

CLEAN4 CHANGE

CLEANUP TOOLKIT



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01

INTRODUCTION

WHY YOU SHOULD JOIN CLEAN4 CHANGE

Clean4Change is an **open-sourced, global movement to encourage cleanup actions**, launched by the Alliance to End Plastic Waste.

With our launch on Earth Day in 2021, we have engaged with diverse audiences around the world and motivated them to adopt cleanup behaviours. And to date, we have collectively picked up **more than 1.5 million pieces of litter** all over the world.

We know that employee and citizen engagement is possible if everyone believes that keeping our environment clean is a shared responsibility between **governments, local authorities, organisations and individuals**.

Clean4Change will be the **catalyst to inspire that change through education, empowerment and collective action**.

HOW TO PARTICIPATE IN CLEAN4CHANGE

How can you get started?

- Visit clean4change.org and sign up for our newsletter.
 - Join or create your own cleanup on our website.
 - Reach out to us at clean4change@endplasticwaste.org for more details.
-

What do you benefit from participation?

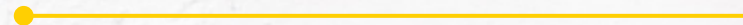
- Bond with your family and friends over a meaningful activity.
 - Meet like-minded people who care about the environment and want to make an impact.
 - Learn more tips on how to reduce plastic waste in your everyday life and apply it at home.
 - Create and increase awareness on cleanups within your local communities.
-

What are the resources available?

- Inspiring stories from across the globe.
- Creative, how-to and educational toolkits for free download.
- Support and guidance to help you participate or organise your own cleanups.

02

CLEANUP MANUAL



HOW TO USE THIS GUIDE

This guide will provide you with useful tips and tricks for your cleanup journey.
Click on the headers below to explore each section.



SAFETY



LOCATION



TRANSPORT



PLANNING



DISPOSAL



DEBRIEF

SAFETY

COVID-19 guidelines

Check with local regulations or government websites on guidelines for organising cleanup events within your community. Ensure that you keep within safe-distancing measures, all participants are vaccinated, and group sizes follow the recommended number.

Weather

Be sure to check the weather forecast in the days leading up to your event and come up with a wet weather plan. If the weather changes midway through the cleanup, especially if there is risk of lightning, stop all activity and seek shelter.

Attire

Wear masks covering your nose and mouth, close-toed shoes, and clothes you don't mind getting dirty. Do apply insect repellent or sunblock if needed.

Wildlife

If you encounter wildlife, remain calm and refrain from making sudden movements. Avoid direct eye contact and move away slowly. Respect their habitat, and do not attempt to feed, pet or provoke them. Seek medical attention immediately if bitten or scratched.

Finding dangerous objects

If you find medical waste (syringes, etc.), biohazards, weapons, or any other suspicious objects, do not touch or remove them. Instead, contact the relevant authorities with the location and a photo.

SAFETY

COVID-19 guidelines

Keep group sizes up to 5 pax and practise a minimum of 1 metre social distancing at cleanup sites. If you are unsure about your symptoms, stay at home or check it at <https://www.sgcheck.gov.sg/>

Weather

Be sure to check the weather forecast in the days leading up to your event and come up with a wet weather plan. If the weather changes midway through the cleanup, especially if there is risk of lightning, stop all activity and seek shelter.

Attire

Wear masks covering your nose and mouth, close-toed shoes, and clothes you don't mind getting dirty. Do apply insect repellent or sunblock if needed.

Wildlife

If you encounter wildlife, remain calm and refrain from making sudden movements. Avoid direct eye contact and move away slowly. Respect their habitat, and do not attempt to feed, pet or provoke them. Seek medical attention immediately if bitten or scratched.

If you find a wild animal that is obviously in distress or severely injured, you can call the ACRES Wildlife Rescue Hotline on 9783 7782 using these pointers:

- Describe the animal to the rescue officer (type of animal, size, colour, markings or distinct features).
- Describe any injuries.
- Let them know if any other animals are nearby.

Finding dangerous or religious objects

If you find medical waste (syringes, etc.), biohazards, weapons, religious items, or other suspicious objects, do not touch or remove them. Instead, contact the relevant authorities with the location and a photo.

LOCATION

Where can you start your cleanups?

- Anywhere! Remember, if these places can't be accessed without a guide, do not try them yourselves.
- Also, keep track of the time, do not go after dark.

Common areas for cleanups

- Parks, neighbourhoods, vacant lots, roadsides, school yards, rivers/streams, historic or tourist areas, hiking/biking/nature trails, or any place that needs cleaning.

