



SETTIMANA EUROPEA PER LA RIDUZIONE DEI RIFIUTI

www.ewwr.eu

Organization of the European Clean-up days

AICA, International Association for
Environmental Communication



Con il sostegno
finanziario della
Commissione Europea



Generalitat de Catalunya
Departament de Territori
i Sostenibilitat

Agència de
Residus de
Catalunya



bruxelles
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leefmilieu
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HULLADÉKGAZDÁLKODÁSI
GYŰMÖKSÉG

A.i.c.a.
association internationale
communication environnementale



Agence de l'Environnement
et de la Meritax de l'Europe



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What

Let's Clean Up Europe!

- Clean-up initiatives at European level, relying on the existing ones where possible

Logo and visual identity





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When

- 10th of May 2014

Where

- All across Europe





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Who

- AICA with the supervision of ACR+
- Clean-up activities organizers
- EWWR organizers
- Commissioner Potocnik



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Methodology

A flexible/decentralised cooperation

- on the territories where clean-up activities are already in place
- on territories where there are no clean-up activities



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Who can participate:

- The same EWWR's action developer categories:
- schools;
- local authorities;
- citizens;
- firms;
- associations and others.



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The to do list (from the action developer point of view):

- Find a place to clean;
- Involve your contacts and spread the voice;
- Download the registration form and send it to the national organizer with contact@ewwr.eu in copy and once validated get the logo;
- Be sure to involve local waste management utility and look for a sponsor;
- Be sure that all the waste is collected separately if possible;
- Give feedback to the national organizer with contact@ewwr.eu in copy.



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Thank you for your attention!

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