



Report on the implementation of the European Clean Up Day 2015

Index

1.	Let's Clean Up Europe: The European Clean-Up Day.....	2
2.	Let's Clean Up Europe 2015 – the second edition	2
	Methodology.....	3
3.	Results of the Let's Clean Up Europe 2015	5
	LCUE 2015 - Map of actions	6
4.	Evaluation of Let's Clean Up Europe 2015	7
	General remarks.....	7
	Feedback from coordinators.....	8
	What to improve	8
5.	Communication tools.....	9
	Digital tools.....	9
	Gadgets.....	11
	Media coverage.....	12
	LCUE Social Media	14
6.	LCUE Coordinators and their actions	16
	European Union.....	16
	European Coordinators (Non-EU)	23



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

1. Let's Clean Up Europe: The European Clean-Up Day

One of the new features included in the EWWR project, along with the extension to actions focusing on recycling, is the **fight against littering**, which has sadly become a worldwide issue. Every year, millions of tonnes of litter end up in oceans, beaches, forests and elsewhere in nature. Seas and oceans are increasingly becoming the “waste dump” of the planet – approximately 10 million tonnes of litter end up there each year¹. The primary causes of this phenomenon are our societies’ unsustainable production and consumption patterns, poor waste management strategies and the lack of awareness of the population. In order to reduce littering in nature and to give visibility to the issue, the LIFE+ project [EWWR \(European Week for Waste Reduction\)](#) coordinates a Europe-wide annual clean-up day: [Let's Clean Up Europe](#).

Organizing such activities is the chance to clearly show people how much waste is thrown away, including waste illegally dumped in the environment, but most of all to demonstrate from where waste comes, highlighting the **production of excessive waste** and **inviting everyone to start reducing** the amount of waste generated. Let's Clean Up Europe is also the occasion to show how good waste management systems could help reducing waste, reusing products and recycle materials.

In Europe there are already other clean-up initiatives carried out by organizations such as, among others, Legambiente, Surfrider Foundation, Let's Do It! World and the members of the Clean Europe Network; but they are scattered in a limited number of territories and organized in different period of the year. The aim of the European Clean Up Day is to **bring all these players together** and organize clean-up activities concentrated in a single day (or weekend) all over Europe, to boost visibility and enhance the overall effectiveness in terms of waste collected. The common name of the campaign is Let's Clean Up Europe (LCUE): **an active invitation** to take care of the whole continent, starting from our neighbourhoods, cities, beaches, woods etc.

2. Let's Clean Up Europe 2015 – the second edition

Since November 2013, during the preparation of the first LCUE, several meetings with stakeholders and other key organizations have taken place, to share the EWWR vision on the European Clean-Up Day. The involvement of the stakeholders started at the beginning of the project and continued for the 2014 edition, trying to reach as many interested actors as possible. The 2014 first edition has received strong support from the former European Commissioner for the Environment, Janez Potočnik, who was willing to play an active part in the of the European Clean Up Day. The cooperation with the Commissioner's Cabinet led to a concentration of efforts on the first edition of Let's Clean Up Europe, set on the 10th of May 2014. Since then, the idea of a yearly appointment dedicated to clean up Europe to be set close to the Europe Day on 9 May - the second weekend of the month - assumes, thus, a highly symbolic value. The date of the second edition has been chosen taking into account the respect of this willing, the commitments of project partners and of the cooperating organizations acting as coordinators).

In the second edition of 2015, bonds and fruitful cooperation built during the previous edition were re-launched and served as the basis for the second year of this exciting initiative. Moreover, taking advantage of the experience and the network developed in the framework of the EWWR, A.I.C.A. - as the EWWR project partner in charge of the organization of LCUE – could first count on the work of many of the 2014 EWWR edition coordinators.

¹ European Commission, *Marine litter*, 2011; available at <http://ec.europa.eu/environment/marine/publications/pdf/flyer.pdf>



With the support of
the European Commission

www.ewwr.eu



Generalitat de Catalunya
Departament de Territori
i Sostenibilitat

Agència de
Recursos de
Catalunya





Report on the implementation of the European Clean Up Day 2015

In fact, with the support of ACR+, A.I.C.A. involved several EWWR coordinators across Europe (public authorities with experience on waste management, in charge of promoting and coordinating the EWWR on their territory) who ensured coordination also for this initiative linked to EWWR, manifesting a clear synergy within the project.

A.I.C.A. also contacted various organisations involved in the implementation of clean-up campaigns around Europe in order to promote clean-ups in countries where nothing similar had been planned before. Efforts were also made in the direction of **reuniting, under the LCUE flag, events from different organizations and established traditions**, in order to give even greater visibility to those clean-up actions already present in the territory. Environmental organizations involved as coordinators are and were already committed to raise awareness against littering and excessive waste production. While leaving all the existing initiatives with their logos and names, in fact, other initiatives were invited to adopt also the common visual identity created for the European Clean-Up Day, trying not to overlap with other organisation's activities. Existing campaigns and organisations have been encouraged to use the Let's Clean Up Europe logo together their own logo(s) when participating in clean-up actions during the LCUE set dates (see section 5. Communication Tools for more details). Agreements were made in 2015 to widen participation and to **cooperate with existing organizations and campaigns**: [Surfrider Foundation Europe](#), [NFI - Naturefriends International](#), Let's Do It World! with its local networks, especially in Italy ([Let's do It! Italy!](#)) and Belgium ([Let's Do It! Belgium](#)), invited their volunteers to implement clean-ups under the LCUE flag and during the LCUE set dates thus contributing to this year's success.

