

# Report on the implementation of the European Clean Up Day 2016





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## Report on the implementation of the European Clean Up Day 2016

### 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 is sadly 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 year<sup>1</sup>. 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](#) (LCUE). 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 from, highlighting the **production of excessive waste** and **inviting everyone to start reducing** the amount of waste generated. LCUE is also the occasion to show how good waste management systems could help reduce waste, by reusing products and recycle materials.

In Europe other clean-up initiatives are already being 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 periods 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.

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



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### 2. Let's Clean Up Europe 2016 – the third edition

Since November 2013, during the preparation of the first LCUE, several meetings with stakeholders and other key organizations have taken place, in order 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 wanted to play an active part in 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 10<sup>th</sup> of May 2014. Since then, the idea of a yearly appointment dedicated to clean up Europe close to the Europe Day on 9 May - the second weekend of the month - has, 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. The third edition of LCUE benefitted from the network and fruitful cooperation developed during the previous editions. For example, 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 and 2015 EWWR editions Coordinators before looking for new ones. Plus, with the support of ACR+, A.I.C.A. involved several EWWR Coordinators across Europe, among them also public authorities with experience on waste management, who ensured coordination also for this initiative linked to EWWR. In addition, A.I.C.A. also contacted various organizations already implementing clean-up campaigns around Europe in order to promote clean-ups in countries where nothing similar had been planned before. Efforts were also made with the goal 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 of the existing initiatives with their logos and names, new initiatives were invited to adopt also the common visual identity created for the European Clean Up Day, trying not to overlap with other organizations' activities. Existing campaigns and organizations have been encouraged to use the LCUE logo together with 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 2016 to widen participation and to **cooperate with existing organizations and campaigns**: Surfrider Foundation Europe, Ecofellows Ltd, Ekologi brez meja, Let's Do It World! with its local networks. Especially Let's do It! Italy! and 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 of previously set activities: **LCUE 2016 ran from the 1 to the 15 of May 2016**, with a **focus** and an invitation to concentrate actions, where possible, on the weekend **from 6 to 8 May 2016**. In territories where no LCUE Coordinator was found, A.I.C.A. played the role of contact organization for aspiring participants and acted as action developers' reference for communication, tools and support. Surfrider Foundation Europe also received registrations for LCUE actions from their volunteers. In several territories; these actions were counted in the total number of actions per country.



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### Methodology

In order to help all the coordinators, A.I.C.A. developed some useful tools, such as a Methodology factsheet available online, containing a to-do list on how to organize a clean-up activity (see following sections for more details). In addition to this, coordinators were provided with communication tools (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

In territories where organizations implementing clean-up activities were present, the confirmed coordinators of actions in the framework of LCUE were asked to:

- promote and organize clean-up activities from 1 to 15 May 2016, mainly focusing on the 6-8 May 2016 weekend;
- ask clean-up organizers to fill in a registration form to ease registration and validation;
- use the LCUE 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 estimated amount of litter collected in addition to qualitative appreciation.

LCUE Coordinators were also asked to provide information about the regions they were responsible for, 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. The file the Role of Coordinators has been sent out to all LCUE Coordinators in order to let them know all the features of their role. 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 LCUE (called Action Developers) to register via it, but coordinators were free to choose which way they prefer to receive and process registrations. In order to proceed with the registrations and obtain more information about methodology and evaluation procedure, coordinators could refer to the **webinar training** hold on-line in 2015, the [Webin@r Training Session 5](#).

### Methodology of action for action developers

Action Developers -belonging to any of the following categories: citizens, associations, schools, business, 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 LCUE logo and other methodology 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. The methodology **for Action Developers and Coordinators** prepared in 2015 was available for download on the website [www.letsclaneurope.eu](http://www.letsclaneurope.eu): the LCUE Coordinators were invited to spread the [“Factsheet - Organise a clean-up activity”](#) among their contacts and, most importantly, to all Action Developers. The factsheet provides a common methodology to successfully implement a clean-up initiative, including a “to-do



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list” before and during the action. It is also a useful tool to be used beyond the LCUE initiative as it contains interesting organizational and practical tips on awareness raising about littering and excessive waste generation.



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### 3. Results of the Let's Clean Up Europe 2016

#### Expected results

The expected results of LCUE 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 methodology and communication tools for organizing the event;
- at least 50 actions realized in ECUD 2016 in the whole area of the four partners territories (of which 20 in Italy, 10 in Catalonia, 5 in Brussels Region and 15 in Hungary);
- participation of at least 3,650 volunteers involved directly in the ECUD 2016 actions;
- collection of at least 15 tonnes of waste during ECUD 2016 actions in the whole area of the four partners territories (Italy, Catalonia, Brussels Region, Hungary);

#### Results

**5,982 clean-up actions, 472,177 participants involved and over 6,000 tonnes of waste collected during LCUE actions in May 2016.**

In May 2016, **5,982 actions** have been registered under the LCUE initiative. LCUE “crossed the borders” and actions were registered also outside the European Union: Andorra, Norway, 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 **472,177 volunteers** took part in the 2016 edition of LCUE. Participants collected an estimated total amount of waste of **6,000 tonnes<sup>2</sup>** during LCUE actions.

