

CC

CleanCo GmbH

Cleanup Impact Report

# Earth Day Cleanup Challenge 2026

22 April 2026 • Berlin, Germany

# 742 kg

Collected in 3 hours by 184 participants  
356 photo submissions • 8 teams • Unlisted share page

**QR join**

No app

**10-sec logs**

Photo + kg

**Report**

PDF + share



Share page (unlisted)

<https://cleanup.example.com/r/ABCD-1234>

# At a glance

Key outcomes from the cleanup challenge.

TOTAL COLLECTED

**742 kg**

PARTICIPANTS

**184**

TEAMS

**8**

SUBMISSIONS

**356**

## Highlights

- 742 kg of litter collected across parks, riverbanks, and streets.
- 8 teams competed live; Engineering took #1 by the final hour.
- Top hotspots: Spree riverbank, Treptower Park, Tempelhofer Feld.
- Visible proof captured in 356 photo submissions (moderated).
- Average impact: 4.0 kg per participant (based on visible submissions).
- Share page is unlisted by default; link can be regenerated or set to expire.

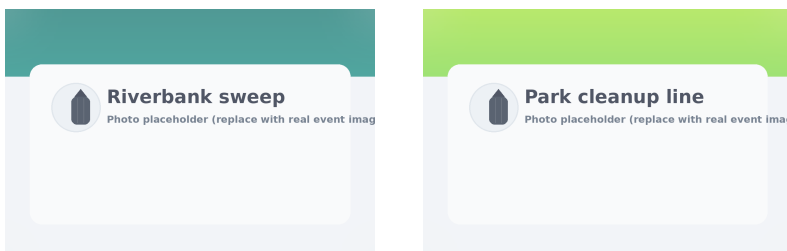
## Event details

<b>Date</b>	22 April 2026
<b>Location</b>	Berlin, Germany
<b>Duration</b>	3 hours
<b>Unit</b>	kg

## Top teams

<b>#1 Engineering</b>	142 kg
<b>#2 Sales</b>	118 kg
<b>#3 Marketing</b>	103 kg


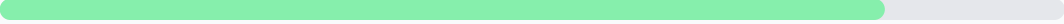

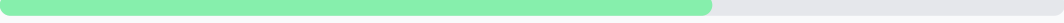

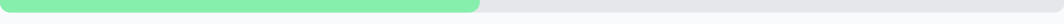
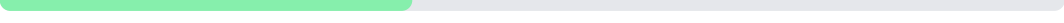
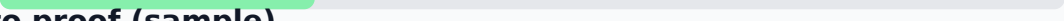
Sample proof thumbnails (replace with real submissions)



Avg per participant **4.0 kg**      Top team share **19%**

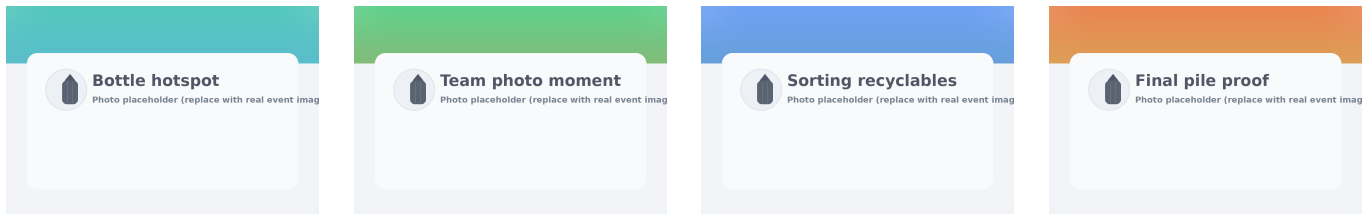
# Competition results

Totals by team (kg).

TEAM	TOTAL (kg)
<b>1 Engineering</b> 	<b>142</b>
<b>2 Sales</b> 	<b>118</b>
<b>3 Marketing</b> 	<b>103</b>
<b>4 Operations</b> 	<b>95</b>
<b>5 HR</b> 	<b>78</b>
<b>6 Finance</b> 	<b>64</b>
<b>7 Product</b> 	<b>55</b>
<b>8 Executive</b> 	<b>42</b>

### Photo proof (sample)

Replace with real thumbnails from top submissions.

