are also reflected in the figures for the costs of fundraising and general administration. At CHF 29,489, these were also lower than in 2023 and represent less than 11% of total expenditure.

Trash Hero World is grateful for the continued contributions of all our volunteers, in-kind donors, and professionals offering *pro bono* services.

This includes members of the management team, hours spent on administrative, fundraising, accounting, translation and legal work, as well as the delivery of our programmes. Our relatively low expenses are due to their incredible generosity.

Rahel Schaub
Head of Finance & Fundraising
Trash Hero World



Reserves Policy

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

We have therefore created reserves that will cover the budgeted salaries and programme costs across the network for at least 6 months. 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 fund 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 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.

We are especially encouraged to see that the first organisations in the global Trash Hero network are moving towards financial self-sufficiency. Some costs that were previously covered by Trash Hero World were able to be paid directly through local fundraising. This income has been included in our financial statements for the first time, to reflect the contribution to our global impact.

We would like to take this opportunity to thank everyone who supported us financially, regardless of the amount.

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 3 April 2025 and is signed as authorised on its behalf by Roman Peter, President.

FINANCIAL STATEMENTS

BALANCE SHEET AS AT 31 DECEMBER 2024

	2024		2023	
	CHF	%	CHF	%
ASSETS				
Cash in hand	1,389.30	0.2	3,048.68	0.5
Bank deposits	285,429.60	45.9	261,175.96	43.5
Merchandise inventory	13,967.00	2.2	20,500.00	3.4
Debtors	1,670.07	0.3	325.28	0.1
Accrued income	6,140.15	1.0	2,228.00	0.4
Reserves	313,084.48	50.4	313,084.48	52.1
Total	621,680.60	100	600,362.40	100
LIABILITIES				
Trade creditors	730.27	0.1	2,353.60	0.4
Accrued expenses	0.00	0.0	0.00	0.0
Funds brought forward from previous period	285,008.80	45.8	285,352.46	47.5
Reserves	313,000.00	50.3	313,000.00	52.1
Funds carried forward	22,941.53	3.7	-343.66	-0.1
Total	621,680.60	100	600,362.40	100

NOTES TO THE ACCOUNTS

1. The financial statements have been prepared using the accruals basis.
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 2024, for the first time, the annual financial statements include funds directly raised and used during the financial year by other organisations in the Trash Hero network, as they are covering costs previously paid by Trash Hero World. These have been included as "network in-kind contributions".

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 DECEMBER 2024

	Total 2024 CHF	Total 2023 CHF
INCOME		
VOLUNTARY INCOME (Grants & donations)		
Individual giving (unrestricted funds)	26,844.73	57,442.51
Individual giving (restricted funds)	108,856.00	60,000.00
Corporate giving (unrestricted + restricted funds)	3,705.15	25,039.76
Institutions (unrestricted + restricted funds)	4,607.82	1,418.00
Foundations & non-profit (unrestricted funds)	26,860.00	48,578.00
Foundations & non-profit (restricted funds)	82,500.00	110,235.61
Network in-kind contributions (restricted)	14,922.13	0.00
Network in-kind contributions (unrestricted)	1,630.83	0.00
Total	269,926.66	302,713.88
EARNED INCOME		
Trading activity	4,193.63	2,362.94
Partnerships	17,223.15	16,965.25
Other income	218.38	362.45
Total	21,635.16	19,690.64
TOTAL INCOME	291,561.82	322,404.52
EXPENDITURE		
PROJECTS & PROGRAMMES³		
Action & Awareness	-109,982.96	-142,206.25
Kids & Education	-40,205.58	-43,303.67
Trash Hero Communities	-87,722.13	-98,825.05
Total	-237,910.67	-284,334.97
COST OF MERCHANDISE	-5,250.75	-2,096.70
TOTAL COST OF RAISING FUNDS (voluntary income)	-15,399.57	-18,631.12
GENERAL OPERATING EXPENSES	-14,089.92	-19,054.03
TOTAL FINANCIAL COSTS (transaction fees, currency exchange gains / losses)	4,030.62	2,390.92
TOTAL EXPENDITURE	-268,620.29	-321,725.90
Extraordinary costs	0.00	-1,022.28
Allocation to cash reserves	0.00	0.00
Net income / deficit for the year	22,941.53	-343.66
Funds carried forward	22,941.53	-343.66