Since the aim of LCUE is not to replace existing initiatives, but to **create synergies between them all**, the period in which it was possible to organize a clean-up activity was extended to ease wider participation and previously set activities: **LCUE 2015 ran from the 3 to the 17 of May 2015**, with a **focus** and an invitation to concentrate actions, where possible, on the weekend **from 8 to 10 May 2015**.

In territories where no LCUE coordinator was found, A.I.C.A. played that role of contact point for aspiring participants and constituted action developers' reference for communication, tools and support. Surfrider Foundation Europe also received registrations for LCUE actions from their volunteers in different territories; these actions have been counted in the total number of actions per country.

Methodology

To help the all coordinators, A.I.C.A. developed some useful tools, such as a Methodology in the form of a factsheet available online, containing a to-do list on how to organize a cleanup activity (see section Methodology for more details). In addition to this, coordinators were provided with communication tools developed (printable posters, web banner, email signature, infographics, flags and others to be shared with action developers and displayed during clean-ups (see section 5. Communication Tools for more details).

Methodology of action for coordinators

On territories where there were organisations implementing clean-up activities, the confirmed coordinators of actions in the framework of LCUE were asked to:

- promote and organise clean-up activities from 3 to 17 May 2015, mainly focusing on 8-10 May 2015;
- ask clean-up organisers to fill in a registration form to ease registration and validation;
- use the Let's Clean Up Europe logo and ask their participants to do the same,
- provide participants with a broader message on waste prevention and littering avoidance;
- report to A.I.C.A. about the total number of actions registered, the number of participants and the amount of litter collected (estimated) in addition to qualitative appreciation.



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

Participating LCUE Coordinators were asked to provide information about the countries/regions they covered, to provide contact details to communicate with A.I.C.A., to share their methodology (if they had their own) on these actions to optimize the synergy in coordination. Registrations and validation of actions were generally conducted on-line; coordinators have been encouraged to use the on-line registration form developed by A.I.C.A. and to invite volunteers who wanted to join the Let's Clean Up Europe (called "action developers") to register via it, but coordinators were free to choose which way they prefer to receive and process registrations. Before the beginning of LCUE, a **webinar training** was held on-line on 4 march 2015, the [Webin@r Training Session 5](#); coordinators and EWWR project partners participated sharing experience and raising practical questions on methodology, evaluation procedure and updated communication tools of the second Let's Clean Up Europe event.

Methodology of action for action developers

Action developers (belonging to any of the following categories: citizens, associations, schools, firms, public administrations and others) were requested to fill in a registration form (the one provided by A.I.C.A. or by the local coordinator) in order to have their action validated; after this step, they have received via email the Let's Clean Up Europe logo and other methodological and communication tools for free download (see section Communication tools). After the action, they were asked by local coordinators to give feedback on quantitative (number of participants to LCUE action, amount of waste collected) and qualitative data about the action implemented.

A methodology **for action developers and coordinators** has been prepared and is available for download on the website www.letscleanupeurope.eu: the "[Factsheet - Organise a clean-up activity](#)" has been sent to all LCUE Coordinators in order for them to spread it amongst their contacts and, most importantly, to all action developers. The factsheet provides a common methodology to implement successfully a clean-up initiative, including a "to-do list" before and during the action. It is also a useful tools outside the LCUE initiative and it contains interesting organizational and practical tips on opportunities to raise awareness on littering and excessive waste generation.



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

3. Results of the Let's Clean Up Europe 2015

Expected results

The expected results of Let's Clean Up Europe in the scope of the project are:

- the establishment of a coordination of the European Clean Up Day at a pan-European level;
- the provision of a methodology and communication tools for organizing the event;
- at least 40.000 participants to collect waste.

Results

3,383 clean-up actions, 538,514 participants involved and over 3,640 tonnes of waste collected during LCUE actions in May 2015.

In May 2015, **3,383 actions** have been registered under the Let's Clean Up Europe initiative. Let's Clean Up Europe "crossed the borders" and actions were registered also outside the European Union: Andorra, French Polynesia, Serbia, Tunisia and Turkey registered actions within LCUE.

Concerning participation of volunteers to clean-ups actions, data received from coordinators and based on the numbers each one of them has communicated show that **538,514 volunteers** took part in the 2015 edition of LCUE. Participants collected an estimated total amount of waste of **3,640 tonnes²** during LCUE actions.

As regards LCUE actions registered under the coordination of **EWWR project partners**:

- IBGE-BIM (Brussels Environment) saw **20 actions** registered in the **Brussels Capital Region**;
- ARC (Agència de Residus de Catalunya), **112 actions in Catalonia**;
- NWMD (Hungarian National Waste Management Directorate), **1590 actions in Hungary**;
- AICA, (International Association for Environmental Communication), **356 actions in Italy**.

Regarding **expected results**, these have been **attained as in the provision of a methodology** and communication tools for the event and have been **exceeded as in the number of participants** to collect waste during LCUE actions. Regarding coordination at a pan-European level, not all countries have been reached, but a pan-European coverage has been guaranteed in the form of the support from A.I.C.A. acting as a coordinator also for those countries that did not have a coordinator. In fact, registrations spontaneously arose from different countries: volunteers saw the LCUE initiative as both useful for the wellness of communities and as a unique opportunity to raise awareness on the waste issue.

² In those actions for which such a figure was not registered/reported to A.I.C.A., an estimation has been made based on the average amount of registered/ reported waste collected per action



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

LCUE 2015 - Map of actions

Hereunder you can find a map highlighting actions implemented in the frame of the LCUE 2015 in May.



