



Annual Report

2022



Dear Strider,

We can't believe it's been two years since we've embarked on this amazing journey! Thank you for supporting us in the work we do. 2022 has indeed been a meaningful and impactful year for us. We saw our community come together and grow exponentially with love for the environment. The Stridy team also grew and expanded our capabilities in continuing towards our vision of a litter-free world!

As always, Stridy would not be possible without our Striders, who form the core of our community and make our work possible. We continue to be amazed at how Stridy continues to support self-sustaining communities and witness new countries pop up all the time! We know that picking litter and doing cleanups can be a daunting, tireless, and even lonely task but with our community, we know we can make it less of all that, and make a positive change in the world.

Love,
The Stridy Team

About Stridy

Stridy is a non-profit organisation founded in 2020 that removes litter from our environments through community effort. Stridy enables the community to do this with the Stridy app, which helps track their journeys and connects them with Striders all over the world for a stronger sense of community.

As the only litter-picking app developed in South East Asia, Stridy is well-positioned to make contributions to environmental causes in the region through its redemption program. Stridy is currently headquartered in Singapore.



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Thank You!

Founder's Note

Stridy's vision is to over time make a measurable impact at scale. We want to make a contribution to de-littering the world's living environment.

The world has significant problems with litter and waste. More than a third of the world's population lives in communities where there is insignificant infrastructure to collect household waste. Improperly disposed household waste generates four percent of the world's greenhouse gas emissions. And a small part of it ends up as plastic in the oceans, where it will accumulate and linger for hundreds of years. The good news is that these problems can all be solved, the technology exists and people around the world are rolling up their sleeves to get to work.

Stridy wants to make a contribution. Our goal is build a global community of people who occasionally on their leisure walks pick up some litter. At the heart of Stridy is an app that allows our users to keep track of where they have been, their time spent and their distance travelled. And in a very simple way our users can keep track of how much they are finding.



We are a cheerful proposition and believe in community building, having some fun and friendly competition as well as mobilising people of all walks of life towards a common goal of a cleaner living environment.



In 2022 we put Stridy on the map. Our technology came together. We now have an easy-to-use app which provides impact data, enables teams and shows the efforts of our community members in a feed. To date we have seen people do Strides in 68 countries. Some of our hard core users make a point of putting a flag on the map when they travel. But we are also starting to see people unbeknown to us participate in far and away places. We organised group clean up activities for schools, corporates and institutions, bringing us a couple of thousand participants. And we had venerable companies like Heineken, Unilever, DBS, DHL and many others joins us.

And again we learned a lot. We became good at organising these group clean ups. As simple as it sounds, it is actually a skill to make the experience meaningful for the participants. We now have a well balanced routine that results in some learning activity and group bonding. Our participants invariably say: "I had a good time, I learned a lot and there is much more than I thought". We have gained strong conviction that these activities can be organised in many countries and over time we want to do so. However littered some countries may be, there are always areas that the local community wants to keep really clean. And there are always schools and organisations who want to create awareness. We also learned that it is a lot harder than we initially thought to build a global community of litter pickers. We know that they are out there, we see them on social media, we see them buying tools but we haven't gone viral yet with our app.

We have also gained conviction, based on the numbers, that in many communities which are moderately clean to begin with, a relatively small number of regular Striders can make a very visible impact in keeping the environment clean.

For 2023, we have set ourselves some ambitious goals and we are starting to dream about where we might go long term. Long term, we would like to think that we will be organising group clean ups in multiple countries and that we have thousands of enthusiastic users worldwide who together make a meaningful impact.

Yours sincerely,
Marcel Smits
Founder, Stridy

Meet The Stridy Team!

Here's a short introduction of us - the team behind Stridy! You'll notice that we have new wonderful and awesome teammates and we're excited to bring Stridy to greater heights!





Marcel Smits

Having lived and traveled many cities, Marcel took an interest in litter that is polluting all our living environments. He made a habit of picking up some trash and found that many others shared the same quirky routine. Since then, it has been on his bucket list to bring these people together in a global community - and that idea became Stridy.