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 2024

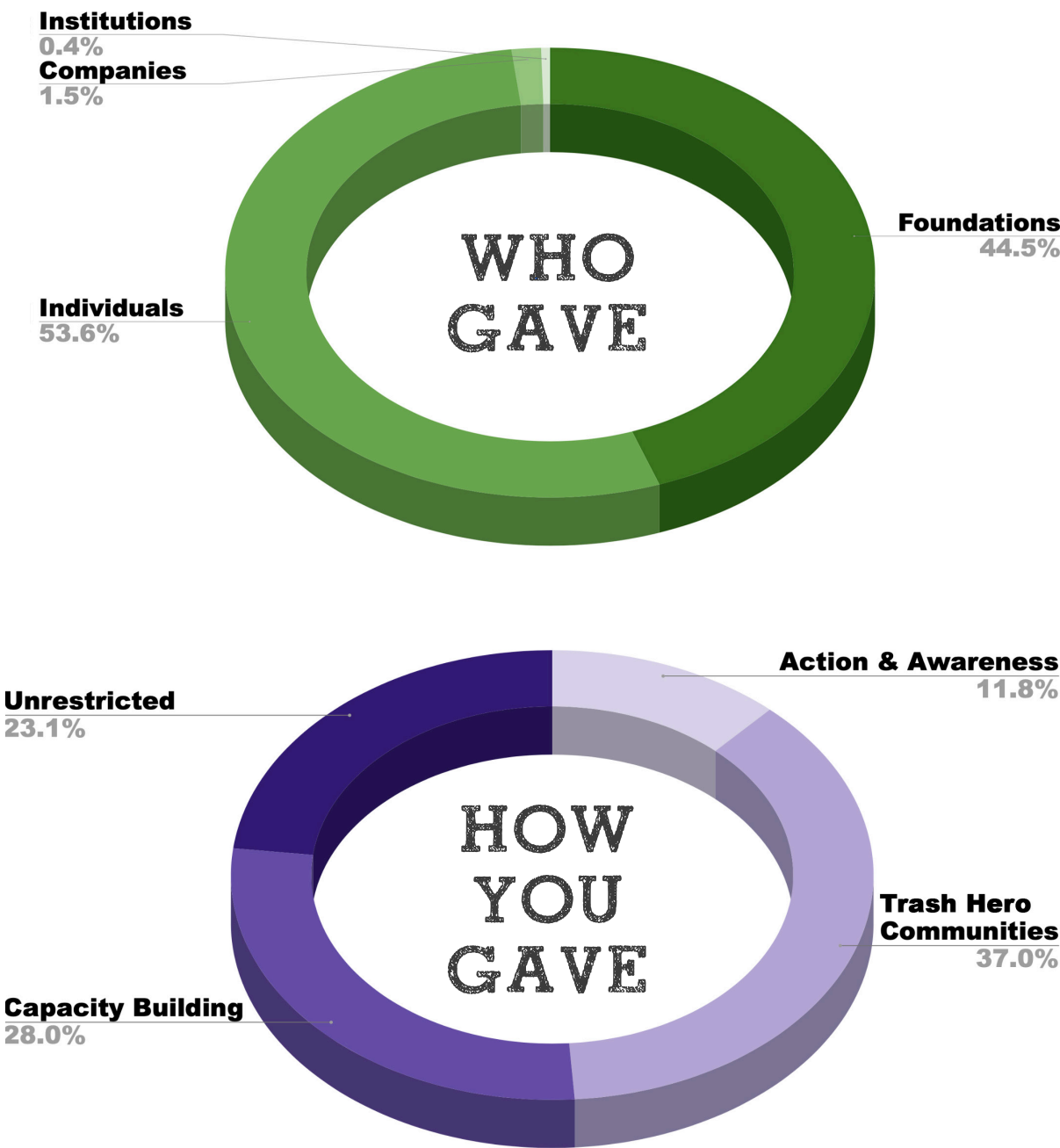
The following organisations and individuals gave gifts of CHF 5,000 and above during 2024:

- CHARISMA Stiftung für nachhaltige Entwicklung
- Stiftung Drittes Millennium
- Stiftung Nord-Süd
- Uniscientia Stiftung
- Stiftung Temperatio
- Antonis Schwarz
- Beatrice Fischli Hendry
- Sue Jennings

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.

2024	
TOTAL DIRECT DONATIONS:	CHF 253,374
UNRESTRICTED FUNDS:	CHF 58,532
ACTION & AWARENESS:	CHF 30,000
TRASH HERO COMMUNITIES:	CHF 93,856
CAPACITY BUILDING:	CHF 70,986
(Family meetings, regional offices)	



DONOR STORIES



Giving old tech a new life

To save costs and practice our mission of reducing waste, Trash Hero has partnered with a number of Swiss companies who donate their old electronic equipment for use by our staff. One such company, Adfinis AG, passed on a used M1 Macbook which was happily received by Iyan, our digital designer in Indonesia. Anne-Kristin Höllwarth, Senior Communications Manager said: "I am pleased that our laptop will continue to be used efficiently in good hands and that we are supporting the hard-working team at Trash Hero."



On tour for Trash Hero!

As a tour leader and passionate traveller, Beatrice Fischli has repeatedly witnessed the devastating impact of plastic pollution on her journeys around the world. Since the founding of Trash Hero World, she has supported our mission and inspired others to do the same.

In September 2024, while leading a bike tour through northern India, the issue of plastic waste was once again a key topic. In response, she decided to forgo her guide fee and instead encouraged her participants to donate to Trash Hero. We are grateful for her dedication – and for the generosity of her group.



Pro bono translation work increases our impact

As a global network, we rely heavily on translation into local languages to ensure the accessibility and effectiveness of our programmes. We were therefore delighted to receive an offer of free translation work from ProZ Pro Bono in March 2024. In just a few months they have already translated dozens of documents, from internal policies to programme materials into Indonesian, Thai, Malay and German. This has saved us valuable time and resources. Andrew Morris, the company's executive director said Trash Hero fits well with their mission to help the vital work of NGOs and nonprofits across the globe: "hands-on, practical, mobilising – it's the kind of client we love to work with!"



Donations in kind

Our chapters around the world are heavily reliant on donations in kind to run their programmes. Local sponsors will regularly provide cleaning materials, refreshments, printing costs and, in some areas, transport. Seeking this support is a deliberate strategy as it increases community engagement in our projects; and avoids the need for our volunteers to collect cash donations, which maintains trust and transparency.

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

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

TRASH
HERO

TOGETHER WE MAKE A DIFFERENCE!

Trash Hero World

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+41 (0)76 683 3317

trashhero.org

fundraising@trashhero.org

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

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

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

