



**PLOGGA**  
On tour!

Plogging was named Kerala's  
top wellness trend of 2025.

# PLOGGA NEWS

## JANUARY—DECEMBER 2025



Forest bathing to Plogging, new fitness trends taking root in Kerala.



**Because so much is happening with our thousands of groups around the world, it's impossible to summarize everything. In these newsletters, we therefore focus on what the founder, Erik Ahlström, is doing and which Plogging groups he visits and coaches.**

**Some of the international developments, our research reports, etc. – can be followed under “News” on our website [www.plogga.se](http://www.plogga.se) and via our social media channels.**

## JANUARY

### India – PlogYatra Tour

We completed a month-long tour across India, called PlogYatra, where we plogged in dozens of cities—including Delhi, Pune, Mumbai, Chennai, and Pondicherry—together with small and large plogging organizations. Incredible to meet so many young activists who go out plogging every

weekend. For example, Plogging Pune has plogged non-stop for several years!

[www.timesofindia.indiatimes.com/city/pune/swedish-activist-erik-ahlstrom-to-spearhead-nationwide-plogging-movement-in-jan/article-show/116692754.cms](http://www.timesofindia.indiatimes.com/city/pune/swedish-activist-erik-ahlstrom-to-spearhead-nationwide-plogging-movement-in-jan/article-show/116692754.cms)

We also launched a new project on Monroe Island, Plogging canals and waterways from kayaks in Kerala. We were thrilled when Plogging was named Kerala's top wellness trend of 2025:

“Forest bathing to plogging: New fitness trends taking root in Kerala”

Forest bathing to plogging: New fitness trends taking root in Kerala

[www.dtnext.in/news/chennai/govt-must-play-a-bigger-role-in-supporting-clean-up-efforts-and-enforcing-anti-littering-laws-821803](http://www.dtnext.in/news/chennai/govt-must-play-a-bigger-role-in-supporting-clean-up-efforts-and-enforcing-anti-littering-laws-821803)

“When Erik joined us at Besant Nagar Beach, it was more than just a visit – it

Indias rolling teahills.



Vivek Gurav, Founder  
Pune Ploggers.

Shanthnii Mahalingam,  
Founder, Chennai Ploggers.

*was a moment of connection that transcended geography. Watching him plog alongside our volunteers, picking up litter with genuine warmth and curiosity, I felt an overwhelming sense of pride. This was the same beach where Chennai Ploggers took its earliest steps, where our idea of combining fitness with environmental action was first tested and nurtured. To see an international changemaker stand on the same sands, shoulder to shoulder with our community, felt like a circle completing itself. That morning at Besant Nagar, we weren't just cleaning a beach; we were showcasing what happens when ordinary citizens come together with extraordinary purpose. Erik's visit reaffirmed that change doesn't need borders, only belief."—Shanthnii Mahalingam, Founder, Chennai Ploggers*

*"India has been one of the most successful countries in embracing plogging as a community-driven initiative. Hosting Erik as*



**In India we now see it thriving nationwide, with more than 30 cities plogging every weekend.**

University of Kandy/Sri Lanka.



Elba, an island where ocean pollution is a growing concern.

*the Guest of Honour for our PlogYatra was truly a full-circle moment, having started this movement in India at a community level with Pune Ploggers, we now see it thriving nationwide, with more than 30 cities plogging every weekend. With such a vast plogger footprint, it was an honour to be recognised as a 'Plogman' by Erik, who has inspired the global plogging movement."—Vivek Gurav, Founder—Pune Ploggers*

## FEBRUARY

### Sri Lanka

We met with large youth organizations affiliated with Rotary, and held lectures at institutions including the University of Kandy. New collaborations around education and sustainability were launched.

<https://rotarykandy.org/tag/rotary-environmental-projects/>

## Denmark and bike Plogging.



### MARCH

#### Elba, Italy

Back in Europe, we visited Elba, an island where ocean pollution is a growing concern. Together with elite runners from Scarpa, we proved that Plogging works even in heavy rain. If the trash ends up in the sea, it's nearly impossible to recover – so stopping it on land is key.

