

## "Clean Up Day"



What is Clean-Up Day? Clean-Up Day (C.U.D) is an action aimed at raising public environmental awareness, particularly about waste and cleanliness.

Principle: Organise a clean-up operation at a nature site or town polluted by illegal dumping or waste transported by the sea or rivers for example; mobilise participants from different backgrounds (charities, organisations, local technical services, businesses, etc.), and educate them about preventing waste production and raise public awareness of the issue.

### About the European Week for Waste Reduction and the Clean-Up Day

#### *The European Week for Waste Reduction*

The European Week for Waste Reduction (EWWR) is a project supported by the European Commission's LIFE+ Programme. This Week will take place for the third time from 19-27 November 2011. For more information: [www.ewwr.eu](http://www.ewwr.eu)

The European Week for Waste Reduction aims to reach out to the public as much as possible to:

- Promote sustainable waste reduction actions across Europe
- Highlight the work accomplished by various actors, through concrete examples of waste reduction
- Raise awareness about waste reduction strategies and about the policies of the European Union and its Member States on this subject

#### *Waste reduction*

The EWWR is a project which aims to educate people about the steps they can take to prevent waste production. Preventing waste from being produced is: all that we can do to reduce the volumes left out for collection and reduce the harmful effects of waste generated. So, the best waste is that which is not produced!

Waste reduction can therefore 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

#### *Why organise a Clean-Up Day during the EWWR?*

Discussing waste prevention next to a pile of collected waste is ideal - there could not be a more effective way of raising awareness and gaining exposure! The European dimension of this operation is an added bonus as it will allow an estimate to be made, via the general evaluation to be carried out following the EWWR, of the quantities of waste collected in Europe on the CUD.

And so prevention becomes a reality! By tackling illegal landfill sites and "natural" dumping, clean-up actions reaffirm the need to monitor to the amount of waste we are generating.

**ATTENTION: The Action must take place between 19-27 November in order to be validated as part of the EWWR.**

## How and why organise a Clean-Up Day?

A Clean-Up Day is an event with two main objectives:

- Mobilise those in the local area who play a part (associations, local technical services for example) and are ready to get involved in waste-reducing actions. Inform them of the prevention objectives and have them take part in a fun and friendly event.
- Raise awareness across a wide audience by advertising C.U.D operations in the media.

To organise an event like this in your area, it is crucial that you prepare ahead of time and follow the steps below:

### **Before the C.U.D (At least 1-2 months before)**

#### ► **Identify the places for clean-up**

Before undertaking a clean-up operation, you need to identify the areas which have been "soiled" by waste. Make sure that the area chosen for the operation is not on private land.

#### ► **Check that no other clean-up operations are planned for this area.**

Other people may have planned to clean-up the same area as you! To check this, contact the local body in charge of the area, they will be able to inform you. And if another association wishes to clean-up this area, coordinate the operation together.

#### ► **Get a team together**

#### ► **Plan the operation:** establish a schedule with a time-scale to stick to

#### ► **Set a date and time for the operation and inform participants**

#### ► **Contact local authorities**

Contact local bodies and waste disposal services to manage the waste collected, in order to inform them of the operation, receive their authorisation, and even install skips for selective sorting during the operation and provide bin bags and gloves. It is advisable to send the letter at least one month before the clean-up operation.

If you are cleaning-up lakes and rivers, you should also contact local water services.

#### ► **Inform the local community of your action**

Display the event poster in public places, produce a press pack or pressrelease and send it to the local media (newspapers, local TV stations). Use websites and social networks in order to spread the word about the clean-up and gain media coverage during the action.

You will find tools to help you in the appendix at the end of this document,

#### ► **Mobilise as many people as you can** (charities, local associations, businesses, schools, colleges, scouts, the local technical services). Make a list of the participants along with their telephone numbers, as people often arrive late.

**Teachers: ensure that parents have signed the form notifying them that the operation may gain media coverage (cf. "Image use consent" form in the appendix).**

**Have everyone who has had their photo taken or been filmed sign the "Image use consent" form.**

#### ► **Think about clothes and material required:** recommend that participants wear trousers and appropriate footwear to avoid scratches. If you can, provide participants with gloves and strong, thick bin bags (those designed for construction sites are ideal) If you are unable to buy these items, ask participants to bring their own gloves (thick gloves).

#### ► **Think about safety issues:** location, precautions to take, insuring participants, first-aid kit, contact the fire service if necessary.

