



Report on the implementation of the European Clean Up Day 2014

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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 2014 edition

Since November 2013, there have been many meetings with the stakeholders and other organizations, to share our vision on the European clean-up day.

The involvement of the stakeholder started early in the project, trying in this way to reach as many interested actors as possible. In this phase, we received strong support from the Cabinet of the Commissioner for the Environment, Janez Potočnik, who were 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 our efforts on the first edition of Let's Clean Up Europe, set on the 10th of May 2014.

Taking advantage of the experience and the network developed in the framework of the EWWR, we contacted the various organisations involved in the implementation of clean-up campaigns in order to promote the organisation of clean-up activities in countries where nothing has been planned before.

While leaving all the existing initiatives with their logos and names, a common visual identity has been created for the European Clean-Up Day, trying not to overlap other organization's activities. Existing campaigns and organisations have been encouraged to use the Let's Clean Up Europe logo together their own logo(s).

Since the idea is not to replace existing initiatives, but to create synergies between them all, we also extended the period in which it was possible to organize a clean-up activity, going from one week before the chosen date (10th of May) to one week after (that is from the 3^d to the 17th of May actions have been accepted. We also set out an open way to cooperate, as follow:

- On territories where there were already one or several organisations implementing clean-up activities (the so-called "Clean-up Coordinators"), the coordinators were asked to:
 - organise clean-up activities mainly on the 10th of May 2014,
 - use the Let's Clean Up Europe logo and ask their participants to do the same,
 - ask clean-up organisers to fill in a registration form,
 - provide participants with a broader message on waste prevention and littering avoidance, as well as to report to AICA about the number of participants and the amount of litter collected (estimated).



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In exchange, their logo and activities were promoted at European level through the various communication channels and platforms dedicated to Let's Clean Up Europe (EWWR website, EWWR Facebook page, press releases, etc.).

Participating LCUE Coordinators were asked to provide information about the countries/regions they cover, contact details to liaise with AICA and the EWWR, their methodology (if they have one), as well as examples of communication tools they use.

For existing initiatives the registration/validation process of clean-up activities remained as decided by the Clean-up Coordinators, although they have been encouraged to ask clean-up organisers to fill in a registration form and also provide feedback about the actual implementation of clean-ups.

On territories where there were no organisation implementing any clean-up, AICA played the role of national coordinators. Volunteers who wanted to join the Let's Clean Up Europe initiative (citizens, associations, schools, firms, administrations, etc.) were requested to fill in a registration form in order to get validated and receive the Let's Clean Up Europe logo and other methodological and communication tools. With the support of ACR+, AICA involved EWWR Coordinators across Europe (public authorities in charge of promoting and coordinating the EWWR on their territory) by providing them with the methodology to support the implementation of the Let's Clean Up Europe initiative and to create synergies with the rest of the Let's Clean Up Europe network.

To help the national/regional coordinators, AICA developed some tools, such as a methodology and a to do list on how to organize a cleanup activity.

In addition all coordinators were provided with all the communication tools (ready-to-print posters, web banner, email signature) to be shared with the action developer and the volunteers taking part in this initiative.

Results of the Let's Clean Up Europe 2014 in May

Targets and expected results

The expected results from the project proposal 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

In 2014, there have been organized 3916 actions for the initiative Let's Clean Up Europe.

The most part of actions were implemented in Hungary, thanks to the effort of the Hungarian partner of the project OHÜ. The other countries that distinguished themselves in terms of actions implemented were Norway, Scotland, Sweden, Ireland and Italy.

Concerning the participation, we can estimate that the overall participation for the 2014 edition has been of 400.000 people, with a total amount of litter collected of over 2.600 tonnes, referring to the estimation calculated by the coordinators.



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Territorial coverage: for the 2014 edition, AICA counted on 30 coordinators (both at national and regional level), that covered 23 European countries. In the countries that were not covered by local or regional coordinators, AICA acted as the coordinator, making it possible for other participants in other countries to take part in the event.

Hereunder you can find a map highlighting the actions implemented and the coordinators that took part in the 2014 edition:



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Evaluation

Feedback from coordinators

Generally speaking, the coordinators were quite satisfied with their participation in the first edition of Let's Clean Up Europe. They felt that the participants were really keen on taking part in the initiative and they were already aware of the benefits that such a campaign could bring to the environment.

In addition, the share of pictures with the same logo through the social media has been a key point in the communication plan; an efficient tool that provided great visibility to the associations and volunteers engaged in the activities.