[www.scarpa.com/en-ce/blogs/news/trail-running-athlet-meet-2025-italy](http://www.scarpa.com/en-ce/blogs/news/trail-running-athlet-meet-2025-italy)

### APRIL

#### Germany – Sport Conrad

We were featured in Sport Conrad's large Scandinavian sustainability campaign, and visited their Garmisch-Partenkirchen store – one of the cleanest towns we've Plogged in so far!

[www.sport-conrad.com/blog/en/plogging-jogging-collecting-rubbish-protecting-the-environment-simple-as-that/](http://www.sport-conrad.com/blog/en/plogging-jogging-collecting-rubbish-protecting-the-environment-simple-as-that/)

*"Combining running with trash picking doesn't just clean up our planet – it energizes the soul. Our Plogging event with Sport Conrad in April was the perfect mix of movement, purpose, and joy. Erik's contagious energy made it unforgettable!" –Sport Conrad Team*

#### Denmark – Danish Outdoor Festival

With about 50,000 visitors, this is one of Europe's biggest outdoor festivals. Together with our Norwegian partner Aclima, we gave several talks on the main stage.

*"Aclima and Plogga have aligned interests in sustainability and against the use of plastic. In our reborn collection we tackle one of the textile industries greatest challenges, waste material. We have developed a process so that we can recycle and upcycle left over wool fabrics from our own factory." – Ole Magnus Halvorsen CMO at Aclima*

[www.danishoutdoorfestival.com](http://www.danishoutdoorfestival.com)



Aclima and Plogga have aligned interests in sustainability and against the use of plastic.



Ericsson headquarter in Sweden, Kista..

## MAY

### Stockholm Outdoor Festival

In the scenic Djurgården area, we took part with our partners and ran several Plogga sessions during the event.

[www.outdoorfestival.se/](http://www.outdoorfestival.se/)

### Ericsson

For two years, we've had the privilege of Plogging with Ericsson employees and partners – across multiple cities and collecting many kilograms of trash. In India we Plogged in Dehli and in Sweden, in Kista and Gothenburg, and we can confidently say: it's getting cleaner every time!

*"In 2024 over 1400 employees in 40 locations did Plogging to support World Clean Up movement across the world.*

*And this initiative supports one of Ericsson's main cause categories for meaningful employee engagement in Ericsson Volunteers program: Climate & environment."—*



Paul Plogged a full marathon every day, for a month, always wearing a banana suit!

Matilda Gennvi, Head of Corporate Citizenship, Stockholm, Sweden

Helena Asztalos, Site Engagement & Experience Responsible, Gothenburg, Sweden

[www.lindholmen.se/en/event/plogga-ericsson](http://www.lindholmen.se/en/event/plogga-ericsson)  
[www.eacif.se/wordpress/2024/05/plogging-volunteering-during-earth-week-2024/](http://www.eacif.se/wordpress/2024/05/plogging-volunteering-during-earth-week-2024/)

### Netherlands – “Waye of Life”

Paul, one of the world's most creative Ploggers, ran a month-long Plogging tour where he Plogged a full marathon every day, always wearing a banana suit! We followed on a cargo bike and Plogged along the way. Media coverage was massive.

[www.wayeoflife.com](http://www.wayeoflife.com)

*“When you pick up a piece of trash, it turns a simple action into a positive story. A positive story for you, for the community and*

*for the planet. Let's fill the world with positive stories, the world needs that more than ever”—*  
 Paul Waye



### JUNE

#### Uppsala – Thermo Fisher

We awarded Plogga diplomas to the pharmaceutical giant Thermo Fisher for their commitment, following a successful event.

