



LCUE Coordinators

What is Let's Clean Up Europe?

Let's Clean Up Europe (LCUE) is the first attempt to create a common European awareness campaign against litter and marine litter. Every year, millions of tons of litter end up in oceans, beaches, forests and elsewhere in nature. The primary causes of this phenomenon are our societies' unsustainable production and consumption patterns, poor waste management strategies and lack of awareness of the population.

In Europe, clean-up initiatives are already being carried out by different organizations but they are scattered, they take place in a delimited territory and they are organized in different periods of the year.

The aim of the LCUE campaign is to organize clean-up activities concentrated in the same period, i.e. in spring with a focus on the second weekend of May, all over Europe, in order to boost visibility and to enhance the overall effectiveness in terms of waste collected and awareness raised. LCUE initiatives also show how good waste management systems could help reducing waste, by reusing products and by recycling materials. The common name of the campaign is Let's Clean Up Europe: an active invitation to take care of the whole continent, starting from our neighborhoods, cities, beaches, woods etc.

There are two conditions for clean-up activities to be considered as LCUE actions:

- ✓ Usage of the LCUE logo
- ✓ Not only pure clean-up actions but also communication about the 3Rs: waste reduction, products reuse, material recycling

Who is eligible to become LCUE Coordinator?

LCUE Coordinators should be public authorities or associations/actors that are experienced in organizing clean-up actions and that are willing to accept the terms and obligations listed in this document. Regional or National authorities will always have the priority if they wish to become coordinators for specific countries / regions in comparison with other entities.

There can be more than one Coordinator per territory (i.e. country, region or county), as long as territorial division is clear among coordinators and clearly communicated to potential ADs.

- The first entity to propose itself as coordinator for a certain country becomes the coordinator for that country by communicating this information to the LCUE Secretariat. ("country coordinator") . If then another entity is interested in coordinating a specific portion of that country (region, municipality etc.) they should get in touch with the Coordinator in charge and ask to become the coordinator for that area, becoming thus a "local" coordinator. Local coordinators will report the number of registered actions to the country coordinator.

Duties of LCUE Coordinators

LCUE Coordinators are expected to **BE READY AND AVAILABLE TO:**

- **Partake in 2 virtual meetings** with other Coordinators throughout the year;
- **Promote the event** in their area of competence through media, social media, personal contacts, etc.;



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- Choose and develop a registration system (downloadable word form; Google questionnaire etc.) so that Action Developers can register their CUD actions.

- **Enhance registrations of actions** by associations, (groups of) citizens, public administrations, schools in their area of competence during the registration period decided at a European level. Note that Coordinators are not supposed to organize their CUD only nor they have the obligation to organize one; they rather are expected to welcome all Action Developers willing to implement a clean-up on their territory.

- **Act as a reference point** for CUD organizers of the area of their competence;
- **Act as the local point of contact** between the LCUE Secretariat and CUD organizers in their area of competence;
- **Gather all of the actions** by CUD organizers in their area of competence;
- **Report** to the LCUE Secretariat **the exact number of LCUE actions** registered in their area of competence within 2 weeks of the closing of registrations.

LCUE is more social every year: have a look at the Twitter ([@LetsCleanUpEU](https://twitter.com/LetsCleanUpEU)) account and the Facebook page [Let's Clean Up Europe – Official](https://www.facebook.com/LetsCleanUpEurope). Coordinators can promote the interaction between ADs and official social media profiles by posting photos / videos and any relevant information related to clean-up actions.

- **Indicate to Action Developers that they should provide broader information** during clean-ups **about waste related to littering, waste reduction, reuse and recycling**. Indeed, LCUE is not only about cleaning up litter: it is also about raising awareness about Reduction, Reuse and Recycling as well as nature conservation of local fauna and flora.

Advantages of being LCUE Coordinators: BEING PART OF A NETWORK & VISIBILITY

- ✓ Being part of an ever-growing network of European actors proactively involved in the promotion of clean-up activities with a bigger aim: reducing, reusing and recycling waste;
- ✓ Networking with other stakeholders in your territory (civil society, public authorities, associations, private companies etc.) to act locally and raise awareness against litter;
- ✓ Joining the Let's Clean Up Europe community;
- ✓ Receiving digital [communication tools](#) for CUD organizers including the LCUE factsheet, LCUE Social Media covers, web banners and ready-to-print posters.
- ✓ Being the promoter and contact point for clean-up activities in your territory;
- ✓ You can be active in the LCUE online community: official website www.letscleanupeurope.eu, Facebook page [Let's Clean Up Europe – Official](https://www.facebook.com/LetsCleanUpEurope) and Twitter profile [@LetsCleanUpEU](https://twitter.com/LetsCleanUpEU);
- ✓ Full access to LCUE tools and logo to promote the European spirit of the initiative.



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