



# Waye of Life

---

## PROFESSIONAL PLOGGER

---



A positive adventure together  
**Presentation Pack**



# Hi, I'm Paul

Let me introduce myself!



Paul Waye, 57  
Haarlem, NL

Born in England ← (Hartfield) - the village of Winnie-the-Pooh!  
Dutch citizen  
Family: Karin (my wife), Finley (22), Maia (18)

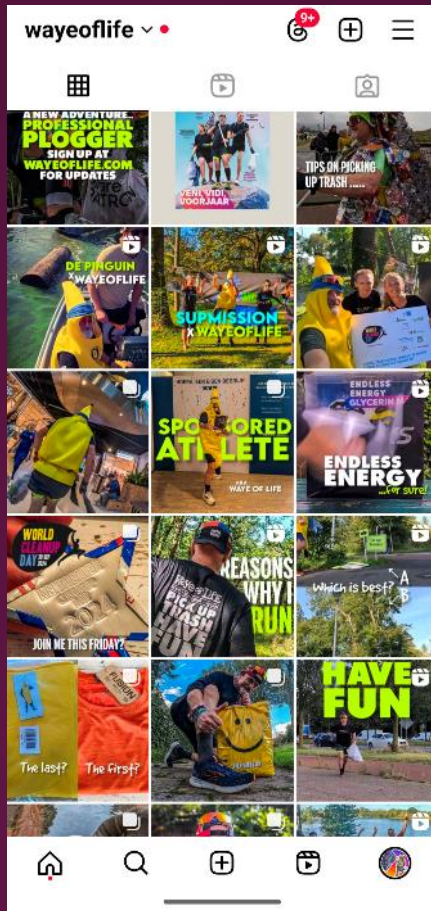
IT professional for over 30 years ([LinkedIn](#))

I suck at life, but I am good at 3 things  
**PLOG • RUN LONG • VEGAN**

Running since 1980 ← 4,000km a year  
Plogging since 2011 ← 40,000 liters of trash each year  
Vegan since 2019

# The Waye of Life Challenge

*If you do only one thing, please do this*



You are not sponsoring a new venture.  
You are sponsoring a person who has been actively doing this for over a decade.

## THE CHALLENGE

1. Go to [www.instagram.com/wayeoflife](https://www.instagram.com/wayeoflife),
2. Close your eyes and start scrolling down,
3. Stop at some random point and click on the post,
4. Does it inspire? Make you want to know more?

Every post I make has intent.  
.. has a purpose.  
.. is meant to connect, entertain and inspire.

# What is Plogging?!!

*The importance of a word*

Plogging is 'picking up trash while running'.  
*But it doesn't have to be running – it can be any outside activity.*

- 2011 I did my first official plog;
  - *although I didn't have a word to describe it.*
- 2016 The Swedes came up with the word Plogga;  
*They combined two Swedish words:*
  - *pick up (PLOCKA UP) + jogging (JOGGA)*
- 2019 I committed to picking up trash on every run, bike, swim...
- 2022 Second place at the World Plogging Championships.

*I am the (self-titled) "hardest working plogger in the world"*



*My first official plog  
29 September 2011*

# Social Media

A way to reach people & inspire

*“When you pick up trash you make an impact  
But when people see you doing it, you can make a difference”*

 [Instagram](#)

 [Facebook](#)

 [TikTok](#)

 [YouTube](#)

 [LinkedIn](#)

 [Threads](#)

 [X](#)

 [Strava](#)

 [CSFN](#)



Social Media provides a way to reach a bigger audience.

- gives me a chance to be seen – FOR US TO BE SEEN!

It also keeps me honest;

- Strava proves I pick up on each run.
- CSFN (Clean Something for Nothing) proves how much I collect.

I use social media to;

- bring a positive message to people.
- give people a smile.
- reach and inspire new people.
- show you what I am doing (not what I did 6 months ago).
- keep inspiring existing people.

# A Positive Way(e) to change the world

Taken from my social media posts

Each day we wake up and there's a new horror.  
Another crisis.  
A further conflict.  
I want to bring a positive story to people each day

"One person picking up 1000 pieces of trash is amazing. It's incredible. But I would rather have 1000 people picking up 1 piece of trash"

**PICK UP  
TRASH  
HAVE  
FUN**

**Plugging is not a negative story.  
It isn't against governments.  
It isn't against brands.**

"When you pick up a piece of trash it shows you care.  
You care about the future; our futures.  
How many of the world's horrors would be avoided if we cared about others instead of just ourselves?"

