

The Success Story of Litterati

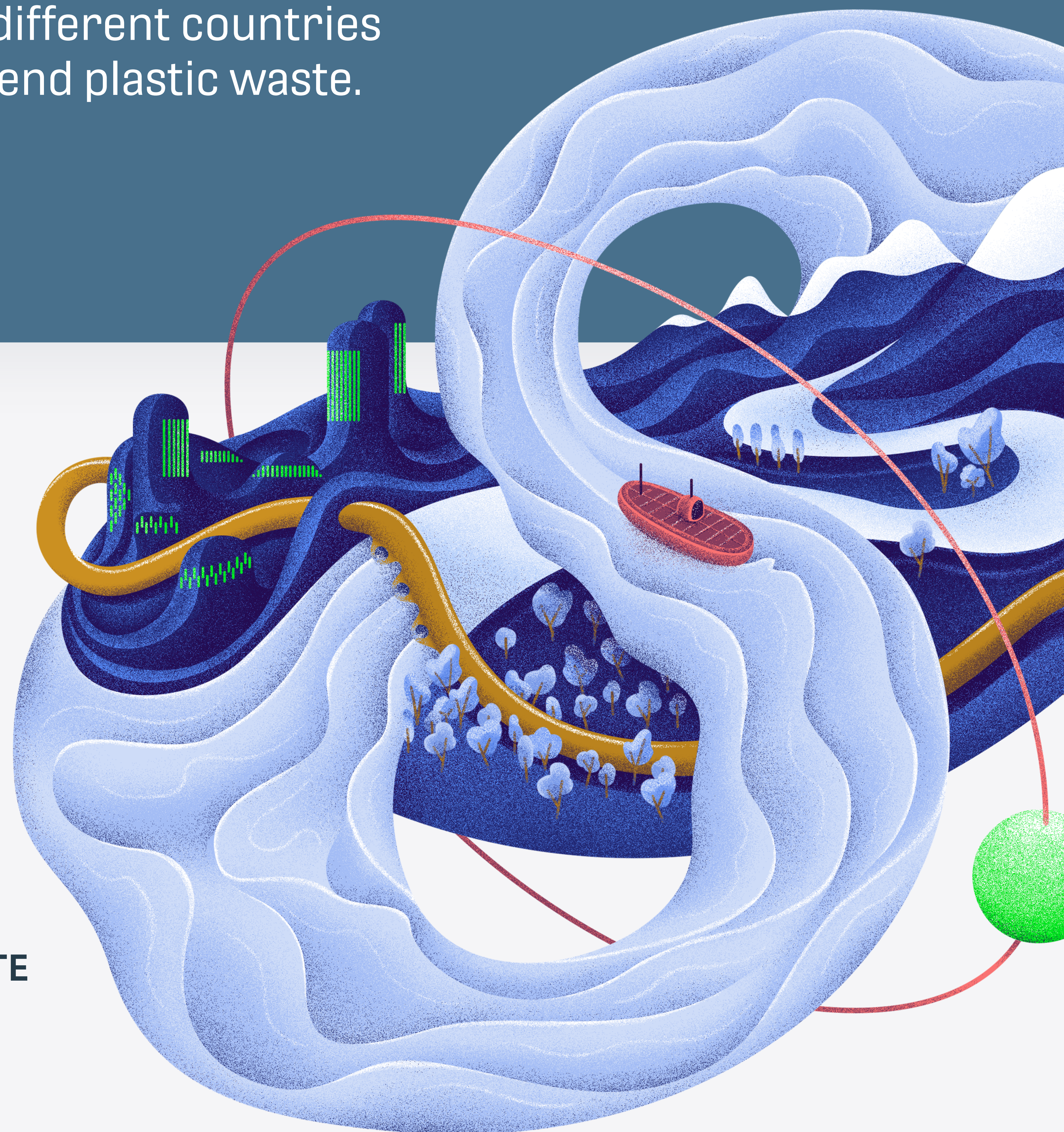


Litterati Makes Strides with Industry Leaders to Remove Discarded Waste from the Environment

The Litterati ALL_TOGETHER GLOBAL CLEANUP campaign brought over 70 different countries together to join the fight to end plastic waste.

The Innovation Partnership Success Stories is a series that focuses on key projects that emerged through our End Plastic Waste platform.

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Introduction

Litterati and The Alliance to End Plastic Waste were first introduced through Plug and Play's End Plastic Waste Innovation Platform. **Litterati and the Alliance have a similar goal in mind of eliminating waste and eventually living in a litter-free world.** The Alliance immediately realized that Litterati was behind something special and this could be a solution for good. From this partnership, the ALL_TOGETHER GLOBAL CLEANUP campaign was born.

