

Clean Up  the World

**Start
Today...
Save
Tomorrow**



Clean Up Our Climate

Activity Report 2008

Clean Up

 the World

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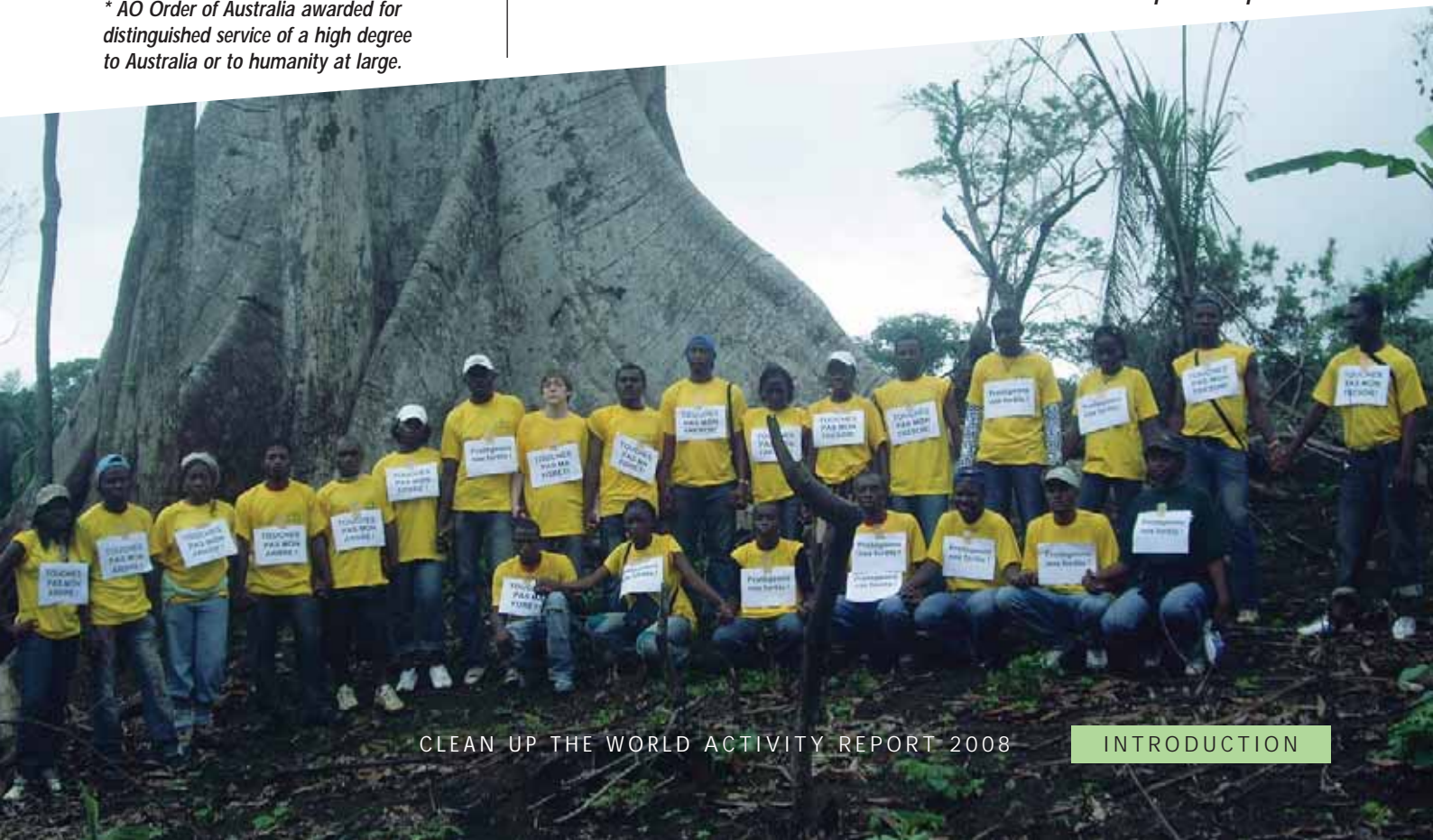
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United Nations Liaison

Courtesy of the United Nations Information Centre for Australia, New Zealand and the South Pacific.

Clean Up the World is accredited to UNEP and associated with the Department of Public Information of the United Nations.

Cameroon – Groupe Communautaire des Jeunes pour le protect



Clean Up the World
is a campaign
with a big vision

Our mission is to inspire and empower communities around the world to clean up, fix up and conserve their environment.

With the support of our primary partner, United Nations Environment Programme (UNEP), Clean Up the World has inspired people to come together to make our planet a cleaner and more liveable place for current and future generations.

We believe individuals and communities have a great capacity to make their part of the world a better place to live. As such, we encourage them to join us and many other like minded organisations in being part of the Clean Up the World campaign.

Since 1993, dedicated global Clean Up the World participants have joined the campaign and played a significant role in continuing to clean up, preserve and protect the natural environment, fostering and revealing a remarkable depth of goodwill and commitment towards the environment.

As the urgency of the need to deliver on sustainable development and address climate change becomes increasingly apparent, Clean Up the World aims to play its part in guiding the world towards a sustainable future.



*Above, Portugal –
 Camara Municipal do Funchal*

*Right, Romania –
 Renaud Investments*



Each year, Clean Up the World participants share with us their thoughts on how their participation in the campaign has impacted their organisation, community and environment. This is a selection of their many valuable comments.

"The campaign raised the awareness about the local environmental issues particularly the tourist- behaviour and promoted the good management of public beach(s). In consequence, (we) change people's attitude about dealing with (the) beach."

Jordan - The Royal Marine Conservation Society of Jordan (JREDS)

"Thanks a million for this wonderful job you are doing."

India - Saurashtra Education Foundation (SEF)

"As result of our participation in this year's clean up campaign we have gained huge community recognition. The village community now looks upon us as change makers and we have been encouraged through moral support and advise (sic) to continue with such brilliant activities that (does) not only helps in cleaning and fixing the immediate environment but also helps in preventing health hazards (malaria) and in educating the population on the need to be eco friendly in agricultural farming practices. It is significant because it shows the great changes that we impact on our community and the world through our little activities like the clean up campaign."

Cameroon - Benevolent Association for Protection of the Environment and the Socially Underprivileged (BAPESU)

"Our programmes have greatly benefited from the guidance and influence of Clean Up the World. I would like to thank the clean up the world team from the core of our hearts for giving us the privilege to be a part of it and hope that our small project will be the mile stone to halt the degradation of the environment."

Nepal - Jankauli Youth Committee (JYC)

"It was wonderful to witness the next generation actively caring for the environment"

Australia - St. Andrew's Socio-religious Justice/Fraternity In Truth Assoc, Inc.

"Thanks for bringing us together and making us contribute to changing our world. Together we will make a change. Thanks for being in the vanguard of change."

Nigeria - Society for Life and Human Development Initiative (SLHDI)

"CECAD is grateful to be a member of the Clean Up the World, environment plays a critical role in the attainment of most of the fundamental human rights and in itself it is a human right issue."

Malawi - Centre for Community Empowerment and Development

"Being (a) member of Clean Up the World was a wonderful experience for TAYEN, through Clean Up the World TAYEN got contacts of international donor community. We have managed to apply for grants to international donor community... something that we never did before due to lack of contacts. This has helped TAYEN to improve its fundraising strategies hence will improve financial situation in future."