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

4. Evaluation of Let's Clean Up Europe 2015

General remarks

This second edition of Let's Clean Up Europe has witnessed another year of success and participation, in a **continuum of engagement against littering and awareness-raising** on waste prevention, in an even **increasing enthusiasm by participants**. During clean-up actions, a broader message was communicated on waste prevention and littering avoidance. Action Developers themselves informed participants about the origins of the collected waste, about related problems and about waste prevention measures. The **most active action developers organized** also some **workshop on waste management and waste reduction**; many drafted leaflets on their own to publicize the event and invite the local community and stakeholders.

In Italy, A.I.C.A. - as the European Secretariat of LCUE - and the Italian Steering Committee guaranteed extensive visibility of Let's Clean Up Europe by organizing a central event with the support of sponsors and the help of volunteers: **"Keep Clean and Run" (Pulisci e Corri)**, an eco-trail that covered 400 km, in Italy and France, in an awareness-raising itinerary. This central action under LCUE consisted in the challenge of two runners who, while running an average of 50-60km a day, picked up litter they found in nature; each stage ended with public meetings intended to raise awareness among citizens of the municipality in which runners stopped. This attracted the attention of media and gave the opportunity to involve several stakeholders: local authorities, associations of volunteers, passionate about sport, environment and a broader general public of citizens.

Commitment was shown enthusiastically by participants, who were happy to take pictures during actions and who wished to spread their message to the world...wide web! In fact, since Let's Clean Up Europe is present on-line with the website letscleanupeurope.eu and on social media like Facebook ([Let's Clean Up Europe – Official](https://www.facebook.com/LetsCleanUpEurope)) and Twitter ([@LetsCleanUpEU](https://twitter.com/LetsCleanUpEU)), many **action developers have shared live their efforts** by publishing pictures and videos on-line with the hashtag #cleanupeurope. Many others have sent pictures to the LCUE Secretariat via email; A.I.C.A has collected the pictures in its archives and plans on sharing them throughout the year on LCUE social media profiles.

A [LCUE 2015 YouTube playlist](#) has been created and it is constantly being updated with videos of clean-up actions implemented during the LCUE 2015. Publishing action developers' pictures and their videos is perceived to be a "reward" for the commitment of volunteers.

This activity indubitably contributes to the scope of **disseminating LCUE activities** and generating hype about the whole EWWR project and message of waste prevention.



With the number of actions remaining more or less on the same level as the year before, a **higher amount of waste was collected**. While at a first glance this may appear to be an "improvement", it actually reveals that **there is still a lot to do in terms of waste prevention**. That is why in 2015 LCUE coordinators have tried to insist on waste reduction to **tackle the problem from the early start**: try to don't produce waste in the first place!

Tramonti, Italy; an example of waste prevention awareness-raising during a LCUE action



With the support of
the European Commission

www.ewwr.eu



Consorci de Catalunya
Departament de Territori
i Sostenibilitat

Agència de
Recursos de
Catalunya



NWMD
NATIONAL
WASTE MANAGEMENT
DIRECTORATE

A.i.c.a.
Associazione Italiana
Comuni per la Gestione Ambientale





Report on the implementation of the European Clean Up Day 2015

Feedback from coordinators

Generally speaking, coordinators gave a very positive feedback of their participation in the second edition of Let's Clean Up Europe. They also felt that participants were keen on taking part in the initiative and they left the event with the willingness to start (or continue) reducing waste in their daily lives.

Coordinators who expressed their qualitative appreciation affirmed that:

- they were satisfied with the participation in LCUE;
- they noticed an increased awareness regarding waste issues amongst the participants;
- they judged the initiative very useful, very to fairly important and necessary; many reported LCUE was a "success" in their territories;
- the effectiveness of clean-ups was perceived to be fairly effective to effective;
- communication and information provided about the event were considered appropriate; some suggested to address even more detailed communication earlier to ease practical organization of actions;
- posters, gadgets and flags were very appreciated by action developers; the desire for more practical tools to clean up (gloves, bags, etc.) has been expressed. These are usually provided by local sponsors, coordinators or the authority in charge of waste management which are all more aware of the needs of specific actions;
- volunteers showed a high level of engagement and commitment, reaching great goals in terms of organization and stakeholder involvement. Many actions were indeed the outcome of cooperation between different local stakeholders.

Some coordinators, especially in Belgium, Germany and Hungary, noticed that vegetation in May has already grown, so that it was sometimes hard to find small pieces of trash in the grass. It is also to notice that other spring clean-up initiatives were established before in some of the EU countries involved and that it is sometimes difficult to engage volunteers again in a short period of time. However, in the majority of areas in Europe, albeit several other initiatives to clean up open spaces in the months before May have been reported, LCUE actions were implemented with passion and success. The idea of having a LCUE weekend (extended to a period before and after) that revolves around original LCUE dates is to be preferred both in terms of coherence and symbolic meaning. The Let's Clean up Europe initiative is, in the meantime, starting to grow an effect on people and is contributing to the greater, common aim of fighting against littering and excessive waste generation.

What to improve

A.I.C.A. has received general appreciation and enthusiasm by action developers via coordinators, emails and social networks; however, the **feedback rate** via the online questionnaire **can be improved** and the LCUE Secretariat wants to continue to assure an early and clear communication with coordinators and action developers. The quality of registration and feedback on-line represents already an improvement from 2014; however, to continue to gather information, A.I.C.A. would need to strengthen the importance of such feedback with coordinators, as they are better connected to their own territory and therefore able to gather the appreciation and data of actions. **Gain even greater visibility** for the initiative is an effort that will continue in 2016;

The communication itself with some coordinators can also be improved: while the majority has always been responsive and collaborative, additional efforts to involve new coordinators and to **strengthen the involvement of confirmed ones** - included feedback they can provide - is among the priorities for next edition.

