

Wednesday 9th of September 2020



**Norner joins The Alliance to End Plastic Waste in
ALL_TOGETHER GLOBAL CLEANUP effort to rid the world of litter**

A global network of volunteers honors World Cleanup Day beginning September 19

Norner AS is partnering with the [Alliance to End Plastic Waste](#) (the Alliance) to extend its efforts to lessen the impact of litter on the environment. In celebration of World Cleanup Day 2020, Norner will participate in the **ALL_TOGETHER GLOBAL CLEANUP**, a global initiative to remove litter, one piece at a time from the environment. The pickup efforts and results will be monitored in the world's largest open accessible litter-database by using mobile phones and the inspiring Litterati app, to be used when you are out walking.

For the 5th year in a row Norner is arranging our Beach Cleaning Campaign. We have earlier managed to remove about half a ton of litter during an evening's effort in the spring with our employees, local customers and business partners. This autumn we want to achieve more and at the same time do it safe where we take necessary Covid-19 measures.

"We work annually in more than 30 countries all over the world with innovation projects for our customers to realize the UN Sustainability Development Goals and develop the circular economy. During the last years our projects have contributed in more than 60 countries. As a leading, global competence partner, we are honored to work with the Alliance to End Plastic Waste and join the [#AllTogetherCleanup](#) to show how we as individuals can have a major impact when we work towards the same goal. This autumn we want to make it Covid-19 safe to remove litter. At the same time, we measure the results of the efforts in a national and international context by the user-friendly [Litterati app](#). Individuals or small groups of colleagues, friends and family can use Litterati when they are outdoors and immediately register the items they pick up by just taking a picture with their mobile phone. Then you will be able to see the results on the world map in an openly accessible database where artificial intelligence is used to interpret the images that are uploaded and identify the litter you have cleared. We all have a role to play in protecting our environment, and we look forward to seeing what we globally can achieve together in a few weeks' efforts.", says Thor Kamfjord, Director Sustainable Development at Norner.

Beginning on World Cleanup Day 2020 (Saturday, September 19) and extending for the ensuing two weeks, volunteers from the Alliance, employees of participating member and non-member companies, partners and individuals around the world will rally to discover, identify, collect and dispose of any litter they find. Leveraging the global network of the Alliance's nearly 50 members, the **ALL_TOGETHER GLOBAL CLEANUP** expects to educate more than one million individuals about the importance of litter clean up. The two-week window to participate in the **ALL_TOGETHER GLOBAL CLEANUP** gives participants the choice to take part when they are comfortable in doing so and physically distanced given their local communities' Covid-19 safety guidance.

[Litterati](#), winner of the Alliance and Plug and Play's incubator program in the United States, developed the app that serves as the centerpiece to unite **ALL_TOGETHER GLOBAL CLEANUP** participants. The Litterati app allows for pickup efforts to be monitored with concrete data, which in turn makes it possible for changes of lasting impact—from behavioral shifts to corporate packaging changes and more. Litterati uses artificial intelligence technology to identify the litter captured in geo-tagged photos. All participants will use the app to upload photos of each piece of litter collected in order to measure and track participation throughout the two-week campaign

To participate in the 2020 **ALL_TOGETHER GLOBAL CLEANUP**, download Litterati from the [App Store](#) or [Google Play Store](#), open the app and enter the code: "CLEAN." Volunteers use the camera in the Litterati app to take photos of the litter collected one piece at a time.

Further supplementing these efforts, award-winning youth and education initiative [TED-Ed](#) has created virtual lesson plans and videos about the issue of litter in the environment. The video-based lessons will be available on TED-Ed's free and award-winning educational platform and translated into several languages. Visit [AllTogetherCleanup.org](#) to access the TED-Ed lesson plans and videos.