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

Region	Partner organisation	Number of actions	Number of volunteers directly involved	Tonnes of waste collected
Brussels Capital Region	IBGE-BIM (Brussels Environment)	8	177	0.631
Catalonia	ARC (Agència de Residus de Catalunya)	175	6,120	47.453
Hungary	NWMD (Hungarian National Waste Management Directorate),	2,240	190,000	2857
Italy	A.I.C.A. (International Association for Environmental Communication)	383	9,400	193

<sup>2</sup> 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



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**Expected results** have been **attained**: methodology and communication tools for the event were provided; **the number of actions, the number of participants** and **the amount of waste collected during LCUE 2016 actions** were **largely exceeded**. This is true also for the territories coordinated by the project partner organisations. More detailed information about actions in these territories can be found in the reports that each partner organisation has written to provide information about implementation of LCUE 2016 in their respective territories.

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. Registrations spontaneously arose from different countries: volunteers saw the LCUE initiative as both useful for the good of communities and as a unique opportunity to raise awareness on the waste issue.





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### 4. LCUE 2016 - Map of actions<sup>3</sup>

Hereunder you can find a map highlighting actions implemented in the frame of the LCUE 2016 in May.



<sup>3</sup> For some regions the number of actions is not indicated because this piece of information was not communicated/sent by the respective coordinators.



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### 5. Evaluation of Let's Clean Up Europe 2016

#### General remarks

The third edition of LCUE has witnessed another year of success and participation, in a **continuum of engagement against littering and awareness-raising** on waste prevention and 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 **workshops on waste management and waste reduction**. Many even drafted leaflets on their own to promote the event and invite the local community and stakeholders.

In Italy, A.I.C.A. -as the European Secretariat of LCUE– together with the Italian Steering Committee guaranteed extensive visibility of LCUE by organizing a central event with the support of sponsors and the help of volunteers: **"Keep Clean and Run"2016 (Pulisci e Corri)**, an eco-trail that covered 350 km, in 3 regions of Italy, in an awareness-raising itinerary. This central action within LCUE consisted in the challenge of two runners who, while running an average of 50 km a day, picked up litter 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 LCUE is present on-line with the website [letscleanupeurope.eu](http://letscleanupeurope.eu) and on social media like Facebook ([Let's Clean Up Europe – Official](https://www.facebook.com/LetsCleanUpEuropeOfficial)) 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.

As in previous years a [LCUE 2016 YouTube playlist](#) was created to collect videos of implementation of some actions. This activity undoubtedly contributes to the scope of disseminating LCUE activities and generating hype about the whole EWWR project and message of waste prevention.

**The number of actions increased by 70%** (from 3,383 actions in 2015 to 5,801 in 2016) as well as the **amount of waste collected**. While at a first glance this may appear to be an "improvement", it actually reveals that **there is still a lot**



Londa, Italy; an example of clean-up action in an educational establishment.



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**to do in terms of waste prevention.** That is why in 2016 LCUE coordinators have tried to insist on waste reduction to **tackle the problem at its roots**: try not to produce waste in the first place!

### Feedback from coordinators

Given that most of the Coordinators did not receive any feedback from their ADs or they did not send them the evaluation form, the feedback here reported is the result of the Coordinators' qualitative answers to the evaluation form rather than those of the ADs.

Generally speaking, coordinators gave a positive feedback about the third edition of LCUE. They also felt that participants were keen on taking part in the event.

Coordinators who expressed their qualitative appreciation affirmed that:

- they were satisfied with their participation in LCUE;
- they claim that LCUE is important for awareness-raising and that they noticed an increased awareness during and after the event;
- they judged the initiative useful, important and necessary;
- the effectiveness of clean-ups was perceived to be very effective to fairly effective;
- communication and information provided about the event were considered appropriate or almost all of it. Some of them suggested to send even more detailed communication earlier to ease practical organization of actions;
- posters and flags were appreciated by Action Developers;
- the wish for more clean-up tools (e.g. gloves, bags, etc.) was expressed. These are usually provided by local sponsors, coordinators or the local authority in charge of waste management which are more aware of the needs of specific regions and actions;
- volunteers showed a high level of engagement and commitment, reaching great goals in terms of organization and stakeholders' involvement. Many actions were indeed the outcome of cooperation between different local stakeholders. In some cases, volunteers have expressed the desire for a stronger coordination activity from respective coordinators.

As in the previous editions, some coordinators pointed out that other clean-up initiatives take place in spring right before LCUE days in some of the EU countries involved and that this fact sometimes makes it difficult to engage volunteers again after such 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 took place, LCUE actions were implemented with passion and success.

### What to improve

A.I.C.A. has received general appreciation from Coordinators, emails and social networks. Nevertheless, **feedback rate** via the online questionnaire is low and **should be improved**. A.I.C.A. would need to strengthen the message about 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 from Action Developers.

The communication with some Coordinators themselves should also be improved as some did not collaborate until the end. Their engagement and terms for being a Coordinator for 2017 will be carefully reconsidered. A.I.C.A. in collaboration with the other partners will draft a detailed description



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of the tasks of a LCUE Coordinator as well as some basic criteria useful to decide eligibility of LCUE Coordinators. Additional efforts to involve new coordinators and to strengthen the involvement of confirmed ones -including feedback they can provide- is among the priorities for next editions.

