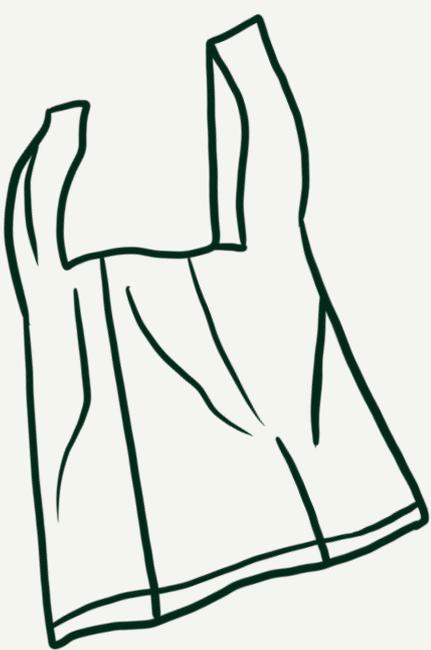




Annual Report

20

23





DEAR STRIDER,

Three years in, and our journey keeps getting cleaner!

From dog walkers to banks, hotels and residential communities, the Stridy community has shown that when individuals and organisations show up and play their part, change occurs! The numbers in this annual report is a testament to that change. It also shows that collective action is indeed an essential part to tackling litter in our urban environments.

2023 was the year we witnessed for the first time, a group of residents self organise their own frequent neighbourhood cleanups in the Fernvale community! This was extremely encouraging to see and exactly the progress we've been wanting. For 2024, we are making it a goal of ours to duplicate the efforts we've been seeing in Fernvale, to other communities around Singapore.

Thank you for being a part of this incredible journey. Because of all of you, we are one step closer to our vision for a world without litter.

Let's keep Striding, one piece of litter at a time!

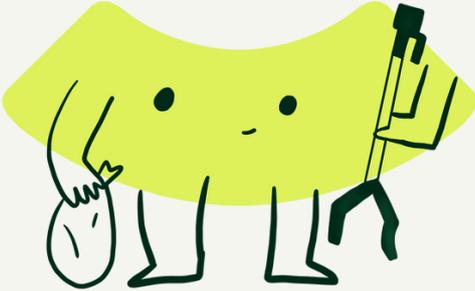
With love and gratitude,
The Stridy Team

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



We believe we have become the largest urban cleanup organization in Singapore.



At Stridy we rejoice in the increasing global attention to the issues of household waste, litter, and recycling. There are significant problems to overcome. About a third of the world's population lives in communities where there is insufficient 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. Globally tens of billions of dollars worth of recyclable materials end up being incinerated. Around the world, communities are trying to deal with litter in their living environments. In many, litter is a 'top of mind' source of dissatisfaction. Poorly kept neighbourhoods have shown to be less safe.

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. The vision of Stridy is to contribute to the collective efforts. In 2023 we made significant progress.

We exceeded our goal of organizing 100 urban group cleanups in our home country Singapore. We had more than 3000 participants who without exception provided feedback that they had a good time with their classmates or colleagues, that they learned something, and that there is more litter than they thought. We believe we have become the largest urban cleanup organization in Singapore. We use all these events to explain to our participants the issues of household waste, litter, and recycling.

We found our voice as a positive community. We are not in the business of naming and shaming. Instead, we are working to bring like-minded people together, to have some fun, do some good, and create some awareness. Our social media presence is getting more and more attention, in Singapore we are becoming well known.

We found new venues to organize people. Using Eventbrite we allow people to sign up for activities like 'Litterventure' and 'Stride with Marcel'. They have become popular and more often than not fill up to the maximum amount of spots.

We made a start with what will be a new priority for 2024. We want to prove that by mobilizing small communities their living environment can become noticeably cleaner. In the communities that we picked, we place a cabinet with tools, we mobilize a group of regular clean-up participants, we get the local community leaders involved and we collaborate with the waste management companies to make sure that the infrastructure is in the right spots. We believe that this type of civic engagement is a vital building block to cleaner communities. And we are confident that if we can prove the case, many more communities will want to do the same thing.

