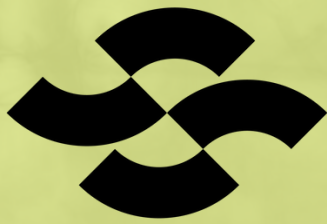


A CLEANER WAY TO MOVE



STRIDY

STRIDY.COM

ANNUAL REPORT

2021

FOUNDER'S MESSAGE



Thank you for your interest in Stridy's first annual report.

At Stridy we believe that the world's many challenges can be addressed with ingenuity and collective engagement. We focus on the problem of household waste. About a third of global household waste is not properly disposed of. A large part of the world's population lives on top of household waste, a dehumanising condition. Improperly discarded waste is an important source of greenhouse gas. And while only a small part of the global household waste ends up in our oceans, that is still a very big problem. Mainly because of the accumulation of plastic. And lastly, there is litter in all our living environments.

Stridy seeks to engage people. We aim to build a global community of Striders who make it a habit to, from time to time, collect some litter while they are walking (or running, or cycling or even kayaking!). It is a gratifying experience, generates dinner conversation, some friendly competition with colleagues or family and it creates real engagement with the subject of household waste. More engaged people are likely to be more responsible recyclers and disposers. And importantly: the numbers show that in most places, we need only a relatively small amount of people to make a visible impact.

Thank you for your interest, and please join us in our fun and useful community of Striders.

MARCEL SMITS
FOUNDER, STRIDY



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DEAR STRIDER

It was a busy year for the Stridy team, but here we are with our very first annual report! This journey began with the most basic version of the Stridy app, which gave us the insight and learning needed to optimise the app further and incorporate new features to better support the Stridy community. As we enter 2022, we are confident that by the end of the first quarter, Stridy can start running at full speed ahead. We're working towards having a well-functioning app, a website where people can find out more about Stridy and even purchase tools for striding, a display of community statistics, a broad social media presence, and a bigger team to build the Stridy community.

We're always amazed to see Striders around the world dedicating their time to keeping our world clean. It's always a treat to see new Striders pop up on the app! Picking litter can be a daunting, tireless and even lonely task. But with Stridy, you'll find yourself surrounded by a community of likeminded individuals, all working towards the same goal. And together we can make a difference.

We are very grateful for all your support. The dedication of Striders around the world what motivates us to continue, and inspires us to think about ways to bring the Stridy community closer together!

About Stridy

Stridy is a non-profit organisation founded in 2020 that hopes to create a groundswell of like-minded individuals, around the world, committed to cleaning our environments. Stridy empowers individuals to do their part by providing an intuitive mobile app that tracks and visualises an individual's impact on the environment.





STRIDY TEAM

Samantha Thian

Chief Stridy Officer

Having spent nearly half her life in the oceans, Sam has made it her life's mission to protect these marine environments. This eventually led her to start Seastainable, an organization dedicated to marine conservation in Southeast Asia. She has also led nationwide initiatives in Singapore to keep Singapore's shores clean, such as the East Coast Beach Plan!

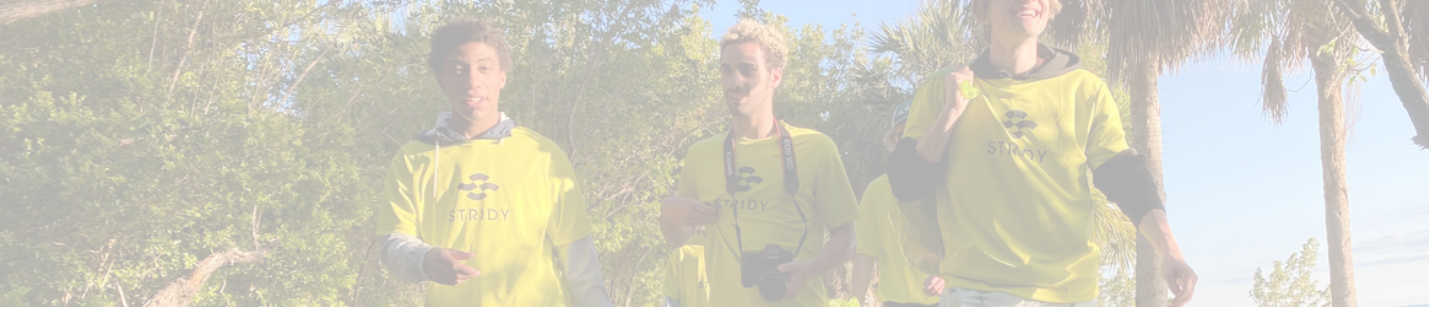


Marc Travis Chan

Global Programme Manager

A believer in taking the path less travelled, Marc has now found himself in Stridy after multiple past lives. His breadth of experience in vastly different industries is testament to his wide interests and uncanny ability to learn things quickly. His role as Stridy's Global Programme Manager leverages his cross-industry knowledge, allowing Stridy to effectively build partnerships across the world.