Yet, the majority of the Coordinators has always been responsive and collaborative.

Among the recurring remarks received, the respondents to the questionnaire pointed out the need to update the website's interactive map which is an outstanding communication tool to improve visibility.

As for communication, it was suggested to increase mass media impact of the activities implemented at both local and regional level. The need for networking more was expressed as well as the wish for more bottom up activities. Concerning the advertisement of the event, in some respondents' opinion the information campaign about the event should start earlier.

Although the usefulness of LCUE to raise awareness was acknowledged, the issue that one or few clean-up days cannot change people's behaviour was also raised. Furthermore, people taking part in clean-up activities are often people who are already conscious and sensitive towards the environment, so the question is how to address the litterers in the first place. On the other hand, volunteers busy in cleaning activities are exposed to the public and this does indirectly address those people who are less aware and sensitive towards environmental issues and more specifically towards littering.

To conclude, as already mentioned above, many participants request cleaning equipment (e.g. gloves, bags, smaller bags for kids, vests) with the LCUE logo in order to better identify the action.

## 6. Communication Tools

The Communication Tools provided by AICA were both 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 while in the countries which had no national coordinator, A.I.C.A. sent the digital tools directly to the Action Developers. 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 for free download on [letscleanupeurope.eu](http://letscleanupeurope.eu) (also made accessible from the main [ewwr.eu](http://ewwr.eu) website). Along with **hints and tips** on the right column of the website, it 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.





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- Website: [www.letscleanupeurope.eu](http://www.letscleanupeurope.eu)


### 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 of this littering issue are our society's unsustainable production and consumption patterns, poor waste management strategies and a lack of awareness of citizens. In order to reduce littering in nature and to give visibility to this issue, the European Week for Waste Reduction (EWWR) coordinates a Europe-wide annual clean-up day called "Let's Clean Up Europe!".

Check out the great infographics on LCUE actions in 2015: in [EN](#) and [DE](#).

[Here](#) the new LCUE 2016 infographics in [EN](#).



#### IDEAS FOR ACTIONS

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

#### HINTS AND TIPS

- Report on LCUE in 2015
- List of Coordinators of Let's Clean Up Europe 2016
- Webinar training on LCUE 2015: 4 March 2015
- Join us on Facebook
- Factsheet - Organise a clean-up activity
- The problem of marine litter
- For data and statistics on waste management places have a look at

Tools available on [LCUE website](http://LCUE website):

- Webinar training (recordings and presentations)
- Map of actions
- LCUE logo
- LCUE badge: EN and PT
- LCUE flag: EN and PT
- Twitter cover in EN and PT
- Facebook cover
- Social media small cover
- LCUE web banner: EN, FR, ES, IT, HU, NL, PT and CAT
- LCUE banner with phrase: EN, FR, ES, IT, HU, NL, DE and CAT
- LCUE poster, 60x160, printable: EN, FR, ES, IT, HU, NL and CAT, PT & LCUE Poster Brussels NL/FR
- LCUE poster, 70x100, printable: EN, FR, ES, IT, HU, NL, PT and CAT
- LCUE poster "We're taking part here!", 70x100, printable: EN, FR, DE, ES, IT, HU, NL and CAT
- LCUE Signatures: EN, FR, ES, IT, HU, NL, DE and CAT





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Other tools created:

- Social Networks profiles ([Facebook](#) and [Twitter](#))
- [YouTube Playlist of LCUE actions](#) (constant update)
- 3 infographics sent to the Coordinators before LCUE 2016 and disseminated through Social Networks.
- a post-event infographic with definitive results was also produced and disseminated.

### Infographics PRE-LCUE 2016





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### Infographics POST-LCUE 2016



### 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



Light water flask and ashtrays





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Action developers posing with the LCUE flag in Altamura, Italy.





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### 7. Dissemination

#### Media coverage

Drafting and releasing of two international press releases:

- [Let's Clean Up Europe 2016 - Join the 3rd edition](#) 29/04/2016
- [Let's Clean Up Europe 2016 - The 3rd edition!](#) 06/06/2016

#### On-line articles

A few examples of international media coverage:

Cleaning "La Murtra" beach (Let's Clean Up Europe)

<http://www.worldoceansday.org/events/cleaning-quot-la-murtra-quot-beach-lets-clean-up-europe>





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Let's Clean Up Europe! PlasticsEurope Brussels Team participating for the third time

<http://www.plasticseurope.org/information-centre/news/latest-news/lets-clean-up-europe-campaign-plasticseurope-brussels-team-participating-for-the-third-time.aspx>

The screenshot shows the PlasticsEurope website with a navigation bar including 'What is plastic?', 'Use of plastics', 'Plastics industry', and 'Plastics & Sustainability'. The 'Information Centre' is selected. The main content area features a news article titled 'Let's Clean Up Europe! Campaign: PlasticsEurope Brussels Team participating for the third time'. The article text states: 'For the third time, PlasticsEurope Brussels team participated in the Let's Clean Up Europe (LCUE) Campaign, and organised a clean-up activity in the neighbourhood of its offices. The official 2016 LCUE campaign took place on 6-7-8 May but participants were free to organise their actions on other dates. On Friday 29 April in the afternoon, a team of 9 colleagues braved the bad Brussels weather to clean up the area around PlasticsEurope offices. The action ran over 1h30 and resulted in collecting/sorting 137.6 kg of waste (cans, plastic and glass bottles, plastic bags, metal parts, cigarette buds, pieces of cardboard, ...).'