Globally we keep growing. We implemented a new technology provider and that is helping us to provide a better experience. We have more work to do on the technology side. And that will allow us to attract more people who can use our tool independently to measure and celebrate their impact.

Lastly, I want to give a call out to the team members. Yasser Amin, our Chief Stridy Officer is rightfully recognized as an authority in the field of waste and litter. Vanessa Tan is the engine behind our social media. Pamela Low is tireless in bringing organizations into our orbit for group clean-ups and was the person who started the first community mobilization. And Ming Xuan is making sure the wheels stay on as we undertake more and more activities.

Thank you all for your attention, we are looking forward to working with an ever-expanding group of litter enthusiasts. The world will be better for it.

Balance Sheet

as of 31 December 2023

	2023 (S\$)	2022 (S\$)
Assets		
Cash	11,357.17	26,497.76
<hr/>		
Total assets	11,357.17	26,497.76
<hr/>		
Liabilities and equity		
Unearned revenue	(3,400)	2,000
Retained earnings	14,757.17	24,497.76
<hr/>		
Total liabilities and equity	14,757.17	26,497.76
<hr/>		

Income Statement

for the year 2023

	2023 (S\$)	2022 (S\$)
Revenue from engagements	82,095.57	26,057.00
Other income	280,395.02	300,215.73
Total revenue	362,490.59	326,272.73
Expenses		
Marketing	0.00	0.00
Cost of merchandise	1,993.35	3,102.67
Payroll expense	186,589.60	162,733.35
Employee benefits	52,933.29	18,187.62
Office supplies expense	0	10,088.85
Other expenses	2,589.82	192.46
App development	82,377.13	84,806.00
Professional services	33,800.44	42,820.60
Rental expense	3,405.05	3,028.41
Total expenses	372,231.18	324,959.96
Net income before tax	(9,740.59)	1,312.77

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.

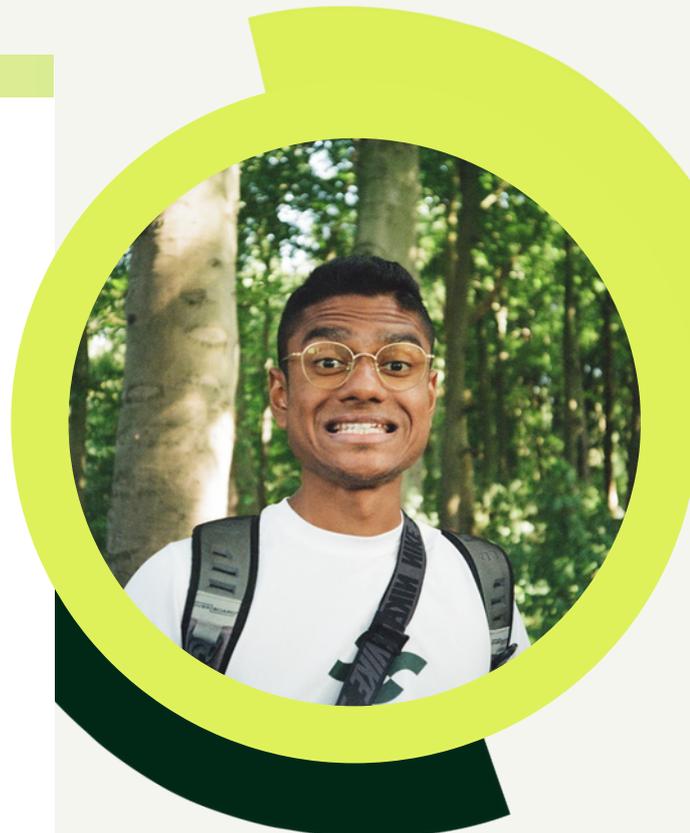
His passion and dedication to solve the issue of litter and household recycling inspires the team at Stridy to work towards our goals for a litter free world!