#### ► **Register you action through the EWWR organiser in your area:** [www.ewwr.eu](http://www.ewwr.eu). **Mention in the registration form header or before in the description of your C.U.D.operation -Country-territory- Name of project partner for example**

### **During the C.U.D**



Too much waste

Sheet based on information from the Surfrider Foundation ([www.surfrider.eu](http://www.surfrider.eu))  
and Les Mains Vertes (Green Hands) ([www.lesmainsvertes.org](http://www.lesmainsvertes.org))



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## Phase 1 - welcome

- ▶ Welcome the participants and tell them how the operation will take place
- ▶ Raise participants' awareness about the waste prevention objective
- ▶ Inform participants of the safety guidelines (hand out the "safety guidelines" document and display it at the operation site)
- ▶ Make a list of the participants (use the "participants" sheet)
- ▶ Have latecomers fill in the "Image use consent" form
- ▶ Hand out gloves and plastic bags (always have extra pairs of gloves)

## Phase 2-the operation

- ▶ Ensure the clean-up runs smoothly - be organised!
- ▶ Collect waste from point A to point B avoiding bends (for rivers, always clean-up upstream, for example)
- ▶ Gather all the waste together (for collection and for a more effective visual impact)
- ▶ Try to separate recyclable waste (glass, cans) from other waste (wood, plastic, etc.), so it can be adapted to the local recycling context with the collection services in your area.
- ▶ Estimate the weight of the waste collected. Note down the volume collected, the weight, the surface area cleaned-up (estimate), the number of participants, the type of waste collected, count the number of plastic bags and their volume in order to make an estimate, etc. on the "Evaluation" sheet found in the appendix
- ▶ Display this information at the operation site
- ▶ Take photos/film the event
- ▶ At the end of the operation, assemble everyone in an informal setting (stand, drinks, snack, etc.) Educate the participants again about the impact that waste has on the environment and why we must act on a daily basis.
- ▶ Don't forget to thank the participants for helping to make the operation a success!
- ▶ Take a group photo in front of the rubbish heap

## *After the C.U.D*

- ▶ **Ensure that the bags have been picked up after the clean-up.** Let the local technical services know where the bin bags have been taken to.
- ▶ **Have the documents sent to your EWWR organisation:** the group photo, other photos, films, the "Evaluation" sheet, the "Image use consent form", all other items enabling your C.U.D to be reviewed (newspaper articles etc.).
- ▶ The EWWR team will review the C.U.D operations carried out across Europe during the EWWR on the website: [www.ewwr.eu](http://www.ewwr.eu).
- ▶

## For more information:

- ▶ **On the European Week for Waste Reduction**

The EWWR European website: [www.ewwr.eu](http://www.ewwr.eu)

- ▶ **On clean-up operations already carried out**

Ocean initiatives (cleaning-up beaches and rivers): [www.initiativesoceanes.org](http://www.initiativesoceanes.org) / [www.surfrider.eu](http://www.surfrider.eu)

Green Hands (C.U.D in France) and Let's do it (C.U.D in Europe): [www.lesmainsvertes.org](http://www.lesmainsvertes.org) / [www.letsdoitworld.org](http://www.letsdoitworld.org)

Mountain riders operations (cleaning-up mountains) [www.mountain-riders.org](http://www.mountain-riders.org)

- ▶ **Appendix**

Participation charter

Example of the letter for the local council

"Image use consent" form

"Safety guidelines" document

"Participants" sheet

"Evaluation" sheet

Promotion posters





## Participation Charter – Common Actions (Optional)

### Nature of the Project Developer

The Project Developer submitting a proposal for a EWWR action, which will be validated by a national, regional or local Organiser of the Week, must be classified under one of the following categories:

- Administration/public authority
  - Association/NGO
  - Business/industry
  - Educational establishment
  - Other (for example, hospital, retirement home, cultural institution...)
- 

### Dates of the actions

**The EWWR action must take place exclusively during the European Week for Waste Reduction: between the 19th and 27th November 2011 inclusive.**

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### Commitment of the Project Developer

- EWWR actions will be led by Project Developers who can be clearly identified and who are either legal entities or individuals (*individuals may be accepted as official EWWR Project Developers on the condition that their statute is recognised by a municipality, for example: a master composter*);
- Each action must be registered and officially validated by the (national, regional or local) Organiser covering the area where the action will take place. Registration will be made via a form.
- The EWWR action will be carried out in respect of the law and regulations of the country in which the action takes place and will obtain the permission necessary for its correct proceeding;
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- The action will seek to promote and encourage positive habits and gestures;
- The action will be carried out in a spirit of openness and cooperation and not in a militant or combative manner;
- The action will not be used to serve a political or religious purpose and will not be in breach of good morals;
- The action will be non-profit and entry will be free;
- Under no circumstances shall the certified EWWR action be focused on a product
- Unless otherwise indicated on the registration form, the validated EWWR action will automatically be entered into the review and selection process for the European Waste Reduction Awards.