Clean Up Europe took place between 1<sup>st</sup> and 15<sup>th</sup> May 2016

<http://www.keepsotlandbeautiful.org/local-environmental-quality/clean-up-scotland/get-involved/clean-europe-day/>

The screenshot shows the Keep Scotland Beautiful website with a navigation bar including 'Clean Up Scotland', 'About Clean Up Scotland', 'Six problems', 'Get Involved', 'Get Inspired', 'Supporters', 'News', 'Events', 'Library', and 'Contact us'. The 'Clean Europe Day' page is displayed, featuring the 'Let's CLEAN UP EUROPE!' logo and the text: 'Clean Up Europe took place between 1st and 15th May 2016. This was the third year we have been part of the European wide initiative tackling litter. We would like to thank everyone who organised and took part in Clean Up events across Scotland. Since 2014, Keep Scotland Beautiful helped more than 33,000 participants take part in Clean Up Europe events. We have been sharing photos on social media with the #LCUE2016 hashtag so you can see Scottish and wider European events by searching for this. Watch out for how to get involved next year, but in the meantime, keep the momentum going by...'



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A few examples of Italian media coverage:

La Stampa TUTTOGREEN

<http://www.lastampa.it/2016/04/29/scienza/ambiente/focus/domani-al-via-la-seconda-edizione-di-pulisci-e-corri-chilometri-per-salvare-lambiente-7S3OQ5kbGa8GOKacryVH00/pagina.html>

**LA STAMPA TUTTOGREEN**

SEGUICI SU ACCEDI

SEZIONI Cerca...

Un'Italia sempre più fragile attende (invano) il Green Act | 5 giugno Giornata mondiale dell'Ambiente, le pagelle dell'Italia | Rifiuti urbani, chi inquina paga davvero? | Car sharing elettrico, si decolla anche in Italia | Energie rinnovabili, il 2015 è stato il migliore anno di sempre

### Domani al via la seconda edizione di Pulisci e Corri: 350 chilometri per salvare l'ambiente

E' l'evento centrale italiano dell'European Clean Up Day 2016, campagna europea contro l'abbandono dei rifiuti. La Stampa-TuttoGreen è media partner dell'iniziativa

LA STAMPA CON TE DOVE E QUANDO VUOI

E-mail

Password

ABBONATI ACCEDI

[+ Recupera password](#)



FRANCO BRIZZO

29/04/2016

Domani 30 aprile prenderà il via la seconda edizione di "Keep Clean and Run - Pulisci e Corri", l'eco-trail di 350 chilometri che partirà da San Benedetto del Tronto (AP) e si concluderà venerdì 6 maggio a Roma. Un appuntamento che rappresenta l'evento centrale italiano del secondo "European Clean Up Day",



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Focus.it

<http://www.focus.it/ambiente/ecologia/al-via-la-seconda-edizione-di-pulisci-e-corri-350-km-per-salvare-l-ambiente>

f t g+  
 ACCEDI  
 MAGAZINE  
 MONDO FOCUS  
 SCONTI

ABBONATI

SCIENZA
 AMBIENTE
 TECNOLOGIA
 CULTURA
 COMPORTAMENTO
 FOTO
 QUIZ
 VIDEO
 🔍

Come le farfalle dell'evoluzione divennero nere

Perché il metano artico non scalda l'atmosfera

El Niño è finito. Con una lunga coda conseguenze

Esistono animali monogami?

HOME | AMBIENTE | ECOLOGIA

### Al via la seconda edizione di Pulisci e Corri, 350 km per salvare l'ambiente

Presentato l'evento centrale italiano dell'European Clean Up Day 2016

f t g+

Roma, 21 apr. (AdnKronos) - Conto alla rovescia per la seconda edizione di 'Keep Clean and Run - Pulisci e Corri', l'eco-trail di 350 chilometri che partirà sabato 30 aprile da San Benedetto del Tronto e si concluderà venerdì 6 maggio a Roma. Appuntamento che rappresenta l'evento centrale italiano del secondo 'European Clean Up Day' campagna europea contro l'abbandono dei rifiuti

Codice Sconto

Italo Treno  
 Codice promo Italo Treno

Expedia  
 Codice sconto Expedia

Venere  
 Codice sconto Venere

eDreams  
 Codice promozionale eDreams

Groupon  
 Codice promozionale Groupon

Booking.com  
 Codice Sconto Booking

Hotels.com





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Panorama

<http://www.panorama.it/scienza/green/al-via-la-seconda-edizione-di-pulisci-e-corri-350-km-per-salvare-lambiente/>

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ULTIME SCIENZA

I crimini di natura nel mondo valgono 213 mld di dollari

Da una nuova combinazione di farmaci risultati contro il linfoma follicolare

Tartaruga azzannatrice, aumentano gli abbandoni. E' in grado di tranciare di netto dito di un uomo

Ue-Usa, Farinetti: "In Italia giudichiamo Ttpi senza conoscerlo"

Agroalimentare, Farinetti: "Cittadini del mondo vedono l'Italia unita"

Green

### Al via la seconda edizione di Pulisci e Corri, 350 km per salvare l'ambiente



21 aprile 2016

Panorama / Scienza / Green / Al via la seconda edizione di Pulisci e Corri, 350 km per salvare l'ambiente



ADNKRONOS

Roma, 21 apr. (AdnKronos) - Conto alla rovescia per la seconda edizione di 'Keep Clean and Run - Pulisci e Corri', l'eco-trail di 350 chilometri che partirà sabato 30 aprile da San Benedetto del Tronto e si concluderà venerdì 6 maggio a Roma.