Yasser Amin

Chief Stridy Officer

Organizing weekly beach cleanup sessions over the past three years gave Yasser a deep appreciation for both coastal and inland nature environments. Other than being an environmental advocate, he emphasizes on the value of community building, and actively connects various organizations & 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. Since end 2022, Yasser has taken over as Chief Stridy officer and has been leading the Stridy team since.





Pamela Low

Partnerships Lead

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.

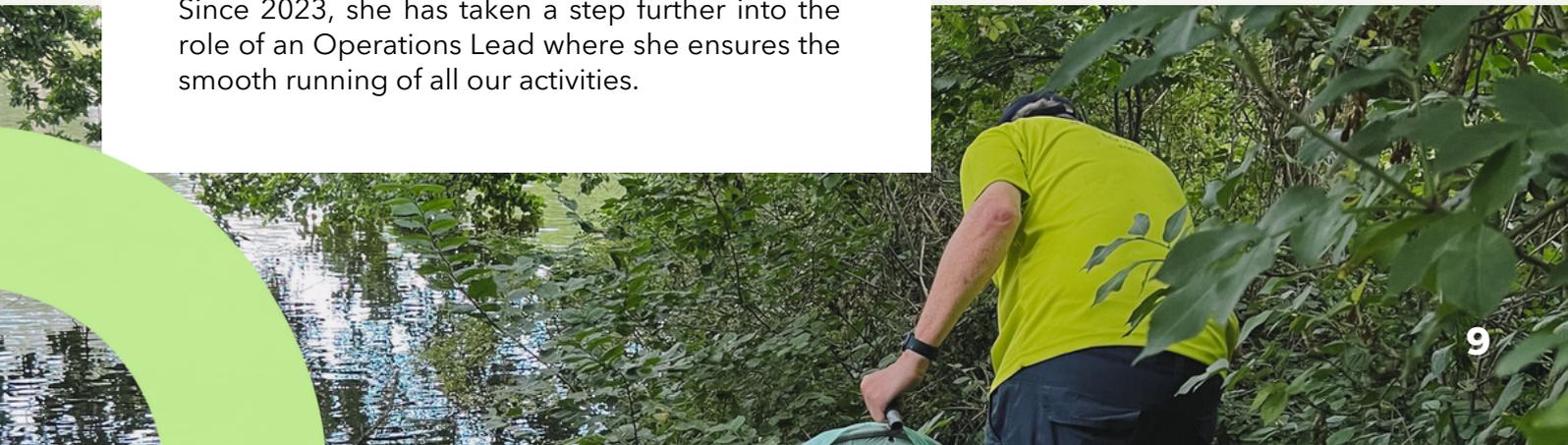


Vanessa Tan

Operations Lead

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.

Since 2023, she has taken a step further into the role of an Operations Lead where she ensures the smooth running of all our activities.