Participation of Eastern-European countries is another point that needs additional efforts: although some has participated, extensive mapping of associations and cooperation with them will be on the list for the third edition of LCUE.



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

5. Communication tools

The communication tools provided by A.I.C.A. covered digital tools and physical objects in the form of gadgets and a LCUE flag. In the countries that had national coordinators, these tools were sent to the coordinators; in the countries that had no national coordinator, AICA sent the digital tools directly to the action developers. The logo of LCUE is created upon the existing logo of the EWWR, in this way giving a tight link with the EWWR event happening every year in November. Moreover, in order to give a common brand to the European Clean-Up Day, existing initiatives are asked to use, in addition to the association or organizer's logo, also the LCUE one created for this purpose.

Digital tools

Most digital tools were available free for download on letscleanupeurope.eu (also made accessible as a section of the main ewwr.eu website). Along with **hints and tips** on the right column of the website, the website featured a **European map of LCUE actions**, the list of LCUE coordinators, recordings of webinar trainings, a web banner and email signature available for download to help disseminating the event and participation in it.

- **Website:** www.letscleanupeurope.eu

LET'S CLEAN UP EUROPE!

You can find the nearest place where a Let's CleanUp Europe event is organised thanks to this map:

IDEAS FOR ACTIONS

- Reduce
- Reuse
- Recycle
- Reduce waste in everyday life

COMMUNICATION TOOLS

Here you can find all the useful communication tools to organise a Let's Clean Up Europe event.

HINTS AND TIPS

- List of Coordinators of Let's Clean Up Europe 2015
- Webinar training on LCUE 2015: 4 March 2015!
- Join us on Facebook!
- Webinar training on the implementation of Let's Clean Up Europe

EUROPEAN CLEAN-UP DAY

Every year, millions of tonnes of litter end up in oceans, beaches, forests and elsewhere in nature. 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 reduce

Tools available on letscleanupeurope.eu:

- Webinar training (recordings and presentations)
- Map of actions
- LCUE badge
- Twitter cover
- Facebook cover
- Social media small cover
- Animated web banner in 8 languages
- 3 posters in 8 languages



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

Other tools created:

- Social Networks profiles ([Facebook](#) and [Twitter](#))
- [YouTube Playlist of LCUE actions](#) (constant update)
- 3 infographics sent to coordinators and disseminated through Social Networks. A new infographic with definitive results is to be produced right after the diffusion of this report. It will be sent to coordinators in an editable format so that they will be able to add the data for their territory.



With the support of the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

Gadgets

A.I.C.A. realized and shipped to coordinators:

- Small portable containers (used as ashtrays for cigarette butts, chewing-gum and to “store” small trash on-the-go)
- Light water flask
- LCUE flag



Action developers posing with the LCUE flag in Poli, Italy



With the support of
the European Commission

www.ewwr.eu



Generalitat de Catalunya
Departament de Territori
i Sostenibilitat





Report on the implementation of the European Clean Up Day 2015

Media coverage

Drafting and releasing of two international press releases:

- [Join Let's Clean Up Europe 2015!](#) 25/02/2015
- [Let's Clean Up Europe 2015 - The 2nd edition!](#) 22/05/2015

A few examples of international media coverage:

On-line articles

Let's Clean Up Europe 2015

<http://ec.europa.eu/environment/europeangreencapital/news/events/lets-clean-up-europe-2015/index.html>

'Let's Clean Up Europe!' on 10 May

<http://www.eureporter.co/environment/2014/04/22/lets-clean-up-europe-on-10-may/>

Let's clean up Europe

<http://global-innovation.com.ro/index.php/projects/22-first-category/117-let-s-clean-up-europe>

En mai, ramasse tes déchets

<http://libresglisses.blog.lemonde.fr/2015/05/06/lets-clean-up-europe-a-vos-marques-prets-nettoyez/>

Let's clean up Europe!

<http://www.zerowasteurope.eu/2015/05/lets-clean-up-europe/>

[Home](#) [Advertise](#) [Sponsorship](#) [Donate](#) [About](#) [Team](#) [Services](#) [News agency](#) [Blog](#) [Contact Us](#)

independent media for better debate

eureporter

enlgbolfer

#news #eu #euro

USA Germany France

VIDEO NEWS	FEATURED VIDEOS	ONLINE TV	PODCASTS	PHOTO JOURNALISM			
POLITICS	DEFENCE	ECONOMY	ENERGY	ENVIRONMENT	EDUCATION	HEALTH	HUMAN RI

Engage your audience with live web-casts from Press Club Brussels

'Let's Clean Up Europe!' on 10 May

EU Reporter Correspondent | April 22, 2014 | 0 Comments

[f](#)
[t](#)
[e](#)
[p](#)
[+](#)
0

Every year, millions of tonnes of litter end up in Europe's streets, oceans, beaches, forests and natural areas. And every year millions of Europeans get out in their neighborhoods to clean up in voluntary actions. 'Let's Clean Up Europe!' is an initiative that aims to encourage more such actions, to raise awareness about the scale of the litter and waste problems, and to encourage changes in behaviour. The event is being co-ordinated by the European Week for Waste Reduction (EWWR).

