



# Report on the implementation of the European Clean Up Day 2013

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### Let's Clean Up Europe: The European Clean-Up Day

One of the new features of the EWWR project, along with the extension to recycling, is the fight against littering, which is fast becoming a worldwide issue.

Organizing such activities give the chance to show people how much waste is generated and thrown away, illegally dumped in the environment and to show how good waste management systems could help reducing waste, reusing things and recycle.

In Europe there are already many clean up initiatives carried out by organizations such as Legambiente, Surfrider foundation and the members of the Clean Europe Network; but they are scattered in a limited number of territories and organized in different period of time. The aim of the European Clean Up Day is to bring all these players together and organize clean-up activities in a single day (or weekend) in all over Europe, to boost visibility and enhance the overall effectiveness in terms of waste collected.

The common name to launch the campaign is Let's Clean Up Europe (LCUE): an invitation to take care about all the continent starting from our neighborhood. The new logo is made upon the existing logo of the EWWR, in this way giving a tight link with the EWWR event in November. In order also to give a common brand to the European Clean Up Day, existing initiatives are asked to use, in addition to the association's logo, also the brand new logo created for this purpose.

### Let's Clean Up Europe 2013 edition

The first activities related to European Clean-Up have been implemented during the **EWWR 2013 edition**. But due to the request of Janez Potočnik, former European Commissioner for the Environment, the date of **May 10<sup>th</sup> 2014** has been set as the European Clean-Up Day. It has therefore been agreed upon by the partners to put most of efforts on this date.

Nevertheless, plain communication about clean-up activities have been made by the partners of the project in order to have some pilot activities: through press conference (this is the case of AICA), or meeting with the regional/local waste management company Bruxelles Propreté (the case of IBGE-BIM). ECUD actions during the EWWR 2013 were therefore accepted, but the main efforts and dissemination activities from AICA and associated beneficiaries were decided to be done for the 10<sup>th</sup> of May 2014.

### Results of Let's Clean Up Europe 2013 edition

The results of Let's Clean Up Europe 2013 edition have been this way the proper outcome of the efforts implemented: in the partner territories the total amount of actions has been of **56**, with **2.295 participants** estimated and over **26 tons of waste collected**. Due to the implementation of Hungarian campaign "TeSzedd!" in September 2013 before this campaign has been integrated in the ECUD, there was no clean-up action during EWWR 2013 in Hungary. Italy also experienced a lack of participation and organization of clean-up activities because of the implementation earlier in September 2013 of "Puliamo il Mondo" (Clean Up The World) initiative by Legambiente, which reached over 4.000 actions of clean-up and 400.000 participants.

In the other territories, the total of actions implemented has been **144**, with at least **163 tons of waste collected** (data based on estimation).



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### Qualitative results of Let's Clean Up Europe 2013

Concerning the questionnaires and the answers received, we noticed a real change in behaviour from the participants' side. Indeed waste issues such as the urgency to reduce waste and the need for recycling are becoming more and more familiar to the general public. People are getting used to reuse things also for other purposes than the original ones and they show awareness of the limited lifetime of product, trying to modify their way of shopping. Reusable containers are also becoming very popular every-day life tools.



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