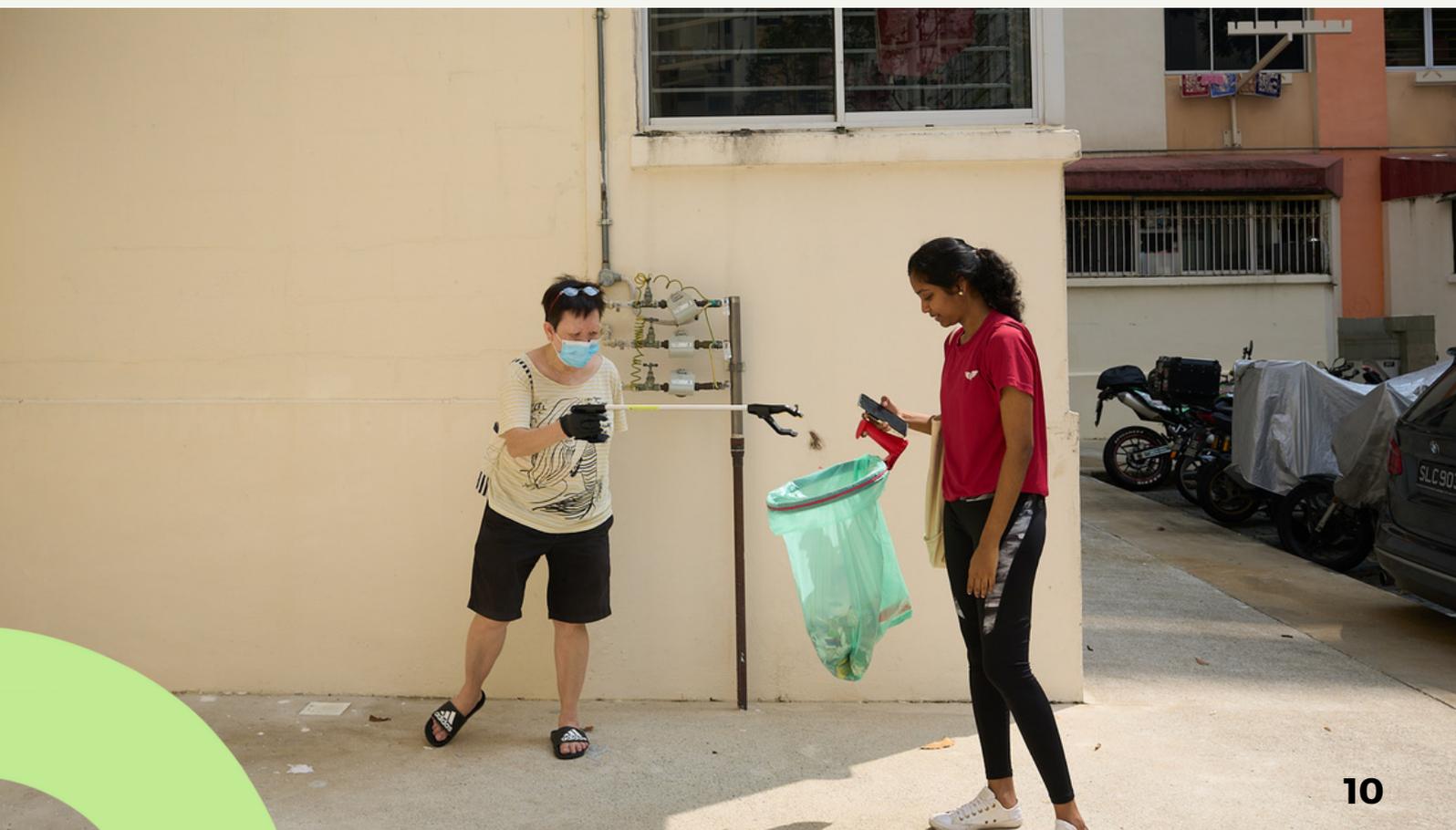


Ming Xuan

Administrative Executive

Driven by wanting to do more for her community, Ming Xuan started her environmental sustainability journey through a clean up. Coincidentally (or not), that was how she met Yasser at the East Coast Beach Plan in 2020 and the story began! Since then, she has contributed many hours at the beach with SG Beach Warriors too.

She hopes to bring her hyperactive Pomeranian Shetland named Aury on a litter picking journey when she grows older and less fearful of her grabber. Since 2023, Ming Xuan started working behind the scenes in supporting administrative work and making Stridy run smoothly! We're very excited to have her join the Stridy team!





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 recognise 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!



