



PLOGGA
On tour!

The founder from Plogging Colombia,
Viviana Saavedra and Carolina López
have been active since 2019!

PLOGGA NEWS

JULY—DECEMBER 2024

Over two weeks, we spent time together with Plogging Mexico and we were focusing on Mexico city.



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 and via our social media channels.

JULY

Mexico

We were invited by Plogging México. Over two weeks, we spent time together with Plogging Mexico and our strong organization Plogging Colombia. It was an intense "Plogga Week" featuring workshops, talks, TV reports, and incredibly well-organized Plogga events. Plogging México stood out,

they included a lot of physical activity and sorting into 17 different waste fractions after plogging.

www.plogging.mx

www.ploggingcolombia.org

"I met Erik Ahlström at the third World Plogging Championship in Genoa, Italy. We had a meaningful conversation about the possibility of organizing a plogging event in Mexico, and nine months later, Plogging Week Mexico became a reality. It was amazing to welcome him to our country. It was inspiring to listen to him and learn from his best practices and experiences with Plogga. He is a man full of energy and a great attitude—he never stops moving! I'm very proud to have your recognition as an important and influential group for Latin America." – Elisa Apátiga, Co-founder of PloggingMx (Mexico)



**Let's meet 25 new Plogga
ambassadors from Gothenburg.**

Gothenburg Municipality, summer Ploggers / workers

Back in Sweden in Gothenburg, we trained 25 leaders as Plogga ambassadors. Over the summer, they will bring along their "summer ploggers/workers" and spread our message to about 200 young summer workers.

Blixten Swimrun

Swimrun is growing incredibly fast around the world (as is Plogga – both have Swedish roots). When Blixten Swimrun became the first race in the world to require plogging plastic along the course and bringing it to the finish line, we were of course there, and we gave a talk before the start

"Rule number one in Blixten SwimRun: You must do Plogging during the race. If not. You are disqualified. Simple as that!" – Niklas Alestig and Jakob

www.facebook.com/blixtenswimrun



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PwC

For six years we have been trusted to lecture and Plogga at PwC's major conference (the TUR days). Plogging is often the most booked event – about 1,500 ploggers from different parts of the country came to Gothenburg.

"At PwC, we dedicate a number of hours each year to giving back to society through various engagements. We have found that when we offer Plogga, it's easy to attract many colleagues simultaneously. Everyone can see a tangible impact—the amount of trash collected. The energy and great awareness Erik brings to the group, promoting a sustainable lifestyle, is fun, inspiring and important. We participated in Gothenburg twice this year, and we hope this can become a regular ongoing activity in the future!"

AUGUST

UTMB, Chamonix

Without a doubt the world's largest and most legendary trail and mountain race took place in Chamonix, France. We were on site at Scarpa's booth, Plogged and assisted in cleaning up Chamonix.

SEPTEMBER

World Plogging Championship in Italy, Edition No. 4

It just keeps getting better every year! This year we had 80 athletes from 13 different nations. The attention and participation are growing steadily. This time, the event took place in the small village of Gandino, with two exciting challenges, the World Trail Plogging Championship and the World Urban Plogging Championship, the latter held



PwC's conference (the TUR days)
we went Plogging with about
1,500 ploggers.



World Plogging Championship in Italy, Edition No. 4. This year we had 80 athletes from 13 different nations.

in the vibrant city of Bergamo. We were also honored to witness a fantastic achievement: Robert Svensson from Sweden won the Urban Championship. That means Sweden now proudly has a World Plogging Champion!

www.svt.se/nyheter/lokalt/helsingborg/robert-svensson-varldsmastare-i-plogging-far-angelholms-miljopr
www.worldploggingchampionship.com

SEB

One of Sweden's biggest banks, SEB, invited all its neighboring companies in Arenastaden (Solna, Stockholm) for a lunch plogging session together with SEB:s own employees.

"We called this initiative 'Arenastaden Plogga challenge'. The session started with an inspiring speech by Erik Ahlström in the Atrium at the SEB office. We then headed

out to clean up in Arenastaden. Participants were stunned to see how much litter we all gathered in less than one hour. It is our ambition to spark a yearly reoccurring event where companies in Arenastaden head out for a lunch plogg together and inform fellow colleagues about the negative consequences of littering" – SEB Sweden

OCTOBER

Albania

Going to a new country, gathering running groups, and at the same time helping to start new Plogga groups is always the goal of our trips. Albania too has litter to Plogga. We have been Plogging with Swedens largest trail running community, Team Nordic Trail since the very start.

www.teamnordictrail.se



One of Sweden's biggest banks, SEB, invited all its neighboring companies in Arenastaden (Solna, Stockholm) for a lunch Plogga.



Jenny Nilsson is on a Plogga streak, more than 1000 days of Plogging and more than 3 000 kg in the small village Vallentuna/Sweden.

Albania needs to start
Plogging more.



NOVEMBER

India, Rajasthan

Over three weeks we traveled through beautiful Rajasthan and realized we have a long way to go before there's no more work needed in India. One of the highlights was Plogging together with Ericsson employees at two locations in Delhi.

