



# MY GREEN TRIP

Let's clean the planet together!



We do not pretend to save the world, but we contribute in our own way.



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**My Green Trip**  
is a community of travelers  
who are devoted to  
protect the environment  
by cleaning polluted  
**natural**  
places during their trip.



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respect



# The challenge

There are more than 25 billion kg of plastic and litter being added to nature and in oceans every year. That is one of the findings of the Ellen MacArthur Foundation. The impact on wildlife is immediate and devastating. As an example, the foundation estimates that by 2050, oceans could contain more plastic than fish. Reasons are multiple: product packaging; neglected individual and collective behaviour; a lack of education; inadequacy of infrastructures...

Global tourism also plays a role. Tourism is often considered as having a negative impact on the environment. People's desire for more authentic experiences result in their destinations becoming more remote, to the few remaining natural environments left on the planet. Although tourism increases environmental protection awareness and that is good, it also impacts nature in terms of erosion, loss of vegetation, change in wildlife behaviours, pollution and waste generation.

**My Green Trip strongly believes that tourism is a force for good. It is our human obligation to act and do something about the litter problem together with the travel industry!**

**25 billion kg of plastic/year\***  
**1.2 billion tourists/year\*\***

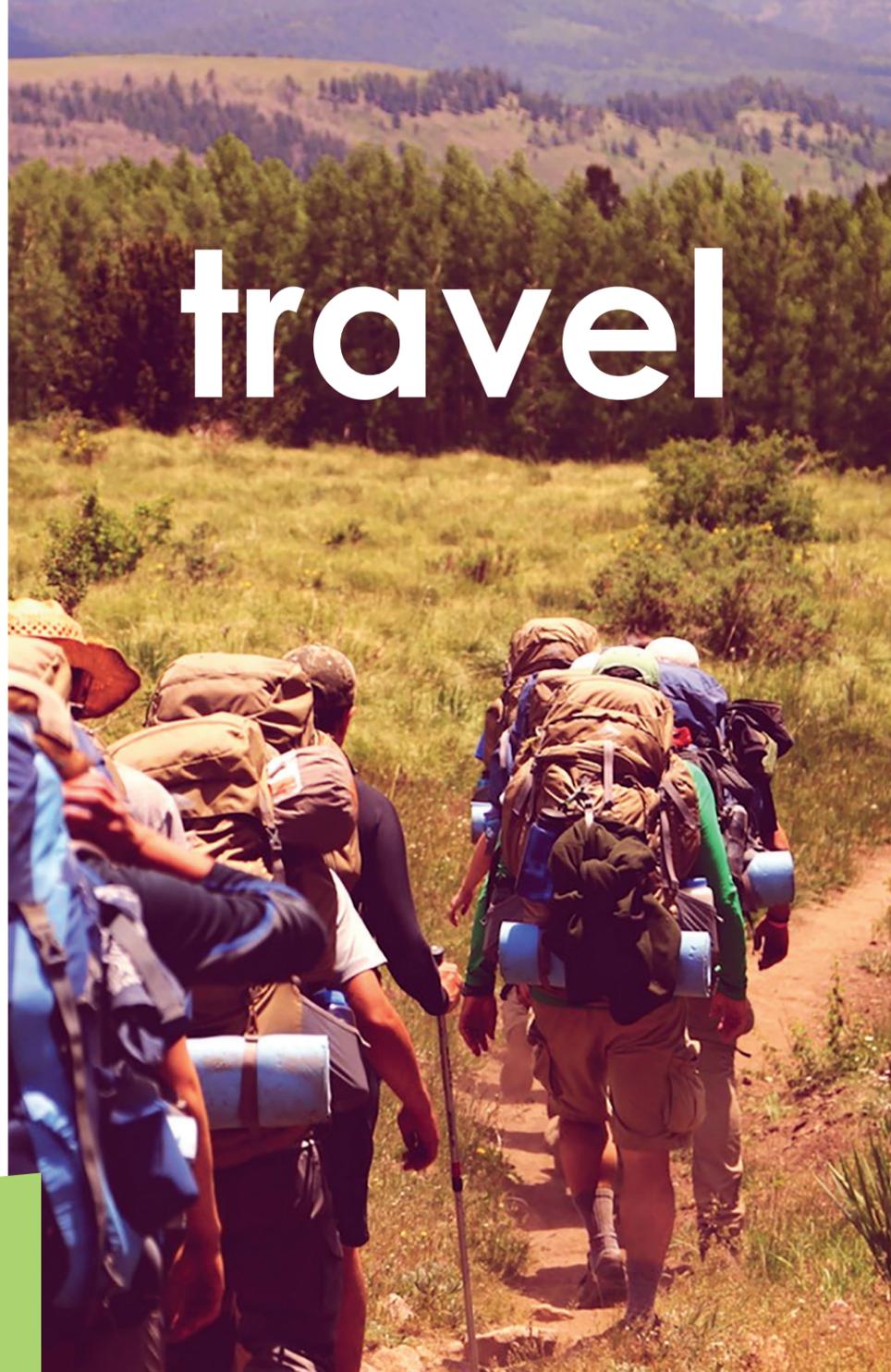


\*source: Ellen MacArthur Foundation website  
\*\*source: World Tourism office

# Our concept



We do not pretend to save the world, but we contribute in our own way.



## travel

# Clean our planet together

We work with global travel industry players to design and sponsor environmental campaigns about littering and clean-ups.

We partner with local tourism organisations to run local clean-up campaigns around the world.

We animate a community of travelers to make them ambassadors of our planet by cleaning up nature.



# be part of the solution

# together



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## Everybody benefits

### Global traveling industry players can:

1. Sponsor My Green Trip projects (clean-up kits, events,...).
2. Distribute the clean-up kits within their network.
3. Design and sponsor a clean-up campaign with our help.

### Local tourism partners:

1. Distribute clean-up kits and collect trash from travelers.
2. Include clean-ups in their day to day outdoor activities with travelers (with My Green Trip clean-up kits).
3. Set up local clean-up events with travelers.

