



# Let's Clean Up Europe!

## European Clean-up Day



© Generalitat Valenciana

What is a Clean-Up Day? A Clean-Up Day is an action aiming at raising environmental awareness among the general public about waste, cleanliness, and the effects of abandoning waste in the environment.

Principle: Volunteers organize a clean-up operation in a nature site or in a town that has been polluted by illegal dumping or washed-up waste on coasts or rivers- or lakesides. They mobilize participants to come and pick up the waste littered in the targeted area. During the activity, participants and passers-by also learn about how to prevent waste in everyday life. Clean-ups are a unique opportunity to raise public awareness on the issue and help changing people's behaviour.

### Let's Clean Up Europe: a unique opportunity to raise awareness!

Discussing waste prevention next to a pile of collected waste is ideal: the exposure of the huge amount of waste littered in our surroundings is certainly a great opportunity to raise awareness about waste issues! The European dimension of this operation is an added bonus as it will allow calculating an estimation of the quantities of waste collected in Europe during the European Clean-Up Day.

By tackling illegal landfill sites and illegal dumping, clean-up actions reaffirm the need to reduce the amount of waste we are generating.

Let's Clean Up Europe! has two main objectives:

1. Mobilize key stakeholders at local level who are ready to get involved in waste-reducing actions (such as associations, local authorities and local technical services), inform them about the prevention objectives, and encourage them to be part of a fun and friendly clean-up event.
2. Raise awareness across a wider audience by advertising your Let's Clean Up Europe action in the media.

### How to organize a Let's Clean Up Europe action?

To organize an event like this in your area, it is very important that you prepare it ahead of time! To help you implementing your clean-up, we advise you to follow the steps below:

#### Let's Clean Up Europe! - TO DO LIST

You don't know how to start organizing an initiative during Let's Clean Up Europe? Please find hereafter a proposed methodology to implement clean-up activities. Clean-ups can involve volunteers from all different types of organizations: schools, companies, municipalities, voluntary associations, or others.





### At least 1 month before the event

1. **Identify** a place to clean: be sure that there are no overlaps with other clean-up actions or other activities (maybe in the park you decided to clean up there will be a huge rally on the same day).
2. **Visit your targeted area** and check if it suits the number of participants as well as their age and take some pictures (for instance, if you would like to clean up a roadside it is recommended not to involve children).
3. **Get your contacts on board:** invite friends, other associations, meet the municipality to have their support!
4. **Contact your national coordinator** (see [www.letscleanupeurope.eu](http://www.letscleanupeurope.eu) for more info) to register your action and to get the official logo and communication tools of Let's Clean Up Europe!
5. Do you use **social networks**? If you have a Facebook's profile, create an event and advertise it on the Facebook page (Let's Clean Up Europe Official). If you have Twitter, tag @LetsCleanUpEU and invite volunteers to your event by using the hashtag #cleanupeurope.
6. Provide your coordinator with the exact address (or the GPS coordinates) in order to have your action visible on the [European map](#) of the Let's Clean Up Europe actions! (You can find your coordinates through [this device](#))
7. Provide your event with **pictures** of the place to clean: try to post the nicest ones to involve more people!
8. Provide a little **text of presentation** of the activity, trying to involve more contacts and participants.
9. Look for a **local sponsor** that supports the initiative: maybe some local company is interested in supporting the initiative, since these kinds of activities are a unique opportunity for visibility!
10. It is really important to have the support of the **local waste collecting company**. Notably to know where to bring the waste collected (unsorted or separated) and to be sure to have their support for waste transport. In any case, if you see a dangerous or bulky waste please call the local waste management company to take care of it.
11. Ask for **authorization** at the local authority if you organize collateral event's such as an information point or a performance or if you occupy public spaces.
12. **Inform** the local community using also the local media (radio, TV, newspaper) if you can: it is important to involve and raise awareness among general public and it also helps you to get more people involved!
13. **Organize an information point** to allow participants to give more information about waste reduction, recycling, littering problems and other issues related to waste.
14. **Get the communication material from your Coordinator:** file of posters ready to print (available in different sizes), flag (when available from your coordinators), web banner to advertise the event on your website, web banners for social networks (Facebook and Twitter), email signature, etc.