STRIDY TEAM

Kenneth Yan

Communications Manager

On his very first dive trip, Kenneth witnessed his dive guide freeing a fish caught in a ghost net. That experience spurred him to get involved with various conservation efforts - from collecting shark census data, conducting reef surveys, port surveys, and managing a conservation grant - Kenneth is constantly finding ways to do his part for the environment.



Esther Chan

Communications Executive

Always on the hunt for better solutions to difficult environmental issues, Esther has devoted countless hours to researching the complex topic of sustainability. Outside of work, she can be found in the lab for her marine plastics research project at her university - a testament of her passion to be a part of the conservation solution.



We'd also like to thank our dearest interns, Dan and Anderson, from Singapore Management University and The Hong Kong University of Science and Technology respectively, who contributed immensely to Stridy's growth through research, support, and deep-dive analyses.



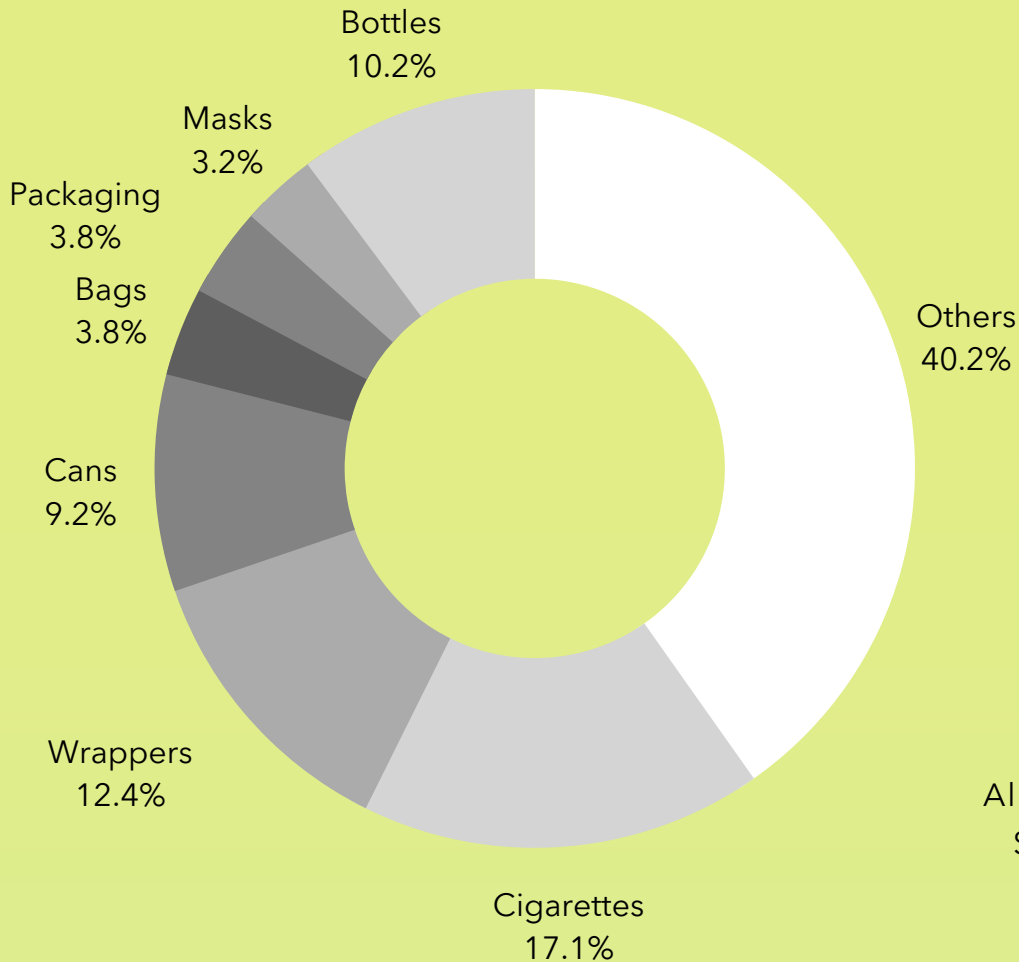
IMPACT MAP

We've seen our community grow steadily over the year.
Striders can now be found across 36 countries!



1. Argentina
2. Austria
3. Belgium
4. Brazil
5. Canada
6. China
7. Denmark
8. Finland
9. France
10. Germany
11. Ghana
12. Greece
13. Hong Kong
14. India
15. Indonesia
16. Ireland
17. Italy
18. Japan
19. Macao
20. Malaysia
21. Malta
22. Netherlands
23. Pakistan
24. Philippines
25. Russia
26. Singapore
27. Slovenia
28. South Africa
29. South Korea
30. Spain
31. Switzerland
32. United Arab Emirates
33. United Kingdom
34. United States
35. Venezuela
36. Vietnam

IMPACT IN NUMBERS



All data can be found on the Stridy Impact Dashboard <https://data.stridy.com>

In the past year, our total number of pick-ups recorded is more than 40,000 globally!