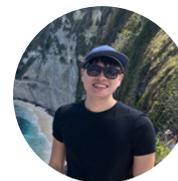
Adeline Ang



Elois Ng



Wen Min



Gerald Lee



Kao Jing



Kaamela Barvin



Ee Faye



Tabitha Rae



Alicia Kho

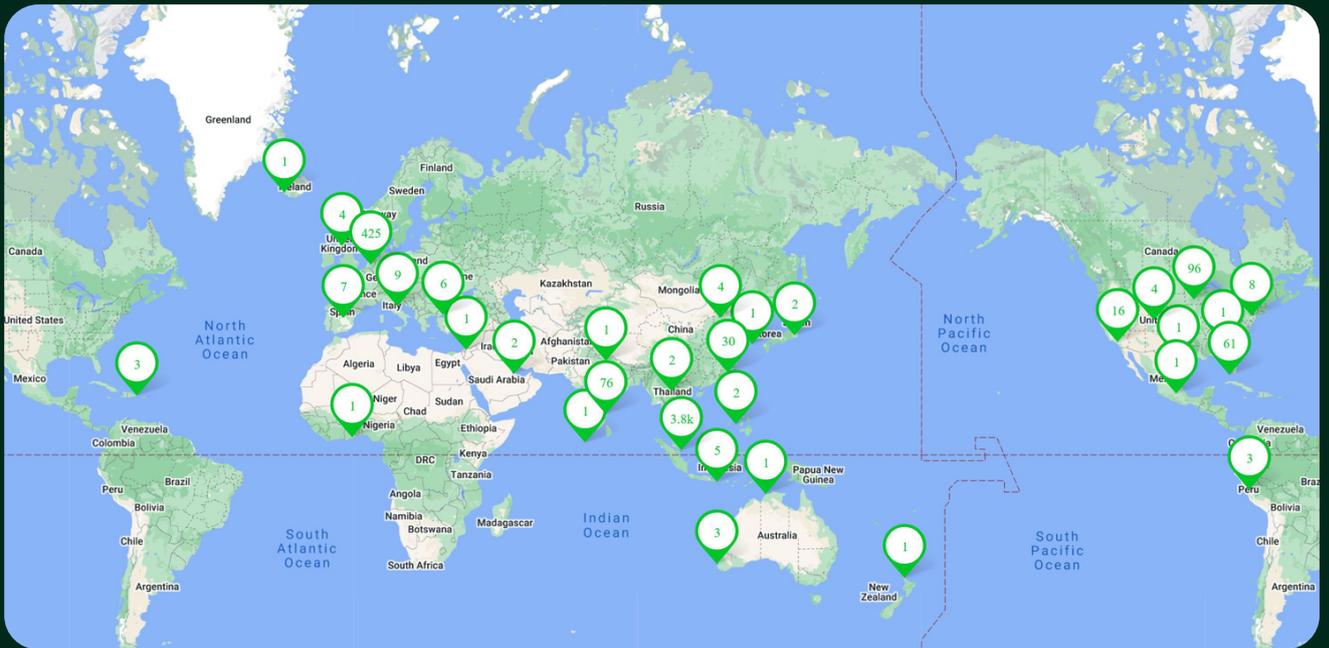


Jum Tan

OUR IMPACT



We've seen our community grow steadily over the year. We're pleased to see how Stridy has grown from being present in 38 countries, to almost doubling to 78 countries! We hope to keep growing till we can be found all over the world!