#### Scienza, le news

I crimini di natura nel mondo valgono 213 mld di dollari

Da una nuova combinazione di farmaci risultati contro il linfoma follicolare

Tartaruga azzannatrice, aumentano gli abbandoni. E' in grado di tranciare di netto dito di un uomo

Ue-Usa, Farinetti: "In Italia giudichiamo Ttpi senza conoscerlo"

Agroalimentare, Farinetti: "Cittadini del mondo vedono l'Italia unita"

Agroalimentare, Farinetti: "Dai Bari Dots del Sud"



## Report on the implementation of the European Clean Up Day 2016

Roberto Cavallo, President of A.I.C.A., talks about Keep Clean and Run (main event of LCUE Italy) on national TV, 19 April 2016.



Roberto Cavallo and Oliviero Alotto talk about Keep Clean and Run on Ricicla TV, 21 April 2016.





## Report on the implementation of the European Clean Up Day 2016

### Social media

#### FACEBOOK

For the dissemination of contents about LCUE, the two following Facebook pages have been used:

-Let's Clean Up Europe-Official

-Settimana Europea per la Riduzione dei Rifiuti, SERR (=European Week for Waste Reduction)

The 90 posts published on the two above mentioned pages reached more than 74,000 views and produced more than 5,000 interactions of the users (i.e. number of comments + the number of likes + the number of shares + the number of clicks on the post).

#### Let's Clean Up Europe-Official Facebook Page ([Let's Clean Up Europe – Official](#))

The official Facebook page of LCUE started to be more active again as of the end of January 2016. In June 2016 the LCUE Facebook page had reached 1,865 likes. In the timespan January-June 2016, 57 posts were published which reached almost 30,300 people, with an average reach of 531 views per post; these posts also produced 1,852 interactions, i.e. 32 interactions per post on average. Furthermore, in the timespan 1-15 May 2016 the page shared posts of more than 65 actions. The posts often showed pictures where the official LCUE flag with the logos of the European partners was visible.

#### [SERR Facebook Page](#)

On the SERR Facebook page 33 posts about LCUE actions in Italy were published in Italian. These posts reached 43,800 people, (on average 1,300 reaches per post) and produced 3,253 interactions, (on average 98 interactions per post). Some examples of posts published on the two Facebook pages with the related reach and interactions follow:

Dettagli sul post

Le statistiche indicate potrebbero non essere subito aggiornate rispetto a ciò che viene visualizzato nel post

**Settimana Europea per la Riduzione dei Rifiuti**  
4 aprile

Let's Clean Up Europe 2016: pronti per battere il record del 2015?  
Iscrizioni aperte fino al 15 aprile! #cleanupeurope #LCUE2016

**2811** persona raggiunte

**58** "Mi piace", commenti e condivisioni

<b>42</b> "Mi piace"	<b>14</b> Sul post	<b>28</b> Sulle condivisioni
<b>2</b> Commenti	<b>1</b> Sul post	<b>1</b> Sulle condivisioni
<b>14</b> Condivisioni	<b>14</b> Sul post	<b>0</b> Sulle condivisioni

**66** Clic sul post

<b>21</b> Visualizzazioni foto	<b>0</b> Clic sul link	<b>45</b> Altri clic
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**COMMENTI NEGATIVI**

<b>0</b> Nascondi post	<b>1</b> Nascondi tutti i post
<b>0</b> Segnala come spam	<b>0</b> Non mi piace più

2811 persone raggiunte

Metti in evidenza il post

Alina Holbura, Agata Verle e altri 12 · 1 commento · Condivisioni: 14

Mi piace · Commenta · Condividi




## Report on the implementation of the European Clean Up Day 2016

Post Details

Reported stats may be delayed from what appears on posts

**Let's Clean Up Europe - Official**  
March 18 · 🌐

#LCUE2016: the deadline is April 15! Don't waste time!



**Aperte le iscrizioni a Let's Clean Up Europe: ecco come partecipare! | menorifiuti**

Si sono aperte il 7 marzo 2016 le iscrizioni per partecipare alla terza edizione di Let's Clean Up Europe, la campagna europea contro il littering e l'abbandono...

MENORIFIUTI.ORG

🟢 **Get More Likes, Comments and Shares**  
Boost this post for €5 to reach up to 1,200 people.