*"Sustainability is all about sustainable actions.  
If you make it fun, you will keep doing it"*

**"When you pick up a piece of trash on your run, you turn it into something that isn't just good for you, but good for us and good for the planet"**

**It is a positive story.  
It is intended to inspire.  
It is intended to help make us realise that we can change the world through our own positive actions.  
And we can have fun doing it.**

***"I pick up trash on every run. That will never change.  
I hope I am running on the last day I am on this planet. And if that happens, I know I will have also picked up trash on that last day too "***

*"Every moment provides an opportunity to inspire"*

# Mission Statement

*Every brand needs a mission statement.. Me? I'm still deciding*

So far.. I think this covers what I am about..

My slogan is **PICK UP TRASH HAVE FUN**

But for a mission statement I want to use;

**HAVE FUN TODAY IN CARING FOR OUR TOMORROWS**

A sustainable future requires change in us all; a collaborative union between governments, companies and society.

As a plogger I focus on inspiring change in our daily behaviours.

As a participant I show that these actions are fun! It is only sustainability if it is sustainable and doing it with a smile is the easiest way to achieve that.

**Tomorrows? Why plural?**

To underline that it is not just to give my family a future, but also to give your family a future.



# The Spark

Every action starts from a reaction

## My first plog

29 Sept 2011

I was running along a Englishcountry lane when I noticed all the trash in the hedgerow.

### The reaction

"If I don't pick it up, then who will?"

### The action

I picked up a handful of trash, made a tweet about it and put it in the bin. 13 years later, I am still doing it.

## Turning Professional

April 2024

I went on a zoom call with my boss and was told "the whole team is being made redundant".

The next day I found the most perfect IT job for me. I applied. I didn't get it.

### The reaction

"If I can't get this job, what am I actually good at?"

### The action

I am GREAT at plogging!  
For a decade I dreamed about becoming a professional plogger. But I never thought it would happen.  
Hang on. This is what I love to do. This is what I am GREAT at. So I took a leap.

## Together we can

Oct 2024

The start of *Way of Life: Professional Plogger*.

Is this our spark to take action together?

But more importantly..



**Let's be the spark to ignite action in people**



# The Overview

*It comes in all sizes - but always positive, always inspiring*

A professional plogger is a sponsored plogger.  
You sponsor me just like you would sponsor a sports person for a year.  
It enables me to do this full time, *and that's where it gets really exciting!!*

- S DAILY** Daily plogs, social media posts, local community engagement. All with your logo in view.
- M COMMUNITY** Supporting other charities, communities for free. Local, national and beyond!
- L SPONSOR DAYS** Sponsor focus days – to use how YOU want! In anyway you like!! *I am so excited about this idea.*
- XL ADVENTURES** The total is greater than the sum of its parts. Each year I will do something truly huge. Something that pushes me further than ever. Something that is ground breaking.



# The Sponsorship levels

In simple terms

YOU SPONSOR ME FOR A YEAR. NO OBLIGATION TO CONTINUE.  
YOU CAN SPONSOR ME FOR ANY AMOUNT

← I want to keep sponsors year on year, but new sponsors will also bring new exposure too



## SPONSOR DAYS

When you invest €2k, or more, you get an additional benefit. For each €1k invested you get a sponsor-focused day.  
€5k = 5 days



## ADDITIONAL REVENUE STREAMS

My focus is on sponsors, but I will take on additional non-sponsored work

- CORPORATE: Stand-alone events (cleanups, events, public speaking).
- COMMUNITY: Patreon/BuyMeACoffee

\* I kinda wanna do that regardless, but this sets it in stone in case a competitor suddenly throws money at me haha

# How you help me

→ Daily plogging is my core business

Put simply, this is what you are enabling me to do! 365 days per year. This is how you support me.

By sponsoring me for a year, you are helping me post each day;  
To reach more people.  
To post more positive stories... DAILY!

But more importantly (for me);

- You help me realise a dream; To do this FULL TIME.

*“If I am able to do all of this during my SPARE TIME,  
imagine what I could do, if I did it FULL TIME”*

I am targetting the same salary that I got on average as an IT guy.  
To put it simply.. I wanna still be able to pay the mortgage.



# How I can help you (Impact Size: S)

*Small impacts that work together to become big*

Good press.

We are not selling products.

We are not asking for change in governments, or companies.