His passion and dedication to solve the issue of litter and household recycling inspires the team at Stridy to work towards our goals for a litter free world!



Samantha Thian

Chief Stridy Officer (2021- 2022)
Advisor (2023)

Having spent nearly half her life in the oceans, Sam has made it her life's mission to protect these marine environments, which eventually led her to start Seastainable, an organisation 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!

Having been leading Stridy from 2021-2022, Sam will be stepping into her role as an Advisor for Stridy for 2023. We are happy to announce that since joining us at the start of 2022, Yasser will be taking over the role of Chief Stridy Officer in 2023.



Yasser Amin

Community Program Lead (2022)
Chief Stridy Officer (2023)

Organising weekly beach cleanup sessions over the past two years gave Yasser a deep appreciation for both coastal and inland nature environments. Other than being an environmental advocate, he emphasises on the value of community building, and actively connects various organisations & individuals together in the spirit of civic engagement.

Yasser was previously the Community & Program Lead for Stridy. He hosted corporates and schools when it came to the physical sessions that Stridy had. Now, Yasser also leads the team and hopes to make 2023 a fruitful year for Stridy.

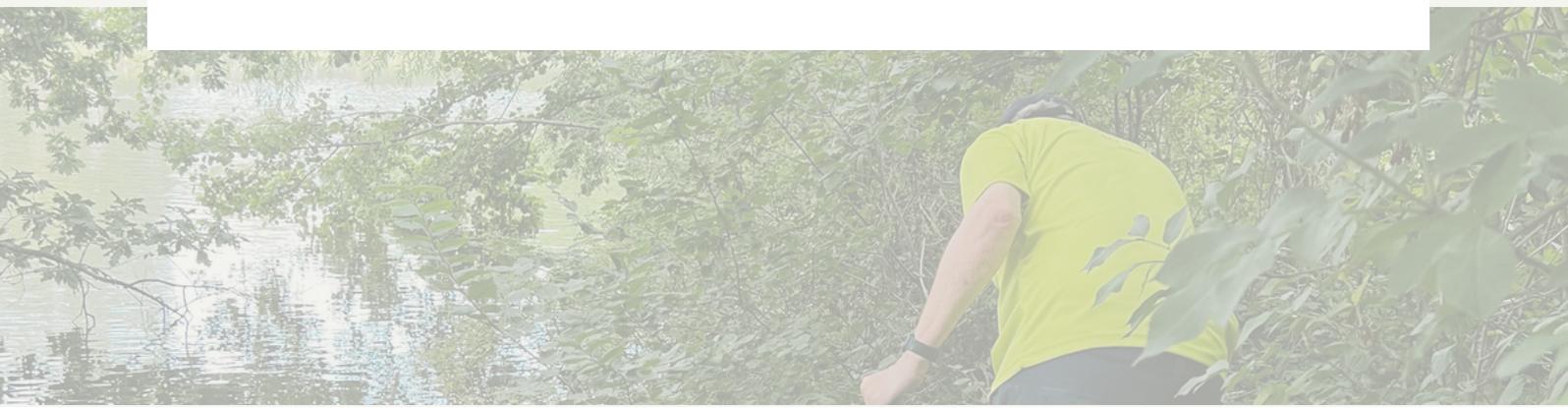


Pamela Low

Business Development Manager (2022)
Partnerships Lead (2023)

Dedicated to solving climate change and driven to benefit the triple bottom line of people, planet and profit, Pamela believes that businesses can be a force for good! She founded Tingkats, which represents resourcefulness, in 2018 to bring to fore the urgency of climate action. She partners businesses for sustainable development.

Pamela developed Stridy's corporate, school and community programs as avenues to highlight the problem with waste management and recycling and how together we can make a difference.





Chanel Go

Marketing and Communications Manager
(2022 - 2023)

As co-founder of an ethical fashion brand, Chanel is no stranger to the startup and sustainability space. Being the voice of Stridy, Chanel is responsible for the quirky personality of the brand through various communication channels. With the ever growing app user base, she is instrumental in bridging the gap between Stridy and its global community with timely updates and reports on the progress achieved through our litter picking efforts.