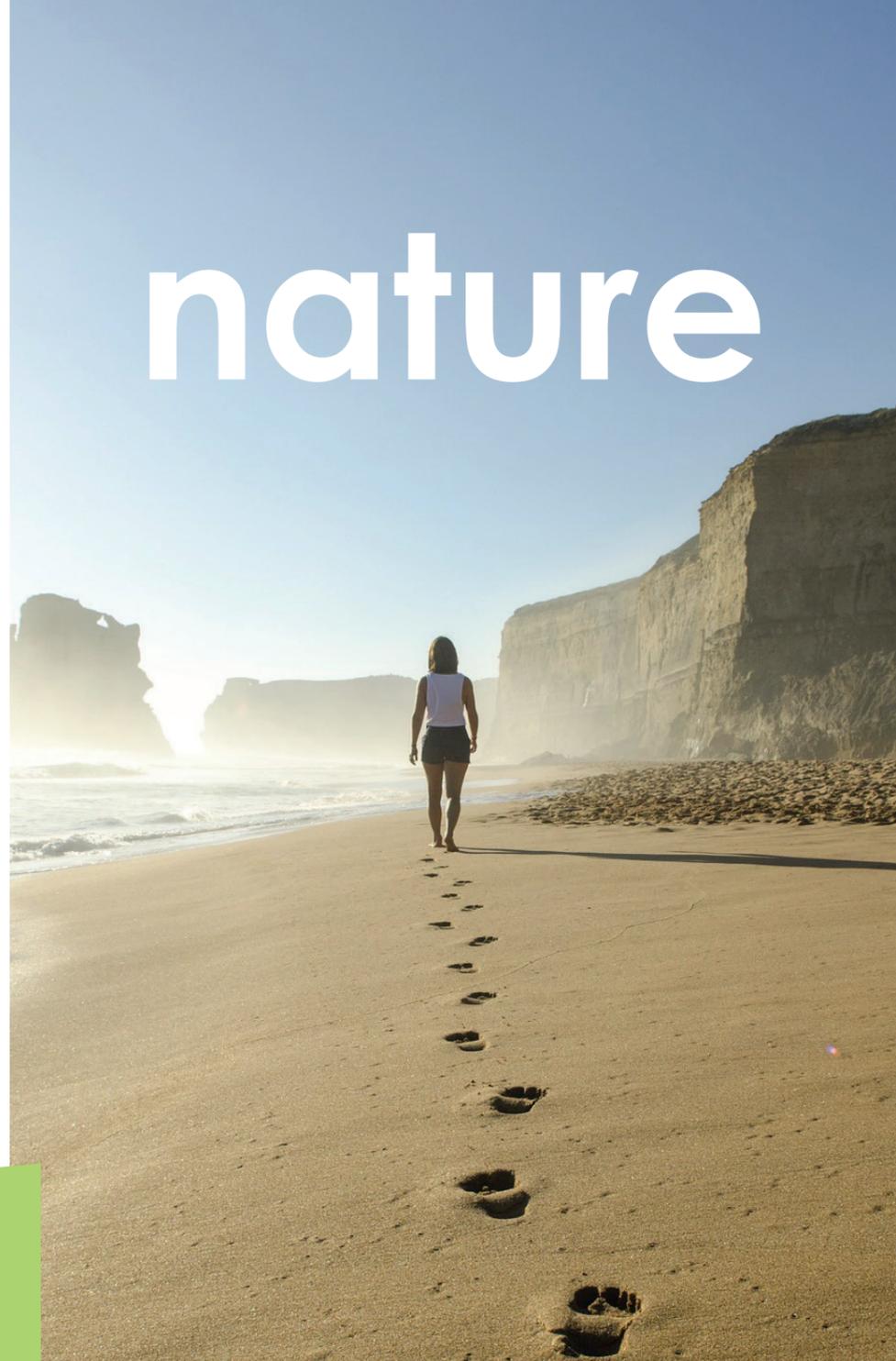
### Green Travelers:

1. Order the clean-up kit on the My Green Trip website.
2. Spend a small amount of time to clean up a spot.
3. Collect trash in polluted natural areas, alone or with other travelers and My Green Trip partners.
4. Find local organizations who partner with My Green Trip
5. Spread the word.

Our partners do good for our planet while getting promoted to our community. Our community of travelers have meaningful trips while getting special offers from our eco-friendly partners. Nature, oceans and animals are protected and preserved!

# Our story

## nature



# Our values, our community, our mission

**My Green Trip was founded in 2016 by Nicolas Gluzman and Elisabeth Tricot, two passionate travelers. "The idea came from a trip to beautiful Malaysia where we were shocked by the waste in a natural park we visited. So, before enjoying the park, we simply started to clean up what we could."**

My Green Trip was born... The idea to connect travelers who care for the environment, with local nature friendly tourism organisations to facilitate the clean-up of natural spots. It is a win-win for all: tourists, local organisations and our planet. Since then Nicolas and Elisabeth have been joined by many other volunteers, travelers and by local tourism partners from Switzerland, Spain, Portugal, Cuba, The Phillippines, Mauritius, Thailand and counting. All together, they have defined a mission: motivate and inspire the travel industry to make our planet clean!

### **Our mission**

Make our planet clean, thanks to the engagement of millions of travelers and tourists around the world.

### **Our values**

- We believe that we can all do something about litter.
- We believe that travelers can have a positive impact, at home and abroad.
- We believe that this impact can be multiplied with the support of big and small tourism organisations and businesses.
- We believe that all together, we can clean our planet.

