



Kilian Jornet, one of the world's most famous mountain athletes and founder of Kilian Jornet foundation, is a keen Plogger.

PLOGGA
BE A HERO
Activities
2017-2021



2017

Was the year Plogga was formed and the word became Nyord of the Year in Sweden.

2018

Was the year when Plogga and Plogging got their really big and got an international breakthrough with more than 2 million hits on Google.

- In Sweden, about 200 Plogga events have been arranged since the start. There are now Plogga groups at hundreds of places around the world.
- Plogga/Plogging became this new word in countries such as Belgium, Holland Denmark, Norway, Faroe Islands, France, Italy and is now included in the English dictionary.
- President of Iceland become a Plogger and we Plogged with the Swedish minister for Environment.
- Plogga was chosen for this year's -fitness trend in India and about 10,000 people now regularly go Plogging.
- TV companies from France, Germany, Japan and Egypt have come to Stockholm and Ploggat with Erik and his crew.
- Thousands of newspaper articles, radio reports and social media features are cur-

rently being shared and spread to millions of interested internet followers.

- The World Record for Plogging is outside Mexico City in Hermosillo. On the 8th of December just over 2000 Ploggers Plogged.
- The founder Erik Ahlström has been on about 50 Plogga events, held about 40 lectures for school children, business leaders, associations in Sweden and in countries such as Wales, New Zealand, Germany, Svalbard and Switzerland.

2019

- We went to one of the world's largest outdoor fair ISPO in Munich and with the plastic we -found on the streets we made filter for washing machines that prevent microplastic from coming out into the drain together with Sympatex.
- In February, we did a world premiere with Plogging during a world championship. The premiere was taken place during the Ski Alpine World Championship in Åre.
- The Crown Princess Victoria goes Plogging with her children and husband. -Plogga signs agreement with Amers Sports and Salomon globally.



- Plogga signs agreement with Sweden's largest restaurant chain, McDonalds in how to train, coach and Plogga during the spring 2019.
- We register the Plogga brand globally and it took us month to get it clear. Our goal is to build an international movement of Plogga and seek financing.
- A handfull or more Swedish ambassadors are now Ploggers.
- We went to Turkey shared Plogging with the Norwegian company Jotun and the interest was incredibly.
- We were invited to Menorca to teach at the world's firts start up, a sustainable program that is willing to create a better and more aware business world. See the movie www.facebook.com/Decelera/videos/1973071299464676
- During June, we continue to set up Plogga events almost every day and present to a handful of Swedish companies. We took part in the Eco Trail in Stockholm, the Photographic Museum's exhibition on debris and during the Öland Democracy Festival, as we received proof of how Plogga

spreads globally; 80% of all respondents in question knew about Plogga.

- Some of our friends in Latvia arranged Plogga competition and chose to collaborate with our brand in the following way; www.youtube.com/watch?v=rCdHgxDjKqg
- During the month of July we went to the Outdoor ISPO in Munich and Planet Earth-games and Love trails in Wales.
- One of our ambassadors Alexander Wing was Plogging Kungsleden, a 450 km trail and documented measured and reported the results.
- In August, we launched the Plogga on Tour, Road clean (Väg REN) which was a four-week road trip up to Riksgränsen to pay attention to how littering you find besides our roads and resting places. www.polygiene.com/swedish-brands-push-glo-bal-awarenessonsustainability-and-litter-issues/
- We broke a new Swedish record in Plogging, 450 people with the PWC Sweden.
- We continued to collaborate with McDonalds who throughout the autumn shows Plogga adds on cinema and TV.



- During ATTA (Adventure Travel World Summit (ATWS) in Gothenburg, we lectured and Plogged with 800 representatives from all over the world and received a rating of 4.85 out of 5.
- In September, we were invited by the Swedish Embassy and Stockholm School of Economics in Riga to Plogga and participate in podcasts and TV interviews, www.tvplay.skaties.lv/bez-tabu-10345524
- With Buff Germany #ploggingwithbuff an activation over a month with magazines like Runners world, Mens and Womens Health resulted in this interview among others www.runnersworld.de/news/podcast-folge-21/
- We went on a Plogga mission in Morocco.
- We made a lecture series with the Swedish railway company, SJ..
- Prior to 2020 we has received requests for Plogging in California, South africa, Kuwait, Prague, Hong Kong, China, India, Ecuador, Korea and Wales
- We signed a contract with Svenska Tikspac and have started to manufacture

and sell nudged garbage stations called the Plogga station, see more

www.tikspac.com/tikspac-tecknar-samarbetsavtal-med-plogga-sverige-ab/

- Together with the Spanish event company Eleven and Ibiza Sostenible, we will participate in and launch Plogga events in 11 cities with 35 organizations, a total of 2000 Ploggers, will Plogga up 45 tons of garbage. The tour will continue to Central- and South America. Movie

www.vimeo.com/389725169/631ec1aa2b

Presskit www.ibizasostenible.com/prensa/

- In Germany we run Plogging at 22 Trail-running hotspots with Salomon.
- We are coaching Salomon, who will be hosting major Plogging events in France during the spring, including the Paris Marat- hon, the Marathon du Mont Blanc and the Lyon Urban Trail.
- In collaboration with the Postal Code Foundation, we are carrying out a large school project that goes by the working name Plogga Archipelago, which is aimed at young newcomers who have no experience of spending time in forests and land. With positive experiences of exercise, nature and animals and with the interaction between, is the driving force to change to a more sustainable society. www.postkodstiftelsen.se/blog/projekt/plogga-i-skargarden/
- Together with Swedish embassies in Paris, we are invited by the Ministers and delegates from the Scandinavian countries to Plogga during the Marine Environment Conference.
- One of Belgium's major running activities is Antwerp's night marathon. www.portofantwerpnightmarathon.com/en/ Together with the organizers we have cre-

ated a whole new competition and Plogging class.

