

Cleaning up the world

Fujio Kojima

Co-founder and CEO of PIRIKA, Inc.

**Tackle the global
problem of **littering****

PIRIKA means **Clean**

Why we developed?

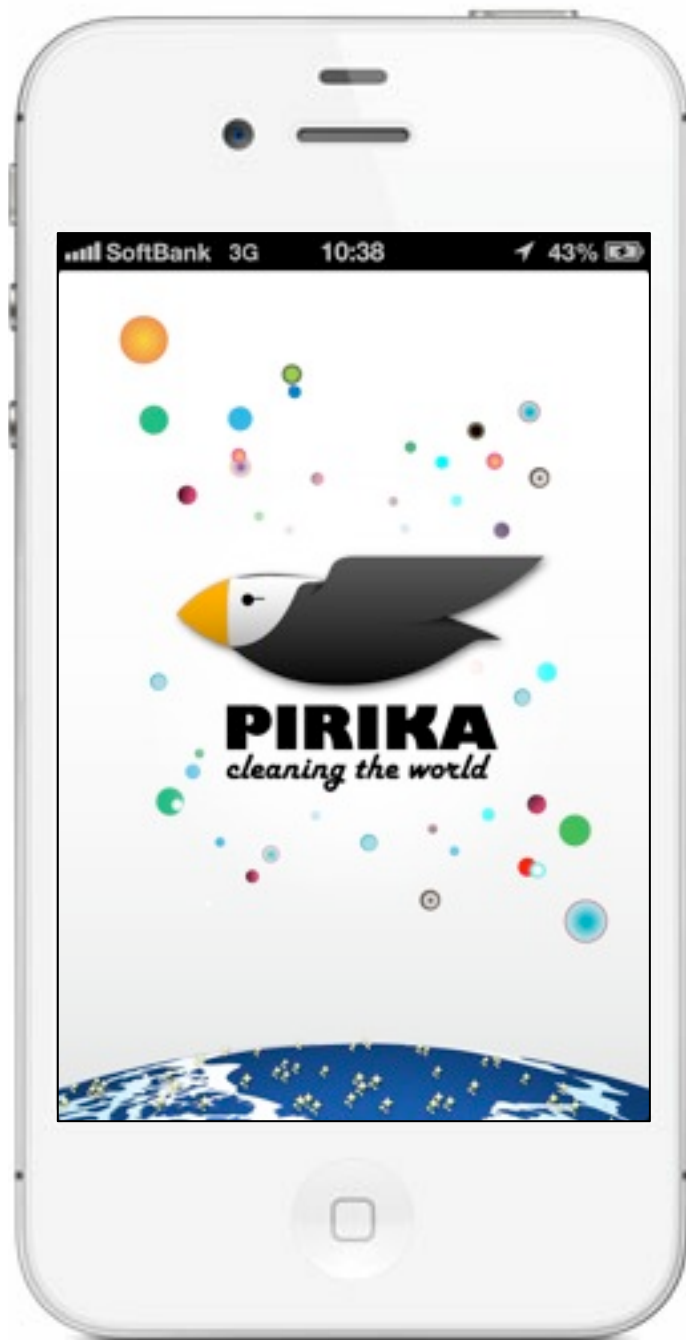


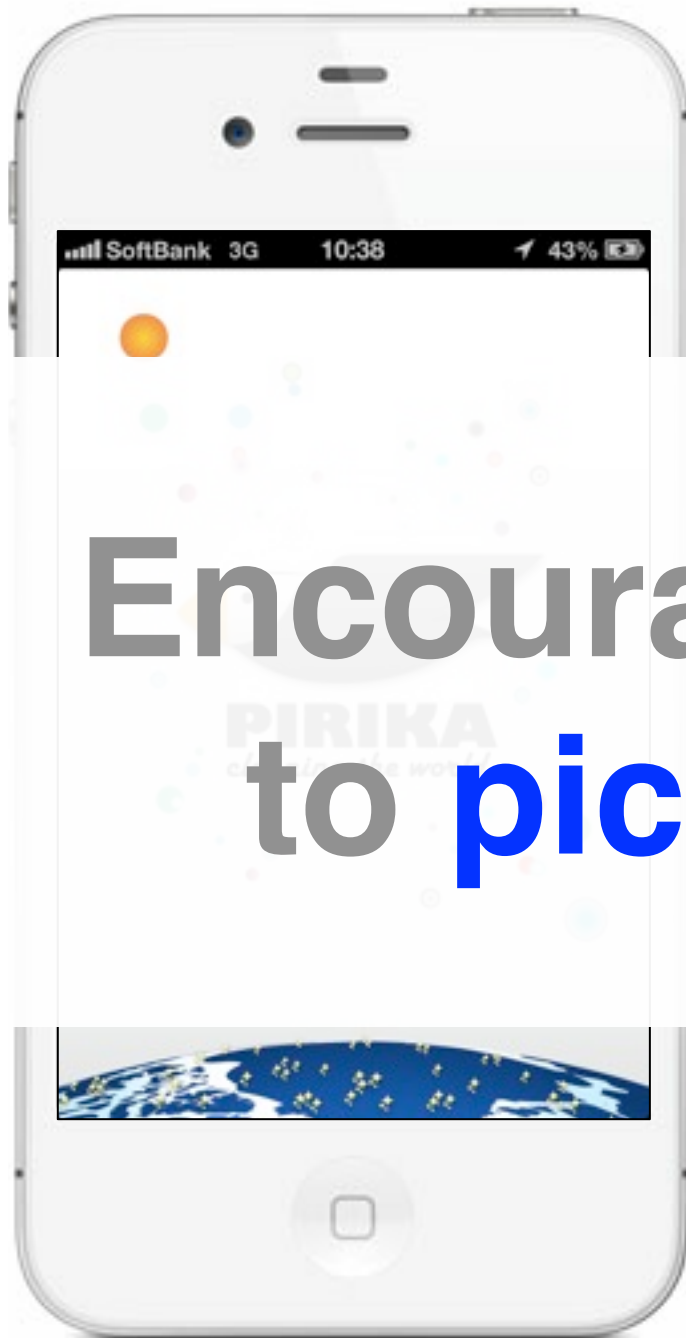