### **Our impact**

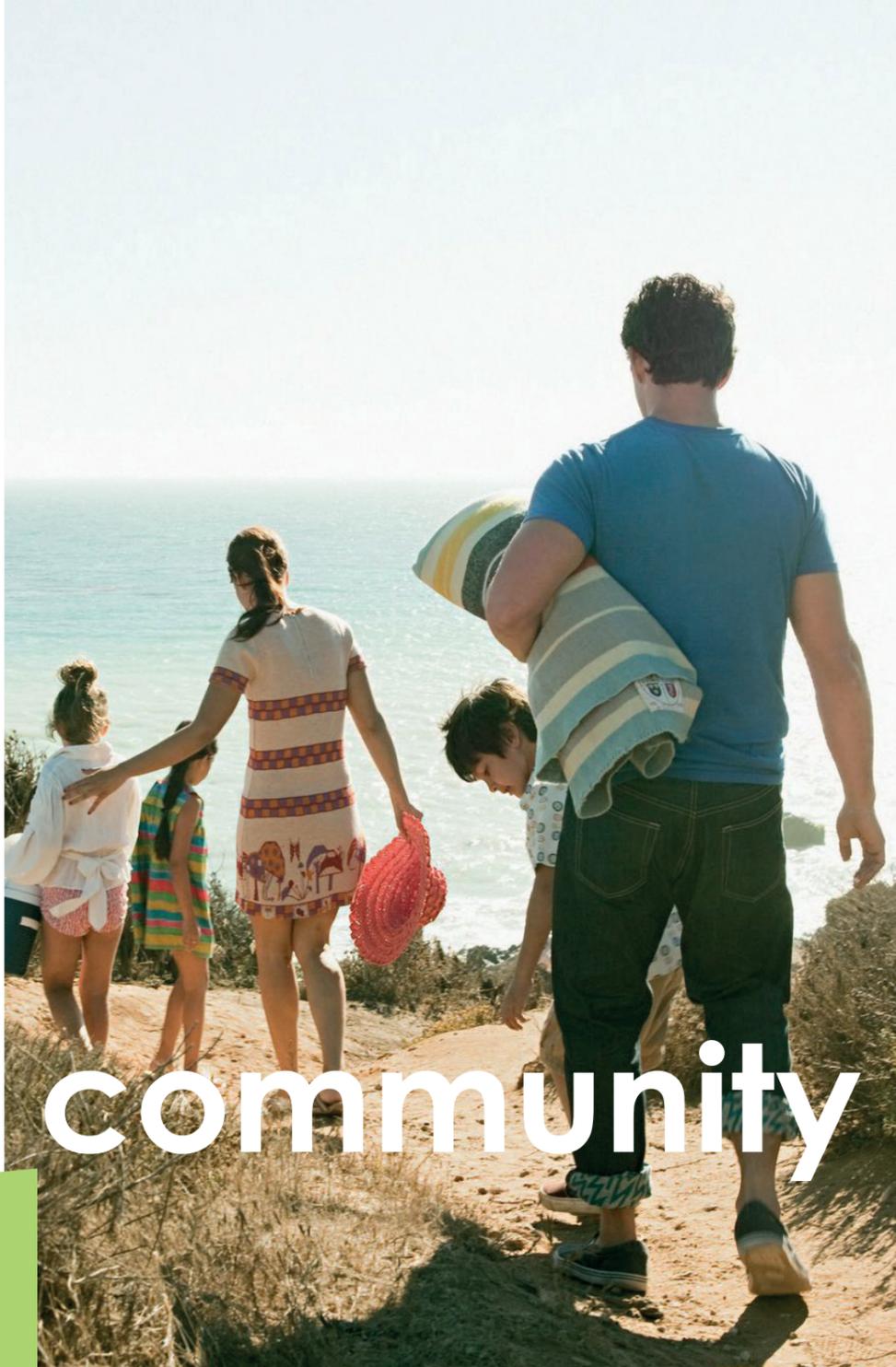
My Green Trip contributes to the protection of fauna and flora through education, communication and clean-ups worldwide. Our initiative stimulates adults and children through our concrete and simple actions to save the planet. We fight for durable tourism, together with communities, local organisations and businesses small and large.