Tanzania - Tanzania Youth and Environmental Network (TAYEN)

It always pleases me to have this opportunity to introduce the annual Clean Up the World Activity Report as it allow me to publicly thank all those whose support makes the campaign possible over the year and to introduce the inspirational and diverse activities undertaken by participants around the world.



Ian Kiernan AO*
Chairman and Founder,
Clean Up the World

** AO Order of Australia awarded for distinguished service of a high degree to Australia or to humanity at large.*

Each year's campaign begins with a pledge of support from our partners without which the campaign simply would not be able to operate. In 2008, our partners United Nations Environment Programme, Brambles, National Geographic Channels International, Qantas, and the Australian Government's Department of Foreign Affairs and Trade were joined by a new technology partner, Google Inc – who I will tell you more about shortly.

Once we consult with UNEP, a theme tagline and image is determined and our campaign resources and materials for the year are created and made available on our website. The 2008 theme 'Start Today... Save Tomorrow – Clean Up Our Climate' was chosen to remind us of the critical importance of taking action today so that we leave a better future for generations to come. And how in the case of addressing climate change - nothing could be more important.

But Clean Up the World is about more than just providing information and resources, it is also about providing inspiration and empowering communities to take the actions they feel are necessary to improve the environment in their own backyard. It's about inviting individuals and communities to come together - to share their passion - to make a positive contribution and to join millions around the world who are volunteering their time to do the same thing.

That's why this year we invited three people to join Clean Up the World as Ambassadors - Celine Cousteau, David De Rothschild and Arron Wood. I know their passion and demonstrated commitment to the environment makes them perfect choices to help spread the word about the campaign.

The need to continue to seek new ways to spread the word is also why we formed a Ally relationship with the World Organisation of the Scout Movement – to further engage young people in environmental activities.



Here at Clean Up the World we believe that one of the biggest sources of inspiration can be the work of like-minded communities. With the support of our 2008 technology partner Google, the campaign took a great step forward in creating a new website to enable groups to profile and map the activities being undertaken in support of the campaign. Participants can now map, share their activity details with their own volunteers, be inspired by the work others are doing on the same issue and network with communities located nearby. The enthusiasm with which the site has been greeted shows us you will make the most of this new tool.

And this brings me to the most important part of my message - thanking the communities who participate in the campaign – especially those who completed their Member Activity Report and are profiled in this report. We know it is not always easy finding resources to carry out your activity and encouraging others in your community to participate. But what we hear from so many of you is that your participation in Clean Up the World helps you overcome these difficulties and enables your community to create a space where people can come together for a common purpose – the improvement of the environment – and feel proud of what they have achieved together, for themselves and for future generations.

It's hearing that from you which inspires me to continue my work on behalf of Clean Up the World and the environment. I hope it inspires you to continue the activities and projects contained in this Activity Report. We look forward to welcoming you as part of the 2009 campaign.

In the age of doom-and-gloom news reports on the environmental perils facing our planet, it is refreshing to read a report as inspiring as this one about millions of people worldwide doing their bit to help their environment.



Achim Steiner
United Nations
Under-Secretary-General
and Executive Director,
United Nations
Environment Programme

The Clean Up the World Activity Report you have in front of you aptly describes how the campaign went from strength to strength in 2008. Page after page, the report lists success stories from all corners of the globe.

Take, for example, a tale of two cities on the US-Mexico border—an area better known for its illegal immigration and high crime rate—breaking down barriers for a greater good of preserving their shared environment or the Clean Himalaya initiative to rid the banks of the Ganges River of rubbish.

These and many other fascinating examples are the secret behind the Clean Up the World’s longevity and unique appeal. What is more, rather than stick to the tried-and-tested formula, the campaign is constantly reinventing itself by bringing in new ideas and elements.

In an era of iPod and YouTube, the campaign took full advantage of the latest technology to map Clean Up the World activities on the web in partnership with Google. It also kept its youthful spirit by welcoming the World Organization of the Scout Movement—one of the largest youth movements with over 28 million members from 160 countries—as its new ally.

Indeed, partnerships are key to the success of the campaign, and UNEP is proud to have partnered with Clean Up the World since its inception, particularly with regard to global World Environment Day celebrations organized by UNEP each year on 5 June.

In conjunction with the 2008 World Environment Day’s theme “*Kick the Habit: Towards a low carbon economy*”, Clean Up the World members engaged in local actions to clean up our planet.



United Nations Environment Programme

I am also particularly pleased that both UNEP and Clean Up the World are “walking the talk” with regard to moving towards a low-carbon future by joining the Climate Neutral Network (CN Net), a web-based initiative to promote global buy-in to climate neutrality.

Launched in February 2008, CN Net today counts over 100 participants, including six countries, 11 cities (including Sydney where the Clean Up the World campaign was born), major international companies, UN agencies and leading NGOs who have set the most ambitious greenhouse gas reduction targets in the world.

I hope many more Clean Up the World members will join the Network, share their strategies and achievements, and help make the best knowledge on climate neutrality available to all.

With its ever-growing number of volunteers, robust partnerships and technological savvy, not only has Clean Up the World staged another successful campaign in 2008—it has truly come of age.

Importance of Partners

The generous contributions from Clean Up the World's partners are integral to the success of the campaign and our ability to inspire and support the participation of communities around the world.

In 2008, many partner organisations arranged their own environmental activities or supported local Clean up the World events.

Clean Up the World recognised the contribution of our partners on the Clean Up the World website and through media releases, interviews and electronic materials made available to participants (see *Campaign Theme, Resources and Communication* on page 20 for details).

On behalf of our participants, Clean Up the World extends a sincere thank you to the following organisations for their support throughout 2008.



United Nations Environment Programme

PRIMARY PARTNER United Nations Environment Programme (UNEP)

During 2008, Clean Up the World continued our invaluable collaboration with UNEP.

UNEP conducted a range of activities to support the campaign including promoting it on their websites, issuing a joint media release and providing a video message of support from Executive Director Achim Steiner.

UNEP also assisted with the launch of Clean Up the World's new website activities.cleanuptheworld.org through the distribution of media releases and other promotional materials.

In turn, Clean Up the World promoted a range of UNEP initiatives to our members, including World Environment Day, Paint for the Planet and the Billion Tree campaign.

Clean Up the World's Chairman and Founder Ian Kiernan, also appeared as "Today's Expert" on UNEP's website over Clean Up the World Weekend.

UNEP's offices participated in, or supported participants who conducted Clean Up the World activities. Many Clean Up the World participants also reported an association with UNEP on environmental projects.

[Click here to visit the UNEP website](#) 

[Click here to learn more about the UNEP-CUW relationship](#) 



**India –
Vaishvik Vikas Sanstha
World Environment Day**

UNEP Participation Examples

To learn more see Member Activity Profiles

THAILAND: UNEP COBSEA Secretariat

To celebrate the International Year of the Reef in 2008, UNEP's Coordinating Body on the Seas of East Asia (COBSEA) conducted its first [Clean Up East Asian Seas Campaign](#) to highlight and address the problem of marine litter and its impact on the marine environment.



Participating organisations from Australia, Cambodia, the People's Republic of China, Indonesia, the Republic of Korea, Malaysia, Philippines, Singapore, Thailand and Viet Nam were all involved in this regional initiative through organising a series of local clean up activities of beaches and coastal areas. Results from the cleanup activities were forwarded onto the UNEP COBSEA Secretariat in order to further improve the knowledge about marine litter in our oceans. Events and activities held as part of the campaign included:

The International Coastal Clean Up Day and Marine Litter Workshop, both held across the CUW Weekend September 18-20.

