



EWWR webin@rs

Training session 2

01/04/2014 – from 10:00 to 11:30 (CET)



With the support of the
European Commission

This training session will focus on the "Let's Clean Up Europe" initiative. Participants can learn in detail about the methodology of Let's Clean Up Europe (LCUE), the involvement of stakeholders and how to successfully implement the LCUE.

Furthermore we invite you to hear about the experiences of clean-up organisers in national clean-up campaigns; a great opportunity to learn how to reach people and sponsors for your regional or local campaign.

>>>> SCHEDULE:

- 10:00** Welcome by the ARC
- 10:05** **Results of EWWR 2013.** Philippe Micheaux, Association of Cities and Regions for Recycling and Sustainable Resource Management & ARC
- 10:20** **How to implement the European Clean-Up Day: methodology, coordination, stakeholders.** Emanuele Biestro. International Association for Environmental Communication (AICA)
- 10:35** **How to organize a big campaign to reach people and sponsors for your local or regional campaign:**
- > **Example of the implementation of a WEEE collection campaign.**
Eszter Tanka, National Waste Management Agency of Hungary (OHÜ)
 - > **Example of the implementation in Denmark.**
Bjarke Lembrecht Frandsen, Hold Danmark Rent
- 11:05** **Engaging European citizens in tackling beach litter: Marine Litter Watch APP.**
Constanța Belchior, European Environment Agency
Alberto Telletxea, Bilbomática
- 11:20** **Discussion and conclusions.** ARC

>>>>> [REGISTRATION FORM](#)
>>>>> THE MEETING WILL BE CONDUCTED IN ENGLISH
>>>>> FREE ACCESS: [CISCO WEBEX](#)



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