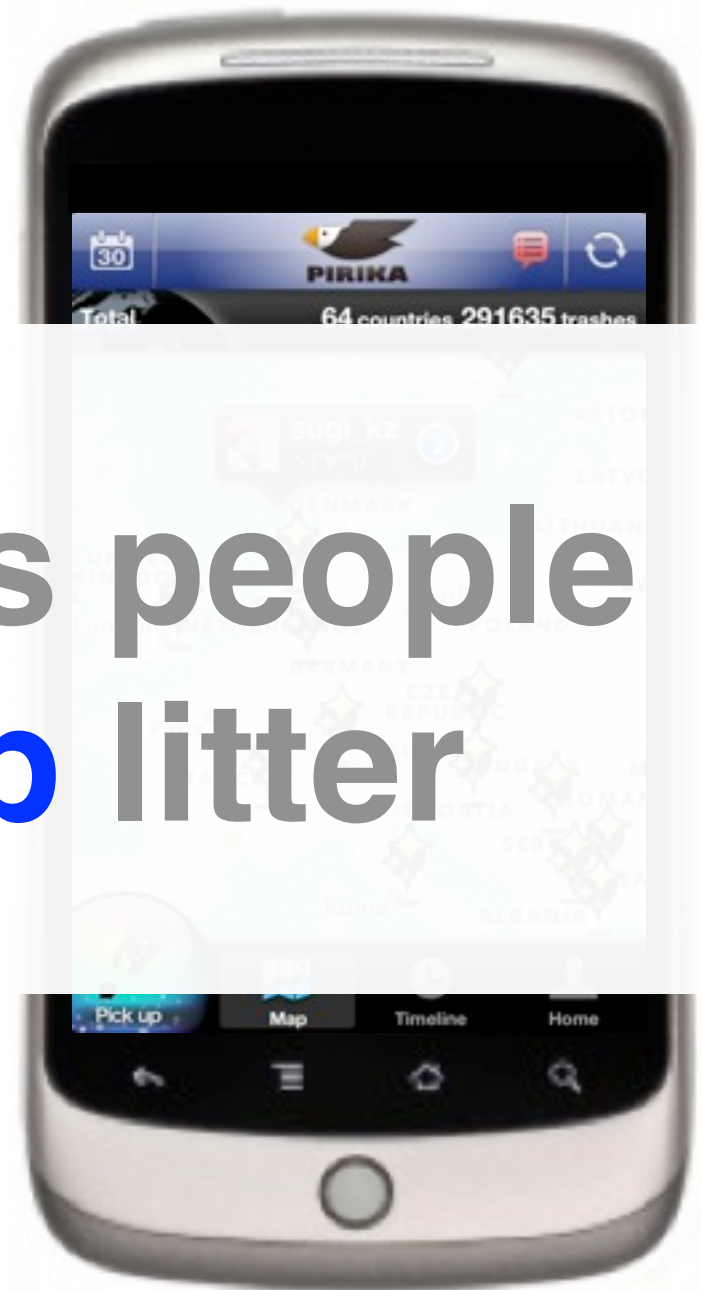
We hate **littering**







Encourages people
to **pick up** litter

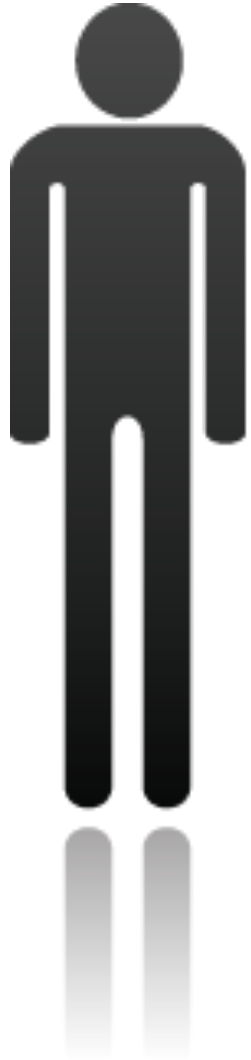




By harnessing the
power of social network

How it works?