2,627 people reached

**2,627** People Reached

**89** Reactions, Comments & Shares

41 Likes	16 On Post	25 On Shares
2 Love	1 On Post	1 On Shares
3 Comments	2 On Post	1 On Shares
43 Shares	40 On Post	3 On Shares

**54** Post Clicks

0 Photo Views	23 Link Clicks	31 Other Clicks
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**NEGATIVE FEEDBACK**

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

17 reactions, 1 comment, 40 shares

Like Comment Share

Boost Post

### TWITTER

For the dissemination of contents about LCUE, the two following Twitter accounts have been used:

-@LetsCleanUpEU

-@menorifiuti

The 83 tweets published on the above mentioned pages reached more than 89,000 views and produced almost 1,500 interactions of the users (i.e. the number of re-tweets + the number of likes). It needs to be pointed out that these figures do not include reaches and interactions about LCUE posted by Action Developers' Twitter accounts.

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







## Report on the implementation of the European Clean Up Day 2016

To date (end of June 2016) the Twitter profile of LCUE has 685 followers (+73% compared to 2015). In the timespan January-June 2016, 54 tweets on LCUE have been posted which reached 55,500 people (on average 1,027 reach per post) and 861 interactions (on average 16 interactions per post).

Account [@menorifiuti](https://twitter.com/menorifiuti)



In the timespan January-June 2016, 29 tweets about LCUE in Italy have been posted, they reached about 33,600 people (on average 1,158 views per post) and 608 interactions (on average 20 interactions per tweet).

Some examples of posts published on the two Twitter accounts with the related reach and interactions follow:

 <p><b>SERR @menorifiuti</b>  <b>#LCUE2016:</b> un altro passo verso mari più puliti! Partecipa anche tu! Hai tempo fino al 22/4 <a href="http://bit.ly/1oBH7mVW">http://bit.ly/1oBH7mVW</a>  <a href="http://pic.twitter.com/GoG8km7zWD">pic.twitter.com/GoG8km7zWD</a></p> <p><b>Raggiungi un pubblico più ampio</b>          Aumenta le interazioni promuovendo questo Tweet!</p> <p><a href="#">Inizia</a></p>	<table> <tr> <td><b>Visualizzazioni</b></td> <td><b>3.014</b></td> </tr> <tr> <td><b>Interazioni totali</b></td> <td><b>53</b></td> </tr> <tr> <td>Retweet</td> <td>17</td> </tr> <tr> <td>Mi piace</td> <td>14</td> </tr> <tr> <td>Clic sul link</td> <td>9</td> </tr> <tr> <td>Interazioni con i contenuti multimediali</td> <td>8</td> </tr> <tr> <td>Espansioni dettagli</td> <td>3</td> </tr> <tr> <td>Clic sul profilo</td> <td>2</td> </tr> </table>	<b>Visualizzazioni</b>	<b>3.014</b>	<b>Interazioni totali</b>	<b>53</b>	Retweet	17	Mi piace	14	Clic sul link	9	Interazioni con i contenuti multimediali	8	Espansioni dettagli	3	Clic sul profilo	2
<b>Visualizzazioni</b>	<b>3.014</b>																
<b>Interazioni totali</b>	<b>53</b>																
Retweet	17																
Mi piace	14																
Clic sul link	9																
Interazioni con i contenuti multimediali	8																
Espansioni dettagli	3																
Clic sul profilo	2																



## Report on the implementation of the European Clean Up Day 2016

**LCUE @LetsCleanUpEU**  
 Cleaning action of Valle dei Molini  
**#Gragnano!** 100kg of wastes collected and  
 differentiated **#cleanupeurope** **#LCUE2016**  
[pic.twitter.com/xv9KSuMqeS](https://pic.twitter.com/xv9KSuMqeS)

**Raggiungi un pubblico più ampio**  
 Aumenta le interazioni promuovendo questo Tweet!

Inizia

Visualizzazioni

1.583

Interazioni totali

32

Mi piace

9

Espansioni dettagli

7

Retweet

6

Clic sul link

4

Interazioni con i contenuti multimediali

3

Clic su hashtag

2

Clic sul profilo

1

In order to trigger the creation of a large community of users around the topic of LCUE, the hashtags **#LCUE2016** and **#cleanupeurope** have been created. To give an idea of the efficacy of this instrument, it needs to be taken into consideration that in the sole period of March-June 2016, 364 tweets mentioning the above mentioned hashtags have been published by external accounts.



## Report on the implementation of the European Clean Up Day 2016

### 8. LCUE Coordinators and their actions<sup>4</sup>

#### European Union

##### Belgium

**Brussels region: IBGE-BIM - Brussels**

**Environment -8 actions**

Website: [www.bruxellesenvironnement.be](http://www.bruxellesenvironnement.be)

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

Contact: Anja Van Campenhout

[avancampenhout@leefmilieu.brussels](mailto:avancampenhout@leefmilieu.brussels) and

[ecoconso@leefmilieu.brussels](mailto:ecoconso@leefmilieu.brussels)



##### Flanders region: Let's Do it! Belgium

Website: [www.letsdoitbelgium.be](http://www.letsdoitbelgium.be)

Facebook:

[www.facebook.com/letsdoitbelgium](https://www.facebook.com/letsdoitbelgium)

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

Contact: Jo Creten [jocreten@gmail.com](mailto:jocreten@gmail.com)



##### Bulgaria

**АСЕКОБ - АСОЦИАЦИЯ НА ЕКОЛОЗИТЕ ОТ ОБЩИНИТЕ В БЪЛГАРИЯ**

(Bulgarian Association of Municipal Environmental Experts - BAMEE)

Website: [www.bamee.org](http://www.bamee.org)

Contact: Nikolay Sidjimow

[sidjimov@bamee.org](mailto:sidjimov@bamee.org)



<sup>4</sup> For some regions the number of actions is not indicated and the picture is not displayed because these pieces of information were not communicated/sent by the respective coordinators.



