



# Connecting People, Protecting the Planet.

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verdederos



info@verdederos.com



verdederos.com



Jiri Dolan, Michaela Dolan

# More Than a Journey – A Personal Mission for Change

We never planned to become “the couple that picks up trash around the world.”

But one day, while traveling, we couldn’t ignore what we saw — plastic on the beaches, waste in the forests, and silence around the issue. So we started picking it up. We filmed it. And to our surprise, people cared. Our videos went viral. Politicians reached out. Volunteers joined.

**That’s when we realized: sharing what we do matters just as much as doing it.**

It was never just about the trash — it was about activating people. So this summer, we took it further.

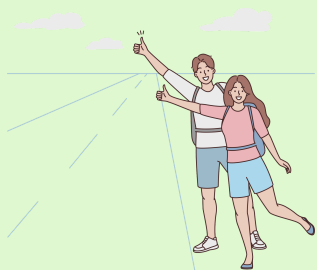
We hitched across Europe — 4,781 km, 12 countries, 15 cleanups — to prove that you don’t need a big budget to make a big difference. Just a message that resonates, the courage to act, and the willingness to connect.

**Hitch for Change was more than just a travel journey.**

We blended sustainable travel, environmental action, and community engagement to create real impact. By hitchhiking and carpooling, we reduced emissions and met incredible people along the way. By organizing cleanups, we removed waste — and showed that change can start anywhere, even by the side of the road.

We’re not influencers. We’re not tourists. We’re people who believe that how we travel, what we consume, and how we act — matters.

And this journey changed us. We hope it changes something in you, too.