You are just supporting me to do this FULL time to try and inspire people to change, to care, to own.



*Logo on the banana suit!*

- Logo on shirt.
- Daily plogs / social media posts / local community engagement;
  - all with your logo in view.
- Posts and stories focused on you.
- Listed on my website;
  - even if you stop being a sponsor, you will go into a past sponsors section
- Monthly update/newsletter – designed to share with employees.

You will have access to all my media and resources;

- put my canuarydress\* on display in your reception #sponsoredbyus .

\*canuarydress – more on what this is later!

# How I can help you (Impact Size: M)

Hidden benefits that shine

As a sponsored athlete and plogger, I am able to represent you in everything I do;

- Marathons, and other running events.
- Volunteering at parkrun.
- Small to medium scale adventures (canuary, ploguary, ultraplogs).

As a sponsored athlete and plogger, I am able to give my time in supporting others;

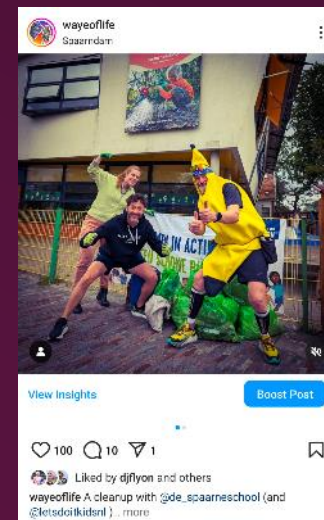
- School visits.
- Cleanup groups and other foundations/charities.
- "made possible through the help of my sponsors"



I'm a regular volunteer at parkrun. The 'banana suit marshal' has been mentioned on popular parkrun podcasts



Supporting SUPmission on a cleanup



School cleanup and visit

# How I can help you (Impact Size: L)

*A custom benefit that you get to decide!*

SPONSOR-FOCUSED days – to make use of how you want! In anyway you like!!  
*I am so excited about this aspect – I want to bring real benefits to my sponsors.*

**FOR EVERY €1K INVESTMENT – YOU GET A DAY OF MY TIME\***

*\*time.. not expenses – so I will invoice things like travel expenses – agreed up front.*

Yep, anyway you want!

*For health week we could convert kms walked into trees – I work with Active Giving for this*



It is all your choice!

# How I can help you (Impact Size: XL)

Extra Large – or EXTRA CRAZY?

From my last 13 years I have learnt one thing.. You need to go BIG and CRAZY

Each year I want to do a ridiculously crazy adventure;

- one that is only possible because of you!
- one that pushes me to the absolute limit!
- one that generates more interest from media and the community.
- one that means more eyes on us – that means a bigger impact.



*“I want to be Kim Kardashian! Because if I can only inspire change in 1% of my followers, having thousands of followers means that 1% is bigger!”*

First up.. **12 STEDEN PLOG**

Haha, you know what I mean!

# 12 STEDEN PLOG

Time to bring plogging to all of NL

12 provinces – 12 capitals

When: **May 2025**

As part of my first sponsorship year

- 1 entire month.
- A marathon a day.
- Plogging the full distance.
- 12 provinces, 12 cities.
- Over 1000km.
- Group cleanup organised in each city.

I will be pulling a beach trolley with all my gear



We hit EVERY regional news agency.

Documentary – I am going to try and find sponsors to fund a film crew\*. I think this adventure deserves to be one of those epic YouTube films that is shown at festivals.

\*This could mean additional main sponsors are listed, but ultimately means more eyes on the adventure and what we are trying to achieve.



In a banana suit?  
Please, someone, talk me  
out of it! TOO LATE!



# Bucket list

Hmm, mine is bigger than a bucket.. Perhaps it is a BIN list?!!

*“When my Rotterdam marathon outfit went viral, I discovered it is possible to break out of the eco-bubble. It just needs passion, creativity, and something that makes people go ‘what the \*\*\*\*?!’ ”*

- 1000PlasticBottleEarthSuit;  
*Next marathon outfit. 1000 plastic bottles picked up as trash and turned into a huge Earth suit.*
- Plog the Stelling Van Amsterdam;
  - Continuous plog 135km.
- Podcast.
- Movie Posters Exhibition.
- World Plogging Championships (Italy – Oct);
  - Travelling by train.
  - I want to become champion at least once.
- Plog Across America;
  - The dream – either 2026 or 2027.
- 100 mile plog around Haarlem;
  - A follow up to my 100km plog.