Things to take note of

- Always remember to seek permission with the relevant authorities before conducting your cleanups.
- If there are difficult trails or areas that are not easy to access, determine who would be joining your cleanup crew to see if it is accessible for them. If not, choose a different location.
- Should you decide to proceed with a location that may be difficult to navigate, indicate in your event that some places are not child/elderly friendly.
- Keep a health declaration form on hand for all participants to sign once they have arrived at your event.

TRANSPORT

Private hire buses

Check with companies that provide private transport services, if the area requires a bigger group participation (50 pax or more).

Cars, motorcycles, or taxis

Survey the location for parking spots, landmarks or drop off/pick-up areas that participants can easily locate on the map.

Public transport

Do see if there are options for people to access the area through the main transport network. Using landmarks, describe where they should alight and how long it would take to walk to the location from that stop.

PLANNING

- Survey the area beforehand, including the route you are going to take and the area you intend to cover. If there are areas that are cordoned off, mark it in your map and share it with the group.
- Take note of any wildlife you may encounter and remind the group what to do if they see any.
- Draft or update the safety briefing for the participants and add in relevant details from your previous assessment of the area, if any. Once completed, distribute these details to participants beforehand so they know what to do on the day of the cleanup.
- Ensure there are a minimum of 2 people in each group and that they have enough materials for their cleanups. Distribute important contact details of group leaders, guides (if any), and emergency contacts.
- Assign an area to gather post-cleanup, and a drop-off zone for trash disposal. Assign each group an area to cleanup.
- Make sure each group has a leader. Check in with the leader to ensure the group keeps to its location and check on their safety.

DISPOSAL

Overlooked trash is litter and litter is not only ugly—it can also be dangerous. Plastic bags, cigarette butts, fishing line, and other trash can be harmful to our environment when not properly disposed of.

- Confirm cleanup boundaries—arrange for drop-off locations with the local waste haulers or sanitation department.
- Collate information on litter category and material by the participants. By identifying, logging the type and material of collected litter, environmental groups can find ways to prevent them from being littered again.
- Segregate recyclables and non-recyclables from one another.
- Do not put sharp waste together with others. Separate those and put them into containers.
- Tie up the trash bags after you have collected the litter. Make sure they are secure and, if there are tears, double bag them.
- Contact relevant authorities or departments to request for free dumpsters and/or coordinate with local waste haulers and recyclers on the pickup, transport, and disposal of the collected trash/recyclables.

DEBRIEF

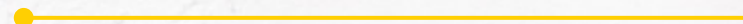
Ending a cleanup is just as important as starting one.

Debrief the group after the cleanup. Here are several points you may want to include.

- Thank your participants for their help and encourage them to post about their participation on their social media accounts.
- Suggest using the hashtags #clean4change, sharing before and after photos of the cleanup, and tagging their family and friends on social media so that they can share the post and encourage participation amongst the community.
- Share information on how changes can happen when everyone helps to cleanup.
- Ask your participants questions to reflect on the activity. Some questions include:
 - Why are these objects dumped here?
 - What are some ways we can better handle waste management?
 - How do we ensure responsible waste management from individuals?
- Include other information or questions that may be helpful for your event.

03

CLEANUP
DAY



BEFORE THE CLEANUP

- Refer to your checklist to make sure you have all the materials you need for the cleanup. ([Refer to Annex A](#))
- Ensure everyone is in appropriate attire for the cleanup.
- Bring your phone or camera.
- Set up a check-in station and first aid station.
- Distribute trash bags, gloves and litter pickers amongst the participants.
- Make sure group leaders are in place at designated locations and that groups have at least 1 person recording the trash data.
- Bring paper and a pen to record the results of trash items collected.

DURING THE CLEANUP

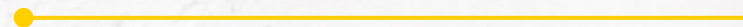
- Take lots of photos! Showing before and after photos is a great way track your progress, celebrate your impact, and to motivate others to join in the next cleanup.
- Hydrate yourselves throughout the cleanup, especially on a hot day. Rest under shade if you feel tired or dizzy.
- Adhere to the safety guidelines.
- Use an app (Litterati, Clean Swell, etc.) or a checklist to record the litter collected.

AFTER THE CLEANUP

- If possible, weigh and count the trash and recyclables you collected during your cleanup. ([Refer to Annex B](#))
- Dispose or wash gloves immediately after your cleanup. To properly remove disposable gloves, grab the glove opening near your wrist and pull towards your fingers, turning the glove inside out before disposing.
- Wash your hands thoroughly as soon as possible. Use hand sanitiser in the meantime, if soap and water are unavailable.
- Take photos of the trash collected.
- Dispose of your trash collected properly.
- Debrief your participants.