CR+
centreplus.org

Agència de Recerca de Catalunya

Nouvelles Initiatives Européennes

NWMD
NATIONAL WASTE MANAGEMENT DIRECTORATE

A.i.ca.
Association for the Improvement of the Environment

ADME

Campagna "Let's Clean up Europe" - Lotta contro l'abbandono di rifiuti

ADNkronos.it (65 000 single users/day)

http://www.adnkronos.com/fatti/pa-informa/ambiente/2015/05/08/campagna-let-clean-europe-lotta-contro-abbandono-rifiuti_I2WyO9r4o710BX0qkmGJTJ.html

Corriere.it: 103 000 single users/day

http://www.corriere.it/notizie-ultima-ora/Ambiente/Corsa-sensibilizzare-abbandono-rifiuti/30-04-2015/1-A_016952012.shtml

Tiscali Ambiente (24 000 single users/day)

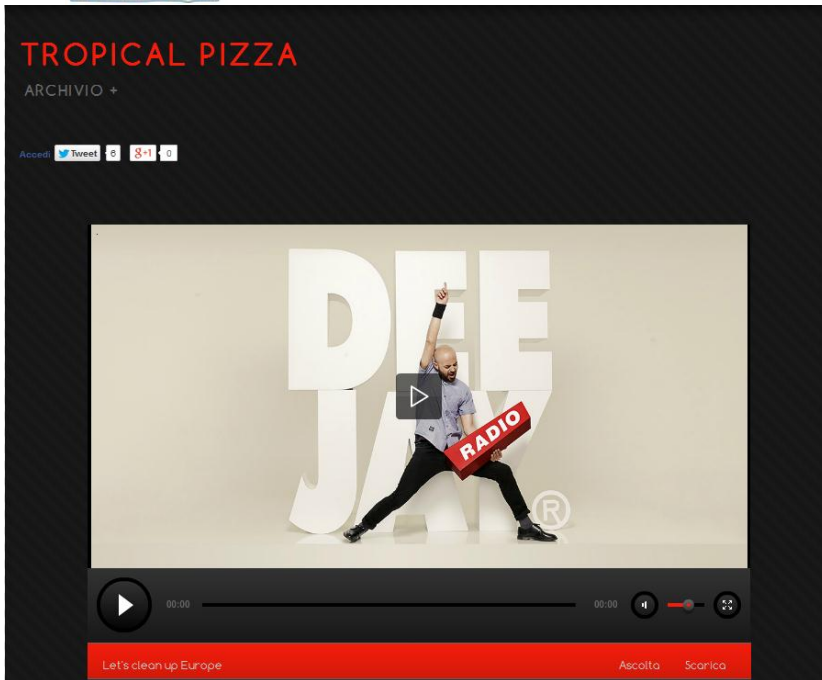
<http://ambiente.tiscali.it/socialnews/bloggers/eHabitat-it/15799/articoli/Pulisci-e-corri-una-corsa-contro-il-littering.html>



Report on the implementation of the European Clean Up Day 2015

Radio broadcast

'Let's Clean Up Europe!' on air on Tropical Pizza - Radio DeeJay (average audience 2014: 4,536,000 radio listeners) Roberto Cavallo (technical and dissemination expert) presents LCUE
<http://www.deejay.it/audio/lets-clean-up-europe/425143/> Podcast



TV show

Community, International RAI Channel RAI WORLD (target audience: estimated 2 million people) Roberto Cavallo e Oliviero Alotto on LCUE (To be aired on 31 July 2015)

Newspapers

La Stampa: 219.000 copies/day (Italy)

VI | SPECIALE LA STAMPA/PUBBLICOMPASS | GIOVEDÌ 4 GIUGNO 2015

MONTAGNA

“Pulisci e corri” per i sentieri da Aosta fino a Ventimiglia

Un successo l'iniziativa contro l'abbandono dei rifiuti sulle Alpi

400 chilometri in otto tappe gli ambientalisti piemontesi Roberto Cavallo e Oliviero Alotto hanno percorso i viottoli per sensibilizzare la popolazione locale

con loro l'importanza di prendersi cura del mondo in cui viviamo. La partecipazione nelle varie tappe ci ha dato un'energia incredibile». Ma non è tutto. Cura e pulizia dell'ambiente significano anche valorizzazione del territorio e in prospettiva occasioni per favorire il turismo. «I sentieri sono tenuti bene, ma purtroppo sono poco conosciuti - spiega Alotto - Lungo i percorsi e nei rifugi abbiamo incontrato pochissime persone ed erano tutte straniere. Sono luoghi meravigliosi ed è un peccato che non siano frequentati: potrebbero dare tante opportunità alle persone del posto».

La lunga corsa e la raccolta si sono concluse con un tuffo nel mar Ligure e un bottino di 80 chilogrammi di rifiuti tra cui plastica, vetro, alluminio e cartone oltre a una mappatura dei siti da bonificare (piccole discariche e depositi abusivi di pneumatici). Alcuni pezzi recuperati lungo il percorso hanno evitato la discarica come un pacchetto di biscotti dell'Esercito Italiano datato 1974 o alcune lattine degli anni '80, materiale che da decenni riposava sui sentieri alpini e ora fa bella mostra di sé sulla scrivania di Cavallo come un piccolo trofeo a memoria dell'avventura. «Il nostro impegno continuerà, anche se ci piacerebbe che non ci fosse bisogno di organizzare eventi di questo tipo», conclude Cavallo. Per ora gli spunti non mancano, tanto che Alotto ha già studiato la prossima sfida: una corsa in solitaria in Grenlandia per indagare sui cambiamenti climatici. Il percorso di 200 chilometri è stato tracciato e la partenza potrebbe scattare in estate. Si tratta di trovare i finanziamenti, grazie e fiato di certo non mancano.