Out of these 40,000 pick-ups, cigarette butts are the most collected type of litter, taking up nearly 20% of total Stridy-collected litter. This is followed by wrappers, and cans.

Stridy will be developing more features to make the data our community collects more detailed and meaningful, such as the ability to record weight of litter collected. This will help our community visualise their impact in a more interesting, and informative manner.

THE BIRTH OF STRIDY

Stridy's Founder, Marcel, spent much of his life travelling and living in many different cities around the world. During this time of exploration, Marcel has always been struck by the insidious issue of litter. It is a problem that affects every part of the world, and the more he noticed it, the more he realised its impact on living communities in profound ways that go unnoticed by society at large.

What troubled him the most was the reality that some communities around the world are forced to live amongst litter, and as a result, are denied a life of dignity. Faced with the problems of health and sanitation, and severe environmental impacts caused by mismanaged litter, Marcel began hypothesising ways in which such a global and persistent issue could be tackled.



Since 2010, Marcel made a habit out of picking litter in his own living environment. Over the years it became clear that there were many people doing the same thing. A decade later, in 2020, Marcel decided it was time to empower all these individuals around the world, including himself, with a simple tool to keep track of their efforts and their impact. That became Stridy. In 2021, Marcel was joined by a team of young professionals who are committed to try and build Stridy into a global community.



THE BIRTH OF STRIDY

The vision for Stridy is to build a groundswell of like-minded individuals, engaged with the issue of waste management, at a global level. Collectively, our individual efforts can culminate in creating a significant positive impact on our world.

At the core of Stridy is an intuitive mobile app. It empowers individuals to log their litter pickups. The app helps users to stay motivated by visualising the impact they have made. There is an element of friendly competition as well, where users can compare their achievements to other users around the world. Users can also join groups, called Teams, which allows individuals to do their part together with other like-minded individuals. Users can team up even across countries and time zones. Teams can also compete against each other, which further adds to Stridy's element of friendly competition. Stridy hopes that our global open-sourced database on litter can eventually assist waste management research in the future.

Litter is part of the global challenge of proper household waste disposal, and progress is being made. More waste is being properly collected, recycled, or burned. Open landfills are becoming less prevalent, and many corporations are working to make their products easier to recycle. But there is still a steep mountain to climb.

The problem of household waste is not top of mind for many people. The world would benefit from more civic engagement. More engaged consumers are better recyclers and are much less prone to litter.

This is how Stridy intends to make a contribution. Our vision is to create a large community of Striders that not only clean up their environments by picking litter, but are also engaged with the issue of waste management. Our users are rewarded with a fun experience interacting with our lighthearted community, and while they put in some exercise, they are also making the world a better place. We have found that anybody who has been on a Stride eventually becomes an ambassador for better household waste practices. In our experience, Striders are also often approached by passersby, curious about what they are doing. This raises public awareness of waste management. And importantly: our early data suggests that in many places in the world, a small community of Striders can make a big visual impact in the living environment.



STRIDY JOURNEY

1. Developing an App

In a rapidly evolving digital world, technology is the common language that enables people to come together in pursuit of a common goal. Given the vision of building a global community, an easily accessible and intuitive solution was a key enabler. The minimal viable product (MVP) was designed by Knock and built by Beeplab. The trademark was registered around the globe.

2. Getting the message right

Stridy's branding and tone of voice is key to its success. Stridy is positive and action-driven. If the challenge of household waste is to be solved, collaboration is key. Producers, consumers, governments, waste management companies must all do their part. Stridy is not in the business of attributing blame. We are in the business of fostering a sense of community and collaboration. Stridy focuses on communicating actionable solutions to the community. There is always going to be household waste and its proper disposal should not be an afterthought. Consumers should be engaged and have a sense of community and pride in protecting our collectively owned environments. And if a relatively small number of people can find satisfaction in collecting some litter from time to time, a big difference can be made. Another key aspect of Stridy is that we are 'for fun and not for profit'.

3. Singapore as Stridy's base of operations

Stridy needed to be headquartered strategically, and Singapore was ideal because of its proximity to South East Asian countries, a deep global network across various industries, and institutional ease of setting up operations. Samantha Thian came on board as employee #1. Youthful, passionate, and well-connected to the sustainability scene in Southeast Asia due to her immense involvement with green ground-up projects, Samantha proved to be a suitable candidate to serve as Stridy's Chief Stridy Officer. Her responsibilities are to grow Stridy's presence internationally through onboarding partnerships and community ambassadors, while ensuring prudent fiscal management.

4. Expanding the Stridy team

There was also a need to grow the team. With global ambitions, it will be immensely challenging to continue as a two person team. Samantha then tapped on her network and brought the rest of the core Stridy team onboard, with each person serving specific functions that contribute to Stridy's goals and objectives.

GETTING TO THE CURRENT STRIDY APP

Competitive landscape analysis

We developed an overview of similar products on the market. We understood that Stridy, and other litter picking technologies were all part of the same movement, working towards the same goal of a zero-litter future. Thus, we had to understand what current technologies are offering, how individuals are being empowered, and how Stridy can contribute to the litter-picking movement constructively.