2020

- March 13-16 onwards ... as the world changes with the Corona epidemic, many of our physical events were canceled.
- Despite the world's first Plogging conferences in Barcelona, www.ploggingcongress.com/en/ was canceled we went down to meet organizers, press and Plogga in Spain. It was very successful and became an start for the time after Corona.
- The planned physical Plogging activities above in Spain, Germany, France and the Netherlands are cancelled and instead we have switched over and placed a new strategy, Plogga Challenge/Corona. Nowadays we run our lectures digitally in collaboration with companies, schools and organizations. After the inspirational lecture, the audience goes out and are Plogging and uses special Plogga bags and gloves that we have mailed to all participants. The litter is weighed, documented and registered and winners are selected.
- And this is the start of Plogga 2.0. Join us for an adventure of a lifetime and become a hero you also!
 - Run, but run with a purpose
 - It's not my trash, but it's my planet
 - Be part of the solution, not the pollution
 - Plogging burs more calories than normal running.
- Despite Corona, we were live at the web all the way from Sälen to Mora and completed the #Plogghemmasan together with the world's largest ski race Vasaloppet when their big #sommarvasan went off the rails

2021

- We kicked start the year and were running a digital Plogga year award 2020 and the winners were:
 - Amir Faqiri from Keep-jkpg-clean
 - Ann-Jeanette Björn-Bentzen from Häll hörby rent www.tv4.se/artikel/5kAURWSsH7oWtHHTpg2j4/hon-aer-arets-ploggare-samlar-skraep-och-goer-konstverk
- We conducted very large Plogging Corona digital lectures with companies such as ICA, AbbVie and the city of Gothenburg where their personal Plogged on their own
- Our knowledge in digital lectures improvements and we conducted many trainings with ambassadors in countries such as the Netherlands, Russia, Nigeria, Belarus and the United States
- We started to develop Plogga stations (Ploggis, Fimpis, Skräpis) and have currently sold these to about 20 municipalities and companies in Scandinavia. www.plogga.se/produkter/



- Erik received an environmental award from the Italian organization AICA International Association for Environment Communication and now has an olive tree planting in Naples

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- Together with our friends at Keep Sweden Clean, we started launching Plogga for primary schools
- Kilian Jornet foundation and Plogga conducted for a week Plogga week, a global Plogga week that created a lot of international interest,

www.kilianjornetfoundation.org/news/

#ploggatisdag
PLOGGA
BLI EN MILJÖHJÄLTE

- Plogga Tuesday, to create a new habit and attitude, we coined #ploggatisdag which means that every Tuesday you should Plogga. That Plogging should be as natural and obvious as brushing your teeth twice a day.
- We developed a Plogga certificate and a guide that schools, municipalities, companies, as well as organizers for competitions and tour operators can use who want

Plogga to certify their business.

- We Plogga together with the diving organization Rena mälaren. We show the connection between rubbish at sea and on land. (Once the trash ends up in the water, it is virtually impossible to Plogg it in).
- Plogga and Erik Ahlström won a “Geographical Oscar” in Moscow, which was awarded by the Russian Geographical Society. Erik and Plogga won in the class “Civic Participation and the prize was an 8 kg heavy compass statue in crystal,

www.vk.com/rus.compass

PLOGGA
On tour!

- Plogging on Tour 2021 together with major tourist destinations such as Åre, Vemdalen, Funäsfjällen and Lofsdalen, we carried out a Plogging tour that went under the name Fjällen for ever through large

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parts of the country, including Gothenburg and Stockholm. www.fjallenforever.se

- Plogging with the world's largest mountain athlete Kilian Jornet during the Mountain Marathon in Åre and his wife Emelie Forsberg (the Swedish female sports profile with the most followers of just over 300,000) which caused a great stir. We participated in several national radio programs, newspaper articles and podcasts, including this one which is available where podcasts are available www.youtube.com/watch?v=o_JZmnyPOy8
- We create Plogga bags from Plogged plastic and use these again and again during our events, reuse, reduce recycle
- Once again we are invited to Menorca to Plogga for the world's first start up decelator www.decelera.com/about/
- Plogging, the first world championship will be in Italy www.ploggingchallenge.com
- Corona is more and more releasing its grip in Sweden and the rest of the world

and we are starting to carry out more events all the time and the invitations from Plogga friends around the world are dripping.

- The future and autumn look very positive for Plogga (unfortunately we will never be unemployed, we become more and more sedentary, consumption and littering seem to increase all the time).
- This inspirational film is currently being distributed globally to all Swedish embassies and consulates; www.sharingsweden.se/materials/plogging-how-fitness-can-save-the-climate/
- Find out more and get involved. www.plogga.se
www.facebook.com/plogga/
www.instagram.com/plogga/
www.linkedin.com/company/plogga/

KEEP ON PLOGGING!