## Report on the implementation of the European Clean Up Day 2016

### Finland

#### Ecofellows Ltd

Website: [www.ekokumppanit.fi/en/](http://www.ekokumppanit.fi/en/)

Contact: Matti Pollari

[matti.pollari@tampere.fi](mailto:matti.pollari@tampere.fi)

### France – 48 actions

#### Surfrider Foundation Europe

Website: [www.initiativesoceanes.org](http://www.initiativesoceanes.org)

Facebook:

[www.facebook.com/surfriderfoundationeurope](https://www.facebook.com/surfriderfoundationeurope)

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

Contact: Céline Reyboubet

[oceaninitiatives2@surfrider.eu](mailto:oceaninitiatives2@surfrider.eu)



### Germany – 102 actions

#### VKU - Verband kommunaler Unternehmen e.V.

Website: [www.letscleanupeurope.de](http://www.letscleanupeurope.de)

Facebook:

[www.facebook.com/abfallvermeidung](https://www.facebook.com/abfallvermeidung)

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

Contact: Miriam Dame [danne@vku.de](mailto:danne@vku.de)



### Greece – 100 actions

#### HELMEPA - the Hellenic Marine

#### Environment Protection Association

Website: [www.helmepacadets.gr](http://www.helmepacadets.gr)

Facebook: [www.facebook.com/Helmepa](https://www.facebook.com/Helmepa)

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

Contact: Constantinos Triantafillou

[c.triantafillou@helmepa.gr](mailto:c.triantafillou@helmepa.gr)







## Report on the implementation of the European Clean Up Day 2016

### Hungary – 2240 actions

**NWMD (National Waste Management Directorate)**

Website: [szelektalok.hu/teszedd/](http://szelektalok.hu/teszedd/)

Facebook: [www.facebook.com/teszedd](https://www.facebook.com/teszedd)

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

Contact: Eszter Tanka

[Tanka.Eszter@oktf-nhi.gov.hu](mailto:Tanka.Eszter@oktf-nhi.gov.hu)



### Italy – 202 actions

**Italian Steering Committee**

Website: [www.envi.info/?page\\_id=2727](http://www.envi.info/?page_id=2727)

Facebook: [www.facebook.com/ENVI.INFO](https://www.facebook.com/ENVI.INFO)

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

Contact: Eleonora Lano [serr@envi.info](mailto:serr@envi.info)



### Portugal – 28 actions

**Lisbon and West Region: Valorsul – 18 actions**

Website: [www.valorsul.pt/pt/](http://www.valorsul.pt/pt/)

Facebook: [www.facebook.com/valorsul](https://www.facebook.com/valorsul)

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

Contact: Ana Loureiro

[ana.loureiro@valorsul.pt](mailto:ana.loureiro@valorsul.pt) or Francisco

Mendes [francisco.mendes@valorsul.pt](mailto:francisco.mendes@valorsul.pt)



### Porto Region: LIPOR – 4 actions

Website:

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

Facebook:

[www.facebook.com/LiporGestaoResiduo](https://www.facebook.com/LiporGestaoResiduo)

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





## Report on the implementation of the European Clean Up Day 2016

### Romania – 8 actions

#### Green Planet Association

Website:

[www.green-planet.ro/lets-clean-up-europe](http://www.green-planet.ro/lets-clean-up-europe)

Facebook:

[www.facebook.com/AsociatiaPlanetaVerde](https://www.facebook.com/AsociatiaPlanetaVerde)

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

Contacts: Miahela Papazu

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



### Slovenia

#### Ekologi brez meja

Website: <http://ebm.si/en/>

Facebook:

[www.facebook.com/Ekologibrezmeja](https://www.facebook.com/Ekologibrezmeja)

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

Contact: Urša Zgojznik

[ursa.zgojznik@ocistimo.si](mailto:ursa.zgojznik@ocistimo.si)

### Spain – 249 actions

#### Andalucia: SANEAMIENTOS DE CÓRDOBA,

#### S.A. – 1 action

Website: [www.sadeco.es](http://www.sadeco.es)

Facebook:

[www.facebook.com/sadeco.cordoba](https://www.facebook.com/sadeco.cordoba)

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

Contact: Cristóbal Aragón Sicilia

[caragon@sadeco.es](mailto:caragon@sadeco.es)



### Catalonia: ARC - Agència de Residus de Catalunya – 175 actions

Website: [www20.gencat.cat/portal/site/arc](http://www20.gencat.cat/portal/site/arc)

Facebook: [www.facebook.com/residuscat](https://www.facebook.com/residuscat)

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

Contact: Mireia Padros

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







## Report on the implementation of the European Clean Up Day 2016

### Government of Balearic Island Conselleria de Medi Ambient, Agricultura i Pesca – 32 actions

Website: [maap.caib.es](http://maap.caib.es)