Global Baseline Survey

We also sought to understand individuals' habits and perceptions towards litter and waste within communities. The objective was to get a sense of our users' (both current and potential) understanding of the litter issue, the Stridy MVP, and how else we could empower individuals to do their part.

Classification of litter

We also researched current global standards and benchmarks of litter classification, to better design Stridy's data collection process. This is so that the data collected would be intuitive to our users, and for our open-sourced database to have the potential to be applied across various research methodologies.

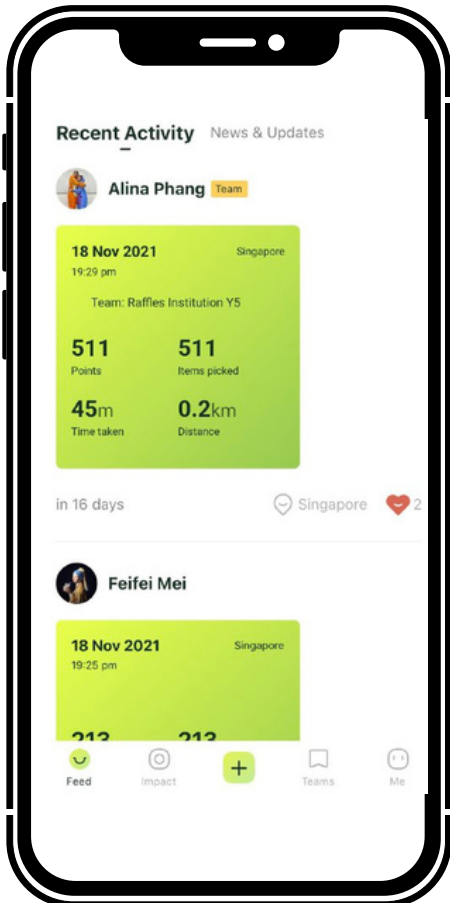
After working collaboratively with Fooyo, both parties aligned on the need to revamp the app to accommodate the new features we hoped to build. These new features were based on necessary fundamentals that the Stridy app required, in order to be a useful tool for Striders worldwide:

1. User friendliness: An app that does not come in the way of picking litter but rather becomes part of the process
2. Visualisation: An app that allows Striders to see the community's overall contribution and impact to the world
3. Community building: An app that enables Striders all over the world to feel that they are part of a growing movement, and be able to see each other's progress
4. Backend management system: An app supported by a strong operating system that allows Stridy to safeguard its users' data, and to support large volumes of moving data as Stridy picks up globally in the future



NEW APP FEATURES

These fundamentals directed us towards developing the following app features:



Stay updated with the Newsfeed

Curious what everyone else is up to? Here's a page that highlights activities of all Striders worldwide to foster communication and community building.

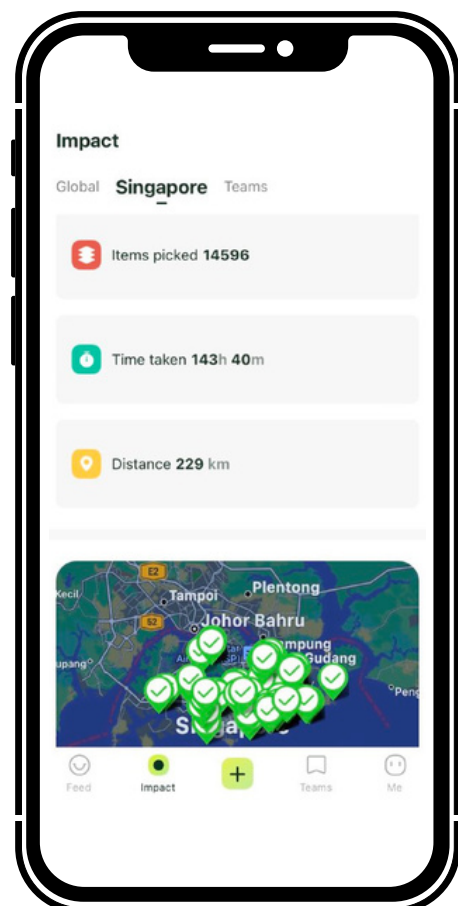
Like their activity and show your support!

Your Impact at a Glance

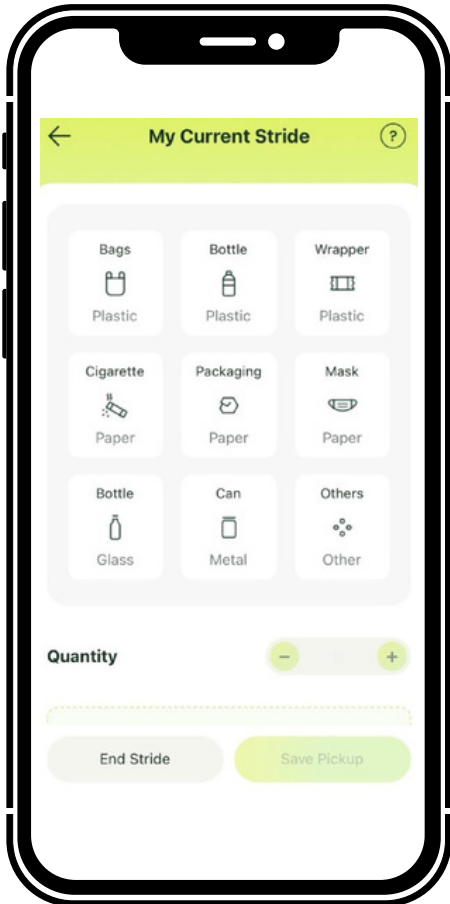
The Impact page showcases the community's efforts on a global, country and team level.