8,173

number of
striders

78

countries

4,500

strides

612,000

items

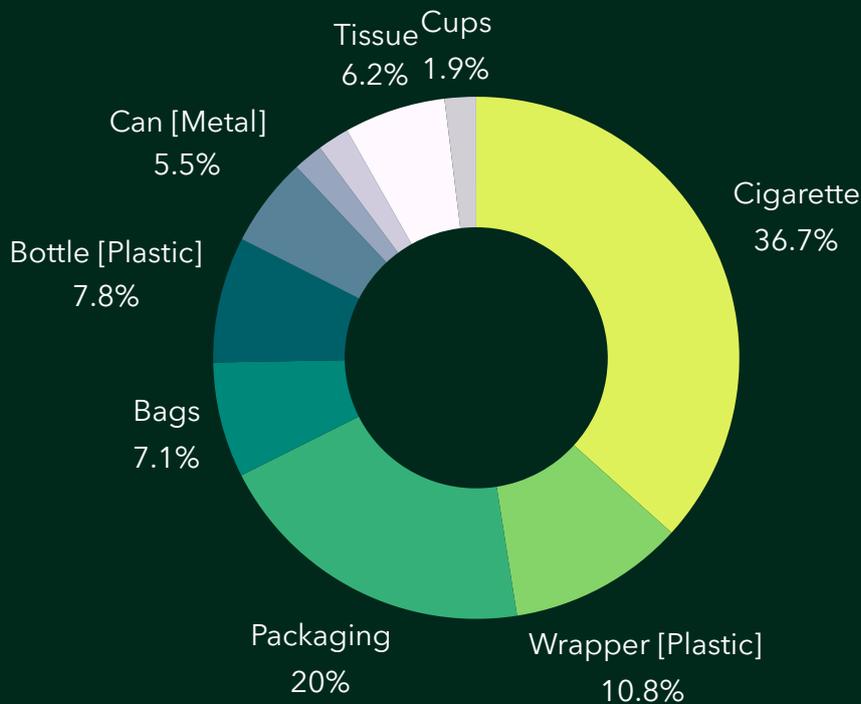
31,800

distance

2,154

days

2023 IMPACT



Top 5 Striders of 2023

1. Marcel Smits
2. Han Reijnders
3. Doggies of Super Cuddles
4. The Wandering Krab
5. Taypwmb

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.

+4,173

number of
striders

+317,000

items

+18,000

distance

+13

countries

+2,200

strides

+1,025

days

Working with Community



Fernvale

Stridy has launched our litter mitigation program supported by the People's Association (PA) and Grassroot Adviser Mr Gan Thiam Poh in Fernvale. We built a community of active resident volunteers, passionate about a clean Fernvale - through our monthly cleanups, we picked up useful data on potential litter hotspots and developed litter mitigation strategies.



I got started on doing cleanup when I saw a video on Youtube of a turtle with a straw stuck in its nostril. And as the rescuers were trying to remove the straw, the turtle's nostril was bleeding and its eyes were tearing.

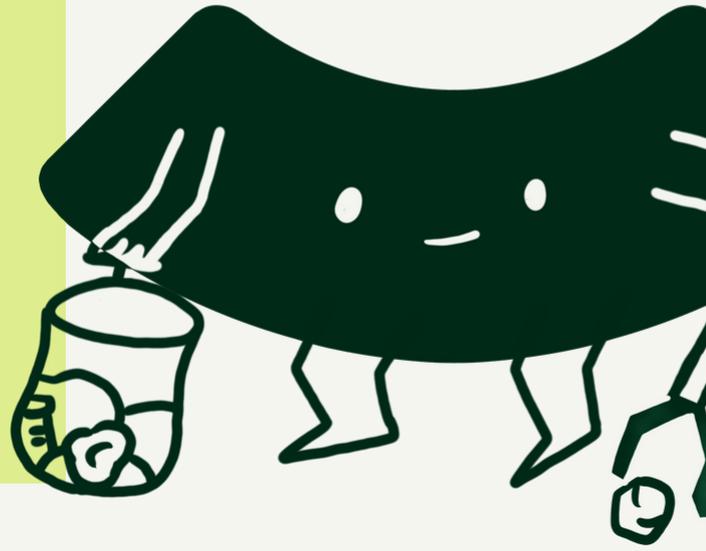
My biggest joy from being part of the Fernvale cleanup community is getting to do my part and clean the planet and do what I can to help animals survive. And I also get to do it with PaPa!

My hope for the future is a clean, trash-free planet with Zero global warming.

-Jayden Sim, resident

Kolam Ayer

Supported by Kolam Ayer Community Club with the People's Association (PA), Stridy organised clean ups with 104 participants! Together we learnt more about the waste management facilities and infrastructure specific to Kolam Ayer. We're hoping to create a more civic-minded community with clean ups going forward!



Tabitha Rae, Resident

I have been doing cleanups since 2020, so it was natural to want to join the Kolam Ayer community cleanups, since it is also in my neighbourhood. I moved here just 2 years ago and started noticing litter hotspots in certain areas, so I was thankful that these cleanups were organised to get the community more involved. It was nice to meet first time volunteers share their surprise at how our urban areas are not as clean as we thought.