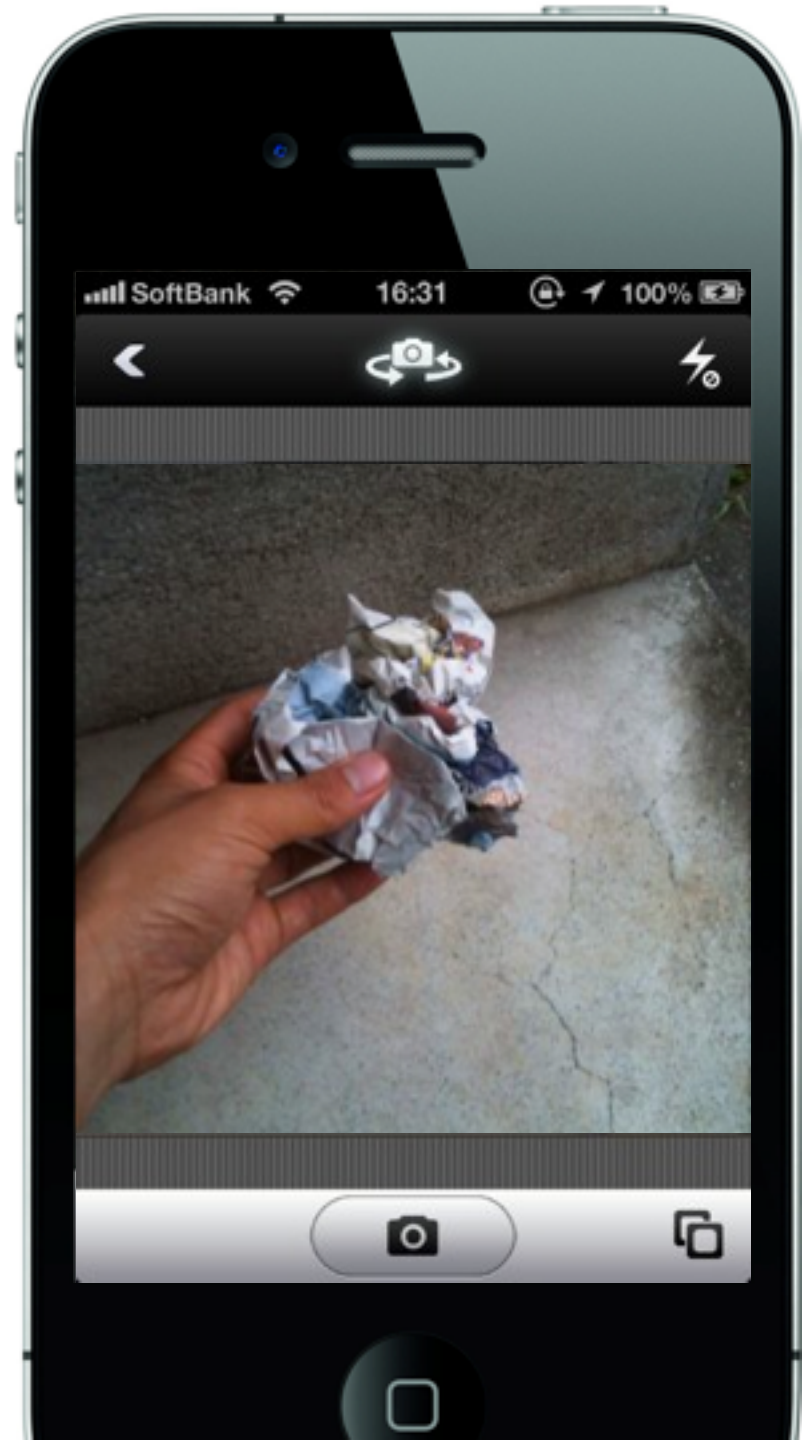
Find litter



Pick up



Take a picture



Share



Throw away





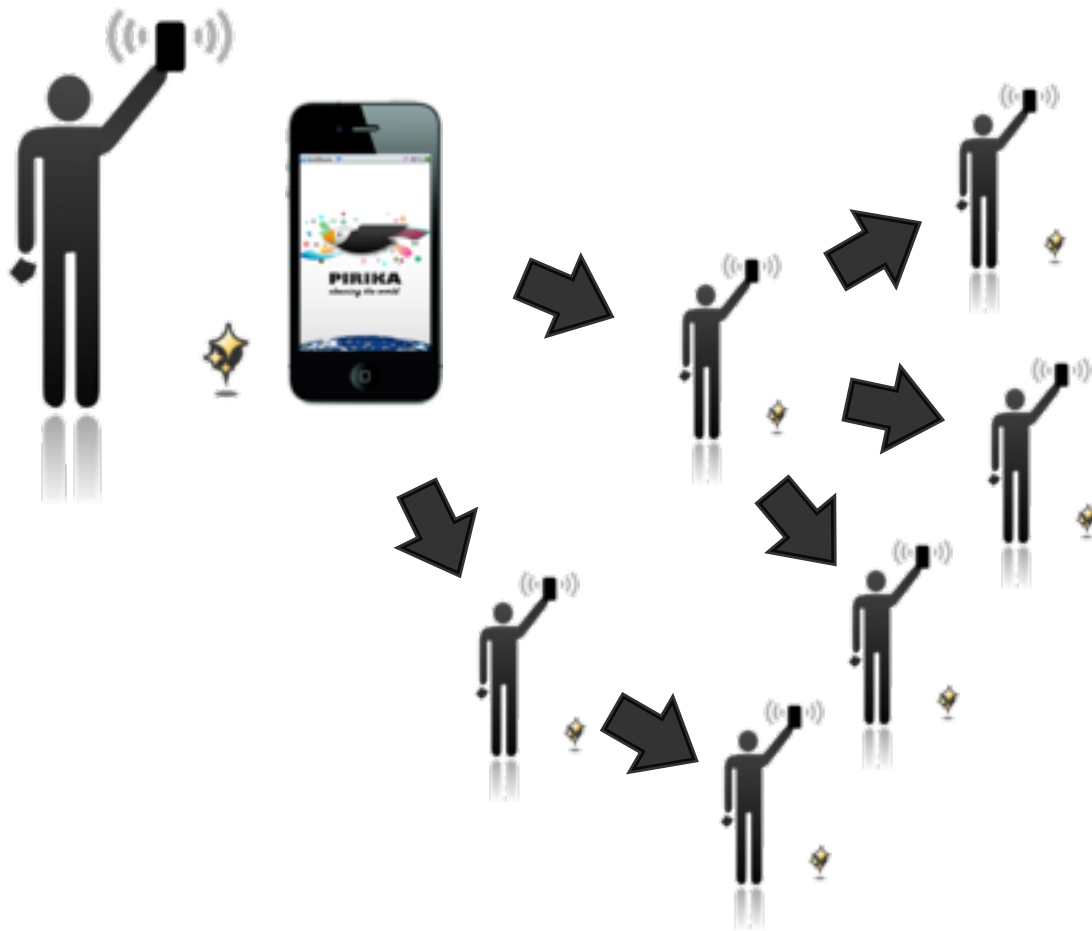
Your good deed is
rewarded by



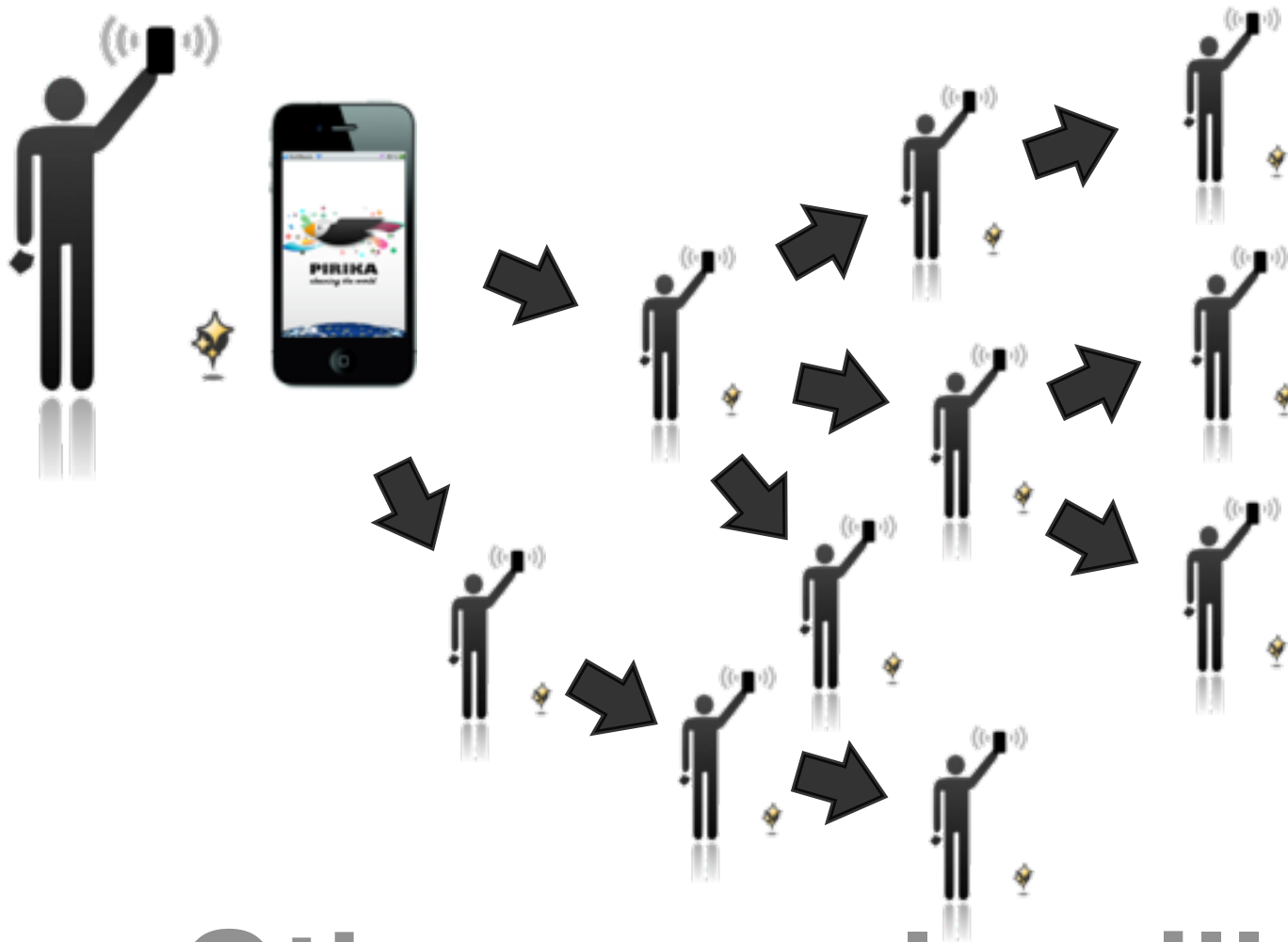
Your good deed is
rewarded by **“likes”** and
“comments”



Other people will be
encouraged



Other people will be encouraged to **do the same**



Other people will be
encouraged to **do the same**



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A term of picking up
3,000 pieces of litter