### JULY

#### Hitch for Change, Czech Plogging Tour in Northern Europe

The most eco-friendly way to travel? Hitchhiking and ride-sharing. Our Czech friends did just that, Plogging their way through Northern Europe. In Stockholm,



## Kayak Plogging with Stockholm Adventures

 2.7.2025  
 16:00-18:00

## Connecting People, Protecting the Planet.

Local support:



Powered by:



they stayed for four days, visited recycling stations, Plogged from kayaks, and partnered with Re adventure, our used outdoor gear network.

*"We hitched across Europe – 4,781 km, 12 countries, 15 cleanups, we blended sustainable travel, environmental action, and community engagement to create real impact. We're people who believe that how we travel, what we consume, and how we act—matters."—Jiri Dolan and Michaela Dolan*

[www.verdederos.com/home-en](http://www.verdederos.com/home-en)  
[www.reformtravel.se/verdederos-skraplockarna-liftar-genom-europa/](http://www.reformtravel.se/verdederos-skraplockarna-liftar-genom-europa/)

### AUGUST

#### Fjällräven Classic – Sweden

30 miles north of the Arctic Circle, in the heart of the Swedish mountains we joined the 21 th anniversary of Fjällräven Classic. Fjällräven Classic is a trekking event where 500 participants from more than



Staff from PwC dressed in sunshine colours.



**Full concentration during Eriks lecture about swedish right of public access.**

40 countries made the 110 km long trail. Our contribution was to give inspiration and backstory on swedish right of public access 6 x 30-minute talks on the right of public access (allemansrätten) and Plogging for hikers from around the world..

[www.fjallraven.com/se/sv-se/classic/](http://www.fjallraven.com/se/sv-se/classic/)

#### **Kiruna Relocation & Parliament Talks**

Kiruna is moving due to mining – we joined discussions on sustainable urban development and met members of the Swedish Parliament to discuss Plogging's role.

*"Litter is everyone's concern. In both the short and long term, all efforts to keep litter out of our environment must move in the same direction. We should not back into the future, but rather use our knowledge and experience to find balance in consumption."—Emma Ahlström Koster, member of the swedish parliament (Riksdagen (Moderate Party) from Southwest Skåne, Founder*

Senja, Norway, Aclima's home turf.  
The landscapes around Senja are  
stunning, and clean!



Plogga Lomma Chair of the Outdoor Recreation Network.

### TikToK In Sweden

The social platform has about 5 million users in Sweden. Getting to lecture for the company and join their staff Plogging the streets of Stockholm was, of course, a real highlight.

## SEPTEMBER

### Iceland – “Plokk” and kayak plogging

In Iceland, they've even coined their own word for plogging—Plokk. We teamed up with around 20 Rotary clubs and combined breathtaking nature experiences with kayak-based plogging, including a session with the Icelandic Minister for the Environment. We also gave talks on sustainable outdoor leadership.

With Iceland's largest TV channel capturing the moment, the initiative show-



In Kiruna we met members of the Swedish Parliament to discuss Plogging

We went kayak Plogging with Jóhann Páll Jóhannsson the Minister for the Environment and Natural Resources of Island.



In Iceland, they've even coined their own word for plogging – Plokk.

cased how simple actions—like picking up trash while exercising—can inspire a cleaner planet. From high-fives on land to collecting plastic at sea, the message was clear: it's not our trash, but it is our planet.

[www.visir.is/g/20252767657d/fadir-plokk-sins-kenndi-rad-herra-ad-plokka](http://www.visir.is/g/20252767657d/fadir-plokk-sins-kenndi-rad-herra-ad-plokka)

*"it was great to finally get to meet Erik, we share the plogging passion and he has been an inspiration to me for many years"*—Einar Bárðarson plogg promoter in Iceland

### Utefest – Järvsö, Sweden

Sweden's largest outdoor magazine, Utemagasinet, hosted the annual Utefest in Järvsö. We ran several Plogga sessions during Utefest in Järvsö with our partner Aclima. The interest in combining fitness, environmental action, and social impact continues to grow.