### **Our objective**

Our aim for 2018 is to collect 560'000 liters of waste from nature and distribute 10'000 ecofriendly clean-up kits to travelers.



# It is happening now



# community



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# We are growing

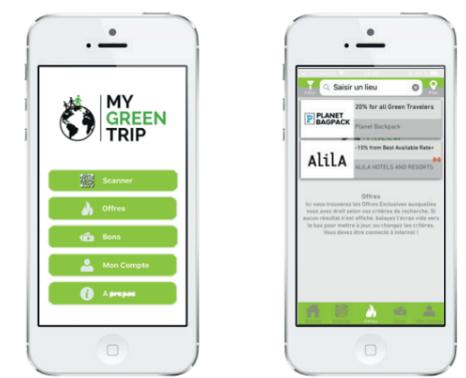
**7 partners in 9 countries:**  
 Bike rental in Croatia; Salsa dance school in Cuba;  
 Yoga retreats in Portugal; Surf schools in Canarias Islands;  
 Villa rental in Thailand, Indonesia and Sri Lanka;  
 Tour operator in Mauritius; Kids camp in Switzerland  
 ... and many more to come.



- 2'500 Green Travelers on our social media and newsletter
- Over 400 My Green Trip clean-up kits used in 15 countries
- 10 ambassadors traveling the world and promoting My Green Trip
- A team of 10 volunteers dedicated to the My Green Trip cause.

• A compact and eco-friendly clean-up kit designed for travelers. It is composed of reusable and disposable garbage bags (made from recycled materials), biodegradable gloves and informative brochures for the whole family including safety instructions, litter awareness and flyers from our sponsors and partners. The kit is resembled in a Swiss workshop which provides disabled people a professional activity.