Per provare a invertire queste drammatiche tendenze non si deve trascurare nulla, a partire dalle montagne. Ed è quello che hanno fatto Roberto Cavallo e Oliviero Alotto, due ambientalisti piemontesi che il 16 maggio hanno salutato Aosta in direzione Ventimiglia con un po' di allenamento nelle gambe e sulle spalle uno zaino pieno di spazio per i rifiuti da strappare all'ambiente. Ad attenderli otto tappe per complessivi 400 chilometri (l'equivalente di 10 maratone) e migliaia di metri di dislivello. Non proprio una passeggiata. Anzi, per niente, visto che la sfida è stata completare tutto il tragitto di corsa (da qui il nome dell'iniziativa «Pulisci e corri»). Ogni giorno una frazione sui sentieri alpini scandita da incontri con le comunità locali, le scuole e le associazioni. Tutti impegnati per la stessa causa: le «grandi pulizie» dell'ambiente che da quando l'Unione europea ha istituito il «Let's clean up Europe» (la giornata contro l'abbandono dei rifiuti) sono state simultaneamente concentrate intorno al 10 maggio.

«La vera impresa non è stata quella sportiva - racconta Cavallo - ma coinvolgere centinaia di persone tra cui moltissimi bambini e condividere

Alcune immagini dell'iniziativa di sensibilizzazione portata a termine da Roberto Cavallo e Oliviero Alotto

colpite perché è lì che si concentra l'immondizia raccolta dai corsi d'acqua, prima in quota e poi lungo il tragitto. Secondo uno studio della University of Georgia pubblicato sulla rivista «Science», ogni anno finiscono tra le onde almeno 5 milioni di tonnellate di materie plastiche e, con questo ritmo, entro il 2025 la quantità complessiva potrebbe aumentare di 10 volte.

ALBERTO ABBERRÀ

Il caso più eclatante è il «cesto Continentale», un'enorme massa di spazzatura galleggiante che staziona da anni nel bel mezzo dell'Oceano Pacifico tra le coste giapponesi e le Hawaii. Città, campagne, fiumi e laghi: non c'è angolo del Pianeta che sia riuscito a sottrarsi all'incuria dell'uomo. I mari sono le zone più

Arrivati sul mar Ligure, a tanto ammontava il bottino di plastica, vetro, alluminio e cartone. In più, una mappa dei siti più grandi da bonificare



With the support of the European Commission

www.ewwr.eu



Governat de Catalunya
 Departament de Territori i Sostenibilitat

Agència de Recerca i Innovació Tecnològica





Report on the implementation of the European Clean Up Day 2015

LCUE Social Media

In 2015, LCUE has been very “social”. Action developers and coordinators enjoyed sharing pictures of their clean-up actions on LCUE Social Media profiles; this proved to both inspire and generate greater interest and awareness.

- Facebook page: [Let's Clean Up Europe – Official](http://www.ewwr.eu/en/coordinators/lcue)

Post Details Reported stats may be delayed from what appears on posts

Let's Clean Up Europe - Official
April 29 · Edited 19 · 🌐

Do you know how many tons of litter we were collected in 2014, thanks to European Clean Up Day?

Tomorrow is the last day to subscribe Italian actions. Check the list of coordinators: <http://www.ewwr.eu/en/coordinators/lcue>
#cleanupeurope

3,138 People Reached

84 Likes, Comments & Shares

60 Likes	7 On Post	53 On Shares
0 Comments	0 On Post	0 On Shares
24 Shares	22 On Post	2 On Shares

148 Post Clicks

69 Photo Views	12 Link Clicks	67 Other Clicks
----------------	----------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	1 Unlike Page

The official Facebook page of Let's Clean Up Europe has started to be more active as of January 22, 2015. Since then, **104 posts** have been published and the page has gained 771 likes. Each post reached an average of **421 people daily**.

Post Details Reported stats may be delayed from what appears on posts

Let's Clean Up Europe - Official added 16 new photos.
May 25 at 2:22pm · 🌐

Thanks to Comitato Cittadino L'ALTERNATIVA di MANOPPELLO (PE)
#cleanupday #cleanupeurope

1,510 People Reached

67 Likes, Comments & Shares

53 Likes	7 On Post	46 On Shares
7 Comments	3 On Post	4 On Shares
7 Shares	4 On Post	3 On Shares

148 Post Clicks

55 Photo Views	0 Link Clicks	93 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

1,510 people reached Boost Post

Like · Comment · Share · 🌐 7 1 4



With the support of the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

- AICA Facebook page, [AICA Associazione Internazionale per la Comunicazione Ambientale](#)

Post Details

Reported stats may be delayed from what appears on posts. X

AICA Associazione Internazionale per la Comunicazione Ambientale
April 8 · 🌐

Do you want to know who are the Clean Up actions selected for European Week for Waste Reduction award 2014?
Click here ---> <http://goo.gl/Z7l8Ev>

326 people reached Boost Post

Like · Comment · Share · 3

326 People Reached

5 Likes, Comments & Shares

2 Likes	0 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

8 Post Clicks

7 Photo Views	0 Link Clicks	1 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

The Facebook page of A.I.C.A., who acted as LCUE Secretariat. The page has 723 Likes (+ 42% since the last LCUE edition) with an average daily reach of 90 people. It hosted and shared posts linked to and about LCUE. These were shown by about 1,300 single users.

- TWITTER profile [@LetsCleanUpEU](#)

Home · Notifiche · Messaggi

Cerca su Twitter

Let's CLEAN UP EUROPE!

