

# SEND DIRTY PICS.

RIVER  
CLEANUP

SEEN LITTER?  
UPLOAD A PHOTO ON RIVERWATCHERS.BE

## LITTER MAPPING USING AI

River Watchers is a citizen science campaign that invites everyone to 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 our communities. This data helps guide cleanup efforts and supports better policy decisions to protect rivers and waterways.

You can take part wherever you are, whenever you want. Every photo you send helps turn “dirty pics” into clean data. All you need is your smartphone.

## MAKING POLLUTION VISIBLE

Litter is everywhere, but it often goes unseen and undocumented. Without clear data, it is harder to clean up pollution and prevent it in the future.

By joining River Watchers, you help make pollution visible, build better data for action, and take shared responsibility for the places you care about.

Your contribution becomes part of something larger and visible.

YOU CHOOSE WHERE YOU PARTICIPATE.  
YOU CHOOSE WHEN.  
YOU CHOOSE HOW LONG IT TAKES.



## 5 EASY STEPS

1. Ensure geolocation is turned on
2. Take “dirty pics” of litter\*
3. Upload your photos via [RiverWatchers.be](https://www.riverwatchers.be)
4. Artificial intelligence identifies the type of litter
5. Your uploads appears on a live, interactive map

As you participate, you earn Trash Tokens and can follow your impact on the River Watchers leaderboard. The most active contributors also get a chance to win great prizes.

*\*preferably near rivers or waterways, but anywhere is possible*

## EARTH DAY: A MOMENT TO JOIN

Earth Day on **April 22** is a global moment that brings people and communities around the world together to take action for the environment. It's a shared point of visibility and momentum.

River Watchers offers a simple way to take part by contributing positively to your local environment. If you see litter, you can take a photo, upload it, and clean it up when it's safe and appropriate to do so.

You can also take part before and after Earth Day. Join once, or come back whenever you want to help make your surroundings cleaner and better understood.

### WHO CAN JOIN

Everyone

### WHERE

Anywhere, with your smartphone

### WEBSITE & INFORMATION

[RiverWatchers.be](https://www.riverwatchers.be)

### CONTACT

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### BEFORE YOU START

Visit [RiverWatchers.be](https://www.riverwatchers.be) for:

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