Facebook: [www.facebook.com/Conselleria-de-Medi-Ambient-Agricultura-i-Pesca](https://www.facebook.com/Conselleria-de-Medi-Ambient-Agricultura-i-Pesca)

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

Contact: Neus Andreu Sunyer

[nandreu@dgmambie.caib.es](mailto:nandreu@dgmambie.caib.es)



### North Atlantic: Surfrider Foundation Europe – 12 actions

Website: [www.initiativesoceanes.org](http://www.initiativesoceanes.org)

Facebook:

[www.facebook.com/surfriderfoundationeurope](https://www.facebook.com/surfriderfoundationeurope)

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

Contact: Céline Reyboubet

[oceaninitiatives2@surfrider.eu](mailto:oceaninitiatives2@surfrider.eu)

### Valencia: Generalitat Valenciana – 5 actions

Website: [www.cma.gva.es](http://www.cma.gva.es)

Facebook:

[www.facebook.com/comunitatvalenciana](https://www.facebook.com/comunitatvalenciana)

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

Contact: Anna Pons [pons\\_ann@gva.es](mailto:pons_ann@gva.es)



### For actions organized by Cruz Roja: Directorate for Coast and Sea Sustainability, Ministry of Agriculture, Food and Environment – 11 actions

Website:

[www.magrama.gob.es/es/costas/temas/proteccion-medio-marino/](http://www.magrama.gob.es/es/costas/temas/proteccion-medio-marino/)

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

Contact: Marta Martínez-Gil Pardo de Vera

[MMGil@magrama.es](mailto:MMGil@magrama.es)





## Report on the implementation of the European Clean Up Day 2016

### Sweden – 2100 actions

#### Håll Sverige Rent (Keep Sweden Tidy)

Website: [www.hsr.se](http://www.hsr.se)

Facebook: [www.facebook.com/hallsverigerent](https://www.facebook.com/hallsverigerent)

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

Contact: Sharon Emanuel

[Sharon.Emanuel@hsr.se](mailto:Sharon.Emanuel@hsr.se)



### The Netherlands

#### Nederland Schoon

Website: [www.nederlandschoon.nl/](http://www.nederlandschoon.nl/)

Facebook:

[www.facebook.com/nederlandschoon](https://www.facebook.com/nederlandschoon)

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

Contact: Helene van Zutphen

[hvanzutphen@nederlandschoon.nl](mailto:hvanzutphen@nederlandschoon.nl)



### United Kingdom – 100 actions

#### Northern Ireland: Keep Northern Ireland Beautiful, 32 actions

Website:

<http://www.keepnorthernirelandbeautiful.org>

Facebook: [www.facebook.com/pages/Keep-Northern-Ireland-Beautiful](https://www.facebook.com/pages/Keep-Northern-Ireland-Beautiful)

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

Contact: Nicola Murray

[nicola.murray@keepnorthernirelandbeautiful.org](mailto:nicola.murray@keepnorthernirelandbeautiful.org)







## Report on the implementation of the European Clean Up Day 2016

### Scotland: Keep Scotland Beautiful - 68 actions

Website: [www.keepsotlandbeautiful.org](http://www.keepsotlandbeautiful.org)

Facebook: [www.facebook.com/KSBScotland](https://www.facebook.com/KSBScotland)

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

Contact: Nicola Turner

[nicola.turner@keepsotlandbeautiful.org](mailto:nicola.turner@keepsotlandbeautiful.org)



### Other countries in the European Union and beyond - 14 actions

Portugal, 6 actions

Ireland, 1 action

Tunisia, 1 action

Slovakia, 1 action

Spain, 13 actions

Estonia, 1 action

### A.I.C.A., the International Association for Environmental Communication

Website: [www.envi.info/?page\\_id=2727](http://www.envi.info/?page_id=2727)

Facebook: [www.facebook.com/ENVI.INFO](https://www.facebook.com/ENVI.INFO)

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

Contact: Eleonora Lano [serr@envi.info](mailto:serr@envi.info)





## Report on the implementation of the European Clean Up Day 2016

### Non UE Countries

#### Andorra, 2 actions

##### Ministeri de Medi Ambient

Contact: Natalia Rovira

[Natalia\\_Rovira@govern.ad](mailto:Natalia_Rovira@govern.ad)



##### Centre Andorra Sostenible

Facebook:

[www.facebook.com/pages/Centre-Andorra-Sostenible/](https://www.facebook.com/pages/Centre-Andorra-Sostenible/)

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

Contact: Javier Gòmez

[jgomez@sostenibilitat.ad](mailto:jgomez@sostenibilitat.ad)



#### Norway – 609 actions

##### Keep Norway Beautiful

Facebook:

[www.facebook.com/holdnorerent](https://www.facebook.com/holdnorerent)

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

Contact: Malin Jacob

[holdnorerent@loop.no](mailto:holdnorerent@loop.no)

#### Turkey – 1 action

Türk Deniz Araştırmaları Vakfı (TÜDAV)

Website: [tudav.org](http://tudav.org)

Facebook: [www.facebook.com/tudav](https://www.facebook.com/tudav)

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

Contact: Özgegül Öztürk [tudav@tudav.org](mailto:tudav@tudav.org)