The COBSEA Clean Beach Award in which countries participating in the campaign, nominated local governments administrations as recipients for the awards based on their approaches towards cleaner beaches.

The Green Fins Photo Contest whereby participants submitted entries based on the theme "Marine litter, the sea and the coast".

KOREA (REPUBLIC OF): UNEP National Committee for the Republic of Korea

"Clean Up the beach in Yeosu" held August 20-22, was hosted by The UNEP National Committee for the Republic of Korea. Approximately 100 college students from "UNEP Angel" – a UNEP affiliated environmental youth organisation - participated in the event. A lecture entitled "The Importance and signification of the Ocean Environment" was attended then student went to the nearby beach to carry out their clean up activity.

Those involved were hopeful that their activity may encourage other community groups such as business, government and civil society to work towards achieving a cleaner ocean environment. The UNEP National Committee for the Republic of Korea organises environmental activities for college students - like this one - every summer, to encourage young people to develop concern about environmental issues and to care for their surroundings.



Waste items including plastic bags, bottles, and broken nets were removed from the beach, filling a total of 30 bags, each with the capacity to hold 100 litres. Participants were encouraged to think about where the waste came from and how it had ended up on the beach.

*Thailand –
The Clean Up
East Asian Seas Campaign
[Clean Up Pataya]*

UNEP – CUW Participant Connections Examples

Clean Up the World participants in the following countries reported that their organisation received support from, or worked with, UNEP to achieve their organisational objectives.

- ARGENTINA Siendo Humanos
- ARUBA Aruba Environment Foundation
- AUSTRALIA Friends of Toolern Creek; St Andrew’s Socioreligious Justice/ Fraternity In Truth Inc
- CAMBODIA British Embassy, Phnom Penh
- CAMEROON Africa Youth for Peace and Development Cameroon; Benevolent Association for Protection of the Environment and the Socially Underprivileged (BAPESU); Forestry & Environmental Conservation Society (FOECONS); Groupe Communautaire des Jeunes pour la Protection de L’Environnement (GCJ)



Greece – Clean Up Greece

- CHINA Shanghai Rendu Management Consulting Co., Ltd
- CONGO Association des Jeunes pour le Developpement Humain et la Protection de l’Environnement (AJDHPE)
- CUBA Cuba GSA; Mi Planeta Limpio; Sociedad Científica Estudiantil del Medio Ambiente (SCEMA) del ISP Félix Varela

- EGYPT Arab Office for Youth and Environment (AOYE); EESD; United Nations Youth Club
- GAMBIA Young People in the Media, The Gambia
- GHANA Lechies / Young Leaders Forum; Young People We Care (YPWC)
- GREECE Clean Up Greece (pictured)
- HAITI International Caribbean Institute (ICI)
- INDIA Ashoka Education Foundation; Association for Environment Conservation, Advocacy and Solutions (AECAS); Clean Up Hyderabad; Jan Jagaran Santhan; Rainforest Action Group; South Asia Youth Environment Network; VEDIC for Urban & Rural Residential Environment Improvement & Protection
- INDONESIA AV Peduli; Tunas Hijau
- IRAN (ISLAMIC REPUBLIC OF) Center for Advancement of Rural Women Iran
- ITALY Legambiente; Legambiente Onlus
- JAPAN Northwest Pacific Action Plan (NOWPAP) Regional Coordinating Unit, Toyama Office
- KENYA Destiny Africa; Eco-Club Action; Former Mates Adventure and Discovery Association (FORMADA); JEC; Mashambani World Watch; Mathare Youth Sports Association; MGSN Environmental club; PUSH – People United to Save the Harbourline; Youth Wildlife and Environmental Movement (YWEM)
- KOREA (REPUBLIC OF) Regional Coordinating Unit of Northwest Pacific Action Plan (NOWPAP) Busan Office
- MALAYSIA SMK Teloi Kanan (Teloi Kanan Secondary School); World Youth Foundation
- MEXICO Area Protegida Parque Estatal Cañon de Fernandez; ConCIENCIA Mexico AC; GEO Juvenil Sonora
- MOROCCO Centre de l’Environnement et du Développement Régional

- NIGERIA Green Fingers; Greenlink; Health & Environmental Care Initiative; Neighbourhood Environment Watch (N.E.W); Society For The Protection of Nature And Environment; Vision Bearers Youth Organization
- PAKISTAN Swat Youth Front (SYF)
- RUSSIAN FEDERATION Samara Society for Cultural Studies
- SENEGAL Scouts du Sénégal
- SIERRA LEONE Action Group for Education [AGE] in Sierra Leone
- SOMALIA Omali Rehabilitation and Development Agency (SORDA)
- SPAIN GEA en Madrid; Programa de Voluntariado Ambiental en Espacios Naturales de la Region de Murcia, Spain
- SRI LANKA EcoPro Technologies
- SYRIAN ARAB REPUBLIC UNRWA (Syrian Arab Republic)
- TANZANIA (UNITED REPUBLIC OF) Children’s Health and Environment Caretakers; Zanzibar Society for the Prevention of Cruelty to Animals (ZSPCA)
- TOGO Magnificat Environment Association (MEA)
- TRINIDAD AND TOBAGO Mayaro Environmental Wave
- TUNISIA Association de l’Environnement de Tazarka
- TURKEY Scouting and Guiding Federation of Turkey
- UGANDA Wakiso Environment Conservation & Development Initiative (WECADI)
- UNITED ARAB EMIRATES Emirates Diving Association; Emirates Environmental Group (EEG)
- VANUATU Vanuatu Environment Unit
- VENEZUELA (BOLIVARIAN REPUBLIC OF) AVER
- VIET NAM Bayer Young Environmental Envoy (BYEE)
- ZAMBIA United Nations Youth Association of Zambia - Green Section (YUNA-ZAMBIA)
- ZIMBABWE Environment Africa



SUPPORTER
Department of Foreign Affairs & Trade

The Australian Government's Department of Foreign Affairs and Trade (DFAT) continued to provide Clean Up the World with support and outreach opportunities through its global network of embassies, high commissions and consulates throughout 2008.

DFAT in Canberra assisted with liaison and raising awareness of the Clean Up the World campaign with missions, while mission staff supported the campaign locally through direct participation, supporting members and providing community liaison, media distribution and monitoring support.

[Click here to visit DFAT's website](#)

Missions in the following countries participated as Clean Up the World members:

- GHANA
- JORDAN
- NEPAL
- PAPUA NEW GUINEA
- SINGAPORE
- THAILAND
- UNITED STATES OF AMERICA
- VANUATU



Poland – Fundacja Nasza Ziemia [Our Earth Foundation]

Supported Members

The following Clean Up the World members reported receiving support from DFAT posts in relation to their Clean Up the World activities.