The participants and volunteers showed a high level of engagement and self-committing, reaching great goals in terms of organization and stakeholder involvement. Many actions were indeed the outcome of cooperation between different local stakeholders and actors.

General remarks

We think that, relying on the expertise of the project's partners, of other associations and of the Clean-up coordinators, the first edition of Let's Clean Up Europe reached all the goals foreseen and even went beyond.

We could see this success as the reward of a bottom-up and call-to-action participation process; showing that the best results are achieved when people and volunteers are highly motivated and passionate about the issue.

What to improve

Since it was the first year and the first attempt to establish such a wide cooperation between associations, volunteers and national and local coordinators, there are some things that could be improved, mainly related to the planning of activities, involvement and communication.

The first issue is that we started a bit late in the communication of the activities, following the attempt to join a common agreement on how to proceed with the relationship between the coordinators, the volunteers and other stakeholders. This then led to the lack of time to broader promote the event in those countries where no coordinator was active, such as Germany and some Eastern-EU countries.

The delay in communication was furthermore caused because first a methodology on how to implement a clean-up activity needed to be developed.

In addition to this, we experienced a general lack of communication of the results from the Coordinators back to AICA, apart from the essential ones such as the total amount of actions, the estimated number of participants and the waste collected. The collection of photos and pictures and short videos has been made easy through the share within the social media, from which we were able to pick them, but we expected to have more of them. Concerning the qualitative results, we collected general appreciation through emails and comments on social networks, but there has not been much feedback via the prepared evaluation forms.

Solutions

The above mentioned issues will be addressed for the next editions of Let's Clean Up Europe. In order to solve them, the following measures will be taken:

- start earlier the communication and the recruiting campaign for the national and local coordinators: since this year the methodology and other plain communication material are already prepared and the



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methodology of cooperation between coordinators and participants is shared, efforts can be focused on communication;

- prepare less documents to fill in, sticking only to the data really needed and some qualitative aspects (mainly if the participants or coordinators were satisfied or not with the activity and why). In this way we could expect a rise in the feedback from coordinators;
- the documents to be filled in by coordinators or participants should be put online. This will limit the work of Coordinators on evaluation: limited to translation & dissemination of the link to the online form;
- ensure that all clean-ups include awareness-raising parts about waste issues in general and waste reduction measures; and providing volunteers with the necessary material to do so;
- try to find some national or at least regional coordinator for Germany (who missed the participation last year) and some Eastern-European countries (Czech Republic, Poland, Slovakia): this is mainly related to the communication strategy to be improved.

Examples of actions

The actions implemented during Let's Clean Up Europe were mainly based on collecting litter. All Action Developers informed their participants orally about the origins of the collected waste, about related problems and about waste prevention measures. The most active action developers organized also some focus on waste management and waste reduction, organizing some lessons on waste before starting collect the litter or drafting some leaflets to distribute with a focus on waste issues broadly speaking.

The main difference between the actions was due to the location: sea, beaches, cities, lakes, forest, riversides, city parks were the most chosen by the action developers.

The Coordinators

European Union

Belgium

Brussels region

IBGE-BIM - Brussels Environment

Website: www.bruxellesenvironnement.be

Contact: Joke De Ridder

ecocons@environnement.irisnet.be



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Flanders

Let's do it! Belgium

Facebook: www.facebook.com/letsdoitbelgium

Contact: Jef Helderweert

jef.helderweert@skynet.be



Wallonia

Service public de Wallonie

Contact: Fabienne Cop

fabienne.cop@spw.wallonie.be

Eve Boidron eve.boidron@spw.wallonie.be

Bulgaria

*АСЕКОБ - АСОЦИАЦИЯ НА ЕКОЛОЗИТЕ ОТ
ОБЩИНИТЕ В БЪЛГАРИЯ*

Website: www.bamee.org

Contact: Nikolay Sidjimow

sidjimov@bamee.org



Denmark

Hold Denmark Rent (Keep Denmark Tidy)

