

# Clean-Up Tour



ILLUSTRATION & DESIGN BY KANULART © 2020



## Review of the 2020 edition

### Key figures of the Clean-Up Tour 2020

- 661 Participants
- 2'730 Kilograms of waste collected
- 22 Collection operations
- 33 Participants on average
- 20 Organisers
- 13 French-speaking destinations
- 4 German-speaking destinations
- 3 Italian-speaking destinations



Photo 2: © urbanengelperspectiva



Photo 1: © Damien Bozzini

### Organisers 2020

Freeride World Tour, the Vallorbe branch of the Swiss Alpine Club, Engadin St. Moritz Mountains, Ski Club Alpina St. Moritz, Anniviers Tourisme, Vercorin Tourisme, Association Touristique Porte des Alpes - Les Diablerets, Région Dents du Midi, Télécharmey, Davos Klosters Mountains, Parco Val Calanca, Ente Turistico Regionale del Moesano, Valbianca SA, Verbier E-Bike Festival, POW Switzerland, Andermatt Swiss Alps, La Robella Val de Travers, Birtel Biermanufaktur, 7Peaks Brasserie, Veysonnaz Tourisme, Crans-Montana Aminona SA ski lifts, PICTURE Organic Clothing, The Swiss Hang Gliding and Paragliding Association and the Jaman section of the Swiss Alpine Club.

## Communication and Media

### The Clean-Up Tour on social medias:

- 90 posts on social medias (LinkedIn, Facebook and Instagram)
- 10'717 Interactions with FB and IG posts (2'239 IG likes and 8'478 FB interactions)
- 109'532 Coverage of posts on social medias (29'220 IG impressions and 80'312 FB reach)

### The Clean-Up Tour in the medias:

- 4 Radio interviews (RTS La 1ère, Radio Lac, Radio Chablais, Rhône FM)
- 7 Press articles (Le Nouvelliste, Swiss Glider Magazine, Nau.ch, etc.)
- 2 TV reports (RTS Forum des Idées, NUOVO RSI)

### Media partnership with Tamedia AG:

- 8 national editions of the daily newspaper «20 Minuten».
- 5mio of contacts
- Visibility in the other titles of the Tamedia group
- Visibility via mobile apps «20 Minuten», «20 minutes» and «tio.ch».

Press review: [www.cleantour.ch/medias](http://www.cleantour.ch/medias).



Photo 4: © Loïc Bourrit



Photo 5: © Scott Visuals



Photo 3: © Damien Bozzini

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