- ARGENTINA
Grupo Norte Rosario
- AUSTRALIA
Clean Up Israel
- HONG KONG
Green Power
- INDONESIA
Pondok Ekiot Ketewel; Yayasan Cipta Mandiri (Foundation for Creating Independence)
- ISRAEL
KKL-JNF
- LIBERIA
Movement for the Promotion of Gender Equality in Liberia (MOPGEL)
- PHILIPPINES
Clean Up the Philippines Movement Inc.
- POLAND
Our Earth Foundation – Fundacja Nasza Ziemia
- SOLOMON ISLANDS
Solomon Islands Youth for Change (SIYC)
- TAIWAN*
Australian Commerce and Industry Office (ACIO)
- TONGA
Tonga Solid Waste Management Project
- VANUATU
Vanuatu Police Force - Crime Prevention and Community Safety Office
- VIET NAM
Vietnam Environment Protection Agency (VEPA)

DFAT Participation Examples

To learn more see Member Activity Profiles

Italy: Australian Embassy

The Australian Embassy in Rome took part in Italy's 2008 CUW campaign as organized by the Italian environmental association Legambiente, by participating in a clean up activity in Rome. The post took on the task of encouraging and coordinating the community's clean-up of the area around the ancient Roman aqueduct "Acquedotto Alessandrino". DFAT, embassy staff and members of the diplomatic community were joined by the Mayor of Rome, Gianni Alemanno in participating in the clean up which took place on Sunday September 28.

Jordan: Australian Embassy

The Australian Embassy in Amman celebrated the CUW campaign this year in cooperation with the Royal Society for the Conservation of Nature (RSCN). Australian Embassy staff joined by the RSCN director and members carried out a clean up in Um El Kundum public picnic area at the airport road and were later hosted by the Duke of Mukheiba, in an historic house in the area belonging to his family. The Duke gave a small presentation about the old homes and families of Jordan and stressed the need to preserve cultural heritage as well as the environment to last for the coming generations.

Mauritius – Australian High Commission



Mauritius: Australian High Commission

The Australian High Commission in Port Louis, worked with local government authorities in Mauritius, to get involved in the 2008 CUW campaign. A series of clean up activities to be held across the island were organized by The Ministry of Environment and National Development Unit with the help of local municipalities, district councils, the beach authority and the Ministry of Youth and Sports. Titled the "Sensitisation and Clean Up Campaign" the event was launch in Bois Chéri. During the official launch ceremony, members of the local community were rewarded for their efforts in contributing to improving the state of the environment by being presented with small trees, garbage bins, gloves and plastic bin liners.

Nepal: Australian Embassy

The Australian Embassy in Kathmandu jointly hosted Clean Up the World day with Friends of the Bagmati. Over 250 people participated in a major clean up including Embassy staff and members of the local community, sporting groups and the Nepal Armed Police. The Ambassador launched the event, with the Chairman of Friends of the Bagmati and, in emphasising that protection that protection of the environment was everyone's responsibility, he encouraged all members of the community to help clean up and care for the Bagmati River environment.

Singapore: Australian High Commission

To commemorate Clean Up the World Weekend 2008 in Singapore, the Australia High Commission invited award-winning Australian designer Trent Jansen to bring his internationally acclaimed design and environmental education initiative, 'The Sign Project', which uses recycled street signs to create functional, attractive furniture and fashion accessories. For 'The Sign Project: Singapore', Trent conducted workshops and gave a public lecture.

Thailand: Australian Embassy

The Australian Embassy in Bangkok teamed up with the Plant-a-Tree-Today Foundation (PATT) to make an early start in March on its CUW 2008 activities by introducing the School Tree Nursery Programme to Pathumwan School, Bangkok. The Embassy and PATT staff revisited the school at key stages throughout the programme and provided technical support to the students. During the CUW Weekend of September 19, the students from Pathumwan School handed over a large number of saplings they grew themselves for planting in Lumpini Park. The students also showcased their creative recycling skills by turning disposable goods into toys, bags and household decoration items.

USA: Australian Embassy

The Australian Embassy in Washington D.C participated in the CUW campaign by joining together with members and staff from the National Geographic Society, local schoolchildren and Washington, D.C residents to undertake a clean up of the Anacostia Riverfront on September 13. As part of the day's activities, participants were given a tour of the Earth Conservation Corps centre and attended an environmental education session. Following this, participants divided into two groups to conduct a two hour clean up activity. One group carried out a water-based cleanup of the Anacostia River, while the other group carried out a clean up of the Riverwalk Trail. Kim McKay, co-founder of Clean Up the World, participated in the day's activities.

Brambles

SPONSOR Brambles

Operating in over 45 countries, Brambles is a leading global provider of supply chain and information management solutions.

Brambles' Community Reach Program encourages and recognises the contributions made by Brambles employees who are actively engaged in community and volunteer work. This enables all Brambles employees to apply for a grant to undertake projects that involve working with local environment groups to operate under Clean Up the World.

In addition to providing valuable financial support for the campaign, this partnership enabled Brambles' employees and their affiliates to actively participate in Clean Up the World activities.

[Click here to visit Brambles' website](#) ↗

**Australia –
Brambles Limited
[Middle Head,
Sydney Harbour
National Park]**

Brambles Participation Examples

*To learn more
see Member Activity Profiles*

Australia: Brambles Limited

On the third weekend of September, Brambles volunteers in Sydney worked on bush regeneration and cultural heritage works at Middle Head in the Sydney Harbour National Park. Work included removing weeds, planting native trees and the uncovering of a historic stone drain.

Australia: Cook Islands Queensland Association Inc.

In September, the Cook Islands Queensland Association (a Brambles Community Reach grant recipient) organised an event to clean up the area around the Eagleby boat ramp and the adjacent council park. Approximately 52 members, along with local volunteers, collected two trailer loads of waste, including cans, bottles, plastics, paper etc. This has been an annual event over the past four years. After the clean up, volunteers and their families enjoyed a BBQ sponsored by the community. Not only will the community benefit from a cleaner environment, it is also hoped that the event has raised awareness of the need for proper waste disposal and recycling to improve living standards.



TECHNOLOGY PARTNER Google Inc.

Google's innovative search technologies connect millions of people around the world with information every day. Google Maps is a Google service offering powerful, user-friendly mapping technology.

In 2008, Clean Up the World launched a website where participants register and detail their Clean Up the World activities on a Google Map. Participants can then share their map with volunteers and add it to the Clean Up the World international map. This exciting new initiative visually profiles the variety and abundance of Clean Up the World activities around the globe.

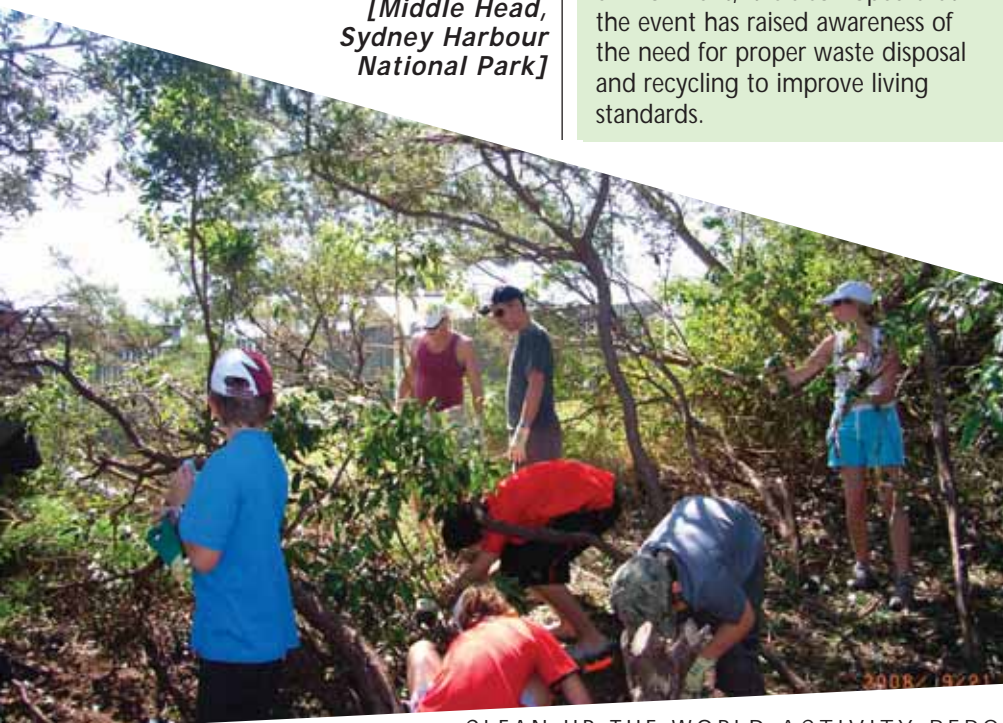
For more information about Google and Google Maps please visit:

www.google.com ↗

and

<http://maps.google.com/> ↗

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**MEDIA PARTNER
National Geographic
Channels International**