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ALL_TOGETHER GLOBAL CLEANUP

In the last seven years, users of the Litterati app have collected over seven million pieces of litter. One million of this has been collected in the last three weeks alone through the ALL_TOGETHER GLOBAL CLEANUP campaign. This campaign has brought over 70 different countries together to join the fight to end plastic waste. Companies, universities, TedEd, and other environmental enthusiasts have all gotten involved in this campaign. **In just six months, Litterati and the Alliance to End Plastic Waste have created one of the largest cleanup campaigns and engaged thousands of people around the world.**

This campaign has shown that when people work together, there is an opportunity to help the planet. Every piece counts. By taking pictures and documenting where this litter is, garbage collectors, cities, and other companies can work towards containing the trash in their communities and contribute to better waste management.



Corporate Partner



The Alliance to End Plastic Waste was founded to help solve this serious and complex issue – 8 million tons of plastic waste entering the ocean every year. Nearly 50 companies across the plastics value chain have joined the Alliance and together they have committed to invest US\$1.5 billion towards solutions that will prevent the leakage as well as recover and create value from plastic waste. The Alliance is passionate about finding a solution to the crisis of the immense amounts of waste in our world - especially plastic.

Guided by four strategic pillars - infrastructure, innovation, education and engagement, and clean up - The Alliance's projects team works to identify, evaluate, select and invest in programmes that bring solutions that prevent leakage of plastic waste into the the environment and contribute to a circular economy to life.

Startup

LITTERATI

Litterati is an independent company that works with individuals, data scientists, corporations, and researchers to make a plastic and waste free world a reality. It is an environmental intelligence company on a mission to eradicate litter. Used by schools, cities, and brands, the company's technology empowers people to clean the planet, while simultaneously building a Global Database of Litter. Litterati is backed by the National Science Foundation and was highlighted at TED. Capturing litter through geo-tagged photos makes the problem measurable.

The Project

From September 19, 2020 until October 11, 2020, Litterati, in partnership with The Alliance to End Plastic Waste, ran a global cleanup campaign. In hopes of a cleaner, waste free environment, **this campaign focused on picking up trash in any way possible.** Whether it was outside your front door or on a beach, there is always something we can do to help our planet become waste-free. The purpose of this initiative included trying to embed this behavior and habit of picking up trash in their communities on a daily basis. Seeing trash along the side of the road or on a beach can act as a motivator to end the problem.

October 2019:

The Alliance to End Plastic Waste joins the Plug and Play ecosystem.

February 2020:

Litterati is introduced to the Alliance through the End Plastic Waste Innovation Platform.

September 2020:

ALL_TOGETHER GLOBAL CLEANUP campaign kicked off on September 19th through October 11th, 2020.

The Alliance to End Plastic Waste announces a \$950,000 grant to Litterati.

October 2020:

ALL_TOGETHER GLOBAL CLEANUP campaign ends and 768,673 pieces of litter are removed from the environment.

Why is this important?

THE PROBLEM: Litter is harmful to animals, humans, and the environment. Plastic not only affects animal health, but also it affects human health and the environment as a whole. It can also cause pollution and build up in streets making for not-so-pleasant strolls down your favorite downtown street. The Litter and plastic waste problem is a crisis and people need to start taking it more seriously.

The Results

Litterati, along with the Alliance to End Plastic Waste had steep goals for this campaign. The ALL_TOGETHER CLEANUP campaign set a goal of picking up **500,000 pieces of litter** during their September 19 to October 11th challenge. **This goal was exceeded by over 250,000 pieces.** This campaign helped showcase the problem and highlight easy ways to help.

768,673

Pieces of trash picked up during the ALL_TOGETHER GLOBAL CLEANUP challenge

73

Countries
Participated

2,833

Individuals
Participated

23

Days
Total



Take Aways

This campaign has shown people that no matter how much litter you pick up or where you pick it up, it all makes a difference. Tracking, mapping, and collecting this data through the Litterati app helps cities, companies, and people better manage trash. It also helps garbage-collecting companies know where they need to focus and what areas need improvement.

Uniting for the Future of our Planet

In the span of five months, Litterati and the Alliance created one of the largest cleanup campaigns in the world with over 70 different countries participating. This campaign was ultimately supposed to be a test-run between the Alliance and Litterati, but ended up becoming something bigger that brought together individuals from around the world to work towards a common goal to crowdsource clean the planet.

PLUGANDPLAY

Our Contribution

2,779 PIECES OF TRASH PICKED UP BY PARTICIPANTS IN THE PICK UP AND PLAY CHALLENGE.