Stridy quantifies impact by the number of items picked, total duration of Strides, distance and Stridy points earned.

For every piece of litter, you get one Stridy point! (Further development in place for a more dynamic point system!)



NEW APP FEATURES



Better Impact Quantification

To quantify our impact better, we recognise that it is important to classify the litter items we pick up on our Strides.

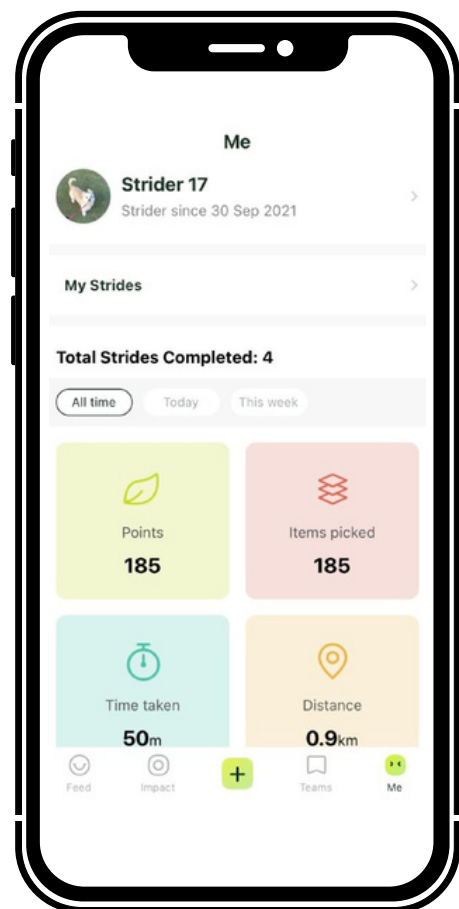
You can now record your pickups according to the litter type and its material with a single tap of the button.

Customise Your Profile

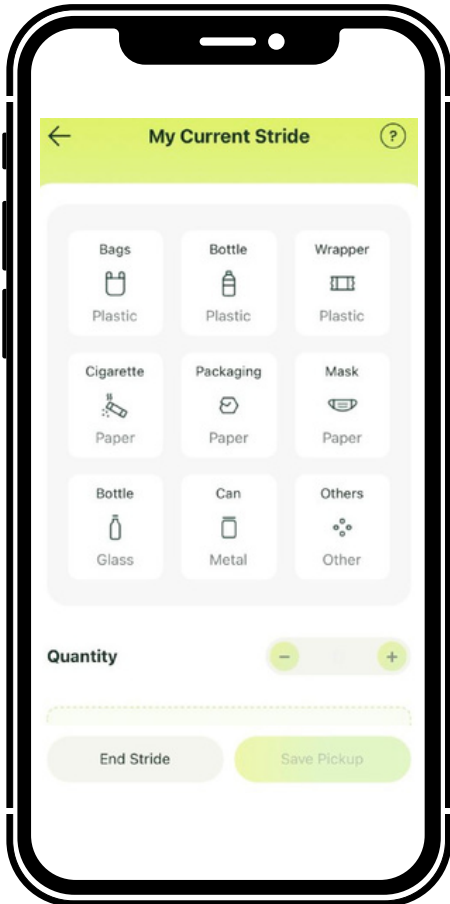
Choose a fun username, or use your regular name, and add a profile picture!

You'd be able to see your all time, weekly and daily impact on this page as well.

We'd love to see your funky names as you taking on the challenge Striding!



