

SEND DIRTY PICS.



**SEEN LITTER?
UPLOAD A PHOTO ON RIVERWATCHERS.BE**

LITTER MAPPING USING AI

River Watchers is a citizen science campaign that invites companies to involve employees in a simple, accessible environmental action. Employees photograph litter and upload it to a shared online platform. Using artificial intelligence, the litter in each photo is identified and added to an interactive map.

Together, these contributions create a clear picture of pollution in local communities. This data helps guide cleanup efforts and supports better policy decisions to protect rivers and waterways.

Participation is flexible and low effort. Employees can take part wherever they are, using their smartphone. A simple action with real impact: just send your "dirty pics".

MAKING POLLUTION VISIBLE

River Watchers offers a practical way to engage employees in visible, local impact without complex planning or long time commitments.

For companies, participation helps:

- Activate employees around a shared purpose
- Show tangible environmental engagement beyond statements
- Contribute useful data that supports real-world action

Small individual actions add up to collective impact.



5 EASY STEPS

River Watchers is easy to integrate into existing work routines or team initiatives.

1. Ensure geolocation is turned on
2. Take "dirty pics" of litter*
3. Photos are uploaded via RiverWatchers.be
4. Artificial intelligence identifies the type of litter
5. Contributions appear on a live, interactive map

Participants earn Trash Tokens and can follow their impact on the River Watchers leaderboard.

The most active contributors also get a chance to win great prizes, individually or as part of a team.

If employees notice litter during their day, they can take part immediately.

**Preferably near rivers or waterways, but anywhere is possible*

EARTH DAY: A MOMENT TO JOIN

Earth Day on **April 22** brings companies, employees, and communities together to take action for the environment. It creates shared visibility and collective momentum across sectors.

River Watchers offers a simple way for companies to take part by enabling employees to contribute positively to their local environment. Employees photograph litter, upload it, and safely remove it where appropriate. These small actions improve local surroundings and contribute to a larger effort.

Participation is flexible. Companies can engage before, during, or after Earth Day and align activities with existing team initiatives.

WHO CAN JOIN

Companies and employees of all sizes

WHERE

Anywhere, during or outside working hours

WEBSITE & INFORMATION

RiverWatchers.be

CONTACT

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BEFORE YOU START

Visit RiverWatchers.be for:

- Do's and don'ts
- Tips for taking useful photos
- Additional information about how data is used