TWEET 486 FOLLOWING 313 FOLLOWER 397 PREFERITI 291

Modifica profilo

LCUE
@LetsCleanUpEU
The first European Clean-Up Day.
Second edition: 8-10 May 2015
All across Europe
letscleanupeurope.eu

Tweet Tweet e risposte Foto e video

LCUE @LetsCleanUpEU · 19 giu
On this playlist you can find action developers video:
[youtube.com/playlist?list=...](https://www.youtube.com/playlist?list=...) Send yours to serr@envi.info

Chi seguire - Aggiorna · Visualizza tutto

CREAF @CREAF_ecologia
Seguito da EU Eco-innovat...
Segui

Maroš Šefčovič @M...
Segui



Report on the implementation of the European Clean Up Day 2015

The Twitter profile of LetsCleanUpEU is followed by 397 persons (+ 57% from January 2015) and has shared 486 tweets.

The tweets containing the hashtag #cleanupeurope have been seen by **over 200,000 people in six months** (from January to June 2015) and were mentioned by **1,007 external posts** from originated from @LetsCleanUpEU.

Moreover, on A.I.C.A.'s [Envi.info](#) website, **13 articles on LCUE** have produced more than 3000 views (2500 of which by **single users**).

6. LCUE Coordinators and their actions

European Union

Belgium – 28 actions

Brussels Capital Region, 20 actions

IBGE-BIM - Brussels Environment

Website: www.bruxellesenvironnement.be

Twitter: [@BruxellesEnv](https://twitter.com/BruxellesEnv)

Contact: Anja Van Campenhout

[ecocons\[at\]environnement.irisnet.be](mailto:ecocons[at]environnement.irisnet.be)



Flanders, 3 actions

Let's do it! Belgium

Website: www.letsdoitbelgium.be

Facebook: www.facebook.com/letsdoitbelgium

Contact: Jef Helderweert

[jef.helderweert\[at\]skynet.be](mailto:jef.helderweert[at]skynet.be)



Surfrider Foundation Europe, 5 actions

Bulgaria - 368 actions

АСЕКОБ - АСОЦИАЦИЯ НА ЕКОЛОЗИТЕ ОТ ОБЩИНИТЕ В БЪЛГАРИЯ

(Bulgarian Association of Municipal Environmental Experts - BAMEE), 367 actions

Website: www.bamee.org

Contact: Nikolay Sidjimow sidjimov@bamee.org



Surfrider Foundation Europe, 1 action



With the support of
the European Commission

www.ewwr.eu



Consorci de Catalunya
Departament de Territori
i Sostenibilitat

Agència de
Recursos de
Catalunya





Report on the implementation of the European Clean Up Day 2015

France -34 actions

Surfrider Foundation Europe

Website: www.initiativesoceanes.org

Facebook:

www.facebook.com/surfriderfoundationeurope

Twitter: [@surfridereurope](https://twitter.com/surfridereurope)

Contact: Benjamin Van Hoorebeke
bvanhoorebeke@surfrider.eu



Czech Republic – 1 action

NFI - Naturefriends International

Received registrations from members of
Naturefriends International

Website: www.nf-int.org

Facebook: www.facebook.com/nfint.org

Twitter: [@NaturfreundeInt](https://twitter.com/NaturfreundeInt)

Contact: Florian Rosenberg florian.rosenberg@nf-int.org



Germany -188 actions

VKU - Verband kommunaler Unternehmen e.V., 187 actions

Website: www.letsclupeurope.de

Facebook: www.facebook.com/abfallvermeidung

Twitter: [@EWAV_LCUE](https://twitter.com/EWAV_LCUE)

Contact: Miriam Dame danne@vku.de



Surfrider Foundation Europe, 1 action



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

Greece – 128 actions

**HELMEPA - the Hellenic Marine Environment
Protection Association**

Website: www.helmepacadets.gr
 Facebook: www.facebook.com/Helmepa
 Twitter: [@HELMEPA](https://twitter.com/HELMEPA)
 Contact: Constantinos Triantafyllou
c.triantafyllou@helmepa.gr



Hungary – 1590 actions

National Waste Management Directorate

Website: szelektalok.hu/teszedd
 Facebook: www.facebook.com/teszedd
 Twitter: [@TeSzedd](https://twitter.com/TeSzedd)
 Contact: Eszter Tanka Tanka.Eszter@ohukft.hu



Italy – 375 actions

Italian Steering Committee, 356 actions

Website: http://www.envi.info/?page_id=2727
 Facebook: www.facebook.com/ENVI.INFO
 Twitter: [@LetsCleanUpEU](https://twitter.com/LetsCleanUpEU)
[@EnviInfo](https://twitter.com/EnviInfo)
 Contact: Giulia Basilici serr@envi.info



Surfrider Foundation Europe, 19 actions



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

Portugal – 31 actions

Lisbon and West Region: Valorsul, 17 actions

Website: www.valorsul.pt

Facebook: www.facebook.com/valorsul

Twitter: [@valorsul](https://twitter.com/valorsul)

Contact: Ana Loureiro [ana.loureiro\[at\]valorsul.pt](mailto:ana.loureiro[at]valorsul.pt)
or Francisco Mendes

francisco.mendes@valorsul.pt



Porto Region: LIPOR, 13 actions

Website: <http://www.lipor.pt/en/municipal-solid-waste/prevention/let-s-clean-up-europe/>

Facebook:

www.facebook.com/LiporGestaoResiduo

Contact: Rita Rebelo [rita.rebelo\[at\]lipor.pt](mailto:rita.rebelo[at]lipor.pt)



