



# SETTIMANA EUROPEA PER LA RIDUZIONE DEI RIFIUTI

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## How to implement the European Clean-Up Day: methodology, coordination, stakeholders.

AICA, International Association for  
Environmental Communication

Webinar, 1st of April



Con il sostegno  
finanziario della  
Commissione Europea



Generalitat de Catalunya  
Departament de Territori  
i Sostenibilitat

Agència de  
Residus de  
Catalunya



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de communication  
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# EUROPEAN CLEAN-UP DAYS

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What is:

Let's Clean Up Europe!

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





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When:

- 10th of May 2014, if possible;
- Actions from the 3rd to the 17th of May would be accepted.





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Where:

All across Europe!

National contact points in Andorra, Belgium, Bulgaria, Serbia, Bosnia Herzegovina, Spain, France, Italy, Hungary, England, Greece, Wales, Scotland, Northern Ireland, Denmark, Ireland, Sweden, Norway, Turkey, Romania, Portugal, Netherlands!





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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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Methodology (from the national contact point of view):

- Spread the voice about the event!
- Get the registration forms filled by volunteers;
- Share the communication material;
- Record the actions on the excel file;
- Receive photos, videos , evaluation forms and other material from volunteers;
- Give feedback to [serr@assaica.org](mailto:serr@assaica.org) and [contact@ewwr.eu](mailto:contact@ewwr.eu).



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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](mailto:contact@ewwr.eu) and [serr@assaica.org](mailto:serr@assaica.org) in copy and once validated get the logo;
- **Please use social network! Facebook Page: Let's Clean Up Europe 2014 and Twitter account @LetsCleanUpEU #letscleanupeurope**
- 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](mailto:contact@ewwr.eu) and [serr@assaica.org](mailto:serr@assaica.org) in copy.



## Let's Clean Up Europe Registration Form

Dear participant,

The filling of this registration form is mandatory to ensure that each Action Developer (structure/entity/individual who registers a clean-up action) will receive the Communications tools provided for Let's Clean Up Europe (LCUE).

*I commit myself/my organization to provide photos and/or video recording of the initiative and to provide for feedback by filling the questionnaire attached.*

### Practical information about the Action Developer

Name of structure/entity:		
Type of structure/entity:		<input type="checkbox"/> Administration/public authority <input type="checkbox"/> Association/NGO <input type="checkbox"/> Business/Industry <input type="checkbox"/> Educational establishment <input type="checkbox"/> Individual citizen <input type="checkbox"/> Other (for example; hospital, retirement home, cultural institute...)
First name (contact person):		
Surname (contact person):		
Function (contact person):		
Postal address:	N°	
	Address	

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# The validation form:



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[www.letscleanupeurope.eu](http://www.letscleanupeurope.eu)







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# The validation form:

	(Street)	
	Postal code	
	Town/city	
	Region	
	Country	
Email:		
Telephone:		
Website:		

## Your LCUE action proposal:

Name of LCUE action		Let's Clean Up ! (enter location of your LCUE action)
Dates of the proposed action		<input type="checkbox"/> Saturday 10 <sup>h</sup> May 2014 <input type="checkbox"/> From 3 <sup>rd</sup> to 17 <sup>th</sup> of May 2014 Please specify:
Exact location where the LCUE action will take place	Town/city (address and Postal Code)	
	Region	
	Country	
Name of the place		e.g. beach, forest, river, park, place, etc..
Audience: the event is		<input type="checkbox"/> Closed <input type="checkbox"/> Open to other participants

Did you take measures to collect and transport waste collected?	
---	--

Please remember that you have to use the following indicators to evaluate the project:	Number of visitors/participants Feedback from visitors/participants (willingness to change their behaviour) Amount of waste collected (bags or kg)
Please give an estimate of the number of expected participants	
What kind of message will you include on waste reduction, product reuse and materials recycling during the implementation of your action?  (ideas and suggestions are available on <a href="http://www.ewwr.eu">www.ewwr.eu</a> )	

*I hereby submit my proposal for registration within the framework of the LIFE+ European Week for Waste Reduction.*

Date

Name

## The validation form:

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# The evaluation form:



## Let's Clean Up Europe! evaluation Form

Dear clean-up organizer,

We are delighted that you have chosen to take part in the first edition of Let's Clean Up Europe! (LCUE). This European Clean-Up Day initiative has been a success thanks to your involvement. We are naturally very keen to find out how you felt about the event. We would therefore be grateful if you could take a few minutes to complete this questionnaire. Your answers will help us to assess this event and will be used to improve the organisation of the next LCUE edition. You can send your answer by e-mail to xxx@yyy.com before the xx/xx/2014. Thanks in advance for your contribution!

**Please provide us with photos, videos, weblinks or any other material about the action, submitting it via email (wetransfer or dropbox if the file is too heavy) to serr@assaica.org.**

### 1. Identification

Organization: .....

Project name: .....

Address: .....

Contact person: .....

E-mail: .....

Category:

administration

association

business

citizen

educational establishment

other .....

2. How many people took part in your event ? (give an estimate if you don't know)

..... participants

3. Did you quantify the results of your action in terms of collected waste?

No

Yes:

Quantity of waste collected:..... kg (or ..... bags (of about 60 l))

4. Did you provide for the separation of the waste collected by material? (e.g. plastic, glass, paper, aluminum, etc.)

No: please specify why:

Yes

5. Did you include in your action some awareness-raising on the benefits of waste prevention, reuse or recycling?

No

Yes, how?.....

6. Did you notice an increased awareness regarding waste issues amongst the participants to your action?

Yes      Please give some details .....

No

I don't know

7. Were you satisfied with your participation in the event?

very satisfied

fairly satisfied

# The evaluation form:



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# The evaluation form:

- neutral
- somewhat dissatisfied      Please specify why not: .....
- not at all satisfied      Please specify why not: .....

8. As an event, do you think this ECUD is

	very	fairly	not at all
useful			
important			
effective			
necessary			

9. Have you found the communication tools appropriate?

.....

.....

10. Do you consider that the LCUE will help to change people's behavior regarding waste and in particular waste dumped in the nature?

- No: please specify why:
- Yes

11. Suggestion box: what have to be improved?

Thank you very much for fulfilling this questionnaire!

Please send us your answers by xx/xx/xxxx via

xxx@yyy.com [to be adapted by the LCUE Coordinator]



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Feedback:

Through the excel file and the evaluation forms duly filled in by organizers of clean up activities (after the event).



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Thank you for your attention!

Contact details:

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