### Commitment of the Project Developer – Common Actions

- The Project developer commits to using the European Week for Waste Reduction logo, LIFE logo and adaptable posters only within the framework of this registered EWWR action; the rights of use of the logo being restricted to this single action;
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EUROPEAN WEEK FOR  
WASTE REDUCTION

# Action Clean Up Day

- The Project Developer commits to evaluate his/her EWR action after it has taken place with the indicators noticed in this document
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**Date :**

**Name of the Project Developer**

**Please send back this participation charter to [contact@ewwr.eu](mailto:contact@ewwr.eu)**



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Sheet based on information from the Surfrider Foundation ([www.surfrider.eu](http://www.surfrider.eu))  
and Les Mains Verts (Green Hands) ([www.lesmainsvertes.org](http://www.lesmainsvertes.org))



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## Example of the letter to send to the local council where the clean-up is to take place

Town, XX October/November 2011

Dear Sir/Madam

The European Week for Waste Reduction is a project supported by the European Commission's LIFE+ Programme. This Week will take place for the third time from 19-27 November 2011. (For more information: [www.ewwr.eu](http://www.ewwr.eu))

The European Week for Waste Reduction aims to reach out to the public as much as possible in order to:

- To promote sustainable waste reduction actions across Europe
- To highlight the work accomplished by various actors through concrete examples of waste reduction
- To raise awareness about waste reduction strategies and European Union and Member State policies

The EWWR is a project which aims to inform people of the steps they can take to prevent waste production.

Our association (**Name of organisation**) wishes to organise, as part of this European event, a clean-up action in (**Name of the place where the clean-up will take place**), on (**Date and times**). This clean-up action is intended to show the public how much waste is generated and encourage the everyday habits necessary to avoid its production.

We would be grateful for your support in carrying out this action in your community. Are you able to provide us with rubbish skips and, if possible, gloves and bin bags?

If you have any further questions, you can contact:

Mr/Mrs. (**Name**) (**Surname**)

**Tel:**

**Mob:**

**E-mail:**

The coordinator of this action (add contact) will contact you shortly and inform the local technical services of where the bin bags have been left.

I thank you in advance for your support, Yours faithfully,

**Mr/Mrs. (Name) (Surname)**  
**Role**  
**Signature**





## Example of the "Image use consent" form

The European Week for Waste Reduction is a project supported by the European Commission's LIFE+ Programme. This Week will take place for the third time from 19-27 November 2011. (For more information: [www.ewwr.eu](http://www.ewwr.eu))

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- To promote sustainable waste reduction actions across Europe
- To highlight the work accomplished by various actors, through concrete examples of waste reduction
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The EWWR is a project which aims to educate people about the steps they can take to prevent waste production. The clean-up action we are organising is part of this project.

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### Image use consent - Children

I give my consent for **(Name of organisation)** to use images (photographs or films) of my child taken during the clean-up action at **(Name of place where clean-up will take place)**, on **(Date and times)** for the promotion or evaluation of this action, and I renounce any right to possess or be compensated for the use of these images.

Name of child:

Name of parent/tutor:

Date and signature:

.....

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### Image use consent - Adults

I give my consent for **(Name of organisation)** to use images of myself (photographs or films) taken during the clean-up action at **(Name of place where clean-up will take place)**, on **(Date and times)** for the promotion or evaluation of this action, and I renounce any right to possess or be compensated for the use of these images.

Name of person photographed:

Date and signature:

.....

### Attention:

- ▶ **Parents of minors MUST sign this consent form.**
- ▶ **Those who have not signed this consent form will not be photographed or filmed**
- ▶ **These consent forms must be received before the start of the operation, at the clean-up action welcome meeting at the latest.**





## Example of the "Safety guidelines" document

- ▶ Use thick gloves
- ▶ Wear trainer-style protective footwear
- ▶ Do not touch dangerous waste (nails, syringes, chemical products, etc.)
- ▶ Do not smoke at the clean-up site
- ▶ Children must always be accompanied by an adult
- ▶ Have your mobile phone on you in case you encounter any problems
- ▶ Note down the clean-up organiser's mobile number and call him/her if you have any questions or problems
- ▶ In the event of an accident call the emergency services first

### Further points for beach, lake, river and mountain clean-up:

- ▶ Do not walk on the dunes, or pick up any wood you find (wood helps to preserve the dunes)
- ▶ Avoid using motor vehicles for getting around the beach
- ▶ Do not try to collect waste which is in/under water
- ▶ Be careful on the riverbanks/watersides which can sometimes be slippery
- ▶ Attention: Water currents from hydroelectric dams pose a potential risk due to the dam releases required for producing electricity.
- ▶ Be careful of holes and sheer drops

### Attention:

- ▶ Security guidelines must be handed out to participants
- ▶ Security guidelines must be displayed at the clean-up site
- ▶ Check insurance issues in case of an accident (are participants insured?)