Website: www.holddanmarkrent.dk

Facebook:

www.facebook.com/holddanmarkrent

Contact: Bjarke Lembrecht Frandsen

blf@holddanmarkrent.dk



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France

Surfrider Foundation Europe

Website: www.initiativesoceanes.org

Facebook:

www.facebook.com/surfriderfoundationeurope



Greece

HELMPEPA - the Hellenic Marine Environment
Protection Association

Website: www.helmepacadets.gr/gr/lets-cleanup-europe-2014

Facebook: www.facebook.com/Helmepa

Contact: Constantinos Triantafyllou

c.triantafyllou@helmepa.gr



Hungary

OHÜ - Országos Hulladékgazdálkodási
Ügynökség

Website: www.szelektalok.hu/teszedd

Facebook: www.facebook.com/teszedd

Contact: Eszter Tanka info@teszedd.hu



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Ireland

An Taisce - the National Trust for Ireland

Website: www.cleancoastsireland.org

Facebook: www.facebook.com/AnTaisce

Contact: Patricia Oliver trisholiver@iol.ie



Italy

Italian Steering Committee

Website: www.envi.info/lets-clean-up-europe

Facebook: www.facebook.com/ENVI.INFO

Contact: Emanuele Biestro serr@assaica.org



Latvia

*Foundation for Environmental Education Latvia
(FEE Latvia)*

Website: www.videsfonds.lv

Contact: Janis Ulme

janis.ulme@zemesdraugi.lv



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Portugal

Lisbon and West Region

Valorsul

Contact: Ana Loureiro ana.loureiro@valorsul.pt



Porto Region

LIPOR

Website: www.lipor.pt/let-s-clean-up-europe

Facebook:

www.facebook.com/LiporGestaoResiduo

Contact: Rita Rebelo rita.rebelo@lipor.pt



Romania

Green Planet Association

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

Facebook:

www.facebook.com/AsociatiaPlanetaVerde

Contacts: Ionut Georgescu

ionut.georgescu@green-planet.ro

Ramona Zavera ramona.zavera@green-planet.ro



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Slovenia

Ekologi brez meja

Website: www.ebm.si/o/en/

Facebook:

www.facebook.com/Ekologibrezmeja

Contact: Jaka Kranjc jaka.kranjc@ocistimo.si



Spain

Canarias

Hispáfrica

Contact: Oscar Ovejero info@hispafrica.com



Catalonia

ARC - Agència de Residus de Catalunya

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

Contact: Mireia Padros

setmanprevencio.arc.tes@gencat.cat



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North Atlantic/Basque Country
 Surfrider Foundation Europe
 Website: www.initiativesoceanes.org
 Facebook: facebook.com/surfriderfoundationeurope



Valencia
 Generalitat Valenciana
 Website: www.cma.gva.es
 Contact: Anna Pons pons_ann@gva.es



Sweden
 Håll Sverige Rent (Keep Sweden Tidy)
 Website: www.hsr.se
 Facebook: www.facebook.com/hallsverigerent
 Contact: Anna Linusson anna.linusson@hsr.se



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The Netherlands

Nederland Schoon

Facebook:

www.facebook.com/nederlandschoon

Contact: Helene van Zutphen

hvanzutphen@nederlandschoon.nl



United Kingdom

England

Keep Britain Tidy

Website: www.keepbritaintidy.org

Facebook: www.facebook.com/KeepBritainTidy

Contact: Phil Barton

phil.barton@keepbritaintidy.org

Northern Ireland

Keep Northern Ireland Beautiful

Website:

www.keepnorthernirelandbeautiful.org

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

Contact: Ian Humphreys



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Scotland

Keep Scotland Beautiful

Website: www.keepsotlandbeautiful.org

Facebook: www.facebook.com/KSBScotland

Contact: Carole Noble

carole.noble@keepsotlandbeautiful.org



Wales

Keep Wales Tidy

Website: www.keepwalestidy.org/cleancoast

Facebook: www.facebook.com/keepwalestidy

Contact: Lesley Jones

lesley.jones@keepwalestidy.org



Other countries in the European Union

AICA

Contact: Emanuele Biestro serr@assaica.org



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European Coordinators (Non-EU)

Bosnia and Herzegovina

Iskra Znanja - Foundation for science, culture and sport

Facebook: www.facebook.com/Iskra-znanja

Contact: Aziza Skoko iskraznanja@gmail.com



Norway

Keep Norway Beautiful

Contact: Mali Hole Skogen mali@loop.no



Serbia

NGO "DEAZ"

Facebook: www.facebook.com/ECO.DEAZ

Contact: Dejan Marinkovic

deazdami@gmail.com



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Turkey

TÜDAV - Turkish Marine Research Foundation

Website: www.tudav.org

Contact: Songül Yavuz tudav@tudav.org



Results of the Let's Clean Up Europe 2014 in the EWWR - November

Following last year's communication plan concerning the European Clean Up Day, we let the action developers willing to organize a clean-up event during the EWWR set up their actions by applying through the on-line registration form of the EWWR, but the major communication efforts were postponed to the ECUD edition in May 2015 (from the 8th to the 10th).