National Geographic Channels International (NGCI) continued its relationship with Clean Up the World in 2008 by distributing the Public Service Announcement to promote the global campaign. This was selectively aired via NGCI's international broadcast network which reaches over 250 million homes in 34 languages and 166 countries.

[Click here to visit NGCI's website](#) ➤



**SPONSOR
Qantas**

Clean Up Australia and Clean Up the World have enjoyed a partnership with Qantas for more than 15 years. Under this relationship Qantas is the official airline for Clean Up the World, both domestically and internationally.

Qantas actively encouraged its worldwide staff to support local initiatives. It profiled the Clean Up the World campaign in its in-flight magazine and also played the Public Service Announcement on flights in the lead up to Clean Up the World Weekend.

[Click here to visit Qantas' website](#) ➤

[Click here to view the Qantas Australian Way magazine](#) ➤



**SUPPORTER
Armor**

Armor is a European leader in high quality patent free compatible printing solutions. Armor produces Laser and Inkjet cartridges that are made from recycled empty collected cartridges.

Armor's Alternative Print program supports the actions of Clean Up the World and its participating organisations. Armor also helps raise the awareness of Clean Up the World in Europe.

[Click here to visit Armor's website](#) ➤



**SUPPORTER
Marriott
International, Inc**

Marriott International Inc. is a leading worldwide hospitality company with more than 3,200 lodging properties located in the United States and 66 other countries and territories.

In 2008, Marriott International provided financial support for the campaign and encouraged associates around the globe to work with Clean Up the World and local communities to improve their local environment during its Environmental Awareness Month in April and then throughout the year.

[Click here to visit Marriott International's website](#) ➤



**Qantas' in-flight magazine
'The Australian Way'**

Participation

Clean Up the World has an extensive global reach, with over 730 participating organisations in 2008 working with tens of thousands of groups to mobilise an estimated 35 million volunteers to take part in the campaign.

Organisations from 123 countries continue to achieve amazing results through their varied and creative efforts. Many activities had an emphasis on education, recycling, and reforestation complementing the overall campaign focus on climate change

This year, the largest number of participating organisations came from the Asia Pacific (33%), Africa (26%), and Latin America & Caribbean (22%) regions, followed by Europe, North America and West Asian regions.

The majority of the participants were from non-government organisations (46%), local community and family groups (14%) and educational entities (12%), along with government, business and other organisations.

The focus of participating organisations was primarily environment, education, youth, and health.

Activities were organised in support of key days in the global environmental calendar including Clean Up the World Weekend, World Environment Day, and Earth Day as well as days of national and/or local significance.

The variety of activities undertaken during the 2008 campaign included those with a focus on waste, recycling, composting, reforestation, water, energy and plastic bags, all of which contribute to dealing with the issue of climate change. Many of the activities had an education or health focus, which highlights the far-reaching and ongoing impacts of Clean Up the World.



*Top, Austria –
Stadtgemeinde Weiz*

*Middle, Mexico –
Centro de Estudios Weekend*

*Bottom, Sudan –
Women's Forum*



Development of new website activities.cleanuptheworld.org

A significant achievement in 2008 was the development and launch of a new online mapping facility, providing participants with the means to profile and share their Clean Up the World activities in English, French or Spanish.

The new website, <http://activities.cleanuptheworld.org>, was developed with the support of our 2008 technology partner, Google. It dynamically and visually connects the contributions of local communities as part of the global campaign on issues including climate change.

For the first time, participants in the campaign can create profiles of their group and activities including being able to add Google My Maps of their location – complete with photos and videos – record their achievements as well as inspire other participants as they read about the planning and implementation of activities around the world.

In addition participants can:

- Register and profile their group or organisation
- Upload logos, photos and videos
- Add and profile their activities
- See their group and activities on the global Clean Up the World map
- View other member’s activities
- Find other Clean Up the World members and activities in their area

In launching the new website Ian Kiernan AO said:

“Now, thanks to Clean Up the World’s use of Google Maps, we have the tool to visually show the extent of environmental action being undertaken around the world and motivate new communities to get involved in the campaign.”

[Click here to learn more about activities.cleanuptheworld.org](http://activities.cleanuptheworld.org)

Ally relationship with World Organization of the Scout Movement (WOSM)



Through the Allies Program, Clean Up the World works with organisations that have a mission and vision which are complementary to our own and with which a relationship will facilitate campaign growth, global environmental awareness and provide additional support to members.

In 2008, the World Organization of the Scout Movement (WOSM) formally partnered with Clean Up the World as an Ally, promoting involvement in our campaign to its National Scout Organizations (NSOs) and celebrating the achievements of local Scout Groups. This relationship was announced to Australian and global media (see *Communications Outreach* section for details).

WOSM is one of the largest youth movements worldwide, being the global organisation of individual National Scout Organizations, representing more than 28 million Scouts in 160 countries, with two thirds of its members living in developing countries.

The environment has been central to the Scout Movement since its inception. With Scouts undertaking a variety of outdoor activities, they are therefore widely exposed to nature. This exposure and interaction with nature has sensitised Scouts about the need to conserve and care for the environment. On a regular basis, Scouts worldwide undertake clean-ups and tree planting campaigns, and engage in water and soil conservation activities as part of their environmental education programmes.

[Click here to learn more about CUW’s Ally Programme](#)

[Click here to learn more about the CUW-WOSM Ally relationship](#)

[Click here to learn more about WOSM and the environment](#)

Appointment of Clean Up the World Ambassadors

Clean Up the World was proud to announce our new Ambassador Program in 2008, an initiative which sees high profile people with a passion for improving our environment raise awareness of Clean Up the World.

Our Ambassadors have been chosen because they share the vision of Clean Up the World's founder, Ian Kiernan AO, that each of us can turn our passion into action and address the many environmental issues facing our world today.

In spreading the Clean Up the World message to communities in the various regions of the globe, they share our philosophy that when communities think and act locally their combined efforts have a huge global impact.

Our Ambassadors are Arron Wood, Celine Cousteau and David De Rothschild.

[Click here to learn more about our Ambassador Program and our Ambassadors](#)



Celine Cousteau

Celine Cousteau seeks to educate through adventure and exploration - whether she's creating an innovative new series of documentary film productions, diving, speaking to audiences around the world, leading an expedition to the peaks of the Andes, swimming amid a school of sharks in the South Pacific or with a medical team in the Peruvian Amazon. Daughter of ocean explorer and filmmaker Jean-Michel Cousteau and granddaughter of the legendary Jacques Cousteau, Celine is in constant motion and a respected symbol for a new generation about our relationship to the natural world.



