



Pickup China  
捡拾中国  
上海浦东乐寿环境公益促进中心



# Pickup China INTRODUCTION

Shanghai Pudong LIFE Environment Promotion Center

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上海浦东乐芬环保公益促进中心

Launched in 2014, "Pick Up China" is the first environmental protection public welfare brand in China to pay special attention to the issue of outdoor uncontrolled waste and use the Internet platform to collect and analyze outdoor waste data.



Our Vision

A Clean Planet





## Background

# What is Unmanaged-waste?

Waste that has not been collected, dumped, littered, or processed through uncontrolled landfills is called unmanaged waste.

Of the 1.3 billion tons of domestic waste generated worldwide each year, only about 258 to 368 million tons of garbage are finally properly disposed of in the 50 largest garbage dumps. Where do the other garbage go?

29.3% enter the...

71.7% unknown  
where

## Why we focus?

Harmful chemicals and toxins formed by the decomposition of garbage in the natural world can cause soil, drinking water pollution, air pollution, and the spread of diseases, posing severe challenges to nature, society and the global economy. In 2016, the global plastic output was nearly 310 million tons (equivalent to more than 2,200 plastic water bottles discarded per capita worldwide). Only 63% of plastic waste entered the waste treatment process with a low risk of plastic pollution, 37% became unmanaged-waste.



# How to Achieve?

## A Clean Planet

**Mission-** To motivate 5% of the population volunteering trash cleanup



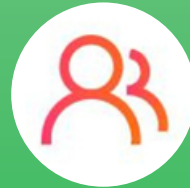
### Cleanups

- organize picking
- Joint action



### Public Advocacy

- Trash carry
- Cleaning for my hometown



### Incubation

- Scenic area management scheme
- The youth leadership camp



### Industry Development

- Action network



**Fundraising**

**Branding**

**Pick Planet  
Map**

**Comprehensive  
affairs**



**2014:**

Project Initiation,  
Spring/Autumn Mountain  
Cleaning Activity

**2016:**

"Pick up Map" web-based platform launched.  
Initiated plan "one person, one bag of garbage  
home" , Exhibition "The Power of Witness Action"

**2017:**

Initiated the first Jun.5  
Environment Day "Pick up in  
China" joint action, 45 institutions  
from 22 provinces participated.

**2018:**

Initiated "World Cleanup Day" in China,  
nearly 100,000 people and 700  
institutions participated.

**2019年**

"World Cleanup Day" , more than  
260,000 people from 1364 teams  
participated

**2020:**

The number of participants in the "World  
Cleanup Day" was 190,000.  
The " Pickup Planet Map" applet 2.0 was  
released and officially put into support of large-  
scale garbage picking activities nationwide

**2022:**

The number of participants in the "World  
Cleanup Day" exceeded 350,000, and the  
accumulated amount of garbage cleared  
exceeded 1558 tons.  
" Pickup Planet Map " applet 4.0 released

**2021:**

The number of participants in the "World  
Cleanup Day" exceeded 210,000, and the  
accumulated amount of garbage cleared  
exceeded 1448 tons.

" Pickup Planet Map " applet 3.0 released



**A Clean Planet**

# Product Development



## Wechat Applet Pickup Planet Map

Unmanaged-waste monitor  
& Cleaning tools and platform



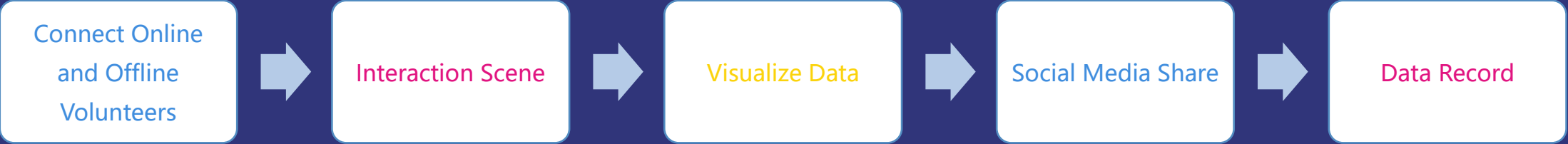
Mark unmanaged-waste



Initiate/join clean  
activity



Upload Data





# Industry Development

## Pick up China Action network

2018-Action network launch recruitment  
2019-32 network members officially joined  
**2022- 100+ members accumulated**

Through empowerment and output, standardize the pick-up action and promote large-scale clean-up actions to achieve the goal of clean nature.

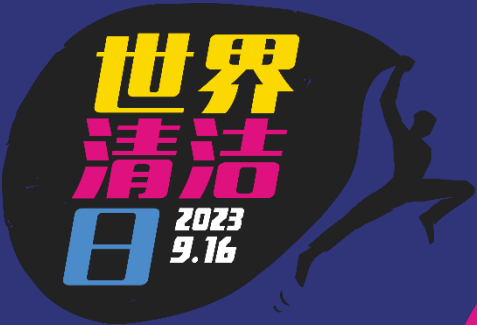
Provide unified toolkits to improve the environmental protection / pickup team's planning, publicity and information integration capabilities.