[www.utefest.se/vrt-program](http://www.utefest.se/vrt-program)



We ran several Plogga sessions during Utefest in Järvsö with our partner Aclima.



At Ericsson office in Aachen we collected over 80 kg of waste.

## EAIE European Association for International Education—International Conference in Gothenburg

Around 7000 participants from all over the world gathered in Gothenburg for the EAIE conference. We had the honor of giving a keynote, on a tourist bus! We then took attendees to a neighborhood affected by illegal graffiti and litter, and Plogged together.

*"We had a Plogga event for some of our delegates and it was a real success. The mix of people from all over the world helping the city of Gothenburg to get a little bit cleaner and also how they from Erik and his team learned more about litter and how important it is for all of us to keep our planet clean."—Anna Ekberg /Congress manager/MeaConsulting AB [www.eaie.org/events/gothenburg.html](http://www.eaie.org/events/gothenburg.html)*

## OKTOBER

### Ericsson Germany, Aachen

In the Germany city of Aachen, we visited



the local Ericsson office. We held lectures and did "plog-walks" with staff, dividing into teams. In just a couple of hours, we collected over 80 kg of waste. A great example of how companies can create real, visible change.

*"It has been a pleasure to have Erik's guidance on our plogging event. His presence and spirit were even boosting our anyhow high motivated team to go out for plogging. Erik made every minutes of it memorable from his arrival till his departure. His mood and spirit energized the whole team. At the end, we received a diploma for Ericsson Eurolab being now a licensed plogging ambassador! Thanks a lot Erik!"*—Patrick Faucon Head of PDG MAHC EDD, Axel Bennemann Service Operations Manager

#### Ericsson, Holland Breda

Following the "World Cleanup" initiative, we went plogging with the local commu-

We went to Breda with Ericsson and also visit one of the Netherlands leading plogging profiles, Ron Bekker.

Het drietal is net een stel *Ghostbusters*, uit de Amerikaanse jaren '80 filmklassieker over geestenbestrijders met stofzuigers. Paul Waye, Ron Bekker en Tiphaine Bresser trekken hardlopend ten strijde tegen zwart vuil.

# Plogging Power

Tekst Edward Swier

Fotografie Gertjan Huis

Plogging bestaat sinds 2016. De Zweedse trailrunner Erik Ahlström verhuisde dat jaar vanuit het goede noorden van het land naar Stockholm. In de grote stad viel hem op hoeveel vuil er rondzwerft. In plaats van zich eraan te ergeren, bedacht Ahlström een nieuwe sportieve bezigheid: ploggen. Dat was een combinatie van *plöcka upp* (oprapen) en joggen. Zijn voorbeeld - tijdens zijn vaste trainingsronde stopte en bukte Ahlström gewoon net even wat vaker dan voorheen - kreeg al snel navolging, wereldwijd.

In Nederland is er een flinke, ongeorganiseerde community van ploggers. Lokaal is er een hechte band, maar de ploggers van het eerste uur uit den lande kennen elkaar vlochtig, van appgroepjes en events. *Runner's World* bracht drie van hen in Amsterdam bij elkaar voor een fotoreportage. En liet het bevolgen drietal hun verhaal doen. →

nity in Breda/Holland. Meeting the locals, discovering the new Ericsson office and surroundings, getting some fresh air and cleaning up the streets all together.

*"Great meeting all our colleagues and a very special guest, Erik Ahlstrom, the founder and pioneer for organized plogging, joined our volunteering activity. Erik is an inspiring force of nature, and made this morning extra energetic. In total, more than 55 kg of litter has been collected and safely handed over to the community for professional disposal or recycling. What a great and meaningful team day. Many thanks to global sustainability for your support and establishing the connection to Erik and many thanks to the Ericsson Volunteering program for allowing Ericsson employees to spend their time to make something like this happen! And a special thanks to our Breda Volunteers."*—Isabel van Oorschot Ericsson

We also had the great pleasure of

The Crown Princess with, from left, WWF's Chairman of the Board Annika Helker Lundström, the Crown Prize Princess, Erik Ahlström (Environmental Hero of the Year), WWF's Secretary General Gustaf Lind and WWF's Honorary Chairman Leif Johansson.



spending time with one of the Netherlands' leading plogging profiles, Ron Bekkeron, meeting his community and delivering two lecture sessions for international university students.