# What makes my cleanups unique

*What makes it a Waye Of Life cleanup event?*

Every one needs a USP (a Unique Selling Point) to stand out from the rest.  
What is mine when it comes to a Corporate Cleanup?



BE-KIND Cleanup

*A fun reels shared on my socials from the cleanup*

Rather than stick to one group, I run around and made sure I engage with each group.

*So, I could end up running 10km or more*

I help carry back the trash and just have fun with everyone involved.

I film the entire event (for your own use). There are even trophies for most unusual item found!

And naturally, it can include speeches and just hanging out with staff.

As a sponsor, you have this built in. No stress to organise. It is ready for you!

## TRASH TROPHIES



*Each individually numbered and signed/dated*

*I make trophies like this made from trash to give away as a prize (such as for the most interesting piece of trash)*

# Some restrictions

OMG.. Terms and Conditions!

The small print. This is very much a partnership, focused on bringing positive stories and inspiration to the community. For all of these they are an initial starting point. There are no hard and fast rules, but I think these benefit us both.

Some days are too important;

- Earth day, Landelijk Opschoondag, World Cleanup Day, Oceans Day
- These days cannot be reserved as a internal sponsor day. Any reservation needs to consider that it focuses on national exposure.
- These are not days off. Instead I want to give back to the community or make a big post. With ALL my sponsors in sight.

Sponsored days are a day of my time;

- any expenses occurred will be charged separately and I will make these clear up front.
- so that could be travel costs, equipment rental, or if need be, support team– no extra markup.

I work closely with De Groene Lobby who can provide equipment and resources as required

Sponsored days – on these days I am focused on one sponsor. So it could be that I am wearing a different outfit from a brand that only has their logo in view.

First come, first serve;

- if you HAVE to have that day then we will try and discuss with the other booking owner.
- if you don't use your days within the year, you lose them. But this is a partnership so we see what we can do.

After your sponsorship expires;  Really? You are considering stopping already?!!

I still want to recognise you. I will not remove content, but you will move to the 'previous sponsors' section.

This is basically paying for my mortgage. So payment up front – as soon as that logo goes on.. You are in, and in for a year.

# It is a partnership

.. And hopefully a long one!

Bottom line.. You are helping me do this full time.  
Without you I wouldn't be able to do this.

You are not really a sponsor, you are a partner

If I do something you don't like, tell me!  
If I don't do something you would like me to do, tell me!

The only compromises I won't make are to the mission  
and ethics; after all, that is the reason why we are doing  
this.



This post is one of the moments when I am not so positive.  
I had had a tough day.

But sometimes these stories are also important.

The reactions and comments I got as a result, were  
incredible. These comments are the reason I believe so  
passionately in what I am trying to achieve.

We need hope in the world to lift us up.

I would encourage you to reach through some of the  
comments in the post.

Instagram: [instagram.com/p/CneUM9NNE4j](https://www.instagram.com/p/CneUM9NNE4j)

# Your Logo, My Gear

Daily visibility, daily impact!

Logo placed with sponsorship  $\geq$  €2k.

- size based on 100k valued area.
- €10k sponsoring = approx. 10% size allocation.
- Larger investment = larger logo (& in more places)

Restricted colour palette – self printed.

Placed on shirts for 12 months minimum

Clothing used in daily social media posts/plogs

- Unless Sponsor-focused day

After sponsorship ends - repurposed as fabric backdrop tile in home studio (featured in YT videos) to avoid sending garments to landfill.

Logos are also placed (where possible) on 'costumes' including banana suit  
If the costume is separately funded, logo space may be reduced

