



PLOGGING FACT SHEET

Plogging combines jogging with litter picking. It started in Sweden in 2016 – so the name merges the Swedish verbs *plocka upp* (pick up) and *jogga* (jog) to create the new word plogga.

This Scandinavian running trend – which spread to other countries in 2018 – is good for our bodies, as we run, hike and walk AND bend, squat and stretch too.

But this eco-friendly form of exercise is mainly about our planet. We get to clean up our environment and protect the planet from all forms of rubbish, especially single-use plastic.

In a global celebration of the wonders of plogging, we salute:

- Erik Ahlström who started plogging in the Swedish capital city, Stockholm. He also created the website [Plogga](#) to organise the activity and encourage volunteers.
- Alicante in Spain for their [Plogging RRevolution](#)
- Author [David Sedaris](#) who undertook his plogging activities in villages near his home in West Sussex – and completed up to 60,000 steps a day in pursuit of local rubbish. He was so effective in keeping his neighbourhood clean that the local authority named a waste vehicle in his honour. The Lord Lieutenant of West Sussex, Susan Pyper, said: ‘The sign on this truck is a very fitting way to say a huge ‘thank you” to David for his tireless efforts... He is a real local hero.’
- The Keep America Beautiful organisation for promoting plogging, and the US’s National Cleanup Day on the third Saturday of September advocates plogging as a way to keep the outdoors clean.
- Indian prime minister [Narendra Modi](#) who plogged as part of his [Swachh Bharat Mission](#) to clean up India.



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