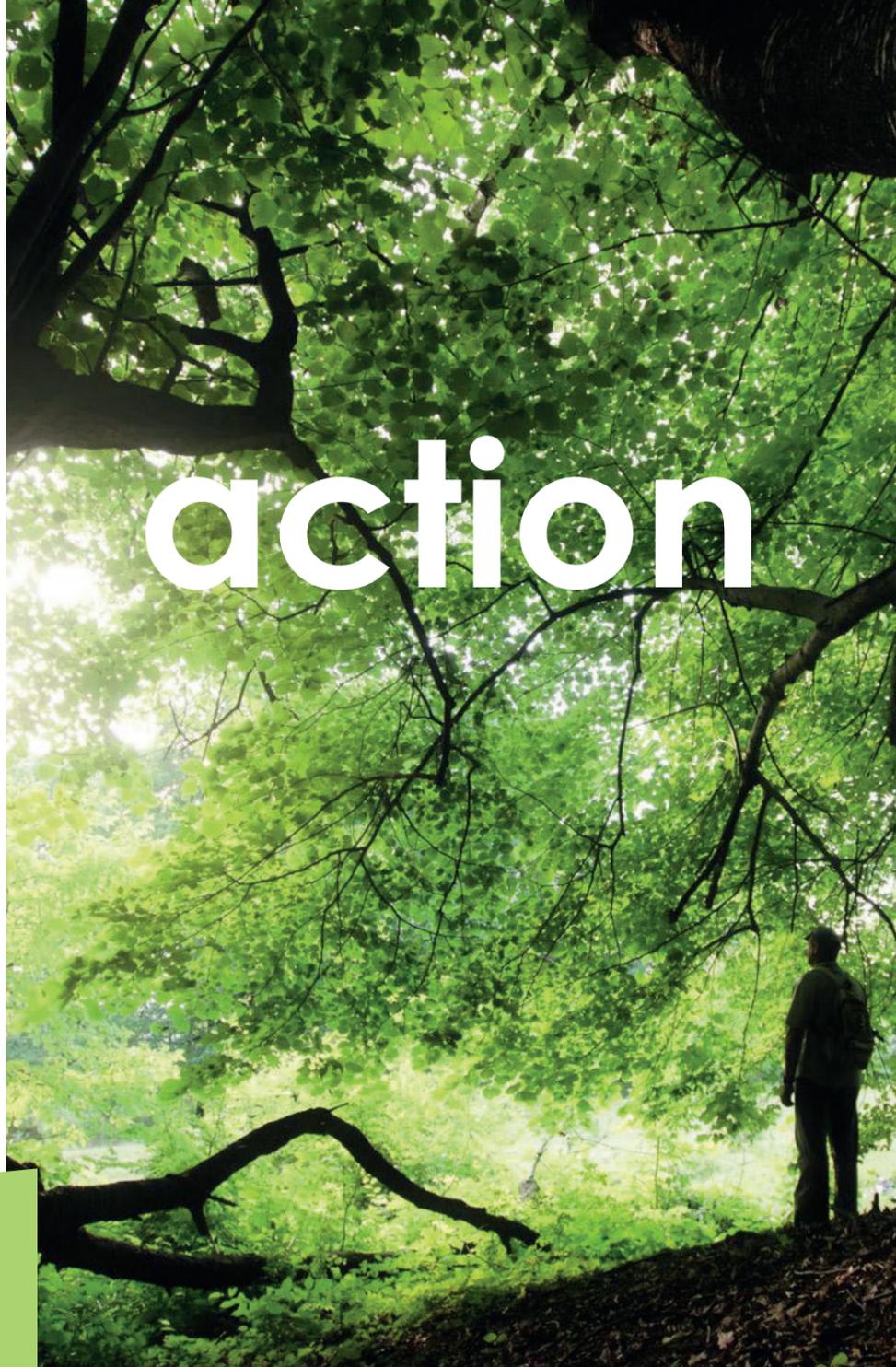
• A My Green Trip promo-application from Kireego, with which we offer our partners the possibility to communicate exclusive promotions for our community of Green Travelers. Partners choose their own offer (discount, free ticket, welcoming gift...) with which they attract new customers and it is for FREE!



# Nature wins, so do you



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## action



# How to contribute

My Green Trip is growing, but needs your help to grow faster.



### Sponsor My Green Trip projects

**You:**

Sponsor financially our eco-made clean-up kits, clean-up events, our NGO in general.  
Communicate about your sponsorship (digital, social, CSR report, PR).  
Design a promotion for our Travelers to include in the kits and our app.

**What we do for you:**

Communicate about your sponsorship through all our channels.  
Distribute the clean-up kits to travelers via our website and local partners.  
Promote your offer to our community.



### Distribute our eco-made clean-up kits

**You:**

Purchase the kits and distribute them in your network (employees, partners customers) as a CSR action.  
Communicate about your sponsorship (digital, social, CSR report, PR).  
Design a promotion for our Green Travelers to include in our app.

**What we do for you:**

Communicate about your sponsorship through all our channels.  
Promote your offer to our community.



### Design and sponsor a clean-up campaign

**You:**

Choose a location within our existing network of local partners or outside.  
Co-design with us a clean-up campaign (impact, communication, logistics).  
Communicate about the campaign (digital, social, CSR report, PR).  
Design a promotion for our Green Travelers to include in our app.

**What we do for you:**

Manage the clean-up campaign and measure the environmental impact.  
Communicate about the campaign through all our channels.  
Promote your offer to our community.

# We need you

# share



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## 2 things you can do:

1. Contact Nicolas, co-founder of My Green Trip, to set up a meeting and define together our future collaboration.
2. Share this brochure with persons you know who work in the travel industry. Thank you!

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**The more help we get, the faster we clean our planet!**



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