



## *Let's clean up Europe: it's time to clean-up!*

Finally, the 10<sup>th</sup> of May arrived and many European Citizens took actions to Clean-up Europe!

If you were on holiday at the sea, or in the countryside, relieving from work back at the office, didn't you see children and their parents, young people and many other citizens all equipped with gloves and bags to pick up all the litter abandoned in the environment? They were taking part in Let's Clean Up Europe initiative, the campaign against littering 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.

The great efforts taken by all the national coordinators of the campaign have given fantastic results: more than 3300 clean-up actions have been carried out in this first edition! This year, many countries and regions across the European Union and even outside its boundaries participated: Andorra, Belgium, Bosnia and Herzegovina, Bulgaria, Denmark, England, France, Greece, Hungary, Ireland, Italy, Latvia, Northern Ireland, Norway, Portugal, Romania, Scotland, Serbia, Slovenia, Spain, Sweden, The Netherlands, Turkey and Wales. In all these areas there was a national coordinator in charge of disseminating the purpose of the campaign and receiving the adhesion from the volunteer cleaners. You can see the full list of coordinators by visiting the website [www.letscleanupeurope.eu](http://www.letscleanupeurope.eu): special thanks go to all of them, to all the efforts they put in this event!

The aim of this campaign is not only to clean rivers, parks or beaches from litter and therefore to prevent major environmental damages, but also to raise awareness among the general public about the consumption patterns that generate waste and the urgency to take action on waste prevention and recycling, reducing our impact on the environment.

### For additional information:

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