The date of the second edition has been chosen taking into account the commitments from all the partners of the project and from the cooperating organizations (the ones acting as national or regional coordinators for the first edition). Within the cooperating organization we can count also on the DG Environment of the European Commission through the new Commissioner Vella, which gave the project the patronage for the 2015 second edition.

However, we have offered the action developers the possibility to register a clean-up action within the European Week for Waste Reduction in 2014 and nevertheless we counted **82 clean-up actions** registered all over Europe

We received **feedback from 46 of these actions**, and from these we can estimate a participation of **43.000 people and a collection of over 20 tons of waste**.

These great results, mainly in terms of participation, are due to the engagement of the schools, that took part in the 37% of the clean-up actions, mobilizing a great number of students. Following, public administrations at 33% and both citizens and companies at 9%. At the end, the categories "others" and "associations" with 6% each. It is quite surprising that associations did not make many efforts to participate, but we can predict that they organized their activities to set up clean-up actions during springtime, for the edition in May of Let's Clean Up Europe.

Qualitative results

Now let's have a look at the answers collected through the questionnaire targeted to the action developers after the EWWR 2014.

83% of the answers collected said that "certainly or probably the participants of the clean-up actions will change their behavior once the action will be over" (38/46 answers) and 76% of the actions "will continue even after the EWWR" (35/46 answers).



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It is now interesting to have a look at the answers to the question: “What are the reasons for introducing your action?”. Please note that several answers were possible.

- 83% of the action developers said that they organized the clean-up action to raise awareness about waste reduction among the target audience; (38/46 answers)
- 46% of the action developers declared that they were keen on participating in an action on European level; (21/46 answers)
- 37% of them said that they would like to share knowledge and experience with other people; (17/46 answers)
- 33% said that the project was an opportunity to launch one or several new initiatives; (15/46 answers)
- 30% said that they took part to make other existing initiatives visible; (14/46 answers)
- Only 4% told that the action were part of their EMAS/ISO/CSR activities. (2/46 answers)

Comments

Even if the partnership did not put efforts on the communication of the clean up activities during the EWWR, the action developers organized some relevant actions, mainly in terms of waste collected and participants. What we would like to highlight are also the qualitative results: many people will certainly or probably change their behavior following the participation to this event and some of these action will still continue to be implemented even after the EWWR.

The answers to the question “What are the reasons for introducing your action?” are also very interesting: the majority of the action developers said that they took the chance of this event to speak about waste reduction, showing that even if in clean-up the issue at stake is littering, they still focus on waste reduction to tackle the problem from the early start: if we don’t produce waste we don’t have things to abandon in the environment.



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Communication tools

The communication tools provided by AICA were mainly web based, distributed firstly by AICA to the coordinators and then by the coordinators to participants through emails. The production of the communication tools in this way allowed the participants to have the same material and brand of the Let's Clean Up Europe campaign.

Web-based tools

Website: www.letscleanupeurope.eu;

Facebook page: [Let's Clean Up Europe 2014](https://www.facebook.com/letscleanupeurope): 1112 "likes" until 24/10/2014;