When asked how she saw her role as a Clean Up the World Ambassador, Celine replied; "In my travels and the work that I do I am able to talk to a lot of people around the globe... I think I can inspire people to look at this program as something that they can do... something concrete that they can look at and implement in their own communities in whatever country they live."

[Click here to learn more about Celine Cousteau](#)

Arron Wood

Arron Wood is a passionate environmentalist and successful campaigner for healthy rivers.



In 1999, he created the "International River Health Program", a campaign involving hundreds of students and teachers taking part in a biannual student-run conference addressing environmental issues. He now organises a number of similar youth-based events throughout the country.

In talking about his hopes in taking on this role, Arron stated; "I hope to reinforce the fantastic profile that Clean Up the World has already achieved and I hope to simply be part of the action to save our planet. In a selfish way I'm also going to get great motivation from the stories and people I hear and meet through the campaign. Hearing from people that are giving selflessly back to their communities is really invigorating and gives me hope that we can address the significant environmental problems facing our planet."

[Click here to learn more about Arron Wood](#)

David De Rothschild

In 2005, David de Rothschild founded Adventure Ecology an organization that harnesses the power of dreams, adventures and stories in order to inspire, educate and engage individuals, communities and industry to become agents of change.

In talking about what he hoped to achieve in his role as a Clean Up the World Ambassador, David said; "I not only hope to help bring the Clean Up the World messages and actions to a wider audience but I am excited about playing a role in a global community that has real heritage and reach within the field of environmental action."

[Click here to learn more about David De Rothschild and Adventure Ecology](#)

Clean Up the World Weekend

Held each year on the third weekend in September,

the Clean Up the World Weekend celebrates the campaign and provides an opportunity for participants to undertake activities on a global day of environmental action. Activities are organised by Clean Up the World's strong membership base which, in turn, engages more participants at a grassroots level.



To highlight community action being taken over the Clean the World Weekend, Ian Kiernan AO reported that many of the 2008 Clean Up the World Weekend activities were focused on limiting the impacts of climate change under the campaign's theme 'Start Today... Save Tomorrow – Clean Up Our Climate'.

For details of activities conducted in support of Clean Up the World Weekend see *Participant Activity Highlights – Days of Action* section.



Top, Spain – Amigo de la Tierra

Above, Australia – Dive2000

Left, Mexico – Centro de Estudios



**Cameroon –
Forestry & Environmental
Conservation**

The interesting and dynamic meeting culminated in a statement of agreement on priorities for promoting environmental management. These included addressing climate change problems, pursuing sustainable development, improving governance and enhancing the involvement of civil society.

**Clean Up the
World joins
UNEP’s
Civil Society
forum**

Following its accreditation to UNEP, Clean Up the World participated in the UNEP’s Asia Pacific Civil Society forum in Sydney, November 27-30.

The meeting’s recommendations formed the region’s contribution to the 25th UNEP Governing Council/ Global Ministerial Environment Forum (GC/ GMEF) scheduled for February 16-20, 2009 in Nairobi, Kenya.

[Click here: To see details of this event and other Civil Society Forums conducted by UNEP](#) ↗

[Click here: To learn about becoming accredited to UNEP](#) ↗

In addition to its accreditation to UNEP, Clean Up the World remains registered as an NGO associated with the United Nations Department of Public Information.

Theme – Climate Change

As the issue of global warming continues to dominate the list of environmental concerns, Clean Up the World participants again made this pressing issue the focus of their local but globally significant actions.

As outlined above, the campaign theme 'Start Today... Save Tomorrow – Clean Up Our Climate' was used in materials and communications.

Despite the seemingly complex nature of climate change, Clean Up the World participants continue to demonstrate, that it is possible to tackle this global issue through locally initiated and supported activities. Energy conservation, education programs, planting trees, and waste reduction activities were just a few of the activities organised by communities around the world to play their part in limiting human impact on the environment.

Climate change will continue to be a focus for Clean Up the World activities and it has been heartening to see many countries from all regions of the world working alongside individual alongside individual member and participant groups to address the issues around global warming.

Campaign Materials and Resources

Clean Up the World provides a wide variety of online information and resources for members to assist them plan and carry out their activities, promote and recognise the efforts of volunteers and gain local support. These materials were updated to reflect the 2008 campaign theme in English, French and Spanish.

The idea of organising an environmental activity can be daunting but Clean Up the World simplifies this task by making a wide range of resources and campaign materials easily accessible to members. By logging onto www.cleanuptheworld.org and following the links in the Members' Area, organisers had at their fingertips all the ideas and information they needed to run a successful activity.


The kit we provided in 2008 contained volunteer certificates, posters to promote activities, templates for registration forms, information on processes and responsibilities and an event guide.

Information sheets on climate change and a range of environmental issues could also be used to inform groups and educate new members.

Sample media releases helped get the message out to a wider audience and the kit included posters and brochures which could be downloaded and printed for distribution in local areas.

Attracting local sponsorship is sometimes difficult for those organising an activity for the first time, so we provided a template letter to potential sponsors as a first step in this process.

The annual Activity Report, also made available on the website, is another valuable document, full of ideas and success stories to inspire participants.

[Click here to learn more about information and resources available to members](#) 



Communications Outreach

The initiatives undertaken by Clean Up the World and our members are promoted by a global communications effort initiated from its head office in Sydney. Following is a summary of the key communications activities undertaken in English, French and Spanish.

This is complemented by the support that partners and participating organisations provide by promoting the campaign through their networks.

Media Activity World Environment Day

In the lead up to World Environment day, at a media conference in Canberra, Australia a joint announcement was made by Parliamentary Secretary for Social Inclusion and the Voluntary Sector, Senator Ursula Stephens, Clean Up the World Chairman and Founder Ian Kiernan AO, and Scouts Australia Chief Commissioner John Ravenhall AM that an alliance between Clean Up the World and the Scouting movement had been enacted.



Argentina – World Environment Day Jardin de Infantes

It was outlined that there are 28 million Scouts in 156 countries, with two thirds of its members living in developing countries and that the alliance would provide further inspiration for the Scouting movement to take part in environmental activities.

Mr Kiernan AO proposed that the volunteering capacity of the new relationship would help take global environmental volunteering to a new level.

In addition, the World Organization of the Scout Movement and Clean Up the World created a global release to share the news globally.

[Click here to learn more about the event](#)

[Click here to read the Australian media release](#)

[Click here to read the global media release](#)

Clean Up the World Weekend - September

The global media release for Clean Up the World Weekend focused on the launch of the new website activities. cleanuptheworld.org and the campaign theme.

It highlighted that, for the first time ever, communities worldwide taking action to protect the environment as part of the Clean Up the World Weekend, had the opportunity to plot and profile their activities using our new online mapping function.

Ian Kiernan AO praised the tool to visually show the extent of environmental action being undertaken around the world and motivate new communities to get involved in the campaign.

[Click here to read the global release](#)

Media Coverage

Each year participation in the Clean Up the World campaign receives media coverage all over the globe. In addition to important traditional television, radio and newspaper media, websites and blogs increasingly provide valuable ongoing promotion of the campaign.

A selection of media coverage is highlighted.

Algerie – Le Quotidien
(www.lequotidien-oran.com)

Clean Up the World and participation by Scouts.