04

ANNEX A

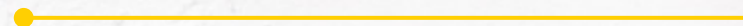


MATERIAL CHECKLIST

ITEM	AMOUNT	CHECK	COMMENTS
COVID-19: masks / hand sanitiser / soap			
Trash bags / bins			
Participant materials (info pack, etc.)			
Water			
Snacks / food			
Raincoats / umbrellas			
Gloves and/or tongs			
Sunscreen			
High visibility clothing (optional)			
Weighing / luggage scales			
Welcome message / reflection message			
Phone / camera			
Paper, clipboard, pencils/pens			
Container for sharp items collected			
First aid kit			

05

ANNEX B



MEASURING IMPACT 1

(WEIGHING SCALE)

MEASUREMENT A : Weight of participant

MEASUREMENT B Weight of Participant + Trashbag	TRASHBAG WEIGHT Measurement B – Measurement A	NUMBER OF BAGS
GRAND TOTAL		

INSTRUCTIONS

Use the spreadsheet template for recording waste data.

STEP 1

Have a participant stand on the scale (without holding anything) and record their initial weight. (Measurement A)

STEP 2

Have the same participant hold a trashbag or two and record the combined weight of the volunteer and the waste. (Measurement B)

STEP 4

Subtract weight B from A. That would be the weight of the trash bag. Repeat Steps 3 & 4 until all the trash bags have been weighed.

MEASURING IMPACT 2

(LUGGAGE SCALE)

WEIGHT (KG)	NO. OF BAGS	CHECKED BY	COMMENTS
GRAND TOTAL			

INSTRUCTIONS

Use the spreadsheet template for recording waste data.

STEP 1

Have a participant secure the load onto the luggage scale.

STEP 2

Have the participant hold a bag of waste, release the bag and record the mass of the trash bag on the data sheet.

[Download Template](#)

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MEASURING IMPACT 3 (LITTERATI)

What is Litterati?

Available on [iOS](#) and [Android](#), Litterati is a free mobile app that uses AI technology to empower people to clean the planet. Users get to contribute to the crowdsourced Global Litter Database that keeps track of the different types of litter found in a location.

To ensure that the actions taken can be recorded accurately, each company should provide their unique Litterati challenge code to the friends and families of their employees. This data will then be collated onto a dashboard and can be made available upon request.

For more information on how Litterati works, [download this guide](#).

How does Litterati work?

You can photograph the individual pieces of trash collected with your phone. The app then allows you to document litter and have access to the Litterati filtered data and visualisations for creating individual impact.

You can also create a challenge to encourage others around you to join and create a combined impact.

Visit the [Litterati website](#) or reach out to the Clean4Change team to find out how to use the data to your advantage.

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MEASURING IMPACT 4

(CLEAN SWELL)

What is Clean Swell?

Available on [iOS](#) and [Android](#), Clean Swell® is a free mobile app that makes recording your trash pickup progress fun and simple.

With Clean Swell®, tap on “Start Collecting” trash wherever you are around the world and the data you collect will be uploaded to the Ocean Conservancy’s global ocean trash database.

This data delivers a global snapshot of ocean trash, providing researchers and policy makers insight to make informed decisions and solutions. Join the thousands of International Coastal Cleanup™ volunteers who are working for a cleaner ocean by picking up the millions of pounds of trash that wash onto beaches around the world.

You can even check out your Cleanup history anytime to see how you’ve helped make the oceans a cleaner and healthier ecosystem.

Visit the [Clean Swell website](#) or reach out to the Clean4Change team to find out how to use the data to your advantage.

MARKETING TOOLKIT

Additional marketing toolkit

If you would like to publicise your event as part of the Clean4Change movement, please download the toolkit [here](#).

Participants can expect to receive a toolkit that has the following messages and creative assets (offline and online):

- | | |
|------------------|---------------------------|
| 1. Campaign logo | 4. T-shirts |
| 2. Poster | 5. E-mail templates |
| 3. Banner | 6. Social media templates |

Do reach out if you have any requests or questions on how to use the assets: clean4change@endplasticwaste.org

FAQS

Who can participate in Clean4Change?

Clean4Change is a global initiative driven by the Alliance to End Plastic Waste with the ambition to inspire citizen participation through collective community action, awareness, and education.

What is the campaign URL, social media # and email address?

clean4change.org | [#Clean4Change](https://twitter.com/Clean4Change) | clean4change@endplasticwaste.org

Can family & friends participate in Clean4Change?

Yes! This is highly encouraged—friends and family can participate by organising their own cleanups. The more people that participate, the bigger the impact we can create.

Each organiser should provide their unique Litterati challenge code to family and friends so that the actions they are creating can be credited under the correct code on a data dashboard perspective (which can be made available upon request).

THANK YOU

For updates on the Clean4Change movement,
please visit our website or follow us on our social
media channels.