2011 : 8 month

A term of picking up
3,000 pieces of litter

2011 : 8 month

A term of picking up
3,000 pieces of litter

2011 : 8 month

2013 : 24 hours

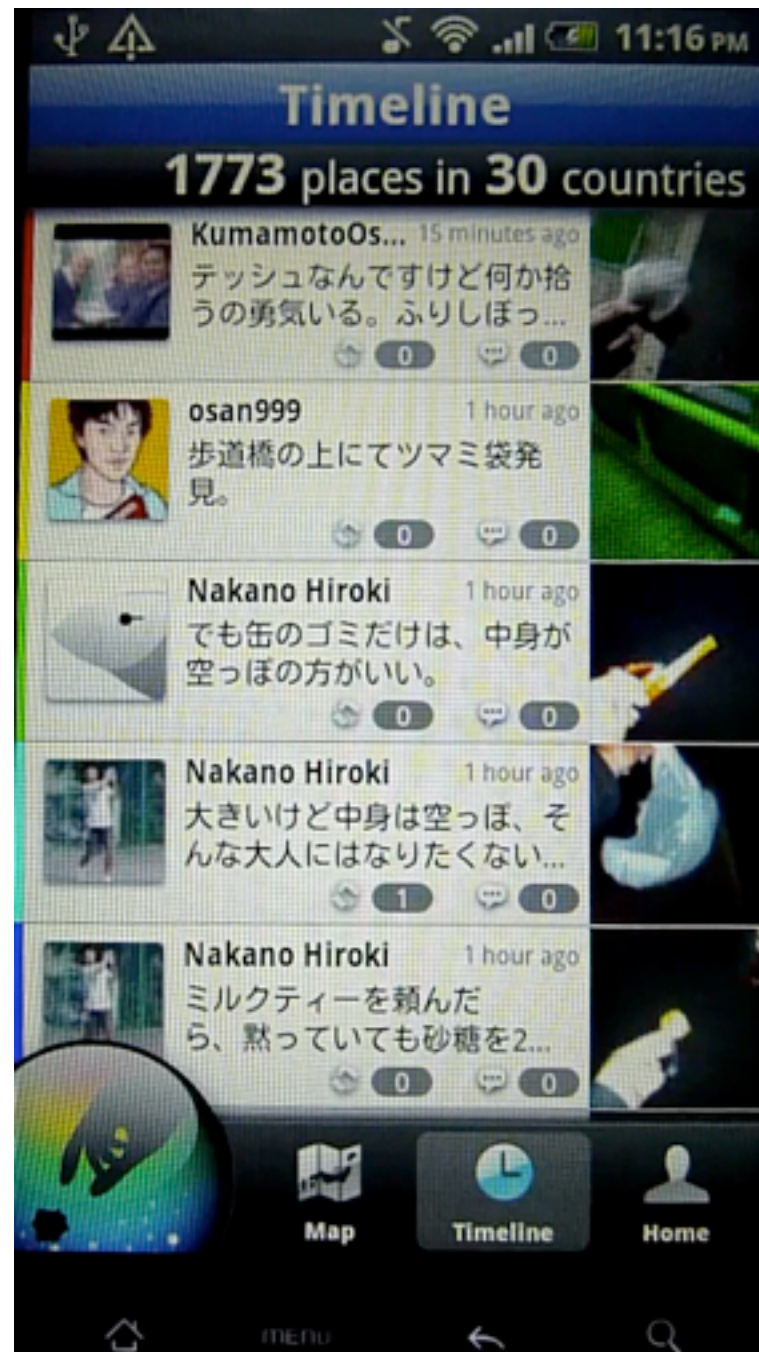
300,000
pieces of litter
were picked up

300,000
pieces of litter
were picked up



in **64** countries

Timeline



Map



Monthly pick ups

(pieces)

10x

1 year

A large, thick orange arrow pointing diagonally upwards and to the right. The arrow is positioned in the lower right quadrant of the image. The text '10x' is located above the arrow's shaft, and '1 year' is written along the shaft of the arrow.

Monthly pick ups

(pieces)

1,000x

2 years

A large, thick orange arrow pointing diagonally upwards and to the right, spanning most of the width of the image. The text '2 years' is written in white along the arrow's shaft.

Our goal by 2016

To reach
100 million
pieces of litter

Business model

Business model

1. Corporate sponsorships
2. Support promotion of CSR
3. Reports and consultations to local governments

Business model

1. Corporate **sponsorships**
2. Support promotion of CSR
3. Reports and consultations to local governments

Our sponsors



Our sponsors

Gaining **new sponsors**
once every 2 months



Business model

1. Corporate sponsorships
2. Support **promotion of CSR**
3. Reports and consultations to local governments

About CSR in Japan

- **85%** of public companies practice cleaning up activities in Japan.
- But for most of companies, they lack resources and awareness for CSR activity promotions.
- They are hardly introduced or update

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- 85% of public companies practice cleaning up activities in Japan.
- But for most of companies, they lack resources and awareness for CSR activity promotions.
- They are **hardly introduced or update**

Visualize the clean up activity in **30 seconds**

The screenshot shows a web form for reporting clean up activities. The header features the PIRKA logo and the text '録画サーフィン連盟'. The form is organized into several sections on the left with corresponding input fields on the right:

- ゴミの量をカウント** (Count the amount of trash): Three trash bag icons with labels '30L', '45L', and '90L'. Below each icon is a text input field, all containing the value '10.5'.
- 参加人数** (Number of participants): A text input field containing '1'.
- 総時間** (Total time): A text input field containing '1'.
- コメントの入力** (Comment input): A large text area containing the message '今日はいつもより少し多めの25人が参加しました！'.
- 写真のアップロード** (Photo upload): A button labeled '写真を選択' (Select photo) and a note '500px までの JPEG もしくは PNG'.
- 位置情報の入力** (Location input): A map interface with a search bar at the top and a '検索' (Search) button. A yellow location pin is placed on the map.

At the bottom of the form is a large '投稿' (Post) button. The footer contains the text 'PIRKAについて サポート ブログ 求人 利用規約' and '©2013 PIRKA'.

Fill out the easy forms and to post pictures of the activities.