It was also particularly heartening to see many children taking part in these efforts and learning about the effects of litter on the environment from a young age. They are our future after all, and it is encouraging to see parents wanting their children to be a part of this movement. I hope the cleanups in Kolam Ayer will keep going, and that the community will grow and influence other communities to take action in their own neighbourhoods too!

As a toddler, my son enjoyed watching the town council cleaners clean our estate and I would tell him that they were helping to keep our environment clean so we ought to thank them for their hard work.

I love how this volunteering activity brings a sense of awareness of how we could play a small part to preserve the lovely flowers and plants in our community through removing trash such as cigarette butts and beer bottles caps.



Pamela, Participant



Shangri-La Singapore

My biggest joy from doing clean ups is getting our team members to empathise with fellow service providers who keep our surroundings clean. We are in an industry that strives to be the best-loved in Asian hospitality, so the moment of reflection and introspection sparked in our team members from the Stride was a crucial one.

With the Stridy app, we have the knowledge and ability to lead and conduct our own cleanups with measurable outcomes in the future!

Super Cuddles

Stridy tracks my "litter picking adventures" and is definitely a motivator to help keep Singapore clean and green. The major reason we do litter pickups is to keep the park safer for the dogs under our care as well as the doggies of the neighbourhood.

I have picked up a lot of sharp objects such as skewers, fish hooks, pins, nails etc which could potentially be harmful to the doggies as well as other animals like otters, monitor lizards, roosters etc who frequent the park. However, most of the kudos should go to the custodians/cleaners of the park who keep the park clean. They are the unsung heroes.



Kayak 'N' Klean

The collaboration with the Stridy team for our Project Blue Wave Ambassador Workshops and events helped to enhance the experience and learning of our participants/volunteers and the Stridy App helps us to objectively account for PAssion Wave @ Marina Bay's overall impact over time.

My biggest joy is seeing the community come together to look after the Marina Reservoir which is where they enjoy their water sports. Many of our participants enjoy the programmes so much that they recommend it to their friends and family which helps to educate even more people on the importance of looking after our environment.



Engaging with Schools



At Stridy, we are dedicated to shaping a brighter future by working closely with students—the architects of tomorrow. We believe that investing in their education goes beyond academics; it's about instilling values that contribute to a more conscious and civic-minded society.



10 School Programs

Brighton College (Singapore)
Commonwealth Secondary School
Greendale Primary School
Hai Sing Catholic School
Mahota Preschool
Methodist Girls' School
MOE Kindergarten @ West View
Singapore Polytechnic
Raffles Institution
Yuying Secondary School



Working with Corporates

In 2023, we conducted clean ups all around Singapore with one new popular location - the Central Business District. A massive thank you to all our partners' trust and faith in us to educate and run programs smoothly!



46 Corporate Programs

Amcor Flexibles, Ascott, ASML, British High Commission, Capelle Consulting, CDL, Citibank, Cloop, Coca Cola, DBS, Deloitte, DHL, Diageo, Dole, EB Impact, Environmental Services Asia, Estee Lauder, Forest School, Google, Grab, Hongkong Land, Hong Leong Asia, KPMG, La Mer, Lilly Centre for Clinical Pharmacology, LinkedIn, Muuse, NatWest Markets, OCBC, Panerai, PayPal, Privasec, PropertyGuru, Public Service Division, Rightship, REHAU, SABIC, Sequoia, Shangri-la, Standard Chartered, STMicroelectronics, Telenor, The Eco Statement, WWF, YouTube, Zalora

CORPORATE TESTIMONIALS



We were able to execute the three sessions of beach clean-up at East Coast Park successfully due to Stridy's experience and professionalism. Other than fulfilling a good cause, participants found the sessions a valuable learning experience. It was a pleasure working with your team and we look forward to future collaboration.