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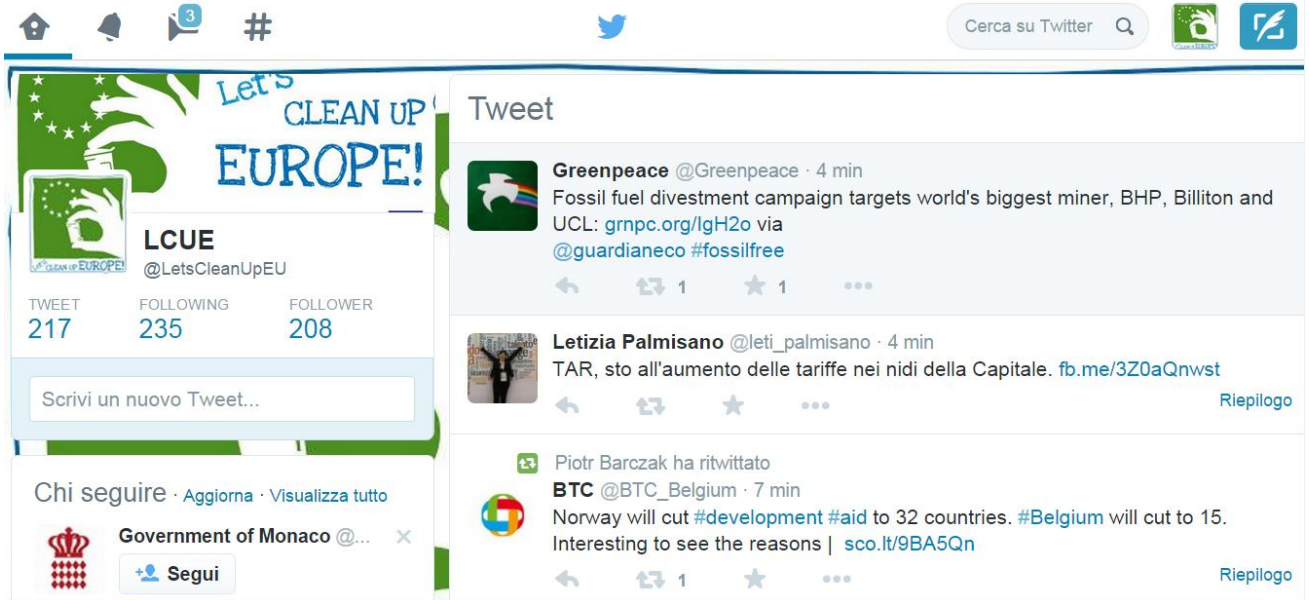
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Twitter: account [@LetsCleanUpEU](https://twitter.com/LetsCleanUpEU), using also the hashtag #cleanupeurope: 208 followers until 23/10/2014;



Web banner



Email signature



Methodology

A methodology for the Clean-up coordinators has been prepared and is available for download on the website: www.ewwr.eu/docs/ewwr/LCUE_Factsheet.pdf It has also been sent to all LCUE Coordinators in order for them to spread it amongst their contacts.

The factsheet provided the action developers with a methodology to follow to implement successfully a clean-up initiative. In addition it clearly stated the importance of preventing from litter in relation with the implementation of European waste legislation.



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Let's Clean Up Europe! European Clean-Up Day



What is a Clean-Up Day? A Clean-Up Day is an action aimed at raising public environmental awareness, particularly about waste and cleanliness.

Principle: Volunteers organise a clean-up operation in a nature site or in town that has been polluted by illegal dumping or washed-up waste at coasts and river or lake sides. They mobilise participants to come and pick up the waste littered in the area targeted. During the activity, participants and passers-by learn about how to prevent waste production. Clean-ups are a unique opportunity to raise public awareness on the issue and help changing people's behaviour.

The broader context: The European Week for Waste Reduction and the Clean-Up Day

Let's Clean Up Europe is implemented as one feature of the LIFE+ project European Week for Waste Reduction (EWWR). The project aims at promoting the implementation of awareness-raising actions about sustainable resource and waste management during a single week.

Waste reduction, reuse and recycling

The EWWR is a project which aims to educate people about the steps they can take to prevent waste production, reuse products and recycle.

Waste reduction can therefore be defined as the complete range of measures and actions taken up before a substance, material or product becomes waste. These measures aim to reduce:

- The quantity of waste produced (measures include eco-consumption, reuse or lengthening product lifespan)
- The harmful effects of waste produced and treated, both on the environment and on human health
- The content of harmful substances in materials and products.

Reuse means recovering and reusing products or their components. It includes both preparing for reuse and reuse.

- **Preparing for reuse** refers to checking, cleaning or repairing recovery operations, by which products or their components that would have become waste are prepared in a way so that they will be reused without any other pre-processing.
- **Reuse** means any operation by which products or components that are not waste are used again for the same purpose for which they were conceived.

Recycling means any recovery operation taking place after collection and by which **waste materials are reprocessed into products, materials or substances** whether for the original or other purposes. It includes the reprocessing of organic material but does not include energy recovery and the reprocessing into materials that are to be used as fuels or for backfilling operations.



Let's Clean Up Europe: A unique opportunity to raise awareness!

Discussing waste prevention next to a pile of collected waste is ideal: the exposure of the huge amount of waste littered in our surroundings is certainly one great opportunity to raise awareness about waste issues! The European dimension of this operation is an added bonus as it will allow calculating an estimation of the quantities of waste collected in Europe during the European Clean-Up Day.