Visualize the clean up activity



鎌倉サーフィン連盟

ゴミの量をカウント

30L

45L

90L

10.5

10.5

10.5

参加人数

——

総時間

——

コメントの入力

今日はいつもより少し多めの25人が参加しました！

写真のアップロード

写真を選択

500px までの JPEG もしくは PNG

位置情報の入力

住所、郵便番号から入力

検索



投稿

PIRIKAについて サポート ブログ 求人 利用規約

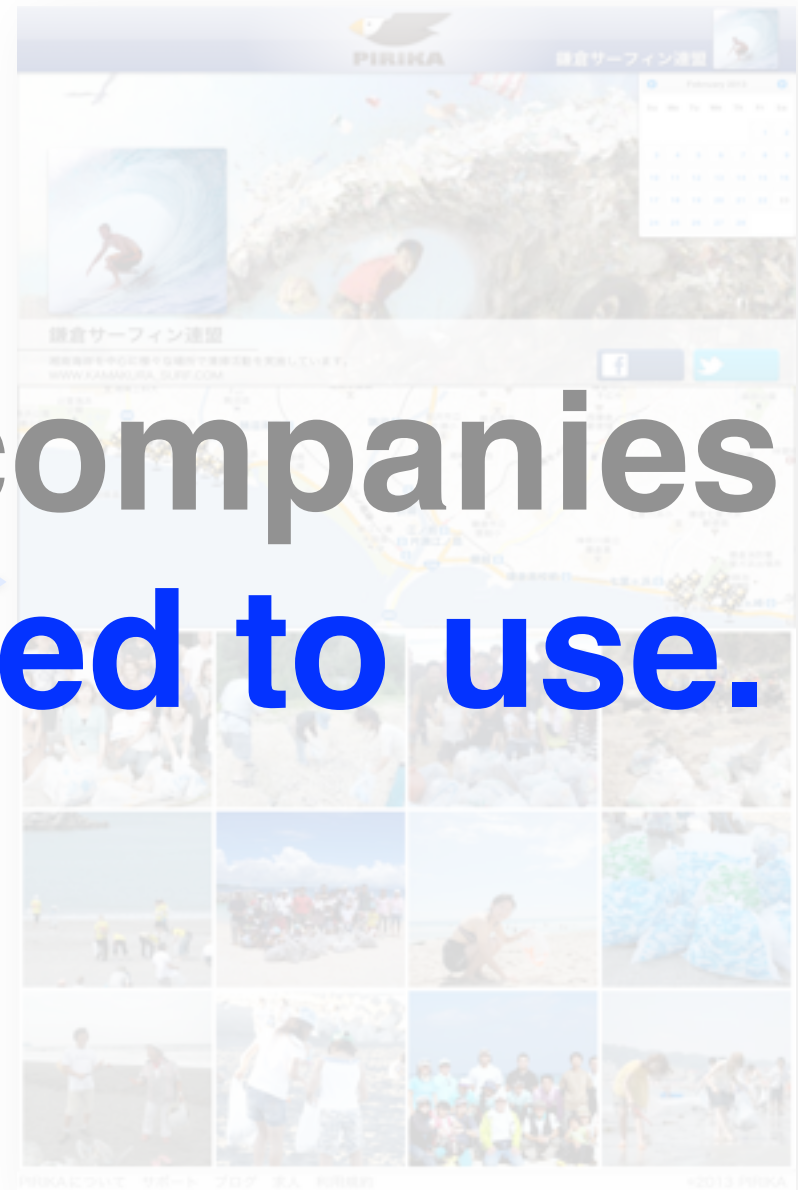
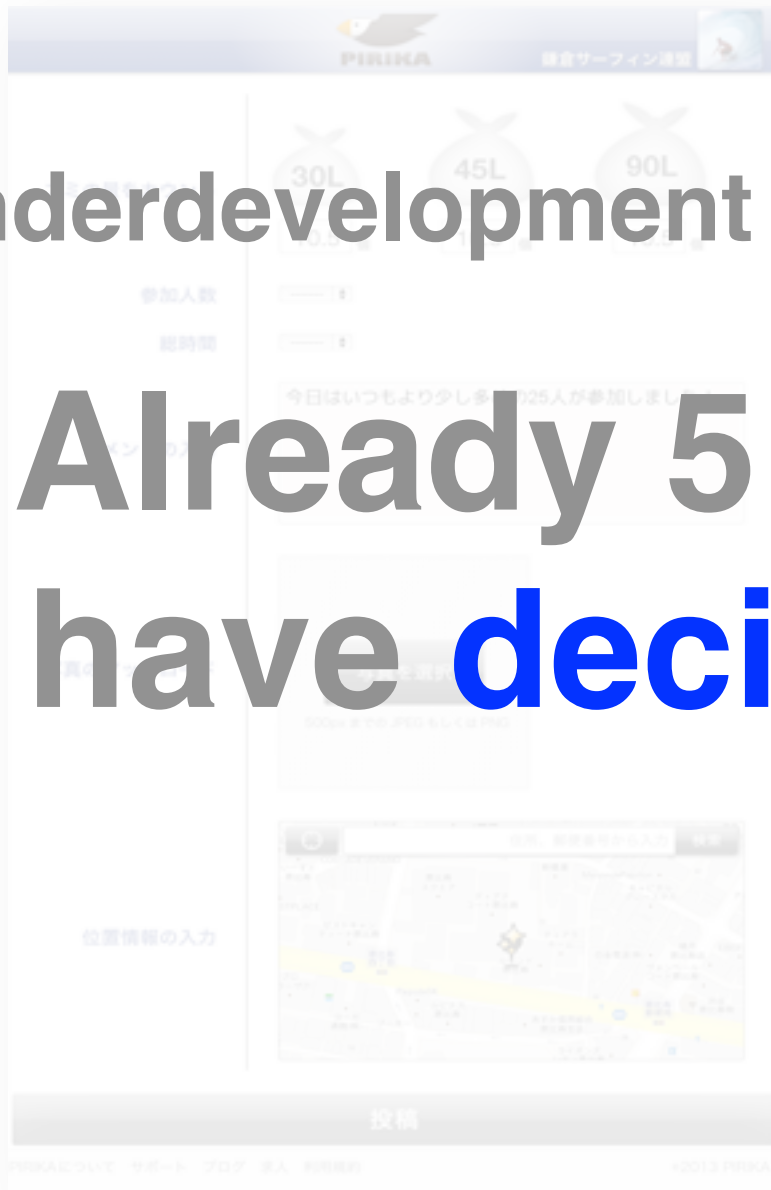
©2013 PIRIKA



Visualize the clean up activity

Underdevelopment

Already 5 companies
have **decided to use.**



Business model

1. Corporate sponsorships
2. Support promotion of CSR
- 3. Reports and consultations**
to local governments

Means of cleaning up the cities by **local government**

- Make laws
- Campaign
- Patrol
- Locate poster or signboard
- etc...

Way of cleaning up the cities by local government

- No cost-effective way to measure
- Make laws
- Campaign
- Patrol
- Locate poster or signboard
- etc...