**4781 km**  
hitchhiked



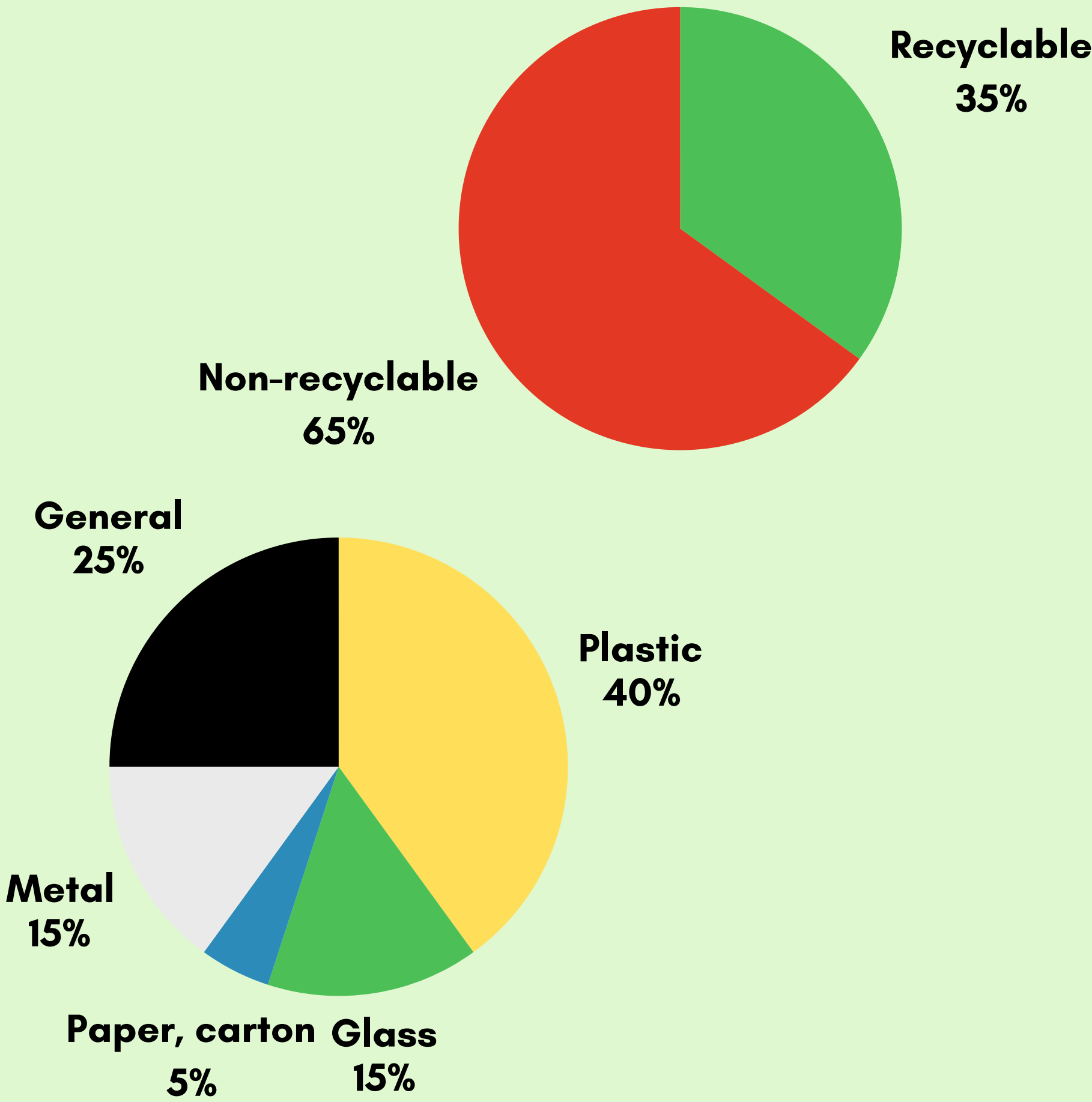
**119**  
volunteers



**617 kg**  
of trash

# Trash Statistics

Date	Place	Volunteers	Trash (kg)
10.6.	Luxembourg	7	27
14.6.	Gent	2	13.5
17.6.	Amsterdam	6	9
23.6.	Copenhagen	8	16
28.6.	Jönköping	4	39
2.7.	Stockholm	6	32
5.7.	Turku	2	1
6.7.	Helsinki	38	57
11.7.	Tallinn	5	32.5
13.7.	Riga	5	28
17.7.	Vilnius	9	83
20.7.	Warsaw	9	93
25.7.	Berlin	8	63
27.7.	Prague	8	99
small personal cleanups			26





# Commentary

The picked up trash mainly consisted of plastic items like bags, packagings and PET bottles. We were also regularly finding clothes. Nevertheless, the most frequent find were without any doubt the cigarette butts and tobacco pouches.

It is noteworthy to say that in countries with deposit system for some specific types of waste like cans, PET bottles or glass bottles, these items were very rare find which only confirms that the system works.

Unfortunately, the majority of the trash was not recyclable not only due to its nature but also due to contamination by dirt and its age and varying state of decomposition.

Most of the European countries, we visited, are on the same level in terms of general contamination with exception of Baltic countries – Estonia, Latvia and Lithuania which are definitely cleaner. Even the number of cigarette butts was lower.

All events were very similar in the terms of their organization. The information about the events were shared through our social media channels and channels of our partners. Plus, we shared the invites through platforms Facebook (local groups) and Couchsurfing (local hosts and visitors).

Every event started with a short talk about the contamination, the reasons behind the project and we also explained basic safety rules and how will we separate the trash, then 60-90 minutes cleanup followed by photo together and some content creation. The only exception was Helsinki where we organized 4 hours long cleanup with a station where people passing by could take the cleanup equipment and after a short briefing were set to go into a designated area (island Tervasaari and its surroundings) and after that brought what they picked up which is why in the final photo are only the last volunteers, not all 38.

We were incredibly happy to see the enthusiasm in all the volunteers many of whom had a change of the view of the overall contamination. Many volunteers in different place said in the beginning something like “I don't we will pick up a lot of trash, this place is always very clean” only to find out the sad reality if you look a bit closer and really focus on looking for trash.

Overall, we succesfully showed the necessity of working together for better and cleaner future, promoted the sense togetherness and hope.

Misha and Jirka! Inspiring couple!

They're organising a whole Europe trip, to pick up as much trash as possible in big cities. These people are influencers. Because of their huge following on Instagram and Tiktok but mostly because they influenced me. Next time that I see a straw I'll think twice before I walk past it. Passionate people are always the best people to talk to and yes, I found them in Misha and Jirka. And except for being inspiring, of course they're very fun 😊! And easy going 😊! And cool 😊! See ya in another city : )

**Cecile, Amsterdam**

Who thought picking up trash could be so much fun' 😊 I luckily stumbled upon Micha and Jorge's event here on CS prior to their organised cleanup in Copenhagen. Curious I decided to take the chance and join, and I'm very happy I did!

**Oscar, Copenhagen**



Luxembourg



Gent



Amsterdam



Copenhagen



Jönköping



Stockholm



Stockholm





## Helsinki



## Tallinn



## Riga



## Vilnius



## Warsaw



## Berlin



## Prague





# Thank You to Our Partners

This journey would not have been possible without the generous support of our partners.

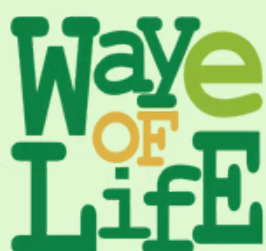
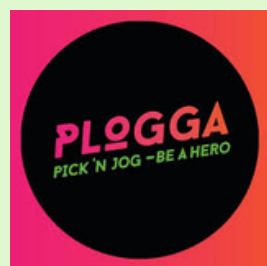
Thank you for helping us turn an idea into impact.  
Together, we didn't just clean places – we inspired people.  
We're deeply grateful for your trust, your partnership, and your commitment to a cleaner and more conscious world.

Let's keep creating change – one step, one story, one cleanup at a time.

## Powered by:



## Local partners:





# What's next...

Our journey doesn't end here.

As every year, we plan to celebrate World Cleanup Day with a public event – this time likely in Prague. We're also preparing a smaller community cleanup in Rome, and will continue our journey through Greece and Albania, where we aim to explore local environmental challenges and engage new volunteers.

Later this year, we'll return to Mexico, where we'll organize a series of cleanups in collaboration with local schools and businesses.

**Our mission remains the same: to inspire people to play an active role in changing how we treat the planet through action, connection, and education.**

We also plan to continue hosting workshops and talks in schools, because we believe that education is the foundation for lasting change.

Let's keep cleaning, connecting, and creating impact – together.