-Kristine Kwok, Manager, Public Service Division



Thanks so much for today! The members and caregivers really enjoyed the experience. One of the mums shared that this was a meaningful event because they got to contribute with the clean up and not just be beneficiaries. That was encouraging for us and might be for you as well!

-Lizhen, Head of Emerging Business, Capelle Consulting



Thank you to the whole Stridy team for the excellent support. Good job done.



-Raymond Song, ASML



Thank you. This outing is meaningful! Tevy enjoyed, good for her hand eye coordination. And can see her 'satisfaction' face after picking up the rubbish.

-Beneficiary of Capelle Consulting



Last Saturday was truly fruitful and spirited one for all of us as we observed the genuineness of our staff in making our shared spaces a cleaner one and heightened awareness of today's rising concern on waste management vs landfills.

-Wendy Chue, Environmental Sustainability Program Manager, STMicroelectronics Pte Ltd.

SCHOOL TESTIMONIALS



The cleanup with Stridy is both informative and enriching in terms of environmental education with regard to marine pollution. It is well planned and most importantly, has a value lesson attached to it. What I like most is when Stridy highlighted the hard work of our cleaners which often goes unnoticed.

-Mrs Chan Yew Har, Teacher from Methodist Girls' School



The cleanup organised by Stridy was well-planned with the welfare of students in mind. From the pre-event meeting, I could tell that the organisers are experienced and efficient. On the day of the cleanup, they prepared enough logistics and the whole event went smoothly. The facilitators did their best to engage the students, sharing their experiences along the way. Thank you, Stridy!

-Ms Nurhaida, Teacher from Nan Chiau High School



Stridy possesses remarkable skills in community building, organizing, and environmental advocacy that have made a positive impact. They facilitated a session with students from the Eco Club, raising awareness of littering through litter picking along the perimeter of our school and the neighbouring area. During this session, the students also gained insights into the detrimental effects of cigarette butts on the environment. Thank you Stridy for the learning experience!

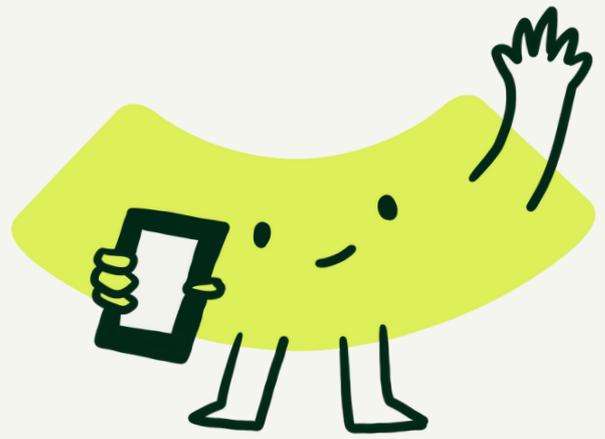
-Mr Jacob, Teacher from Commonwealth Secondary School



The cleanup was well-organised and an eye-opener. My students were actively engaged and made more aware of the types of trash littered in both urban areas and near the beach. The unexpected finds ending with the insightful and educational briefing provoked feelings to drive home the important message of needing to play their part to contribute to effective waste management.

-Ms Abigail Tan, Teacher from CHIJ Katong Convent

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!



CNA Talking Point Talking Point
2023/2024 - Where Do My
Recyclables Go? - Part 1

SINGAPURA

Berita Harian

Isu iklim: Siapa kata belia tak kisah?



另外一半的会员都是自己举办清洁活动



“慢跑净街”环保运动受欢迎 科技公司：6400名用户一年捡近4000公斤垃圾

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 unlitteing fun!

Companies



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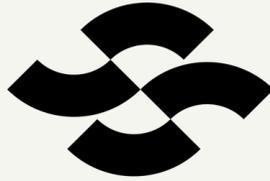
Schools



Institutions



A CLEANER WAY TO MOVE



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Stridy

[Community Impact Dashboard](#)

data.stridy.com