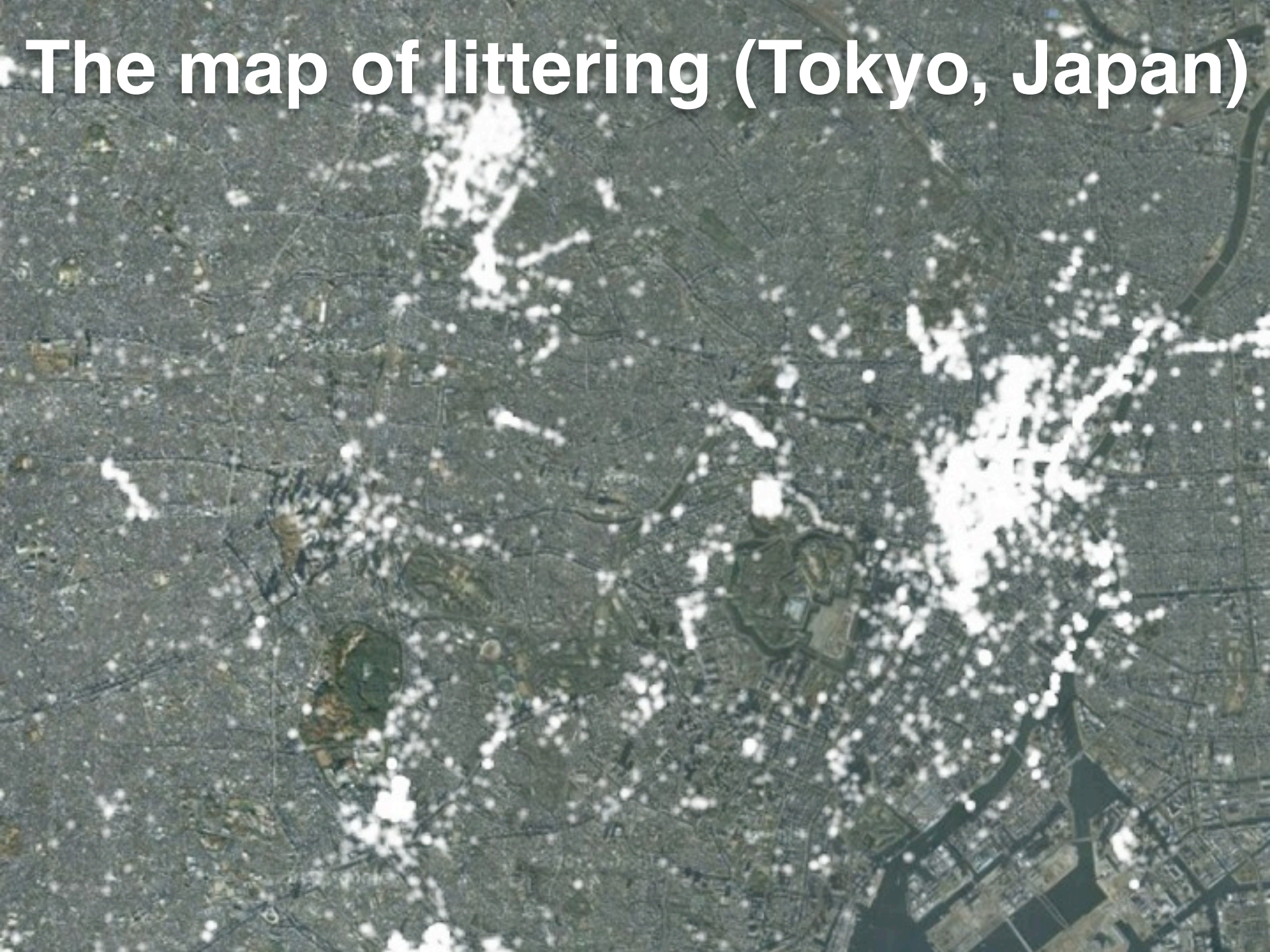
Way of cleaning up the cities by local government

- No cost-effective way to measure
- Make laws
- Campaign
- Patrol

- Locate poster or signboard
- Field analysis costs about 100,000 dollar per year.
- etc.

PIRIKA's Data

The map of littering (Tokyo, Japan)



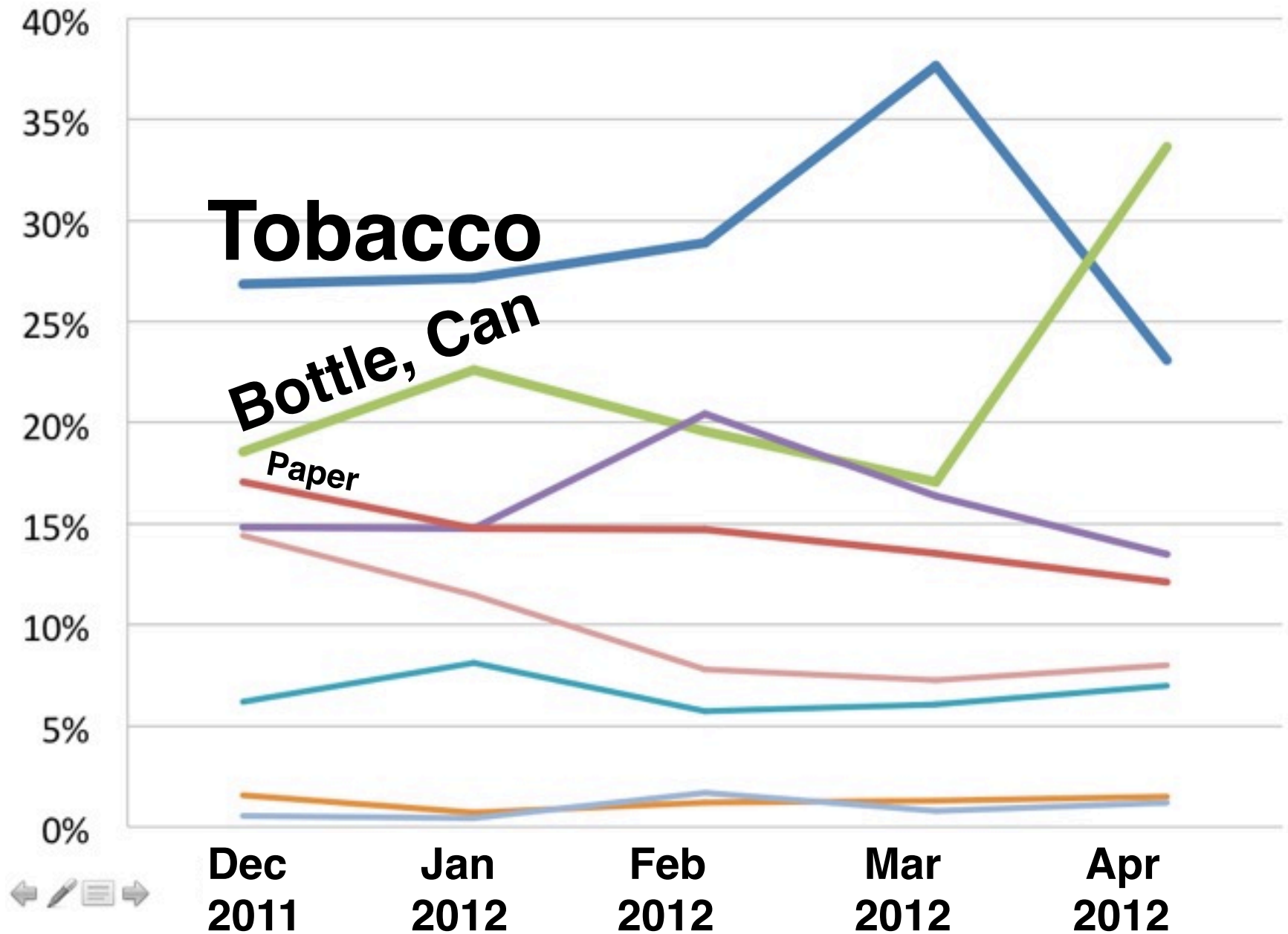
The map of littering (Tokyo, Japan)



