What?

Clean up waste for 10 minutes and challenge your friends to do the same. During a walk, as an active break or while playing with the kids,... a small effort with a big impact!

How to participate?

Follow these 3 simple steps:
1. Take a pair of gloves and a bag
2. Go outside and spend 10 minutes cleaning up litter in your neighborhood
3. Share your hero photo on social media and challenge 3 friends to do the same

Don't forget the hashtag #rivercleanupchallenge and tag @rivercleanup.

When?

Take on the challenge between the 22nd of April (Earth Day) and the 8th of June (World Ocean Day). The perfect time to take action!