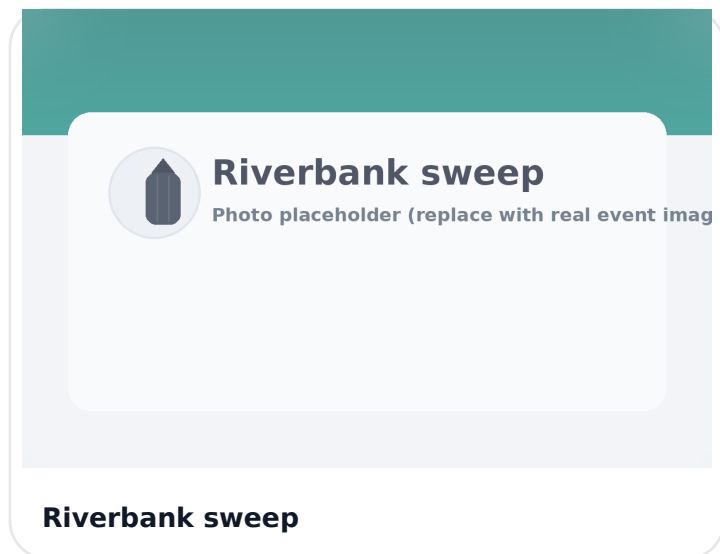



### Engagement snapshot

Average impact: 4.0 kg per participant • 2.1 kg per submission.

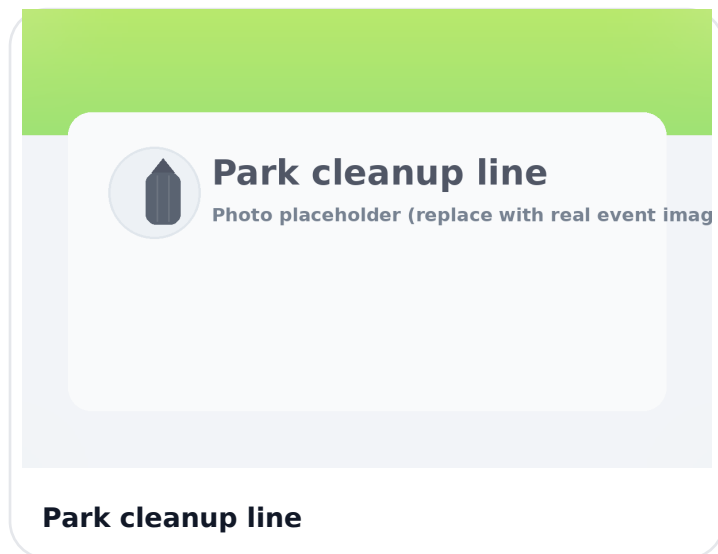
# Proof snapshots


A curated selection of submissions (placeholders here — swap with real images).



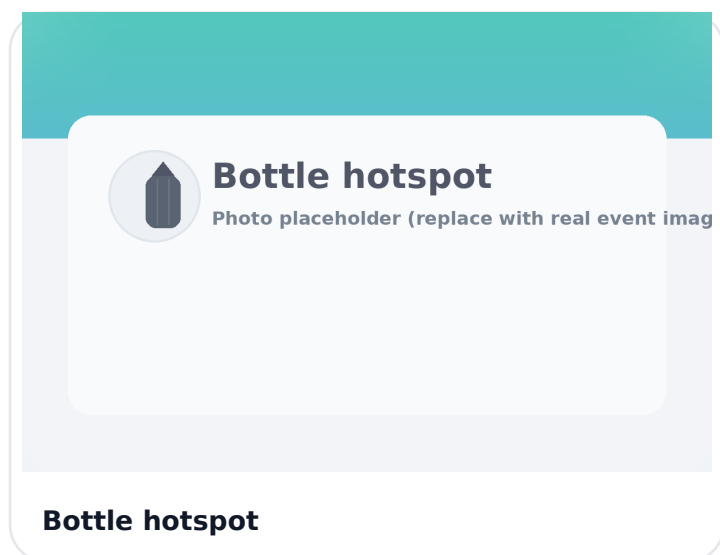
 **Riverbank sweep**  
Photo placeholder (replace with real event image)


**Riverbank sweep**



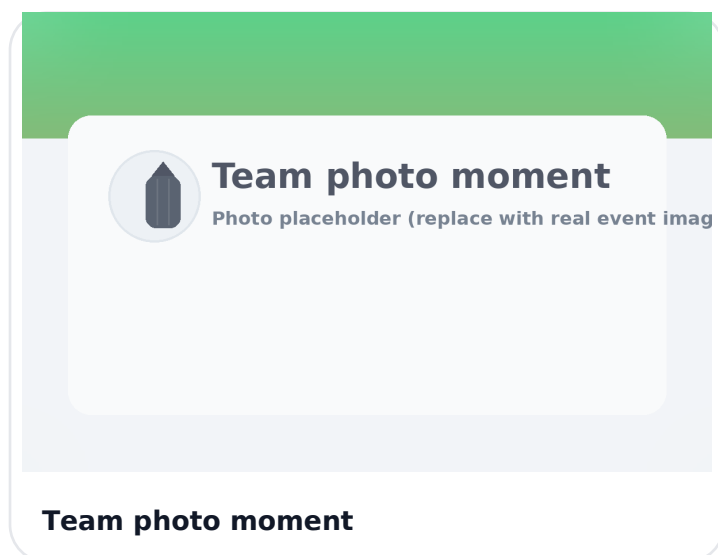
 **Park cleanup line**  
Photo placeholder (replace with real event image)


