



# CLEAN UP THE MEDITERRANEAN

## Project Overview

### Introduction

In 2005, European Members of Clean Up the World, a global community-led environmental campaign, proposed to join forces in order to clean up, fix up and conserve the environment in one of the world's iconic regions: the Mediterranean. This document provides an overview of the proposed project, which seeks to promote cooperation at all levels to improve the well-being of communities and their environment across the Mediterranean region.

### About the Mediterranean region

The Mediterranean is characterised by a high diversity of species and ecosystems, seas and lands of high productivity, a moderate climate and a unique landscape. Some of the problems that affect the region are rapid urbanisation of coastal zones; modification of coastal landscapes; desertification, soil erosion, marine pollution and water scarcity. At the same time, the dumping of toxic substances on the shores is a significant threat to the rich diversity of flora and fauna in the Mediterranean, which is a key global tourist destination.

### About Clean Up the World

Clean Up the World is a community based environmental campaign that inspires and empowers communities from every corner of the globe to clean up, fix up and conserve their local environment. In conjunction with Primary Partner the United Nations Environment Programme (UNEP), Clean Up the World brings together businesses, community groups, schools and governments in a range of activities and programs that positively improve local environments. Since the first campaign in 1993, Clean Up the World has inspired more than 35 million volunteers in over 110 countries each year to take action.

### Clean Up the World in the Mediterranean region

Clean Up the World currently has over 50 Members from 16 countries of the Mediterranean region, ranging from small community groups to Ministries of Environment, who undertake annual clean ups and other environmental projects.

### Project scope

Clean Up the Mediterranean will focus the efforts of existing and potential new Clean Up the World Members on taking practical steps to address the region's environmental problems, and promoting the idea of an ecosystem approach.

The project will build upon existing initiatives of Clean Up the World Members in the Mediterranean region and include activities such as:

- removal of rubbish from the natural and urban environment, such as streets, parks, waterways, and beaches,
- underwater clean ups;
- tree planting and revegetation projects;
- biodiversity conservation and habitat restoration actions;
- community recycling and water reuse projects; and
- environmental awareness raising and education activities.

PRIMARY PARTNER



United Nations Environment Programme

PATRON



SPONSOR

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GLOBAL MEDIA PARTNER



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SUPPORTER



# A limpiar el mundo

## Project coordination and implementation

Clean Up the World is providing overall project coordination to ensure consistency with the campaign's objectives and positioning worldwide.

To date, Clean Up the World members from 14 countries across the Mediterranean region have expressed their willingness to participate in the Clean Up the Mediterranean campaign.

## Project launch

The launch of the project is scheduled to take place on the 13<sup>th</sup> September, prior to the Clean Up the World Weekend, this year celebrated on 15-17 September. Clean Up the Mediterranean project launch will be one of the campaign's cornerstone events for 2006. The project launch will take place in Athens in conjunction with UNEP's Mediterranean Action Plan.

The project launch event will be used to create media focus around the initiative and to mobilise additional support from within the Mediterranean region.

## Participating Members

The list of participating Clean Up the World members is below.

| Country             | Member/Organisation Name  | City             |
|---------------------|---|------------------|
| ALGERIA             | Scouts Musulmans Algeriens (Groupe Ettawassol)                                  | Remchi           |
| CYPRUS              | CYMEPA  | Limassol         |
| EGYPT               | 4 Our Kidz  | Cairo            |
| EGYPT               | Arab Office for Youth and Environment (AOYE)                                    | Cairo            |
| FRANCE              | Association Mer Terre   | Marseille        |
| GIBRALTAR*          | Environmental Safety Group (ESG)  | Gibraltar        |
| GREECE              | Clean Up Greece   | Athens           |
| ISRAEL              | Clean Up Israel   | Various cities   |
| MOROCCO             | Center of Environmental Issues and Regional Development - Alakhawayn University | Ifrane           |
| MOROCCO             | Mobadara NGO for sustainable development and tourism                            | Zaio             |
| PALESTINE           | Municipality of Abasan Al-Kabira  | Abasan Al-Kabira |
| PORTUGAL            | Prosepe   | Paredes          |
| SERBIA & MONTENEGRO | EKOPOLIS  | Nis              |
| SPAIN               | Programa de Voluntariado Ambiental. DG. del Medio Natural                       | Murcia           |
| SPAIN               | Ayuntamiento de Posadas   | Cordoba          |
| SPAIN               | AULAGA Asociación de Educación Ambiental y Ecología Social                      | Malaga           |
| TUNISIA             | Green Team  | Hammamet         |
| TURKEY              | Scouting and Guiding Federation of Turkey                                       | Ankara           |
| TURKEY              | Scouts and Guides Antalya province  | Antalya          |
| TURKEY              | Scout and Guides Konya province   | Selcuklu         |

## How do I get involved?

If you are interested in participating in Clean Up the Mediterranean initiative or would like additional information about Clean Up the World, please contact Tricia Wilden, Campaign Manager, Clean Up the World, by phone +61 2 9692 0700 or email [world@cleanup.com.au](mailto:world@cleanup.com.au).

***Clean Up the World is a campaign held in conjunction with our Primary Partner United Nations Environment Programme. Patron– Veolia Environnement. Sponsor – Brambles, Global Media Partner - National Geographic Channels International. Sponsor – Qantas. Supporter – The Australian Government through the Department of Foreign Affairs and Trade.***