

Meijer Continues Great Lakes Stewardship Efforts in Milwaukee

In 2024, Meijer announced a significant expansion of its environmental efforts in Wisconsin, with a [\\$250,000 donation](#) to the Council of the Great Lakes Region (CGLR) Foundation to launch a set of innovative litter capture and clean-up technologies – the [BeBot and PixieDrone](#).

As a result of the donation, the [BeBot and PixieDrone](#) were soon welcomed at South Shore Beach in Milwaukee not only to tackle plastic pollution in the region's waterways, but for the public to see them in action and learn about the technology.



This expansion in Wisconsin focuses on addressing the pervasive issue of plastic pollution in the Great Lakes region, with a particular emphasis on Milwaukee's beaches and rivers. The advanced robotic technologies donated by Meijer are designed to efficiently remove plastic debris and microplastics from the environment, ultimately safeguarding local water quality and protecting wildlife.

The launch event brought together representatives from Milwaukee Riverkeeper, Meijer, the CGLR Foundation, Pollution Probe, as well as local officials in the Greater Milwaukee area. It featured live demonstrations of the BeBot and PixieDrone in action to show their effectiveness in removing microplastics and other debris from the environment.



Pictured (left to right): Guy Smith, Chief of Operations, Milwaukee County Parks; Juan Alsace, Board President, Milwaukee Riverkeeper; Chris Larson, State Senator, District 7; Jennifer Bolger Breceda, Executive Director, Milwaukee Riverkeeper; Mark Fisher, President and CEO, Council of the Great Lakes Region; David Crowley, County Executive, Milwaukee County Parks; Erik Petrovskis, Director of Environmental Compliance and Sustainability, Meijer

Erik Petrovskis, Director of Environmental Compliance and Sustainability at Meijer expressed enthusiasm about the project, emphasizing the critical role of community support and innovative solutions in protecting the city's waterways. This initiative marks a significant milestone in the ongoing effort to safeguard the Great Lakes and promote a cleaner, healthier environment for future generations.



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