

# Jeff Kirschner

## Litterati, Founder & CEO

Please contact a GDA agent for information.

### Topics

- Activism / Philanthropy / Civic Engagement
- Big Data
- Corporate Social Responsibility
- Entrepreneur
- Environmental Issues / Climate Change
- Innovation / Creativity
- Social Media
- Sustainability
- TED-Talks
- Thought Leader



### About Jeff Kirschner

When his 4-year old daughter saw a plastic tub of cat litter in the woods, little did Jeff Kirschner realize that it would be the spark for creating Litterati - a global movement that's "crowdsource-cleaning" the planet one piece of litter at a time.

Featured in National Geographic, Time Magazine, Fast Company, and USA Today, Litterati has become a shining example of how communities use technology and data to solve our world's most complex problems. Jeff has shared the Litterati story at Fortune 500 companies such as Google, Facebook, eBay and Uber, leading universities including Stanford, Berkeley, MIT, and the University of Michigan, and environmental organizations such as the Smithsonian, Monterey Bay Aquarium and Keep America Beautiful. Jeff is currently a resident at TED, where he continues building Litterati into an "idea worth spreading."

### Select Keynotes

- **Litterati : The Community that's Crowdsource-Cleaning the Planet**

This presentation details how Litterati started and grew into a global movement. Highlighting the power of community, this keynote shows how cities, brands, and schools, are using the data to make a difference and drive impact.

- **Where Should We Put Our Trashcans?**

Jeff does not deliver a anti-littering campaign message. Jeff's delivers a message about using technology and data to solve a massive problem. How individuals can connect with social and shareable data to find out where packaging is ending up. Jeff can customize to schools, corporate brands, and municipalities on how the complex challenge of litter comes down to individuals, corporations, and cities contributing to the solution.

### Select Articles

- [World Economic Forum - This app is turning cleaning the planet into a game](#)

The globally recognized organization jumps on the Litterati bandwagon.

- [An app that tries to make picking up trash fun just got a \\$225,000 cash injection from the US government](#)

And the company has now been awarded a \$225,000 grant from the National Science Foundation, a US government agency that funds research and education projects, Kirschner told Business Insider.

- [Change Agents: Jeff Kirschner's litter-less world](#)

Jeff Kirschner is convinced that the world is filled with litter-haters who are just waiting to connect, and he hopes his new site, Litterati.org, will

prove to be their forum.

- [Litterati - A Mobile App to Track & Reduce Litter](#)

Litterati is a global community that's crowdsource-cleaning the planet, from students in South Africa to activists in Italy, and neighbors across the US. And we're collecting a ton of data in the process, helping businesses and communities identify the root of the problem and drive change. It's the power of what happens when individuals join forces for a greater good.

- [TedTalk | Jeff Kirschner: This app makes it fun to pick up litter](#)

The earth is a big place to keep clean. With Litterati — an app for users to identify, collect and geotag the world's litter — TED Resident Jeff Kirschner has created a community that's crowdsource-cleaning the planet. After tracking trash in more than 100 countries, Kirschner hopes to use the data he's collected to work with brands and organizations to stop litter before it reaches the ground.