



Let's clean up Europe: let's go!

The challenge of cleaning up Europe from littering all together has been taken up. On May 10th 2014, volunteers from all over Europe and beyond will get together to tackle the common challenge of cleaning up Europe from waste littered in their neighborhood, in natural areas, cities and beaches.

The initiative has been developed in the scope of the LIFE+ project “European Week for Waste Reduction” (EWWR – involving ACR+, AICA, ARC, IBGE-BIM and OHÜ) and with the support of the European Commissioner for the Environment, Janez Potočnik; together they launched the “Let's Clean Up Europe” campaign (www.letscleanupeurope.eu). The main aim of the campaign, which is coordinated within the EWWR by AICA, International Association for the Environmental Communication, is the fight against littering and waste abandonment. Its' main action is the organization of the first European Clean Up Day, a synchronized day of recovery of abandoned waste that will be held on May 10th throughout Europe. Experience of successful citizens' initiatives has shown that the decisive impact of such actions is not only the litter collected, but rather also the generation of a debate about waste issues, as well as raising awareness on wider issues of waste management and resource use.

The campaign is based on a *call to action*: an open invitation to anyone interested in organizing waste collection activities and the cleaning of defined territorial areas between May 10th and May 17th. Local institutions, voluntary associations, schools, groups of citizens, private companies and any other kind of institutions can participate. All they have to do to register a Clean-Up action for the **European Clean-Up Day** is to contact the organization that covers the place where the action is intended to be implemented. The registration form, the list of contact points divided by Member States (by countries or regions), as well as the details of AICA, the global coordinator of Let's Clean Up Europe, can be found on www.letscleanupeurope.eu.

Participating countries include: Belgium, Bulgaria, Denmark, France, Greece, Hungary, Ireland, Italy, Latvia, Portugal, Romania, Slovenia, Spain, Sweden, The Netherlands and United Kingdom (England, Northern Ireland, Scotland, and Wales). In addition to these EU countries, Andorra, Bosnia and Herzegovina, Norway, Serbia and Turkey also confirmed their participation.

There are no obligations with regards to the methods chosen and volunteers can be creative. Examples of activities, taken from previous clean-ups, are general clean-up activities that mobilize volunteers to clean up a dedicated territory (country, region, city, natural park), or beach clean-ups that focus on marine litter and coast preservation.



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Let's Clean Up Europe is being coordinated within the European Week for Waste Reduction project (www.ewwr.eu), which aims at raising awareness on sustainable waste management through dedicated actions organized throughout Europe. The Commission also launched the Generation Awake campaign (www.generationawake.eu) to encourage and inform wider debate on waste issues.

Organizations of all kinds are invited to contribute to the success of Let's Clean up Europe by supporting local and regional actions.

Get involved and take action!

For additional information:

Emanuele Biestro - International Association for Environmental Communication (AICA) – organizing secretariat of Let's Clean Up Europe

Via Santa Margherita, 26

12051 ALBA (CN)

0039 0173 33.777 int. 518

segreteria@assaica.org

European Week for Waste Reduction - Technical Secretariat

contact@ewwr.eu

www.ewwr.eu



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