"We encourage Norner employees, our customers, partners, friends and families to participate as individuals and in small groups to the clean-up campaign and help spread the word about **ALL_TOGETHER GLOBAL CLEANUP**. Our actions, bolstered by measurement over the two-week period, will help create positive change in the effort to rid the planet of litter and provide insight so that solutions can be developed. Litter in the environment is a national and international challenge that needs both local and international solutions. We look forward to making a significant impact after office hours, while during working hours we develop new insights and improved solutions together with our national and international customers. Norner's clean-up campaign will run until this year's [Norwegian telethon](#) raising funds to tackle plastic pollution at the source by establishing and improving waste management systems in Asia. Those who want to join us to make an extra two weeks effort in #AllTogetherCleanup can use our participant code "VERDANDE" throughout the period from 19. September to 18. October. Verdande is one of the three goddesses of fate that our Norner name is inspired by. She represents "what is about to become" and #AllTogetherCleanup is one of our contributions to making the world litter-free. ", says Kjetil Larsen, CEO Norner.

"The scale of the global litter challenge can feel daunting, but growing participation in World Cleanup Day has demonstrated that individuals are eager to do their part," said Jacob Duer, President and CEO, Alliance to End Plastic Waste. "Through the **ALL_TOGETHER GLOBAL CLEANUP**, the Alliance and our members are determined to further reduce litter in our mission to end plastic waste in the environment. With the help of Litterati and TED-Ed, organizations and citizens around the world can truly come together and be part of a global movement for collective impact."

Please visit the following links for more information about the [Alliance to End Plastic Waste](#) and the [ALL TOGETHER GLOBAL CLEANUP](#).

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About Norner AS

Norner is a Global market leader of industrial polymer R&D services based in Norway where we operate an advanced technology centre for development and testing. We strive to fulfil our vision of being the Polymer Explorers for our clients through a full service-portfolio of R&D, laboratory and strategic advisory based on 40 years of industrial experience. Our key customer segments are petrochemicals, energy, packaging, building and infrastructure and health care. We contribute to increased profitability and improved sustainability for our clients and cooperate with the whole value chain to enable the UN Sustainable Development Goals and a plastics circular economy.

About ALL_TOGETHER GLOBAL CLEANUP

ALL_TOGETHER GLOBAL CLEANUP is a global initiative launched by the Alliance to End Plastic Waste and its members in celebration of World Cleanup Day. On World Cleanup Day, September 19, and for two weeks following, the Alliance, employees of participating member organisations, non-member companies, other partners and individuals around the world will take to their communities through the ALL_TOGETHER GLOBAL CLEANUP to remove litter from the environment, one piece at a time. The Alliance member companies participating in the 2020 ALL_TOGETHER GLOBAL CLEANUP include: Avient, BASF Corporation, Berry Global Group Inc, Braskem, Charter NEX Films, Chevron Phillips Chemical, EQUATE, Esenttia, Formosa Plastics Cooperation, LyondellBasell, Milliken & Company, **Norner**, NOVA Chemicals, Novelex, Pregis, SABIC, Sasol, SCG, Shell, Sinopec, Storopack, Suez, Sumitomo Chemical America Inc and Tomra.

About the Alliance to End Plastic Waste

The Alliance to End Plastic Waste is an international nonprofit organization partnering with government, environmental and economic development NGOs and communities around the world to address the challenge to end plastic waste in the environment. Through programs and partnerships, the Alliance focuses on solutions in four strategic areas: infrastructure, innovation, education and engagement, and clean up. As of August 2020, the Alliance has nearly 50 member companies and supporters representing global companies and organizations across the plastic value chain. For more information, visit: www.endplasticwaste.org

About Litterati

[Litterati](#) is on a mission to eradicate litter. Now in 165 countries, the Litterati community identifies, maps, and collects waste, resulting in an Open Litter Database - the largest of its kind. They are backed by the National Science Foundation and have been [highlighted at TED](#).

About TED-Ed

[TED-Ed](#) is TED's youth and education initiative. TED-Ed's mission is to spark and celebrate the ideas of teachers and students around the world. Everything we do supports learning — from producing a growing library of original animated videos, to providing an international platform for teachers to create their own interactive lessons, to helping curious students around the globe bring TED to their schools and gain presentation literacy skills, to celebrating innovative leadership within TED-Ed's global network of over 600,000 teachers. TED-Ed has grown from an idea worth spreading into an award-winning education platform that serves millions of teachers and students around the world every week.

Attachments:

- Photo of Kjetil Larsen, CEO Norner
- Photo of Thor Kamfjord, Director Sustainable Development
- LOGO files for Norner and The Alliance to End Plastic Waste

