



Pirika app

The World's Largest Scale Social Network for Litter Reduction

Reducing Litter through Social Network

Pirikairika' is a program that enables users to **record and visualize litter reduction and cleanup actions** through the social network 'Pirika', which is the world's largest scale social network for litter reduction. 'Pirika' has contributed to more than **180 million items of litter** in **108 countries** being picked up. It vitalizes cleanup actions within regions and contributes to awareness increase and beautification actions.

Litter Reduction – Issues and Solutions

To date, it has been common for cleanup actions to be sporadic and unorganized, and consequently, it has not been for the most part possible to accurately measure the effects of cleanup actions. With the municipal/regional edition **Pirika, a social network which facilitates the visualization of the cleanup process**, it is now possible for users to (i) share measured results of cleanup actions, (ii) to participate and cleanup actions (regardless of time and location) and (iii) (for companies and other organizations), utilize Pirika as a platform for publicizing cleanup actions. The foregoing qualities of PIRKA **support and promote cleanup actions within municipalities.**

Additionally, by analyzing the type/volume of litter by region and season, **Pirika contributes to effective cleanup and beautification projects.**



Pirika's Procedure and Special Qualities



Pirika Promotes Municipal/Regional Litter Cleanup Actions

- Increase awareness of cleanup projects → Increases cleanup volunteers and participants
- Positive feedback and appreciation from project participants and other users → Increases proportion of volunteers who continue litter cleanup

