



## PRESS RELEASE

### Let's Clean Up Europe 2016 The third edition: another year of success and participation

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After the success of 2015, the third edition of [Let's Clean Up Europe \(LCUE\)](#), the big European campaign against littering, took place all over Europe and beyond. Around 6-8 May 2016, **more than 5,800 clean-up actions** were registered. With almost **500,000 participants**, the third edition of Let's Clean Up Europe was again a great success.

During those days, you may have seen representatives of public authorities, businesses, associations, educational establishments and groups of citizens **picking up litter** in open spaces. Actions were all registered by **volunteers both to literally "clean up Europe"** - removing litter which ends up in oceans, beaches, forests, rivers and elsewhere in nature - and to **raise awareness** on the problem of littering on a larger scale.

Every year, millions of tonnes of litter end up in the environment. The primary causes are **our societies' unsustainable production and consumption patterns**, poor waste management strategies and the lack of awareness of the population. In order to give visibility to this issue and to encourage citizens to **take action on waste prevention**, the Life+ project [European Week for Waste Reduction \(EWWR\)](#) coordinates, since 2014, a Europe-wide annual clean-up day. 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 call on concrete action introducing waste prevention and reduction in our daily lives: **the best waste is the one which is not produced!**

The great efforts taken by coordinators of the campaign have given important results: actions have been implemented in 21 countries all over Europe and beyond.

National or regional [Coordinators](#) act as a contact point for anyone interested in organizing a LCUE clean-up action and provide volunteers with support, communication material and the famous LCUE flags which wave during the actions.

Once again Let's Clean Up Europe has been very "social": **pictures and videos of LCUE 2016 actions** can be found online on [Facebook](#) (Let's Clean Up Europe – Official) and [Twitter](#) (@LetsCleanUpEU) or following the hashtag #cleanupeurope!

For additional information:

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