## NOVEMBER

### Samarkand Marathon in Uzbekistan

When we travel long distances, we always try to extend our stays to explore the nature and surroundings and of course, we go Plogging wherever we go. When we received an invitation to lecture and plogging during the major international event Samarkand Marathon in Uzbekistan, we gladly accepted.

We plogged together with Tashkent Ploggers, visited the neighboring country of Tajikistan, and plogged alongside tourists and local guides, clearly demonstrating that we do not accept litter being left behind in nature.

### Erik Ahlström – Environmental Hero of the Year 2025

One of Plogga's greatest achievements during its ten-year journey was being awarded WWF's Environmental Hero of the Year 2025, presented by Her Royal Highness Crown Princess Victoria of Sweden.

Read more about the motivation on the WWF website.

[www.wwf.se/pressmeddelande/erik-ahlstrom-ar-arets-miljohjalte-2025/](http://www.wwf.se/pressmeddelande/erik-ahlstrom-ar-arets-miljohjalte-2025/)

On the Royal House website:

[www.kungahuset.se/arkiv/nyheter/2025-11-14-kronprinsessan-i-tyresta-nationalpark-med-wwf](http://www.kungahuset.se/arkiv/nyheter/2025-11-14-kronprinsessan-i-tyresta-nationalpark-med-wwf)

The Swedish Crown Princess Victoria presented the WWF award to Plogga's founder. Read his acceptance speech.  
[www.plogga.se/en/2025/11/the-swedish-crown-princess-victoria-presented-the-wwf-award-to-ploggas-founder/](http://www.plogga.se/en/2025/11/the-swedish-crown-princess-victoria-presented-the-wwf-award-to-ploggas-founder/)



Samarkand Marathon in Uzbekistan.

The day after the award ceremony, Erik invited the Plogging community to a "bubble plogging" event at Readventure in central Stockholm. Together with around 20 Plogga ambassadors, the event was filled with laughter and positive energy. As often happens, the event attracted media attention, this time from a major South Korean TV network eager to document something they considered uniquely Swedish, as Plogging.

## DECEMBER

### Colombia

Some of Plogga's very first plogging groups were established in Colombia and Mexico. Since 2018, these organizations have been operating full-time nationwide and also coordinating Plogging activities across South America.

Erik began his stay in Colombia by plogging and lecturing at Ericsson's headquarters in Bogotá.



Viviana Saavedra the founder of Plogging Colombia creates medals from plastic bottle caps.

Ericsson headquarter in Bogota.



Carolina López the founder of Plogging Colombia show us the lack of waste management.

Together with the founders of Plogging Colombia (Viviana Saavedra and Carolina López) and Plogging Mexico (Elisa Apátiaga), a ten-day plogging tour was carried out across the country. During the tour, we hosted workshops, bike plogging sessions, visits to organizations, recycling centers, environmental hubs, festivals, and even organized outdoor cinema screenings with an environmental theme.

[www.plogging.mx](http://www.plogging.mx)

[www.ploggingcolombia.org](http://www.ploggingcolombia.org)

*Get started with Plogging today!  
Find out more information about Plogging  
and what you can do for create a better  
world for all of us, one litter at at time.*

*Web: [www.plogga.se](http://www.plogga.se)*

*Instagram: [@plogga](https://www.instagram.com/plogga)*

*Facebook: [www.facebook.com/plogga](https://www.facebook.com/plogga)*

*LinkedIn: [www.linkedin.com/company/plogga](https://www.linkedin.com/company/plogga)*