By tackling illegal landfill sites and illegal dumping, clean-up actions reaffirm the need to reduce the amount of waste we are generating.

Let's Clean Up Europe! has two main objectives:

1. Mobilise key stakeholders in the local area that are ready to get involved in waste-reducing actions (such as associations and local technical services). Inform them about the prevention objectives and encourage them to be part of the fun and friendly event.
2. Raise awareness across a wider audience by advertising your Let's Clean Up Europe activity operation in the media.

How to organise a Let's Clean Up Europe! action?

To organise an event like this in your area, it is crucial that you prepare ahead of time and follow the steps below:

Let's Clean Up Europe! - TO DO LIST

You don't know how to start to organize an initiative during the European Clean-Up Day? Please find hereafter a proposed methodology to implement clean-up activities. Clean-ups can involve volunteers from all different types of organizations: schools, companies, municipalities, voluntary associations, or others.

At least 1 month before the event

- 1) Identify a place to clean: be sure that there are no overlaps with other clean-up actions.
- 2) Visit your targeted area and check if it suits the number of participants as well as their age and take some pictures.
- 3) Get your contacts on board: invite friends, other associations, meet the municipality to have their support!
- 4) Call the national contact point (see www.letscleanupeurope.eu for more info) to register your action and to get the official logo and the communication tools of Let's Clean Up Europe!
- 5) Do you use social networks? If you have a Facebook's profile, create an event and advertise it on the LCUE Facebook page. If you have a Twitter, tag @Let'sCleanUpEU and invite volunteers to your event by using the hashtag #letscleanupeurope or #cleanupeurope.
- 6) Provide your event with the pictures of the place to clean: try to post the nicest one to involve more people!
- 7) Provide a little text of presentation of the activity, trying to involve more contacts and participants.



- 8) Look for a local sponsor that supports the initiative: maybe the collection service company or some local company: this is a unique opportunity of visibility!
- 9) It is really important to have the support of the local waste collecting company. Notably to know where to bring the waste collected (unsorted or separated) and to be sure to have their support for waste transport.
- 10) Ask for authorization at the local authority if you organize collateral events such as an information point or a performance.
- 11) Organize an information point to allow participants to give more information about waste reduction, recycling, littering problems and other issues related to waste.

Just before the initiative

- 1) Our website www.letscleanupeurope.eu, the Facebook page and the Twitter account are important tools also for you. Tagging the accounts will allow to broadcast the news, videos and photos about the events on our territory.
- 2) Put up posters on prominent positions in your town to advertise the event.
- 3) Inform the local community using also the local media (radio, TV, newspaper) if you can: it is important to involve and raise awareness among general public.
- 4) Think about the clothes and material you need: inform the participants to wear appropriate trousers and robust shoes to avoid slipping. If you can, provide gloves and bags to the participant. If you don't have the means to do so, please ask participants to bring their own gloves and waste bags or ask the local collection service company (or a sponsor) to provide participants with these materials.

During and after the initiative

- 1) Make sure to collect the waste separately and that it is treated separately. If it is not possible, please mention why it wasn't in the evaluation form.
- 2) **Evaluation:** Estimate the weight of the waste collected. Note down the volume collected, the weight, the number of participants, the type of waste collected, count the number of plastic bags and their volume in order to make an estimate. Please use the evaluation form received by the national coordinators to provide this information.
- 3) Send feedback on your initiatives through the LCUE evaluation form (weight of waste collected, number of participants, moments of awareness about waste issues) to your [Let's Clean Up Europe Coordinator](mailto:Let'sCleanUpEuropeCoordinator): natting.coord@ecnr.eu and sp@massica.org in copy.
- 4) Don't forget to thank the participants for helping to make the operation a success!
- 5) Take a group photo in front of the rubbish heap and share it on social networks!

For more information:

- On the European Week for Waste Reduction: www.ecnr.eu
- On Let's Clean Up Europe: www.letscleanupeurope.eu



Methodology

Print tools

Certain communication tools have been printed and handed out to the coordinators.

Posters: ready-to-print, available in 2 different formats (see on the right)



LCUE Flag

And a flag sent to the national coordinators, to be used in pictures then shared through social media.



Example of a picture with the LCUE flag, shared via Twitter, action taking place in Scotland, UK.



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