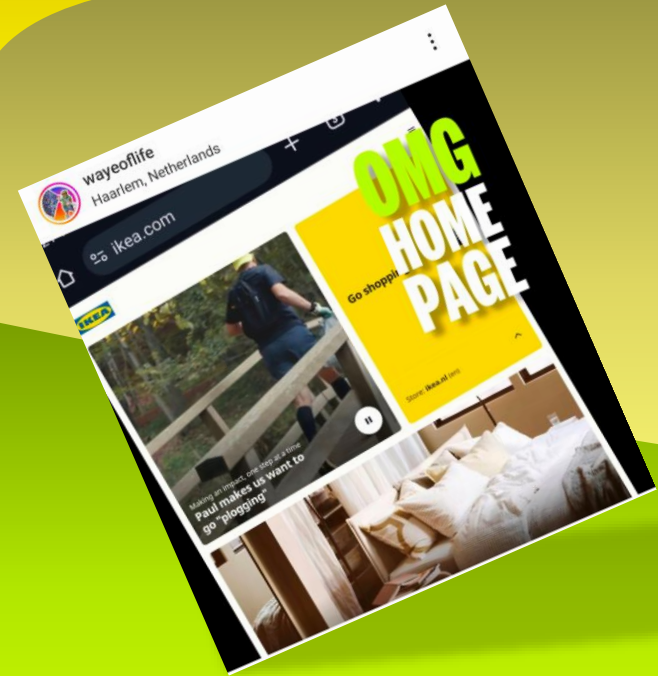


The opposite size features a key 'WayOfLife' slogan



# Waye of Life

## PROFESSIONAL PLOGGER



A positive adventure together  
**MEDIA ATTENTION**

# In the media

Mr. DeMille, I'm Ready for My Close-Up



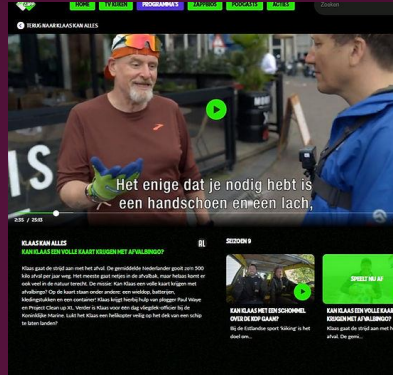
KRO NCRV:  
Zin in Morgen



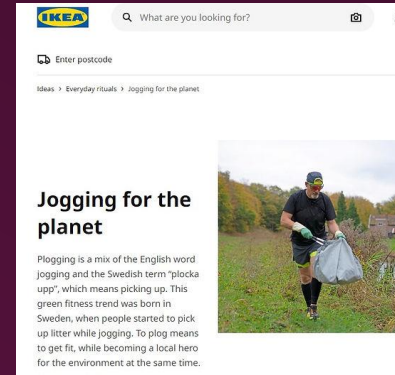
Runner's World:  
May 2024



KRO NCRV:  
Klaas Kan Alles



IKEA:  
Global Homepage



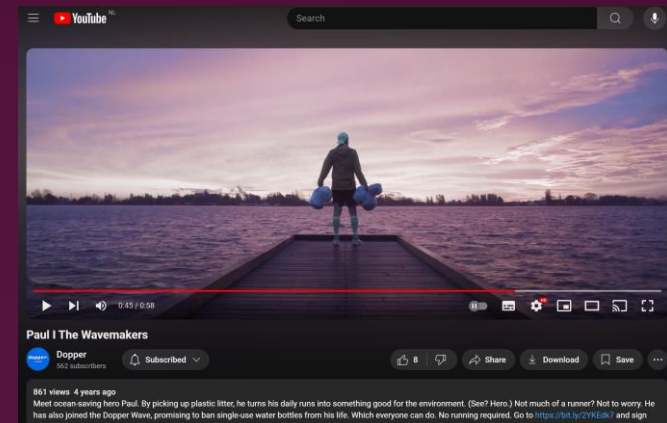
AD:  
Weekend mag



Just a small selection of the TV, news, radio, internet articles  
You can find many more at [www.wayeoflife.com/media](http://www.wayeoflife.com/media)

But what I would suggest is.. Google "Paul Waye"  
or go to a media station like NHNieuws and search there

My favourite, and one of my first. From Dopper, 4 years ago



[youtube.com/watch?v=n5bVcJmccJY](https://www.youtube.com/watch?v=n5bVcJmccJY)

# Waye of Life

PROFESSIONAL PLOGGER



A positive adventure together  
**SHOW CASES**



# Showcase: Civic Chain of Office

Don't worry.. This is a politics free zone!

I was asked by the council of Bloemendaal to create a chain of office for the kinderburgermeester (the children's mayor). They already had one made from trash by JuttersGeluk, but needed a new one as the voting was tied between two candidates.

So, I went plogging around Bloemendaal and found enough cans to make this.

Making objects from trash that serve a purpose like this is so rewarding, and inspired my trash trophies



I attended the ceremony where they took their pledge.