[Click here to read article](#) ➔

Argentina – index arte
(www.indexarte.com.ar)

Clean Up the World Weekend 2008 activity of a member.

[Click here to read article](#) ➔

Brasil - Claudia
(http://claudia.abril.com.br)

Interview Ian Kiernan about Clean Up the World.

[Click here to read article](#) ➔

Israel – Y netnews.com
(www.ynetnews.com)

National Cleaning Day in Israel, member and Clean Up the World.

[Click here to read article](#) ➔

Spain – Murcia.com
(www.murcia.com)

Call to action for of Clean Up the World Weekend 2008.

[Click here to read article](#) ➔

South Africa – The Witness
(www.witness.co.za)

Call to action for of Clean Up the World Weekend 2008.

[Click here to read article](#) ➔

United Arab Emirates – Mumineen.org
(www.mumineen.org)

Review of Clean up the World Weekend 2008 in Dubai.

[Click here to read article](#) ➔



Website Coverage

Clean Up the World receives year round support from having communications information posted on its website and that of its partners, allies, and participants.

[Click here to see CUW created Clean Up the World Weekend pages incorporating the Global Release and Public Service Announcement](#) ↗

[Click here to see the UNEP created Clean Up the World Weekend pages incorporating the Global Release, and video message by UNEP's Executive Director, Achim Steiner](#) ↗

[Click here to see the UNEP created CUW Interim pages \(in English, French, Spanish and Chinese\)](#) ↗

[Click here to see the World Organisation of the Scout Movement created Clean Up the World Ally relationship pages](#) ↗



Clean Up the World Members Template Releases and Article

Participants had access to a series of media release templates to enable them to create their own media release and/or articles and distribute to local and/or national media. These included topics such as calling for volunteers, promoting their activity and announcing their success.



Public Service Announcement [PSA] production and distribution

Highlighting the impact of climate change on future generations Clean Up the World in association with advertising agency DDB tailored the Clean Up Australia community service announcement for a global audience.

With the kind permission of the actors involved and relevant copyright agencies, the Public Service Announcement was distributed by NGCI, played by Qantas within their in-flight advertising schedule, placed on the Clean Up the World website and provided to our partner network to enable additional promotion of the campaign.

Video Messages

Increasingly Clean Up the World is using video messages to add a visual element to the campaign.

[Click here to see the Welcome Message from Ian Kiernan](#) ↗

[Click here to see the Clean Up the World Weekend Message from Achim Steiner](#) ↗

[Click here to see the Interview with our Ambassador – Arron Wood](#) ↗

[Click here to see the Interview with our Ambassador – Celine Cousteau](#) ↗

Whilst participants in the Clean Up the World campaign conduct local activities, their collective efforts combine to create an impact across a number of different dimensions.

Following are highlights of participation focused by Issues, Days of Action, as part of an Ally relationship, on our new Activities Website, long term – 10 plus years, and by Region.

Following this is a complete list of participation in the 2008 campaign including Member Activity Reports and links to profile pages on the website.

<http://activities.cleanuptheworld.org>



Participant Activity Highlights – Issues

One of the major impacts of Clean up the World activities undertaken by participants is their ability to focus attention on local environmental issues within communities around the world. Participants have been innovative and creative in their use of Clean Up the World resources to bring environmental issues to the attention of their local community and to garner its support in addressing them.

Being part of Clean Up the World inspires participation, cooperation and connection with other local groups and authorities and enables participants to develop and carry out activities that address a wide range of environmental issues including addressing climate change, carrying out reforestation and recycling initiatives.

Activity Participation Examples
To learn more see *Member Activity Profiles*

ISSUE: Climate Change

COUNTRY: India

MEMBER: Saurashtra Education Foundation (SEF)



On December 21, the Saurashtra Education Foundation (SEF) led a campaign which began with a lecture on climate change and continued with the creation of a giant poster which was signed by 125 students alongside an environmental pledge that they would "Start today to save tomorrow" in the fight against climate change. In addition to this activity one student at the school publicised the Clean Up the World message with home-made kites that he gave away to be flown on Kite Flying Day with CUW logos painted on.

ISSUE: Climate Change

COUNTRY: Egypt

MEMBER: Arab Office for Youth and Environment (AOYE)



In line with the current focus of the United Nations for the Environment Program (UNEP), AOYE sought to address the threats of climate change through this year's CUW campaign. Pollution, the depletion of natural resources, loss



of farmland, the erosion of beaches, accumulation of solid wastes and air pollution was at the core of the campaign; an event that promotes action in all 16 Egyptian governorates. With their involvement in CUW sixteen years running, AOYE's focus this year was on beautifying and planting trees in target areas. This meant removing waste and cleaning areas, painting street pavements, planting trees and renovating street lighting. All activity was in full cooperation with all local councils. The bulk of the preparation for the campaign was headed by AOYE. Large numbers of t-shirts, banners and posters were printed and distributed to participants - nearly 4,000 young men and women - and the event received local, regional, and international media coverage. The creation of new green space and the trees planted as a result of the CUW activity is hoped to have a direct and positive impact on the reduction of climate change in Egypt, and the number of participants in the activities are increasing year after year through AOYE's efforts.

Participant Activity Highlights – Issues

ISSUE: Education

COUNTRY: Cuba

MEMBER: Gobierno Municipal de la Playa



Several activities within the ACUALINA project and under the umbrella of CUW (Earth Day, Worldwide Day of the Environment and the 3rd weekend of Clean Up the World) were carried out by Gobierno Municipal de la Playa. Many students participated in these activities which show the result of the Committee's educational philosophy. This educational philosophy has centred its attention on educating young people on the cleaning up of coasts and the sea. Within this set of activities, Gobierno de la Playa organized educational talks, trees planting and a screening of a documental. All the activities were widely advertised on Internet, radio, tv and newspapers. On September 20th, a cultural event took place with the participation of the Vice-president of Gobierno de la Playa, and about 1200 volunteers, among them students, teachers, parents, divers, scientifics, sportsmen, and artists. Due to the hurricane that fortunately did not pass Havana but left the country with economical losses, it was necessary to curtail this activity.



September 19, 2008. Mabamba is an important breeding ground for migrant bird species and is home to globally threatened bird and rare plant species. Due to the important role that wetlands play in controlling climate change, The Nature Palace Foundation chose this site to conduct their CUW activity. About 100kg of waste (crop residues and plastic materials) was collected and an emphasis on the reforestation of the catchment area and the need to conserve the wetland ecosystem was highlighted throughout the event. Local media organisations published the event and as a result the clean-up helped to increase environmental awareness amongst the community. The Government Minister of Water and Environment made a speech and encouraged community members to begin and initiate their clean up campaigns in their own homes. As a result of the clean up campaign, the Minister ordered the local authorities to remove all illegal structures which were constructed in the wetlands reserve area and were a source of pollution and continuous degradation of the reserve.

Cuba –
Gobierno Municipal de Playa

ISSUE: Waste

COUNTRY: Japan

MEMBER: Japan Environmental Action Network (JEAN)



Each year, JEAN coordinates both a spring and autumn clean up campaign, with a particular focus on beaches and waterways. In 2008, JEAN organised clean up events at more than 400 sites with approximately 40,000 volunteers ranging from individual participants to local government and NGO groups, schools and universities, business groups and sports associations getting involved in removing waste and marine debris from riverbanks and beaches. The amount of waste collected was recorded by JEAN and published in their annual activity report, in the hope that the report will act as a means of highlighting the problem of marine debris and alert both the public and central and local governments in Japan, of the need to improve this problem.