Leverage the "Star Pickup" platform to promote public participation.  
Carry out cross-region monitoring, collect data on outdoor unmanaged-waste, form an investigation report on outdoor unmanaged-waste in China.





# Brand Project



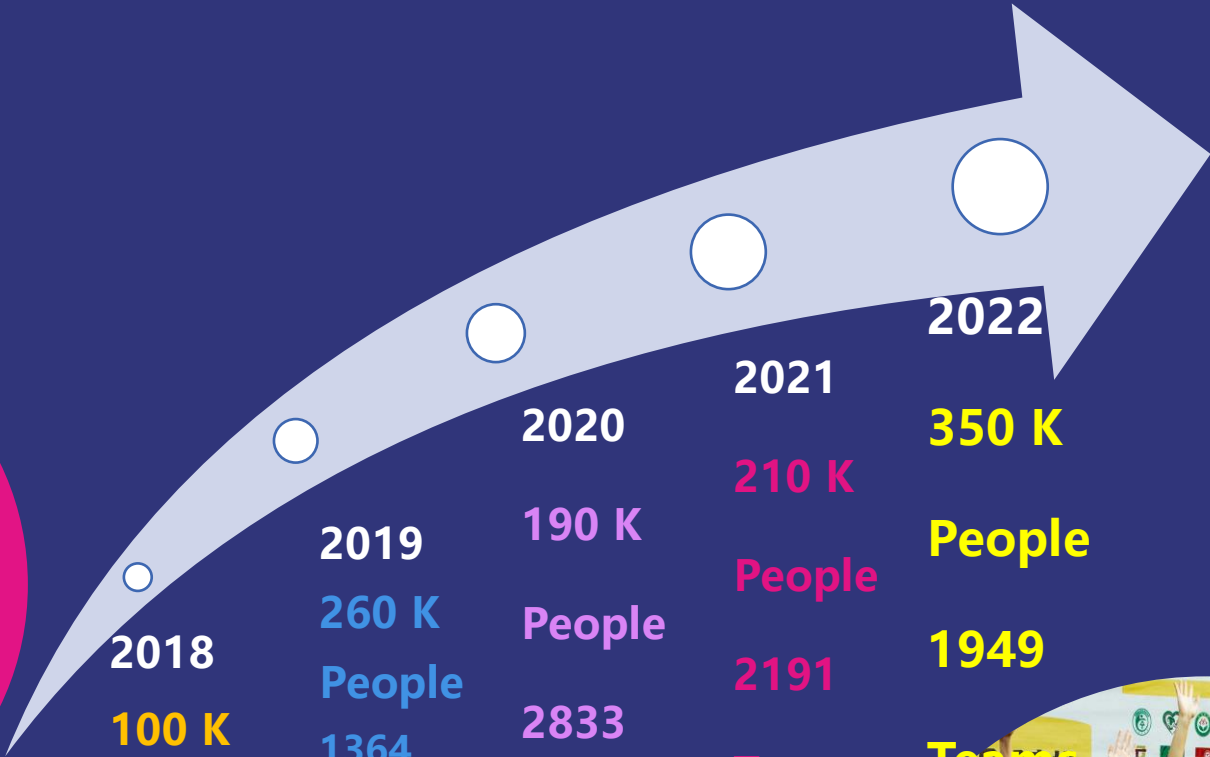
Total cleared area:  
**119.22 Km<sup>2</sup>**

Cigarette butts 280863  
PET bottles 80384  
Data in 2018

Total population involved  
**1.11M people**

Total wastes cleaned  
**1558 Tons**

All provinces & autonomous region in China Covered



Final Goal  
Population **5%**



# Social Media Display



**Weibo**

Cumulative Views 13M+

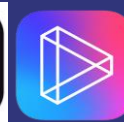
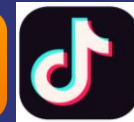


- 16 celebrities posting on Weibo
- Weibo official accounts post cooperative forwarding
- UNEP / World Bank/ WWF



**Wechat**

Cumulative Views 120 K+



**Short Videos**

Cumulative Views : 12M+

Kwai/TikTok/Wesee All Platforms Covered



# Official Media Exposure

Released on 20+ national social media platforms

News Surge: Riverside Activity Day

Live Broadcast Views: 500,000+



2018-2022  
Breakthrough



700  
Million



# Highlights



2018: Silver Award of Shanghai Design Capital Shentong Degao Public Welfare Creation Annual Exhibition

2019: World Cleanup Day-- "Global Best Publicity Award"

Shanghai Best Volunteer Service Brand Project

2018-2020:  
Won Tencent's "I am a Creator" NGO special award for three consecutive years

2020-2021:  
World City Day "Public Partnership"



THANK YOU 20 MILLION HEROS !

Now, let's #KeepItClean