



## PRESS RELEASE

### “Let’s Clean Up Europe 2018” is approaching its peak

Brussels, 11 May 2018

Under the [Let's Clean Up Europe!](#) (LCUE) 2018 campaign, clean-up actions within and beyond Europe are entering the peak weekend **from 11th to 13th May**, with impressive figures recorded. This year there have been more than **2,800 registered actions** with approximately **230,000 participants** so far, involving thousands of initiatives from public entities, NGOs, schools, private companies, associations and individuals. The amount of waste collected thus far is estimated to reach over 600 tonnes. This number is estimated to rise before the campaign’s end on 30th June.

The initial cross-country figures received are shown in the table below and are currently being updated by coordinators and action developers of LCUE across Europe.

	NUMBER OF REGISTERED ACTIONS	NUMBER OF PARTICIPANTS	WASTE COLLECTED (tonnes)
CATALONIA (ES)	272	16,820	75
FRANCE	306	7,905	n.d.
GERMANY	1,171	145,342	391
GREECE	86	4,700	n.d.
ITALY	336	16,300	176
NORTHERN IRELAND (UK)	142	1,162	5.4
POLAND	64	9,750	n.d.
SCOTLAND (UK)	452	29,233	n.d.
SPAIN (other regions)	29	2,307	n.d.
<b>TOTAL</b>	<b>2,858</b>	<b>233,519</b>	<b>647,4</b>

**This European campaign against littering** is organized annually and takes place throughout **the whole spring season**, from **1st March until 30th June**. Its peak period is scheduled around the second weekend of May (this year from 11th to 13th May, 2018) in link with Europe Day on 9th May.





The great efforts taken by the [coordinators](#) of the campaign have given positive results: actions have been implemented in 11 countries all over Europe and beyond, with the support of national Ministries of the Environment, waste management agencies, and many environmental associations and organisations.

National or regional [coordinators](#) act as a contact point for anyone interested in organising a LCUE clean-up action and provide volunteers with support, communication material and the famous LCUE flags which wave during the actions.

**All coordinators, action developers, and participants are strongly invited to share pictures and videos of LCUE 2018 actions online** on [Facebook](#) (Let's Clean Up Europe – Official) and [Twitter](#) (@LetsCleanUpEU) or follow the hashtag #cleanupeurope!

### Background information

*What is Let's Clean Up Europe! (LCUE)?*

*It is a campaign on waste prevention organised in the framework of the [European Week for Waste Reduction](#) (EWWR). Initiated in 2014, it aims not only to clean territories, rivers and beaches from litter, but also to take up concrete actions which introduce habits of waste prevention and reduction in our daily lives.*

*The aim of LCUE is not to replace other clean-up initiatives, but to create synergies between existing and new actions. Efforts are made with the goal of uniting events from different organisations and settled traditions under the LCUE flag, in order to give greater visibility to those clean-up actions already present in the area.*

*LCUE is a call-to-action through which all kinds of action developers (public administrations, educational establishments, businesses, associations, citizens etc.) are invited to register and perform clean-up activities. These can take place in nature sites or towns that have been polluted by illegal dumping or washed-up waste on coasts or river banks. These action developers are also expected to mobilise participants to clean-up waste and litter in targeted areas. Registered actions can aim to either **literally “clean-up Europe”** - removing litter which ends up in oceans, beaches, forests, rivers and elsewhere in nature – or **raise awareness** on the problem of littering on a larger scale.*

**# END #**

### For additional information:

**LCUE Secretariat – AICA, International Association for Environmental Communication**

Maurizio Bongioanni: [serr@envi.info](mailto:serr@envi.info)  
[www.envi.info](http://www.envi.info) and [www.letscleanupeurope.eu](http://www.letscleanupeurope.eu)

More information about the Week:  
ACR+ - EWWR Secretariat: [contact@ewwr.eu](mailto:contact@ewwr.eu)  
[www.ewwr.eu](http://www.ewwr.eu)