**Park cleanup line**



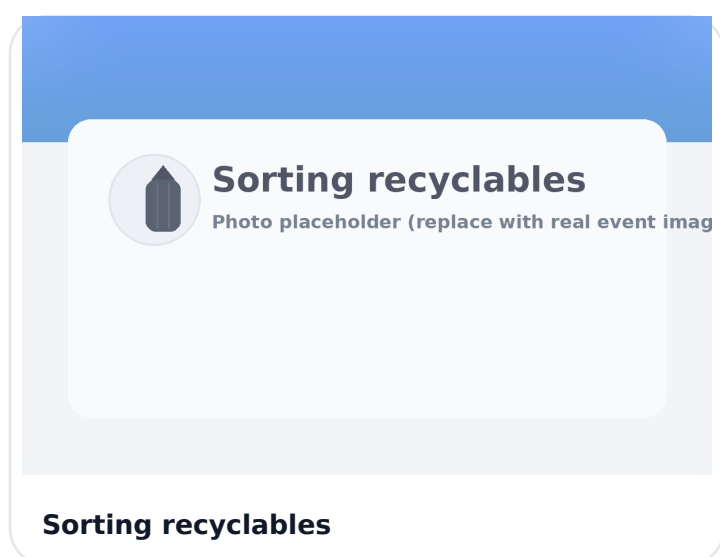
 **Bottle hotspot**  
Photo placeholder (replace with real event image)


**Bottle hotspot**



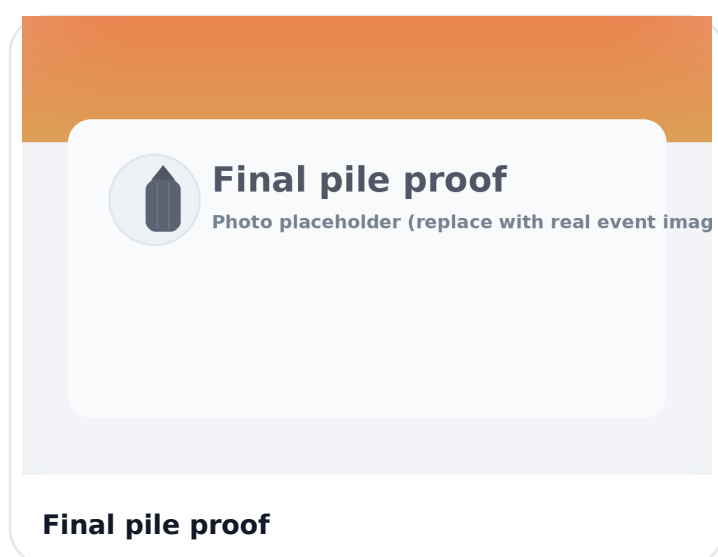
 **Team photo moment**  
Photo placeholder (replace with real event image)


**Team photo moment**



 **Sorting recyclables**  
Photo placeholder (replace with real event image)

**Sorting recyclables**



 **Final pile proof**  
Photo placeholder (replace with real event image)

**Final pile proof**

# The story behind the numbers

Short, executive-ready context you can paste into internal comms or social posts.

## What we cleaned

Parks, riverbanks, and transit-adjacent streets. Teams were asked to focus on safe, high-footfall areas.

## How it worked

Participants joined via QR, picked a team, and logged bags/kg with a photo in under 10 seconds.

## Why this matters

A visible, timeboxed challenge creates momentum: high participation, easy proof, and shareable outcomes.

## Share-ready copy

On 22 April 2026, CleanCo GmbH ran a company-wide cleanup challenge in Berlin, Germany. In 3 hours, 184 participants across 8 teams collected 742 kg of litter. Thanks to everyone who joined - proof and highlights are captured in our event report.

**Tip: swap location/date and post with a 3-photo collage from the report.**

# How this report was generated

Lightweight tracking, credible proof, safe defaults.

## Methodology

- Measurement unit for this campaign: kilograms (kg).
- Each submission required a photo and a numeric entry; optional notes were allowed.
- Organizer moderation removed a small number of entries for safety/quality (e.g., blurry photos).
- Images were stored without EXIF metadata and are link-only by default.
- Totals shown reflect visible (non-deleted) submissions at the time of report generation.

### Privacy-safe by default

No participant accounts needed. Optional nicknames only.

### Control & retention

Unlisted links, optional expiry, and campaign deletion removes media.

### Share page

Unlisted link + QR code for internal posts or public sharing.

<https://cleanup.example.com/r/ABCD-1234>

Organizers can regenerate the link or set an optional expiry.



Questions or want this branded for your org? [hello@cleanup.example.com](mailto:hello@cleanup.example.com) (placeholder)