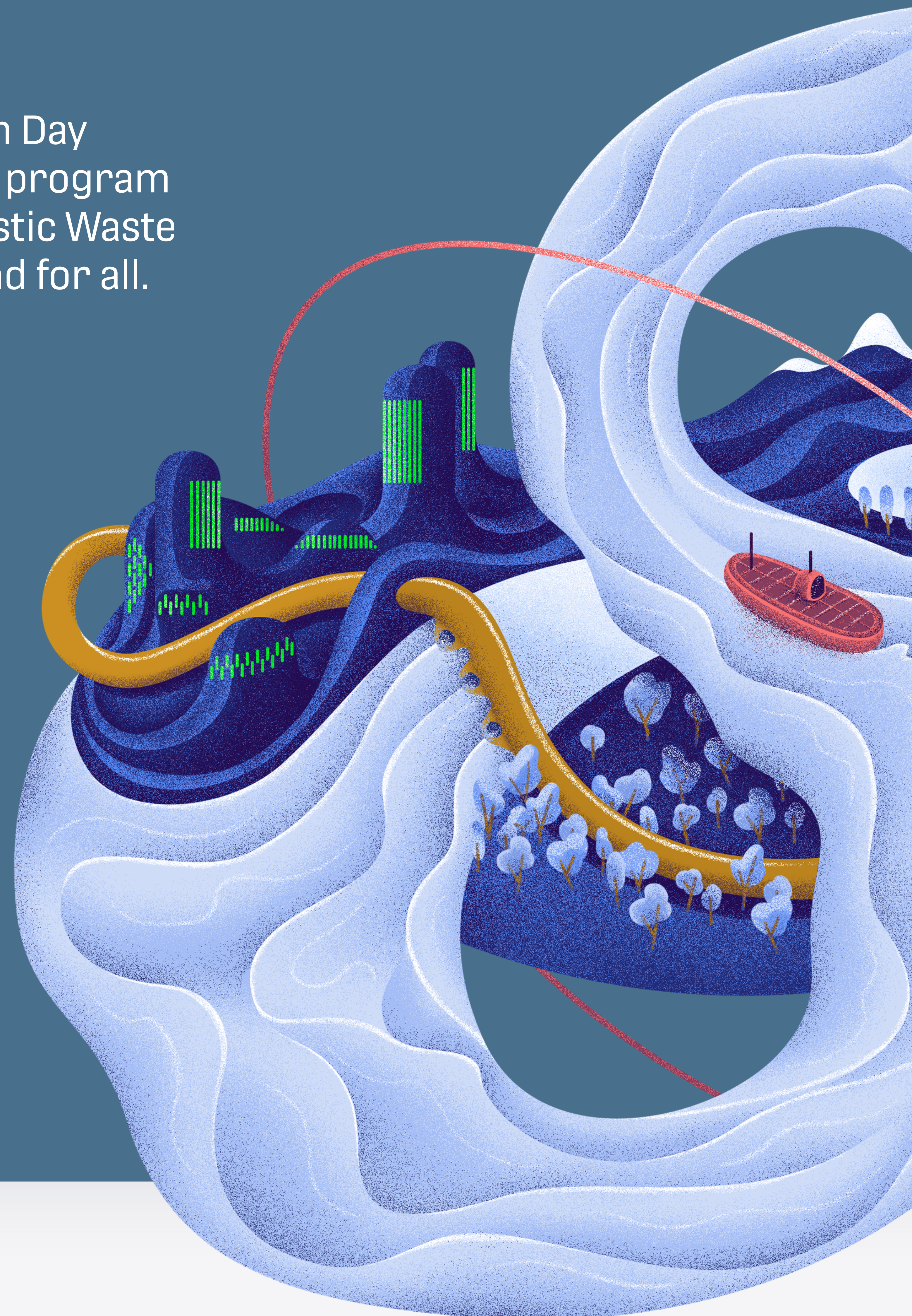
Plug and Play created their own challenge called Pick Up and Play in partnership with the Alliance and Litterati to support the campaign. Plug and Play created a goal to pick up 1,000 pieces of garbage. Their participants were able to pick up 2,779 pieces of trash by the end of the campaign.

About the Program

In partnership with the Alliance to End Plastic Waste, Plug and Play is running six accelerator programs across three global hubs over the span of two years. Each program will be a 90-day, highly structured curriculum that will accelerate the highest-potential startups tackling plastic waste.

Each of the six programs will have a Selection Day where 10 startups will be selected to join the program and work closely with the Alliance to End Plastic Waste members and help end plastic waste once and for all.

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Plug and Play is a global corporate innovation platform which helps to connect corporate partners to startups in order to help solve their greatest challenges. We also operate as a venture fund and startup ecosystem. With over 30,000 startups and 400 official corporate partners, we have created the ultimate startup ecosystem in many industries.

For additional information, please visit our website.

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