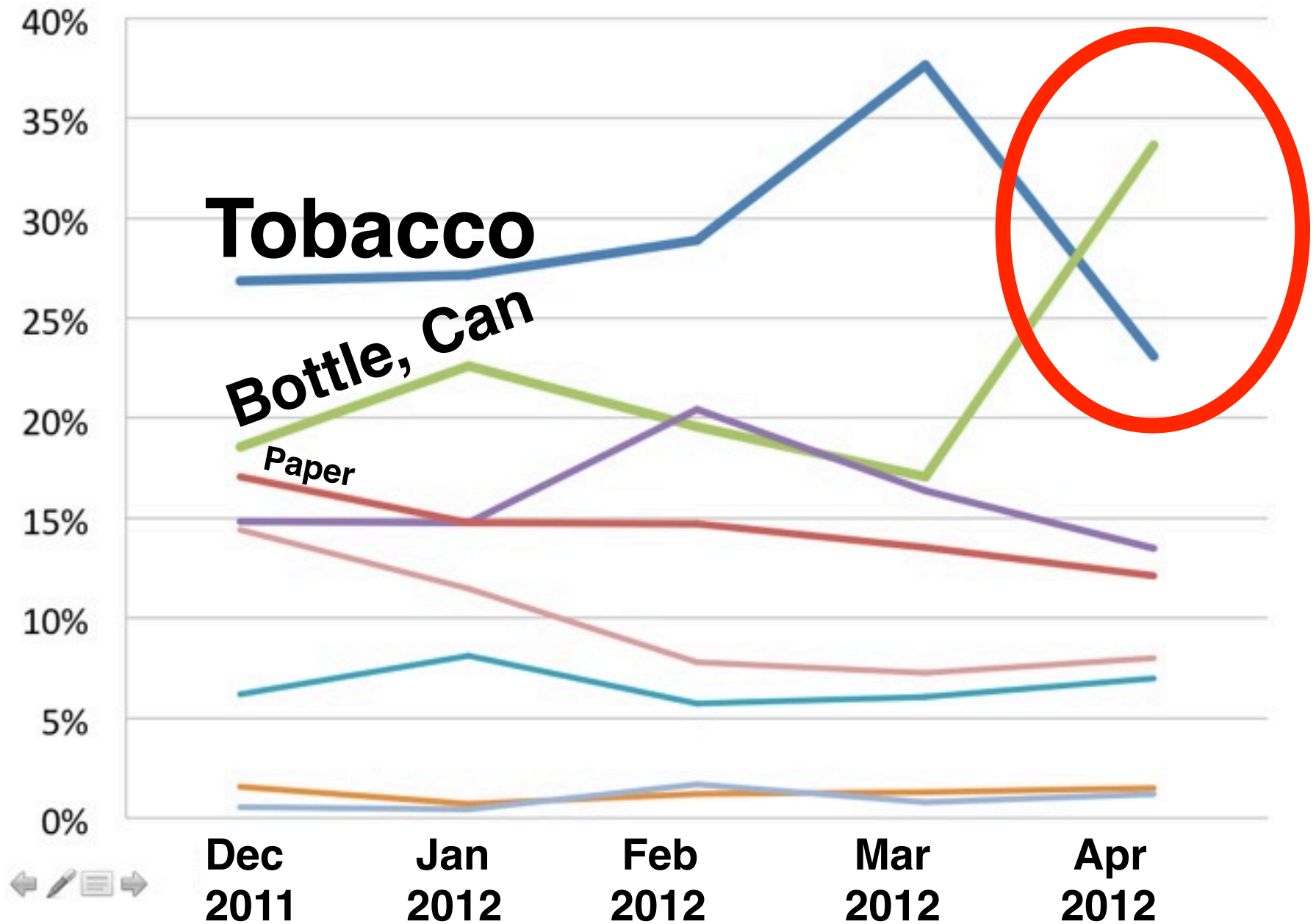
The map of littering (Tokyo, Japan)



Proportion of each kinds of littering



Proportion of each kinds of littering



Cherry blossom viewing



Cherry blossom viewing



How to realize no littering society.

1. Encourage individuals and corporations.
2. Cooperate with local governments

How to realize no littering society.

1. Encourage individuals and corporations.
2. Cooperate with **local governments**

Join us!!

1. We are looking for **new sponsors**.
2. Let's **download** PIRIKA and pick up litter right now :D

info@pirika.org