

Danny Lucas
Personal plea to Mark Zuckerberg

Dear Mark,

To support my personal plea, I am providing additional detailed information on the hard work and achievements we have made so far with LitterGram.

Please also visit www.littergramblog.co.uk and www.littergram.co.uk.

LitterGram, a free to use app which has been created to rid the UK of litter, is at risk of being taken out of operation as Facebook lawyers have unexpectedly written to us demanding that we implement a rebrand, as we are a threat to Instagram.

You will appreciate this is absurd. The purpose of LitterGram is to highlight the problem and locate litter, eventually eradicating the UK of a crisis that has spread across the nation like an epidemic and it is ruining our society.

Litter currently costs Britain £1bn per year. Right now we are ranked as the 3rd most littered nation globally, this statistic indicates we sit alongside under developed countries – alarming to say the least.

LitterGram started out as a telegram postcard that I would send to the local authorities with a printed picture highlighting a litter problem in their area.

When this approach created a positive reaction, I realized I should increase the effectiveness and change the delivery mechanism allowing others the ability to do the same with ease.

With my main job being in the construction industry, I use portable technology and apps extensively, especially for identifying snagging in buildings and it's exact location using images.

As a result, I turned my telegram idea into an app; with the knowledge that it would make hating litter cool and creditable, and most importantly get the kids on board by being a solution that is easy to use!

26th April 2016

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Littering in the UK has increased by 500% since the 1960s!
In fact, 48% of the UK population now admits to dropping litter.

I realized that to create this transition, I needed to highlight the problem educating from the ground up, making littering as anti-social as drink and driving, and we all know how long this campaign has been running before it has effectively penetrated the problem!

We need the kids to make this happen. There is no formal national litter education programme in place right now, so I decided to create a 2 minute LitterGram animation movie on the UK litter crisis and it also explains why they should use my app.

I would urge you to please watch this at <https://youtu.be/vvZ85qTYfR0>.

This was sent on LitterGram USBs to 5400 head teachers last year to show the kids at school assembly. We now have an army of youngsters who think LitterGram is really cool.

Mark, I am a year into my LitterGram project, we have had amazing national support and much needed media coverage. There are many success stories spreading across the UK.

We have just reached our first major milestone with our free LitterGram Council Portal and have now got the UK's first Council to officially partner with LitterGram. Significant to say the least.

The penny has dropped. This app can now spread to 433 other councils around the UK.

The app is being used in amazing ways. For example flood wardens are using our app to keep rivers clear and stop our towns and villages flooding. Runners, joggers and cyclists are reporting fly tipping as well as dangerous potholes that could cause serious accidents.

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Our free Council portal allows authorities to instantly engage with the public through the app, and use our data to run a detailed litter map so they can deploy their resources effectively, clean up, and bring identified areas back to a pristine standard.

In time we will see our geographic areas compete to be top of a national league.

Removing litter from our streets improves lives and makes areas safer.

LitterGram has become a known name, it puts the Great back into Britain.

To change our brand identity because Facebook see us as a threat will destroy all of our ingenuity and hard work.

We would be back to the drawing board, and have to start all over again.

With no Government support or grant and from a standing start I have put a huge amount of time, effort and money into the creation of LitterGram to proudly arrive where we are today.

This is not a money making exercise, the app is free to the public, and our portal is free to the councils. We have never set out to be Facebook or Instagram.

Social media in today's world is a human right, and for that reason should not be exclusive to global giants like Facebook who for sure have deep pockets to engage the best available lawyers. But to attempt to stop a much needed problem solver like LitterGram I find an extremely hard pill to swallow as it goes completely against what you are about.

I am a great believer in timing. Mark, please consider the power of LitterGram. Review your lawyer's letters, and as an alternative to an aggressive attack on us, please consider joining me, and support this much-needed campaign.

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Our mission is simple; to make littering socially unacceptable and put the Great back into Britain.

My efforts are about to be wiped out by Facebook's demand and as you can see I have only been given until April 28th to respond.

I truly hope for the sake of the entire UK population, you will have the understanding and compassion to let LitterGram continue.

I also hope that you will take the opportunity to meet and discuss how we can work together to implement change!

There would be no one better to support and partner this campaign.

Thank you for taking the time to listen to me.

Danny Lucas

Founder & Creator of LitterGram

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