NEW APP FEATURES



Redeem Stridy Points for Good

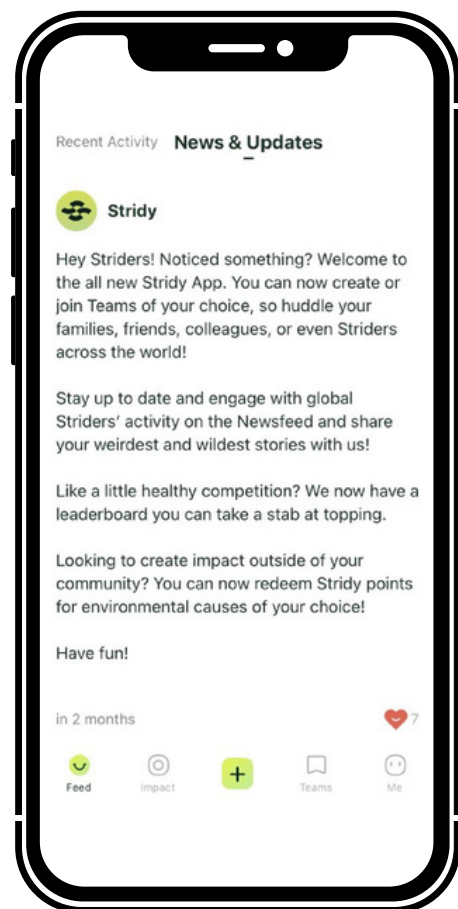
Previously, Stridy points earned you virtual emblems. We decided to take it a step further by making Stridy Points more meaningful to obtain.

You can now use Stridy Points to support environmental causes around the world through our Redemption feature!

Hear from the Stridy Team

Be the first to know about events, app updates and any Stridy updates through this feature.

You can also subscribe to our newsletter on our website [here](#)!



FINDING OUR COMMUNITY ON SOCIAL

While the app redevelopment was in motion, we also attempted to engage the Stridy community on social media. We explored the following social platforms: Slack, Facebook, Instagram, Twitter, LinkedIn (find us @stridyapp!).

Initially, we explored Slack as a platform to communicate with our global community. However, we found that it is more feasible to reach our audience on platforms that they already use, rather than introducing something that might be unfamiliar. We have found that mainstream platforms, like your brand name social media giants, are more suited to building a global community by way of familiarity and accessibility.

Most of our community lives on Facebook, Instagram, and LinkedIn. As such, we'll be focusing more on these three platforms, as these are the best platforms to reach our Stridy community.

In addition, for Instagram, we have two existing Stridy accounts which we will merge into one. Our initial plan for Instagram was to have a corporate account (@stridyapp), where our content is kept curated to app updates, corporate announcements, and partnership news. The other sister account (@stridycommunity) is created to share community news that are more spontaneous and casual in nature, e.g. photos shared by our Striders from across the world.

We have found that the Stridy community is engaged with both - app updates, corporate announcements, partnership news, and community news. Rather than having Striders toggle between two separate pages, we have decided to merge both platforms into one (@stridyapp), so Striders can find all relevant content in one place.



Follow us on social!



STRIDY COMMUNITY

Kanken x Stridy

Fjällräven Kanken kindly partnered with Stridy in support of World Oceans Day in March 2021.

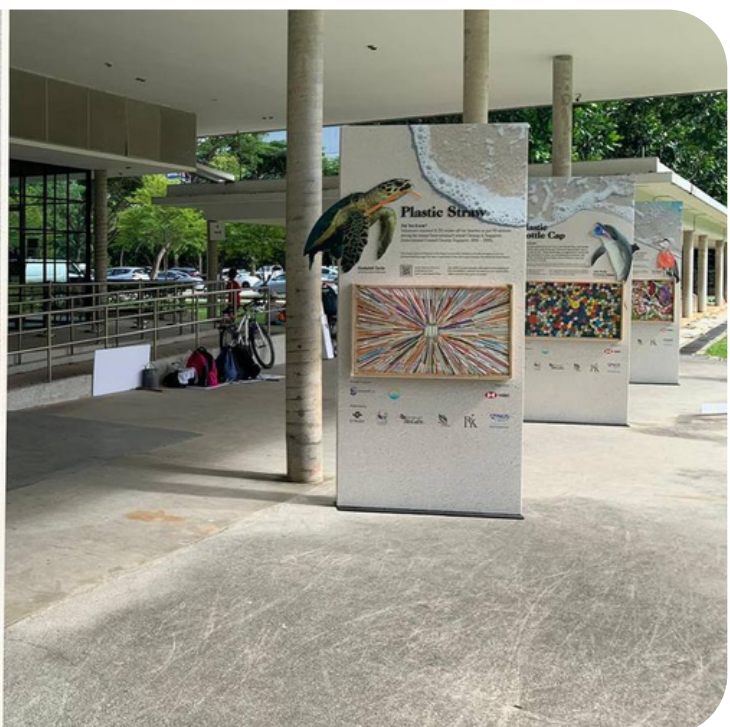
With Kanken's partnership, Striders stood a chance to win a Kanken bag inspired by the ocean.

Kanken also supported our partnership with Carbon Ethics in our mangrove planting program.



World Cleanup Day

Stridy was a proud sponsor for the feature walls at East Coast Park in Singapore. Each pillar was created with litter collected on strides, and their purpose is to educate the public on the problem of litter and encourage action. If you're in Singapore, do check these installations out at Parkland Green @ East Coast Park!



STRIDY COMMUNITY

World Environment Day

On World Oceans Day and World Environment Day, a group of Striders headed out to the coasts and amassed a total of 850kg of litter! Most of it consisted of plastic bottles and empty barrels. It was quite the stride!



CleanPod x Stridy

In partnership with the Public Hygiene Council of Singapore, Stridy has adopted its very own Clean Pod at East Coast Park.