Marc Travis Chan

Global Programme Manager
(2021 - 2022)

A believer in taking the path less traveled, 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 Program Manager leverages his cross-industry knowledge, allowing Stridy to effectively build partnerships across the world.

We wish Marc all the best as he leaves us in 2023 to embark on new adventures!





Vanessa Tan

Operations Lead (2023)

Over the years, Vanessa's passion for the environment has led to her diverse experiences in managing sustainability in the healthcare and food industry. In 2020, she first participated in cleanups through the East Coast Beach Plan and has been "unlittering" ever since. Her involvement in Stridy started as an Ambassador representing the brand and facilitating our organised cleanups. Now, in 2023, she has taken a step further into the role of an Operations Lead where she ensures the smooth running of all our activities. We're very excited to have her join the Stridy team!



Jane Tor

Business Development Manager (2022)

Traveling around the world as a digital nomad made Jane realize how our actions as individuals affect communities overseas. She joined Stridy as our Business Development Manager from April to September 2022 and now continues her journey as our Stridy Ambassador. She aims to seek out other like-minded individuals who are already organising clean ups in their own communities, and to introduce Stridy as a complementary tool for them to track their impact and use data to inspire others. Thank you Jane for your strong support!





Stridy Ambassadors

We are immensely grateful to our Stridy Ambassadors for taking up the mantle of being our key community leads in their respective local communities, and championing the vision of Stridy in keeping the world clean. You might recognize a few names, some who have been driving our leaderboards on our Stridy Dashboard at <https://data.stridy.com>.

Check out our awesome ambassadors below!



Ken
Ong



Elois
Ng



Wen
Min



Ming
Xuan

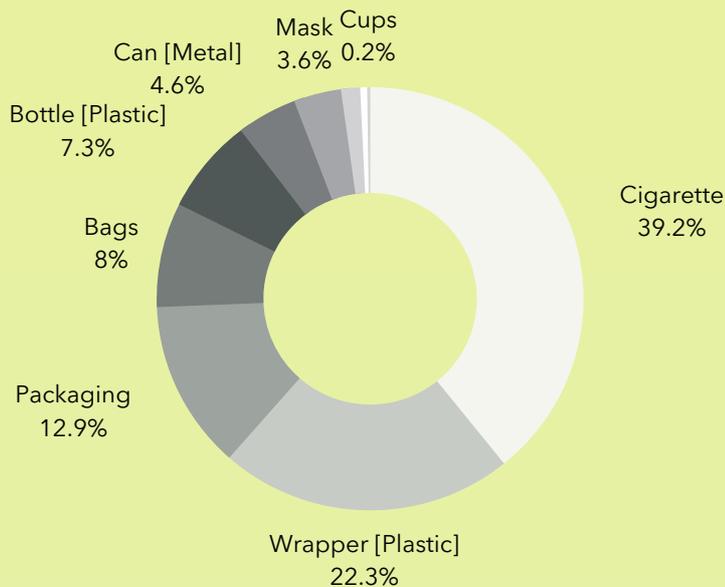


Kaamela
Barvin



Adeline
Ang

2022 Impact



1700

No. of Strides

238.6k

No. of Items Picked

In the past year, Striders around the world collected a total of 238.6k pieces of litter! That's 6 times more than 2021 and almost quarter of a million pieces! This only shows us that we've so much more work to do, and we're excited to make our mark on the world in a fun and meaningful way.

We're also immensely grateful as having our dashboard allows us to understand the breakdown of litter, which in turn lets us drive more conversations at an upstream level with policy makers and governmental organisations. We hope that our data will also be useful for our Striders, where they can continue the important conversations on the topic of litter

Not to mention, the addition of the leaderboards also allowed us to track and measure each individual's impact in comparison to others - making it a fun and meaningful way to do more!



Top 5 Striders of 2022

1. The Wandering Krab
2. Han Reijnders
3. Marcel Smits
4. Jasmine Tuan
5. Aniq IDRaki 3F



Engaging with Schools

This year, we expanded Stridy's programs to engage with students as part of our goals to share more about unlitteing.

