



LCUE 2025 – Plogging Factsheet

What is plogging?

Plogging is a modern sporting discipline capable of providing various **positive impacts** on participants and on the environment. It combines running and the collection of littering items that runners find on the streets and on the paths they cross.

Outdoor exercise leads to health improvements for the participants, and at the same time it permits to create **challenges** among them. At the end of the event, organizers will be able not only to reward who was the fastest, but most importantly who collected the greatest amount of littering in the shortest time, doing the best performance in running and collecting waste.

Plogging event can generate larger mediatic echoes thanks to their pioneering innovation, improving curiosity and interest towards LCUE from stakeholders and citizens who did not actively participate in previous editions.

You don't know how to start organizing a plogging challenge action during Let's Clean Up Europe? Please find hereafter a proposed methodology. Plogging events, as clean-up actions as well, can involve volunteers from all different types of organizations: schools, companies, municipalities, voluntary associations, athletes, runners or others.

At least 1 month before the event

1. Identify a place to clean and a possible track for the plogging challenge: be sure that there are no overlaps with other clean-up actions or other activities (maybe in the park you decided to clean up there will be a huge rally on the same day).
2. Visit your targeted area and check if it suits the number of participants as well as their age and take some pictures (for instance, if you would like to clean up a roadside it is recommended not to involve children) and define a path to be followed by the ploggers (may be with partial finish line).





3. Get your contacts on board: invite friends, other associations, meet the municipality to have their support!

4. Contact AICA or one of your [national coordinators](#) to register your plogging action and to get the official logo and communication tools of Let's Clean Up Europe!

5. Do you use social networks?

The official channels of LCUE are as follows:

[FACEBOOK](#)

INSTAGRAM: @letscleanupeurope_eu

X: @LetsCleanUpEU

[Linktree](#)

Reference hashtag

#cleanup #plogging #letscleanupeurope #cleanupwithlove

6. Provide your coordinator with the exact address (or the GPS coordinates) in order to have your action visible on the European map of the Let's Clean Up Europe actions.

If you are planning several actions at the same time, please contact your national coordinator or AICA to facilitate registration.

7. Provide your event with pictures of the place to clean: try to post the nicest ones to involve more people!

8. Provide a little text of presentation of the activity, trying to involve more contacts and participants.

9. Provide the instructions and the rules to participate at the plogging challenge, explaining clearly how you will evaluate the various aspects concerned in the run. It is important to state the value attributed to the arrival ranking (how fast they run) and at the same time at the waste collection (how much litter they picked up).

10. Look for a local sponsor that supports the initiative: maybe some local company is interested in supporting the initiative, since these kinds of activities are a unique opportunity for visibility!



A.I.C.A. (Associazione Internazionale per la Comunicazione Ambientale)

Via Santa Margherita, 26 - 12051 Alba (CN)

Tel. 0173 33.777 / Cell. 320.06.51.021

www.envi.info - E-mail: segreteria@envi.info



11. It is really important to have the support of the local waste collecting company. Notably to know where to bring the waste collected (unsorted or separated) and to be sure to have their support for waste transport. In any case, if you see a dangerous or bulky waste, please call the local waste management company to take care of it.

12. Ask for authorization at the local authority if you organize collateral event's such as an information point or a performance or if you occupy public spaces.

13. Inform the local community using also the local media (radio, TV, newspaper) if you can: it is important to involve and raise awareness among general public and it also helps you to get more people involved!

14. Organize an information point to allow participants to give more information about waste reduction, recycling, littering problems and other issues related to waste.

15. [Find here](#) the useful communication material.

Just before the initiative

1. The [official website](#), and the Campaign's social channels are important tools also for you. Tagging the accounts will allow to broadcast the news, videos and photos about the events on our territory and share them among thousands of other volunteers all over Europe!

2. Put up posters on prominent positions in your town to advertise the event.

3. Think about the clothes and material you need: inform the participants to wear appropriate sportive equipment. If you can, provide gloves and bags to the participant. If you don't have the means to do so, please ask participants to bring their own gloves and waste bags or ask the local





collection service company (or a sponsor) to provide participants with these materials.

During and after the initiative

1. Make sure to collect the waste separately and that it is treated separately. We know that sometimes it is not possible because of their condition, but please try your best to take care of the separate waste collection.

2. Reward the best participants, who have excelled not just for their running performance, but also for their waste items collection.

3. Take a group photo in front of the rubbish heap and share it on social networks!

4. Evaluation: estimate the number of participants and if possible, the weight of the waste collected.

5. Send feedback on your initiatives to your national / regional coordinators and to AICA (serr@envi.info).

6. Don't forget to thank the participants for helping to make the operation a success!