"The Plogging event in Gurugram was a remarkable success, with employees participating in great numbers and showcasing an inspiring collective spirit. The initiative not only enhanced awareness of pressing environmental issues but also laid the foundation for climate action across our community. A special note of appreciation to Erik, whose contagious enthusiasm uplifted everyone around him. As we move forward, let us sustain this momentum by using our plogging sticks for personal cleanups and continuing to make a tangible difference. Together, we can clean up the world, one step at a time."



India is colours and trash...



We have more than 100 Plogging groups in India,



To keep the Indian rivers clean is a big task.



at a time. Go Plogging!"—Saharsh David
Head S&CR India

DECEMBER

Nepal

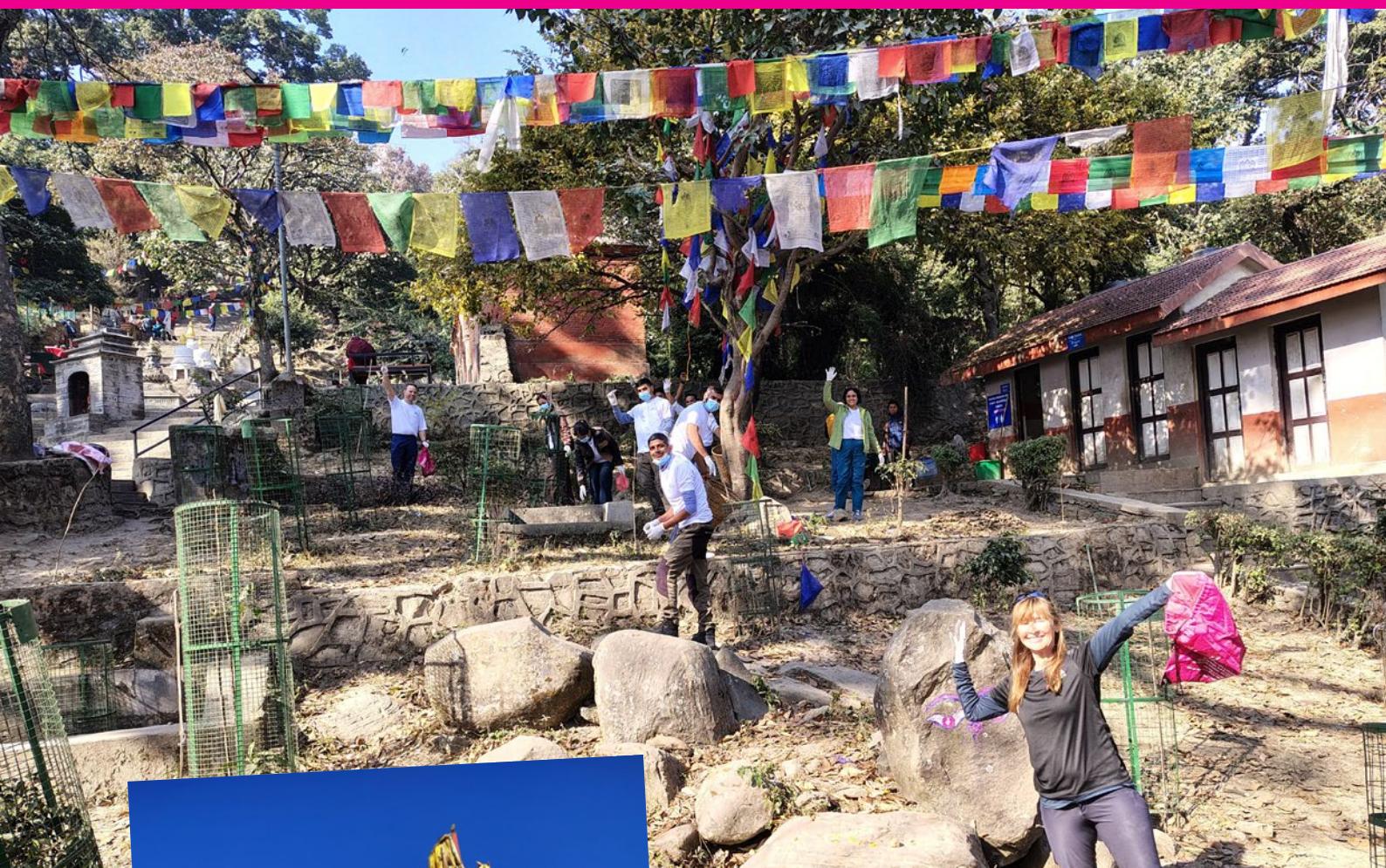
Together with Plogga's cofounder Carina Svensson, Erik traveled to Nepal, where we held several Plogga events both in the mountains and in the capital, Kathmandu. We call it #TravelButTravelWithAPurpose. In Nepal we Plogged through the entire trek to Mt. Everest Base Camp, as well as at three holy temples. We hope more will follow our example, especially those working in, fitness, environment, and travel. The goal is to give back to local communities, the environment, wildlife and nature at the places we visit.

www.pathfindertravels.se/news/plogga-i-nepal/



We Plogged through the entire trek to Mt. Everest Base Camp

*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
Instagram: @plogga*



In Namche Bazaar, the swede Tommy Gustafsson have created Sagarmatha Next Center, to promote sustainable tourism in the Khumbu region, www.sagarmathanext.com