## Example of the "participants" sheet

This document is in table format containing the contact details of each participant. It allows you to view the number of people taking part in your clean-up action.

Name	Surname	Adult (age-18 or above)	Child (age-under 18)	Image use consent given	E-mail	Tel/Mob
		Yes/Name	Yes/Name	Yes/No		





## Example of "Evaluation/clean-up action-EWWR 2011" Sheet

**This sheet is to be returned to the official EWWR organiser in your area.**

**(Name of official organiser)**

**Area (Country/Region)**

**Address:**

**Tel:**

**E-mail:**

**Clean-up action manager (Surname-Name):**

.....

**Address:**

.....

**Tel/Mob:** ..... **E-mail:** .....

**Clean-up site:** .....

**Area (Country/Region):** .....

**Action duration (timetable):** .....

**Number of people who took part in the clean-up action:** .....

**Number of children who took part in the clean-up action:** .....

**Number of people informed:** .....

**Surface area of site cleaned-up:** .....m<sup>2</sup>

**Volume of waste collected:** ..... m<sup>3</sup> (1m<sup>3</sup>=around 6 bags)

**Weight of waste collected**

**Distribution of waste collected (volume/weight, please specify):**

**Plastic:** .....% **Glass:** .....% **Paper/Card** .....% **Metal/Scrap metal:** .....% **Other:** .....% (specify if possible)

**How the clean-up action took place?**

.....  
.....  
.....  
.....

**Media coverage (press articles, TV or radio features...):**

Yes                       No

**If yes, which:** .....

.....

**Miscellaneous:**

.....  
.....

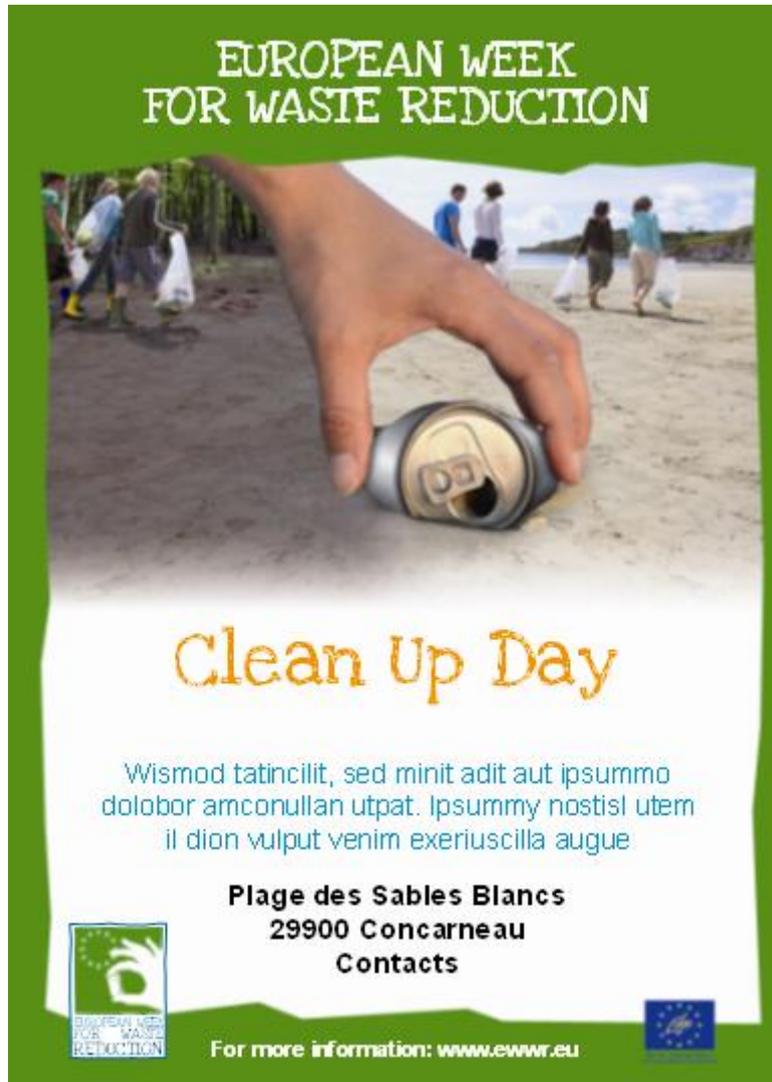




## Communication tools

A C.U.D. poster is available on the [www.ewwr.eu](http://www.ewwr.eu) website

This poster is easily adaptable to your context with the help of the Power Point ® software.



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