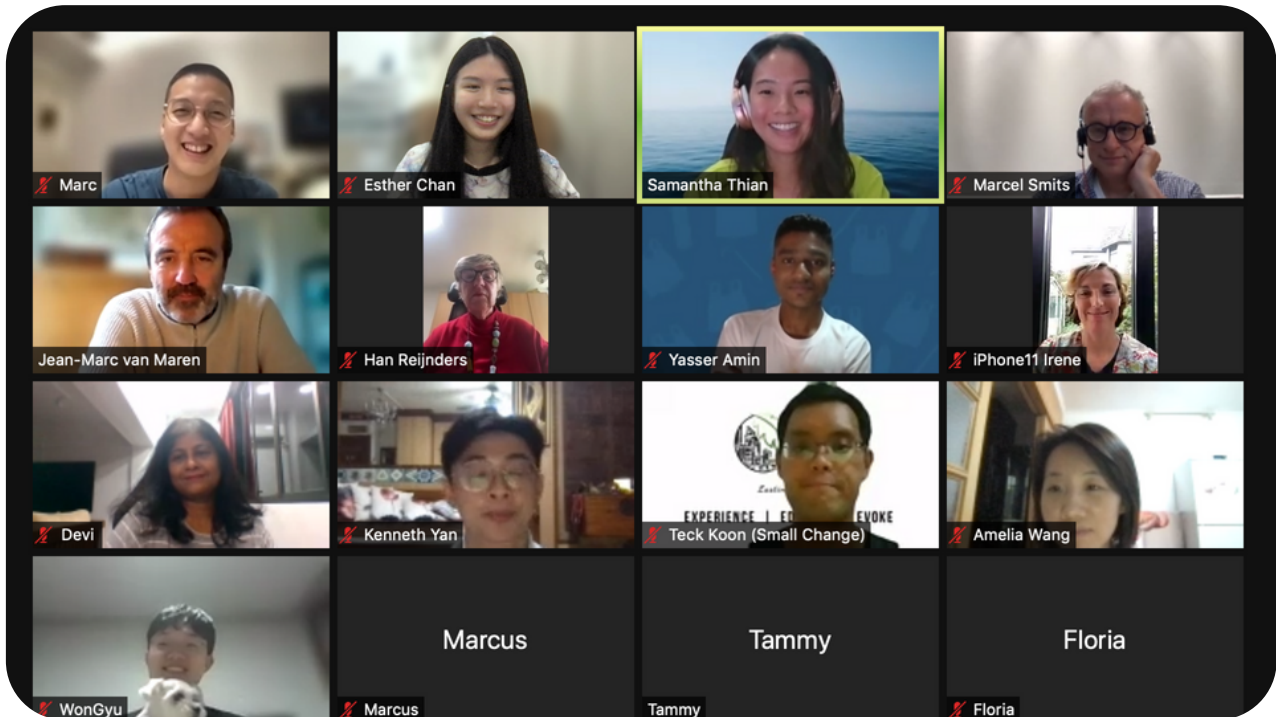
The Clean Pod contains all the tools one needs for a stride and is open to the public.

Stridy hopes this CleanPod makes it more convenient for park-goers to go on a stride!



STRIDY COMMUNITY

Stridy Community Townhall



We had our inaugural Stridy Community Townhall earlier this year. We finally got to see each other face to face as we unveiled the new Stridy app to our community! The call was joined by Striders from the Netherlands, China, Singapore, Malaysia and even Korea! Striders also got to hear directly from our Founder, Marcel Smits, about his vision for Stridy.



Jean-Marc, our key Strider from the Netherlands, also shared his experience with Striding.

"I live in a nice, rural area where it's supposed to be clean. I was surprised to find lots of litter even at a nature place as this.

Striding was awkward at first, but it became more fun when my wife joined me. We'd go on walks and Stride together, it has become a natural habit for us."

STRIDY COMMUNITY

Halloween Stride



No effort was spared on Halloween. Armed with their grabbers and upcycled sacks, Striders took it to the parks in their unforgettable Squid Game outfits. What do you think?

SG Clean Day



To educate the public on the problem of litter, the Public Hygiene Council in Singapore introduced SG Clean Day where street cleaners will not clean public areas. Of course we went out for a Stride! It's a goldmine out there for Stridy points.

STRIDY COMMUNITY

Raffles Institution x Stridy



As part of Stridy's efforts to engage the youth, we have been reaching out to schools to highlight the problem of litter. Students from Raffles Institution participated enthusiastically and presented their learnings after a two day Stride challenge. It was heartwarming and insightful hearing from them. Collectively, they picked up over 5,000 pieces of items! Great job team!



CHANNEL 8



Ken Ong, a Strider from Singapore, was interviewed by Channel 8, Singapore's largest Chinese news platform, about his experience at Stridy. He shared that each time he goes out Striding, they remove at least 50kg of litter. He hopes that people pay more attention to the litter they may leave behind at public spaces.

