



Environmental education

For people, ecology and clean future

## First Game

Eco-quest «Clean Islands or map, litter, two paddles»

- 5-6 July 2014
- 100 participants
- 8 tons of collected litter





## Municipal financing

Games supported by Peterhof Municipality

- Since 2014
- 11 events
- 1266 participants
- 41,6 tons of collected litter



## First corporate order

Nagatinskaya poyma, 2015

### Companies:



Managers Association



Rusal



MTS



Leroy Merlin



Nestle



Abbyy

Event format

## Ecological festival

- 3-4 hours
- Team competitions on sorting and collecting litter
- Sport, creative and intellectual activities
- Picnic, photo booth, souvenirs, prizes
- Playground





## IT-opportunities of Clean Games

- Mobile application - an opportunity to earn points with the help of litter check-ins (photos with a GPS tag)
- «Check-in» could be posted in social networks
- Team rating refreshes immediately and is available online (on site, mobile app)



### Types of activities

- Team competition on collecting and sorting litter
- «Eco-battle» - intellectual game
- Eco-parkour and Chistobeg (Cleanrun)
- Painting eco-bags
- Art-recycle: creativity out of the trash
- Accuracy Contest «Get into the urn!»
- Photohunting



# Project partners

Association of Volunteer Centers

Rospatriotcentr

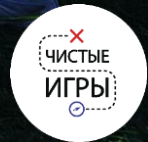
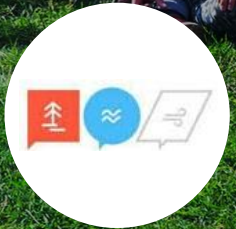
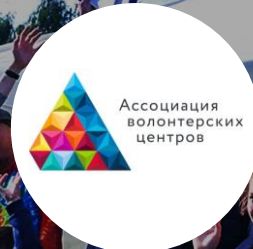
Komsomol'skaya pravda

Foundation for the development of  
single-industry towns

Russian Geographical Society

Chistaya Strana

Let`s Do It





# Corporate customers

## Format:

- Employee event
- Sponsorship open game
- Employees — volunteers in the team of organizers

## Participated:

- Large and medium business
- Authorities
- Opinion Leaders

L'ORÉAL

ГАЗПРОМ  
РОДНЫЕ ГОРОДА

Nestlé

НОРНИКЕЛЬ

ЛЕНТА

СБЕРБАНК

SAMSUNG

Ralf  
RINGER

WRIGLEY  
A Subsidiary of Mars, Incorporated

РУСАЛ

NISSAN

Fazer

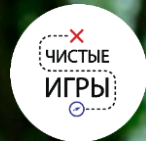




Project distribution

## **Non-profit franchise**

- No politics
- Using a brand of Clean Games
- Photos from the events
- Removal of waste after the Game
- Sponsors and funding



# What's done today



## Statistics

- 8 Countries
- 221 Cities
- 499 Clean Games
- 779 tons of litter
- 39'262 participants



## Clean Games — international project

### Events:

- World Clean Conference 2018, 19 January, Tallinn
- India, 31 March
- Nigeria, 5 May
- Ukraine, 19 May
- Nigeria, 23 June
- Vietnam, 16 September
- International Conference on Volunteering, 15 October, Germany
- Japan, 28 October
- JCI World Congress in Goa, India, 31 October
- Venezuela, 3 February
- China, 23 February



## Awards 2019



### **Best conservation project**

Russian Geographical Society Award

Awarded by Sergey Ivanov  
*Presidential Representative for Ecology*



### **Best Ecological Volunteer Project**

contest «Volunteer of Russia»,  
nomination «Around me»

Three stylized green tree icons of varying heights and shapes, positioned on the left side of the image, partially overlapping a green banner.

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