

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 people 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 local communities. This data helps guide cleanup efforts and supports better decisions to protect rivers and waterways.

River Watchers is designed to fit into activities you already do. No new routes. No extra time. Just your smartphone. Send your “dirty pics” and help turn pollution into action.

MAKING POLLUTION VISIBLE

Walking clubs and community groups that meet regularly in public spaces are especially well placed to make a real difference.

By simply paying attention during your outdoor activities, your group helps:

- Make recurring pollution visible over time
- Build reliable, local data for cleanup and prevention
- Strengthen pride and ownership in the places you walk every week

Your routine becomes a contribution.



5 EASY STEPS

River Watchers works alongside your existing activities.

1. Ensure geolocation is turned on
2. During your regular walk, take “dirty pics” of litter you notice*
3. Upload your photos via [RiverWatchers.be](https://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 collective impact on the River Watchers leaderboard. The most active contributors also get a chance to win great prizes.

If it's part of your walk, it's part of River Watchers.

**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, schools, companies, and communities together to take action for the environment. It's a shared point of visibility and momentum.

For walking clubs and community groups, it's a simple opportunity to join that global movement by doing what you already do: spending time outdoors in public spaces and contributing positively to your local environment through River Watchers.

Groups can also take part before and after Earth Day. Join once, or make it a simple habit during your regular outdoor activities.

WHO CAN JOIN

Walking groups and sports clubs of all sizes

WHERE

Anywhere, during your regular activities

WEBSITE & INFORMATION

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

CONTACT

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BEFORE YOU START

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

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

