

PLOGGA
On tour!

PLOGGA
BE A HERO

**Plogga High five,
Plogga mind**

Health and exercise
Plastic in the sea
Save wildlife

Don't open windows

Our presentation during UN's major environmental conference Stockholm + 50 attracted 32 million viewers and was selected to go to COP 27 in Sharm El-Sheikh, Egypt.

A REVIEW OF PLOGGA ON TOUR EUROPA III, APRIL–JUNE 2022

After being part of large events with organizations, individuals, schools and municipalities in countries such as Spain and Portugal (see our document *Plogga on Tour Europe II*), we chose to focus on events in countries such as France, Switzerland and Italy. As a result, we were able to make many new connections, and several organizations are now committed to adding Plogga to their activities. Our Plogga network and impact continues to grow.

TRAIL RACES

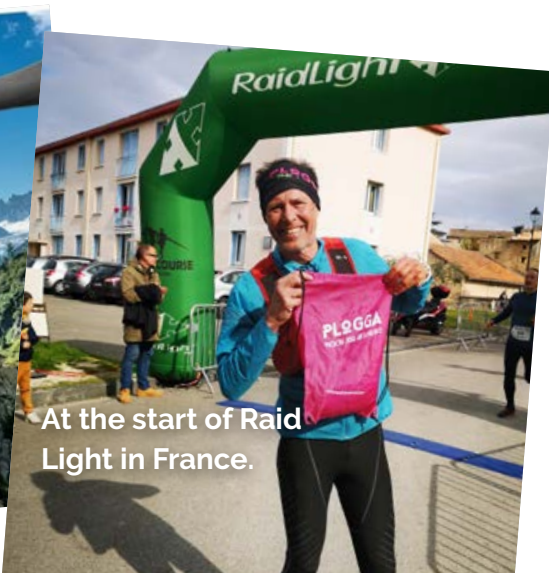
We did Plogging at a local trail race in France, and were hailed as winners by the speaker, competition, management and locals.

On the border of the Alps in Annecy, France, there is a community that is committed to the outdoors and sustainability. After we gave our review to the French organizations Outdoor Sports Valley with 50 company members, they now plan to

We worked with Kilian Jornet Foundation during their global Plogga month.



1



At the start of Raid Light in France.



We did Plogging during the trail run Raid Light in France, and were hailed as winners by the speaker, competition, management and locals.



We have sold more than 50 Plogga stations. Mail us info@plogga.se to get your own.



In La Vila in the heart of the Dolomites they take their guests Plogging with alpacas.

Wings for Life World Run with 16 000 participants in 192 countries. We joined the race in Italy and went Plogging.



coach their companies in Plogging.

In the global alpine mecca, Chamonix, we met the organization behind without a doubt the world's largest trail and ultra-race, UTMB (Ultra-Tour Mt Blanc). UTMB World has 25 global competitions in 16 different countries. The goal is to for many races within UTMB World 2023 to have a connection to Plogga, and to also include Plogga for young people in the events.

Two of the sub-competitions for the global UTMB World are in Verbier (Switzerland) and Cortina (Italy), and we met the competition organizers for Trail Verbier Super St. Bernard TVSB. We took Lavaredo Ultra's lead on a Plogga trip in the Dolomites.

ENGAGING OUTDOOR BRANDS

One of the goals of Plogga on Tour Europe was to meet different representatives from brands that have a natural connection to the outdoors and nature. Therefore, it felt very valuable that we met influential people in product development, marketing, environment

and sustainability at companies such as American Patagonia, French Salomon, French TSL, Italian La Sportiva and Scarpa and Swedish Fjällräven.

WINGS FOR LIFE WORLD RUN

We were very proud to be a part of the Wings for Life World Run with 160,000 participants in 192 countries, a charity project where 60 million krona was collected for spinal cord research.

We participated in both Reb Bull's Big Podcast and International Magazine. We Plogged together with the wheelchair-bound competition leader Alexander Schirasi-Fard in the small Italian village of Olang. Our goal there was to introduce Plogging to several of the global events for the Wings for Life World Run 2023.

HOTELS

Before heading north, we stopped in the tourist resort of La Vila in the heart of the Dolomites and met with municipal representatives and hotel management at Dolomit Homes & Hotel. There, all guests are equipped with Plogga bags and a Plogga



You can always find litter anywhere
and make any place more beautiful .

Welcome letter, and the owners take their guests out and Plogga with alpacas.

PREPARING FOR COMPETITION

Back in Sweden, after six months of Plogging along the roads in Europe, we took a drive along the west coast, meeting Varberg's Plogga group and taking part in how they plan to carry out the Plogging Championship in Italian Villas Perosa Piedmont worldploggingchampionship.com/eng-2/ Our visit resulted as usual in a lot of media (yes we are very spoiled with a lot and good media, everyone likes us Ploggers).

ENVIRONMENTAL CONFERENCE

Our final and biggest goal was to participate in the UN's major environmental conference Stockholm +50 during World Environment Day. The live broadcast we participated in was produced by "We Don't Have Time," which attracts 32 million viewers each week. You can see our episode here www.youtu.be/cd_hwsseYkM.

We could not have imagined a much better ending of the Tour.

IN CONCLUSION

Every time we go out Plogging we can see how bad things are with the physical health of children, adolescents and us adults, and we get more and more convinced that Plogga and Plogga MIND is the way to go. As we wrote in Plogga on Tour II:

"A glimpse of the future is that we are completely convinced that travel and competitions will look completely different. You will want to "give back" to nature and the place you visit. Goodie bags and free stuff will be removed. Flight shame makes it even more relevant to travel or compete with a responsibility, that's when Plogga comes in. All trash that we find (read Plogga) we will be able to calculate in CO₂ emission."

We are excited for what's next!