BERITA



Yasser Amin is a waste enthusiast from Singapore who Strides weekly and he was interviewed by Berita, a Malay news platform. He shared in his interview that "while I do not enjoy picking up litter, I see it as a way for me to contribute. I get to meet new people along the way who share the same vision." He hopes that awareness of the litter problem in Singapore will urge communities to step forward and take action.

TODAY GEN Y SPEAKS



today Singapore World Big Read Gen Y Speaks Adulting 101 Commentary Voices Videos Brand Spotlight



Photos courtesy of Samantha Thier

Samantha shared her anecdote with Today on how she started Striding and her experience while at it. Since 2020, Samantha had routinely gone out to the beach to pick litter washed ashore and left behind. Feeling overwhelmed by the sheer amount of litter, she turned to social media to rally people who may like to join her. That community is now almost 4,000 people strong, and has removed a total of 11 tons of litter to date. Having experienced the impact a community can bring, she envisions bringing them together and enabling them through the Stridy app.

ZAOBAO



在东海岸公园捡垃圾，部分义工为配合万圣节，还穿上与热门韩剧《鱿鱼游戏》角色相似的服装参与活动。（李健环境）

推出“捡垃圾”应用 可积分换礼参加抽奖

Striders were featured on the Chinese newspaper Zaobao, for their Striding efforts as a community. We spot the Squid Game outfit too! Well done everyone!

WHERE ARE WE NOW?



The Stridy Community continues to grow, and thanks to their thorough user feedback and support, we were able to improve our Stridy App with new features and functions that will support Striders on their Strides.

We created a Teams function that will allow Striders to create and join their own Teams from all around the world. Each Team can have their own unique names and purpose. Striders have the option to make these Teams private or public, depending on whether it's meant for friends, family, colleagues, or acquaintances!

To encourage engagement within our community, the new Stridy App also has a Newsfeed where Striders can share funny Striding stories and any wacky litter they have found, while others can react to these updates.

Previously, Stridy Points earned you virtual emblems, but we have made obtaining Stridy Points more meaningful, by enabling Striders to redeem their Points in support of environmental causes around Southeast Asia. We hope that by giving Striders a way to "Stride it forward", we can keep the community motivated with a bigger sense of purpose.

We are currently partnered with Carbon Ethics in a mangrove tree plantation project. Striders can redeem 500 Stridy points for a mangrove tree planted in their name in Indonesia. We will continue to grow our redemption program by onboarding more partners to increase the variety of environmental causes that Striders can support.

Speaking of points, Striders can now engage in a little healthy competition with the new Leaderboard! The Leaderboard allows Striders to compare their total distance travelled, litter items picked and Stridy Points with others - both locally, globally, and even across Teams! Is everyone excited for some friendly competition?

WHERE ARE WE NOW?



Stridy is also a participant of the Singapore Youth Action Challenge (YAC), under the “Sustainable Living” category.

The YAC is a platform for like-minded youth to come together in teams to provide solutions to issues we face in Singapore. Between October 2021 and January 2022, teams have the opportunity to take part in curated workshops and receive guidance from mentors, as well as experienced industry professionals and government representatives, to brainstorm and pitch ideas for a better future.

What we hope to achieve from the YAC is to secure funding to develop the Stridy app further. We want to optimise the app further, so Striders are able to enjoy a smoother experience with the Stridy app while keeping our world clean.

WHERE ARE WE NOW?

BE UPDATED WITH STRIDY!



Find educational resources and fun reads at our blog. We share community stories, fun facts and thought leadership articles here. Feel free to email us at hello@stridy.com if you have a fun story to share!

Subscribe to our Newsletter, Stridy Seconds

Keep up with the latest events and updates at Stridy by subscribing to our newsletter, Stridy Seconds!

Find everything you need at the Stridy Shop



Having the right tools for your Stride will make the experience better. We've tried and tested many tools, and have curated a list of the best tools around, available on the [Stridy Shop](#). Here you can find grabbers, hoops, and fun merchandise to make it easier to spot a fellow Strider.

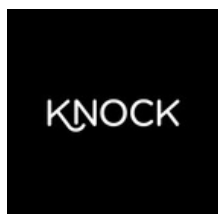
Since you made it through our annual report, here is a code for you to get \$10 off your next order: [STRIDY2021](#). Get yourself some Stridy gear today!

THANK YOU PARTNERS



We would like to extend our gratitude to our partners for supporting Stridy. Stridy's vision of creating a groundswell of people from all over the world who share the same quirky habit of litter picking would not have been possible without the support, participation and assets of Seastainable, Carbon Ethics, Kanken, Public Hygiene Council, National Environmental Agency, National Parks, Youth Action Challenge and National Youth Council.

Our partners have provided us with significant support in growing the Stridy community and empowering the Stridy community to make a difference around the world. We hope to continue to nurture these partnerships for the betterment of the world.



TO OUR PARTNERS



STRIDY

STRIDY.COM

THANK
YOU

2021

Learn more about how you can be involved by contacting us at hello@stridy.com!