We were extremely heartened by the enthusiasm and feedback from schools that invited us to share more about the work we do. What's more, we also had the opportunity to take students out for a first hand experience Striding!

We shared the importance of waste management issues, and how we can each play meaningful and impactful roles in making a difference for the environment.

Moving forward, we've beefed up our school program and made it more robust so we can continue to engage our school partners and keep students excited!



10 School Programs

Anderson Secondary School
Australian International School
DPS International School
Evergreen Primary School
ITE College Central
NTU WSC RSP Deaf Community
Raffles Institution
Raffles Volunteer Corp
SMU Investing
Alliance to End Plastic Waste-
School Program



Working with Corporates

Despite easing out of the pandemic restrictions in 2022, we were immensely heartened by our corporate partners who continued to support us and engaged with us to do cleanups!

In Singapore, we conducted over 22 corporate programs - not just at East Coast Park but across urban areas such as Bugis Junction, Orchard Road, Dover Road! We were often surprised to find hidden spots of litter, highlighting the amount of work we still need to do to transition from "A Cleaned to a Clean City".

A huge thank you to our partners who believed in us, and we're excited for what 2023 holds with our new and improved programs!



22 Corporate Programs

Accelerasia, Besi, Boulder Movement, Butler Snow, Cargill, Dataiku, DBS, DHL, Enterprise SG, Heineken, La Mer, Lumileds, MSD, NielsenIQ, Pinterest, Shangri-La, ST Logistic, Telenor, Temasek, Unilever (Culture), Unilever (Procurement), Zalora (SG)

Media Features

We're immensely grateful for the recognition of our work across the media, and showcasing our impact in a fun and meaningful way. Do check it out here below!



THE STRAITS TIMES

S'pore launches national strategy to tackle growing problem of marine litter

Sunday, 5 June 2022

联合早报

新加坡推出全国行动战略 解决海洋垃圾问题

2022年6月5日



 CHANNEL NEWSASIA

Singapore launches national strategy aimed at combatting marine litter

Sunday, 5 June 2022



THE STRAITS TIMES

Littering still a problem in Singapore, data shows

Monday, 25 July 2022



SINGAPURA
BeritaHarian

Isu iklim: Siapa kata
belia tak kisah?

Sunday, 28 November 2022



THE STRAITS TIMES

Our Better Nature video series:
Tackling Singapore's waste problem

Tuesday, 20 September 2022

Balance Sheet

as of 31 December 2022

	2021 (S\$)	<u>2022</u> (S\$)
Assets		
Cash	23,184.99	26,497.76
<hr/>		
Total assets	23,184.99	26,497.76
<hr/>		
Liabilities and equity		
Unearned revenue	0	2,000
Retained earnings	23,184.99	24,497.76
<hr/>		
Total liabilities and equity	23,184.99	26,497.76
<hr/>		

Income Statement for the year 2022

	2021 (S\$)	2022 (S\$)
Revenue from engagements	2,917.05	26,057.00
Other income	279,245.69	300,215.73
Total revenue	282,162.74	326,272.73
Expenses		
Marketing	2,511.30	0.00
Cost of merchandise	9,354.03	3,102.67
Payroll expense	108,489.08	162,733.35
Employee benefits	1,308.85	18,187.62
Office supplies expense	14,660.20	10,088.85
Other expenses	22.22	192.46
App development	92,800.00	84,806.00
Professional services	19,845.28	42,820.60
Rental expense	9,986.79	3,028.41
Total expenses	258,977.75	324,959.96
Net income before tax	23,184.99	1,312.77

Thank you!

Stridy would not be where it is today without the support of the community and organisations. We'd like to take the time to appreciate the enthusiasm and dedication of our partners that have made unlittering fun!

Companies



Thank you!

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Schools



Institutions





A CLEANER WAY TO MOVE
STRIDY
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www.stridy.com



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[@stridyapp](https://www.facebook.com/stridyapp)



[Stridy.](https://www.linkedin.com/company/stridy)

Community Impact Dashboard
data.stridy.com