Portugal, other regions: A.I.C.A., 1 action

Romania – 28 actions

Green Planet Association

Website: www.green-planet.ro/lets-clean-up-europe

Facebook:

www.facebook.com/AsociatiaPlanetaVerde

Twitter: [@GreenPlanetRO](https://twitter.com/GreenPlanetRO)

Contacts: Miahela Papazu

[mihaela.papazu\[at\]green-planet.ro](mailto:mihaela.papazu[at]green-planet.ro)



With the support of
the European Commission

www.ewwr.eu



Governatori de Catalunya
Departament de Territori
i Sostenibilitat

Agència de
Recursos de
Catalunya





Report on the implementation of the European Clean Up Day 2015

Spain – 132 actions

Catalonia: ARC - Agència de Residus de Catalunya, 112 actions

Website: www20.gencat.cat/portal/site/arc

Facebook: www.facebook.com/residuscat

Twitter: [@residuscat](https://twitter.com/residuscat)

Contact: Mireia Padros

[setmanaprevencio.arc.tes\[at\]gencat.cat](mailto:setmanaprevencio.arc.tes[at]gencat.cat)



© Núria Gabernet, photographer

Valencia: Generalitat Valenciana, 7 actions

Website: www.cma.gva.es

Facebook:

www.facebook.com/comunitatvalenciana

Twitter: [@c_valenciana](https://twitter.com/c_valenciana)

Contact: Anna Pons [pons_ann\[at\]gva.es](mailto:pons_ann[at]gva.es)



Surfrider Foundation Europe, 9 actions

A.I.C.A., 4 actions

The Netherlands – 5 actions

Nederland Schoon

Facebook: www.facebook.com/nederlandschoon

Twitter: [@nederlandschoon](https://twitter.com/nederlandschoon)

Contact: Helene van Zutphen

[hvanzutphen\[at\]nederlandschoon.nl](mailto:hvanzutphen[at]nederlandschoon.nl)



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

United Kingdom – 455 actions

England: Keep Britain Tidy, 45 actions

Website: www.keepbritaintidy.org

Facebook: www.facebook.com/KeepBritainTidy

Twitter: [@KeepBritainTidy](https://twitter.com/KeepBritainTidy)

Contact: Helen Bingham

[Helen.Bingham\[at\]keepbritaintidy.org](mailto:Helen.Bingham[at]keepbritaintidy.org)



Northern Ireland: Keep Northern Ireland Beautiful, 10 actions

Website:

<http://www.keepnorthernirelandbeautiful.org>

Facebook: www.facebook.com/pages/Keep-Northern-Ireland-Beautiful

Twitter: [@keepnibeautiful](https://twitter.com/keepnibeautiful)

Contact: Nicola Murray

[nicola.murray\[at\]keepnorthernirelandbeautiful.org](mailto:nicola.murray[at]keepnorthernirelandbeautiful.org)



Scotland: Keep Scotland Beautiful, 300 actions

Website: www.keepsotlandbeautiful.org

Facebook: www.facebook.com/KSBScotland

Twitter: [@KSBScotland](https://twitter.com/KSBScotland)

Contact: Carole Noble

[carole.noble\[at\]keepsotlandbeautiful.org](mailto:carole.noble[at]keepsotlandbeautiful.org)



With the support of
the European Commission

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

Wales: Keep Wales Tidy, 100 actions

Website: www.keepwalestidy.org/cleancoast

Facebook: www.facebook.com/keepwalestidy

Contact: Catherine Moulogo

[catherine.moulogo\[at\]keepwalestidy.org](mailto:catherine.moulogo[at]keepwalestidy.org)



Other countries in the European Union and beyond: 18 actions

Austria, 1 action

French Polynesia, 1 action (*Surfrider Foundation Europe*)

Latvia, 6 actions

Portugal (other regions), 1 action

Slovenia, 3 actions

Sweden, 1 action

Spain (other regions), 4 actions

Turkey, 1 action

Tunisia, 1 action

AICA, the International Association for Environmental Communication

Website: http://www.envi.info/?page_id=2727

Facebook: www.facebook.com/ENVI.INFO

Twitter: [@LetsCleanUpEU](https://twitter.com/LetsCleanUpEU)

[@EnvInfo](https://twitter.com/EnvInfo)

Contact: Giulia Basilici serr@envi.info



*Clean Up in the Botanical Garden,
Agenskalna Primary school, Riga, Latvia*



Je m'engage pour Degache Degache, Tunisia

www.ewwr.eu





Report on the implementation of the European Clean Up Day 2015

European Coordinators (Non-EU)

Andorra, 5 actions

Ministeri de Medi Ambient

Contact: Natalia Rovira

Natalia_Rovira@govern.ad

Centre Andorra Sostenible

Facebook: www.facebook.com/pages/Centre-Andorra-Sostenible/

Twitter: [@And_Sostenible](https://twitter.com/And_Sostenible)

Contact: Javier Gòmez

[jgomez\[at\]sostenibilitat.ad](mailto:jgomez[at]sostenibilitat.ad)



Serbia, 1 action

NGO "DEAZ"

Facebook: www.facebook.com/ECO.DEAZ

Contact: Dejan Marinkovic

deazdami@gmail.com



With the support of
the European Commission

www.ewwr.eu



Consorci de Catalunya
Departament de Territori
i Sostenibilitat

Agència de
Recursos de
Catalunya



NWMD
NATIONAL
WASTE MANAGEMENT
DIRECTORATE

A.i.ca.
Asociación Interregional
de Coordinación Ambiental