### Just before the initiative

1. The official website [www.letscleanupeurope.eu](http://www.letscleanupeurope.eu), the [Facebook](#) page and the [Twitter](#) account (**please use for both the hashtag #cleanupeurope**) are important tools also for you. Tagging the accounts will allow to broadcast the news, videos and photos about the events on our territory and share them among thousands of others volunteers all over Europe!
2. Put up **posters** on prominent positions in your town to advertise the event
3. **Think about the clothes and material you need:** inform the participants to wear appropriate trousers and robust shoes to avoid slipping. If you can, provide gloves and bags to the participant.





If you don't have the means to do so, please ask participants to bring their own gloves and waste bags or ask the local collection service company (or a sponsor) to provide participants with these materials.

### During and after the initiative

1. Make sure to collect the waste separately and that it is treated separately. We know that sometimes it is not possible because of their condition, but please try your best to take care of the separate waste collection.
2. **Take a group photo** in front of the rubbish heap and share it on social networks!
3. Evaluation: estimate the number of participants and if possible the weight of the waste collected.
4. Send feedback on your initiatives to your national / regional coordinator (here I would put the hyperlink to the list of coordinators 2018, yet to be defined) and to AICA ([serr@envi.info](mailto:serr@envi.info)).
5. **Don't forget to thank the participants** for helping to make the operation a success!

### Do you want to have a little overview to other international campaigns against littering?

Please visit these websites!

- Surfrider Foundation Europe: [www.surfrider.eu/en/home.html](http://www.surfrider.eu/en/home.html)
- Initiatives Océanes: [www.initiativesoceanes.org](http://www.initiativesoceanes.org)
- Waste Free Oceans: [www.wastefreeoceans.eu](http://www.wastefreeoceans.eu)
- Clean Europe Network: [www.cleaneuropenetwork.eu](http://www.cleaneuropenetwork.eu)
- Let's do it World: [www.letsdoitworld.org](http://www.letsdoitworld.org)

### More information:

- Let's Clean Up Europe: [www.letscleanupeurope.eu](http://www.letscleanupeurope.eu)
- The European Week for Waste Reduction: [www.ewwr.eu](http://www.ewwr.eu)

## The broader context: The European Week for Waste Reduction and the European Clean-Up Day

Let's Clean Up Europe is organized in the framework of the [European Week for Waste Reduction](#) (EWWR). The EWWR aims to raise awareness about waste prevention in Europe. It encourages a wide range of audiences to get involved and to implement awareness-raising actions about sustainable resource and waste management during a single week. It was originally launched as a LIFE+ project and is financed and coordinated by the [EWWR Steering Committee](#).

### *Waste reduction, reuse and recycling*

The EWWR is a project which aims to educate people about the steps they can take to prevent waste production, to reuse products and to recycle.

**Waste reduction** can be defined as the complete range of measures and actions taken up before a substance, material or product becomes waste. These measures aim to reduce:





- The quantity of waste produced (measures include eco-consumption, reuse or lengthening product lifespans)
- The harmful effects of waste produced and treated, both on the environment and on human health
- The content of harmful substances in materials and products.

**Reuse means recovering and reusing products or their components.** It includes both preparing for reuse and reuse.

**Preparing for reuse** refers to checking, cleaning or repairing recovery operations, by which products or their components that would have become waste are prepared in a way so that they will be reused without any other pre-processing.

**Reuse** means any operation by which products or components that are not waste are used again for the same purpose for which they were conceived.

Recycling means any recovery operation taking place after collection and by which **waste materials are reprocessed into products, materials or substances** whether for the original or other purposes. It includes the reprocessing of organic material but does not include energy recovery and the reprocessing into materials that are to be used as fuels or for backfilling operations.

For more information, please visit [www.ewwr.eu](http://www.ewwr.eu)