It was so amazing. The kinderburgermeesters were treated with such respect. Is this how future politicians are born? I hope so, because the environment was at the forefront of their policies



Instagram post: [www.instagram.com/p/C20am3dK-xP](https://www.instagram.com/p/C20am3dK-xP)

# Showcase: Ploguary

*The toughest thing i have ever done*

Throughout February 2022 I plogged the date in km before work  
i.e. Feb 1<sup>st</sup> – 1km, Feb 2<sup>nd</sup> – 2km

Inspired by a challenge Des Linden did during the pandemic, called Destober.



*Sounds easy, huh?  
But in the last week I did 183km  
ALL before work*

*3am starts!*



I thought I was being clever by doing in February – the shortest month  
And I had to battle two official storms and dark mornings!  
YouTube: [Day 16 in the rain and dark](#)



Totals  
**454km**  
**336kg**

What I discovered:  
*Tough and long works!  
As a professional plogger  
I want to do this again,  
but this time in miles!*

# Showcase: CanaryDress

It is all about the dress

The CanaryDress (aka Blikjesjurk) was a dress (and flag) made up of 600 cans that I picked up off the streets while plogging.

In the outfit I ran Rotterdam marathon and Egmond Half Marathon.

It made the Runner's World magazine (NL) cover, front page of Haarlems Dagblad & 400k views on TikTok



YouTube video:  
[youtube.com/watch?v=KomPI7L5cPc](https://www.youtube.com/watch?v=KomPI7L5cPc)



TikTok (400k views):  
[www.tiktok.com/@wayeoflife](https://www.tiktok.com/@wayeoflife)

The cover shows the flag, but in the article, I am wearing the full outfit



# Showcase: DutchGrandPlog

*The Zandvoort community became the star*

A collaboration with Zandvoort Race Festival to mark the Dutch Grand Prix.

I came up with the idea of “plog every street in Zandvoort” over two weeks, while wearing an F1 racing driver's outfit and posting my adventure each day on social media.

*The attention it got with the local community and media (Zandvoort local media, NH Nieuws, ViaPlay, Ziggo, Hart van Nederland) was so incredible, that they asked if I could carry on over the race weekend.*

*– so I ran an extra 106km taking the total in 18 days to 306km (the distance of the GP race!).*



*The outfit was provided by the Race Festival. They had prime branding, but I could fill the rest up with other sponsors. It made the outfit more 'realistic' and worked well.*

*A good example of the community spirit. The bag was gifted by a local charity foundation*

*Interview by ViaPlay for their TV show  
YouTube: [youtu.be/sp614-GlnWI](https://youtu.be/sp614-GlnWI)*



# Showcase: RunX Sponsor Announcement

Maximise exposure to benefit us all

When RunX (my favourite running shop) took me on as a sponsor, I wanted to announce it in a way to benefit us both, and to the mission.

For the announcement we put the Canary Dress on a mannequin (including the flag) with articles placed on the window (from Haarlems Dagblad, and the cover/story from Runner's World magazine).

Putting the dress on display like this is an option for sponsors – perhaps to have in the reception area.



Articles from media that talk about the dress and what I do

Digital picture frame plays video of Rotterdam marathon video

Sponsor announcement:  
[instagram.com/p/DAobozbtElg](https://www.instagram.com/p/DAobozbtElg)



The reactions from passersby has been tremendous with people taking photos and coming in and chatting

One person got their phone out and showed the video of them running next to me during the marathon in the outfit!

# Showcase: MoviePosters

A chance for my creativity to have some fun.

Since lockdown I have been remaking movie posters with a twist (I give them a plogging makeover). I have made nearly 200 now.

They take nearly 8 hours to make, and NO AI is used.

I collect the trash especially for the poster and every element is made by hand.



Every element is considered..  
The text, the items in the post



Posters are a great way to do  
collabs with people and events



Yes.. I really did get my son to  
cover me in tattoos – I then went  
out for a plog looking like that!



The closest I get to faking  
elements if colouring and filters.

One idea for a sponsor day could involve making a movie poster with staff, printing them out and hanging on the wall – a good example of how this could work is shown here: [instagram.com/p/CT--auJIV2I](https://www.instagram.com/p/CT--auJIV2I)

# Waye of Life

**PROFESSIONAL PLOGGER**



*A positive adventure together*  
**THANK YOU**

# Thank-you

*Blimey.. I reckon your coffee is cold now!*

## THANK YOU FOR LETTING ME TELL YOU ABOUT MY VISION

Will it work? Simply put, it will, if I can get sponsors.  
And just like this deck, I guarantee I will give it 1000%

**YOUR LOGO  
HERE?**