ISSUE: Waste

COUNTRY: Germany

MEMBER: BSR Berliner Stadtreinigungsbetriebe



Berliner Stadtreinigung organised a variety of clean ups throughout the year and also supported other volunteer initiatives. This included continuing their support of a clean up activity organised by a group of divers from Adlershofer Tauchklub, who conduct a clean up in the pond of a local park. Also, on the Berlin Volunteers Day, held in September, approximately 4000 participants took part in more than 100 clean up activities throughout Berlin. Support was also given by Berliner Stadtreinigung to other smaller initiatives by providing volunteers, brooms, gloves and promotional materials.

ISSUE: Reforestation

COUNTRY: UGANDA

MEMBER: Nature Palace Foundation



To coincide with the official opening of Mabamba Eco-tourism Information Centre, the Nature Palace Foundation organised a 1-day environmental awareness raising and media campaign involving up to 600 volunteers made up of community members, schools, local leaders, district officials, civil society organisations and political leaders. The "Fix Up our Wetlands of International Importance: Mabamba Clean Up Campaign 2008" took place at Mabamba Bay Ramsar Site on Friday

Participant Activity Highlights – Days of Action

The Clean Up the World Weekend held on the third weekend in September each year is the campaigns celebratory weekend and provides participants with a focus around which to conduct their environmental activities. In addition, activities are able to be conducted at any time in the year to coincide with local, national or international environmental campaigns and events including UNEP's World Environment Day.

Activity Participation Examples
To learn more see Member Activity Profiles

DAY: CUW Weekend

[3rd Weekend September]

COUNTRY: Gibraltar*

MEMBER: Environmental Safety Group (ESG)

CUW Weekend was celebrated by the Environmental Safety Group (ESG) by organising a variety of activities. A "Green Parade" held in the town centre launched the weekend clean up event. Children chanting green messages, a drama group carrying out anti-litter stunts and a variety of banners and posters were all part of the parade to raise awareness about the importance of keeping the environment clean. After the parade, the local minister for the Environment and event organiser addressed the attendees and presented a series of environmental awards to school children that had participated in a poster competition organised as part of the event. Following this, a clean up activity held at various locations throughout Gibraltar was carried out. 5 trucks were used to transport more than 100 tonnes of waste that was collected by approximately 400 volunteers. The organisers of the event deemed the weekend to be a great success in that not only did it raise awareness amongst the community of the issues concerning littering and widespread dumping of waste, yet it also "liberated" the green and coastal areas of Gibraltar from rubbish, furniture and building materials, thanks to the clean up efforts.

DAY: CUW Day

[Local Day of Action]

COUNTRY: United Arab Emirates

MEMBER: Dubai Municipality

In 2008, 20,550 volunteers from several government and non-government organizations, community groups, schools and private firms collected more than 4150 tons of waste in the biggest ever campaign organised by Dubai Municipality in support of Clean Up the World during November 18-21. During the 4-day campaign, volunteers from private companies, government departments, NGOs and several community groups cleaned up beaches, streets, open areas and several key sites under the supervision of staff from the Waste Management Department. In addition, students from government, private schools and universities have participated in the campaign by picking up debris from open areas. Various community groups have participated in the campaign with more enthusiasm this year. "The Indian and the Filipino community's participation in the campaign was praiseworthy, as they sent in the largest number of volunteers in cleaning Nad Al Sheba and Al Mamzar Beach areas. There were at least 7,000 members of the Indian Community in Nad Al Sheba and 1,300 members of the Filipino Community in Al Mamzar. Other communities living in Dubai have also made significant contributions to the campaign's success. As part of the campaign's awareness programmes, workshops were organised for general public on recycling and reducing waste.

Other events included environmental workshops on making usable materials from waste, broadcasting campaign programmes on school radios, collection of used materials, lectures in schools on the importance of waste reduction, and arranging visits for students to waste recycling factories.

DAY: World Environment Day

[June 5]

COUNTRY: Cameroon

MEMBER: Forestry & Environmental Conservation Society (FOECONS)

2008 saw more than 10,000 trees planted including an activity held on WED carried out by FOECONS. Tree planting had such a strong focus to not only promote reforestation so that trees may act as a buffer in extreme weather events, yet to also establish permanent forests to act as carbon sinks. FOECONS also celebrated their CUW Weekend in October by carrying out a variety of tree planting and educational activities. Approximately 20 schools in the Kumba and Menji - Fontem regions, involved 2100 volunteers to work together to plant more than 700 trees. FOECONS also complemented these activities with environmental awareness raising events, to help both students and the wider community develop a positive attitude towards environmental protection.

Gibraltar – Environmental Safety Group



**World Organization
of the
Scout Movement
(WOSM)**



WOSM is one of the largest youth movements worldwide, being the global organisation of individual National Scout Organizations, representing more than 28 million Scouts in 156 countries, with two thirds of its members living in developing countries.

The World Organization of the Scout Movement (WOSM) partnered with Clean Up the World as an Ally in 2008. WOSM promoted involvement in the Clean Up the World campaign to its National Scout Organizations (NSOs) and celebrated the achievements of their local Scout Groups.

As a result of this support, the following National Scout organisations participated in the Clean Up the World campaign in 2008. In addition, local Scout groups joined the campaign and worked with Clean Up the World participants.

*Algeria –
Scouts Musulmans
Algeriens (SMA)*

- ALGERIA**
Scouts Musulmans
Algeriens (SMA)
- AUSTRALIA**
Scouts Australia
- BOLIVIA**
Asociacion de Scouts de Bolivia
- BULGARIA**
Organization of
Bulgarian Scouts
- COLOMBIA**
Asociación Scouts de Colombia
- COSTA RICA**
Guides and Scouts from
Costa Rica
- HONDURAS**
Scouts de Honduras
- MALAYSIA**
The Scouts Association
of Malaysia
- MAURITIUS**
Mauritius Scout Association
- NEW ZEALAND**
The Scout Association of
New Zealand
- NICARAGUA**
Asociacion de Scouts
de Nicaragua
- PERU**
Asociacion de Scout
del Peru (ASP)
- SENEGAL**
Scouts du Sénégal
- TURKEY**
Scouting and Guiding
Federation of Turkey

**Activity
Participation Example**

*To learn more
see Member Activity Profiles*

COUNTRY: Algeria

**MEMBER: Scouts Musulmans
Algeriens (SMA)**

On September 4, the Algerian CUW 2008 campaign took advantage of the school summer holidays under the theme, 'Start today... Save tomorrow – Clean Up Our Climate.' Approximately 500 members of the Scouts Musulmans Algériens linked up with millions of fellow scouts and volunteers worldwide to share in this year's environmental initiative. In the city of Tlemcen located in western Algeria, over 200 scouts from the local scout groups collected over 150 bags of waste. Also in the Algerian Eastern Annaba Province, many fellow scouts helped with the collection of waste from the beaches of the Mediterranean Sea Algerian Seashore. Cub scouts also took part in an environment quiz, raising their awareness of the challenges and problems that face their communities in relation to climate change and global warming. In Mostaganem, Scouts organised tree planting and a beach clean up with the participation of 240 Scouts. About 120 trees were also planted in a school.



As outlined in Campaign Achievements, the new website <http://activities.cleanuptheworld.org> provided participants with the opportunity to register, profile and map their activity.

Activities from 2008 are archived and available for viewing by visiting the site and filtering the map by Archive – 2008.

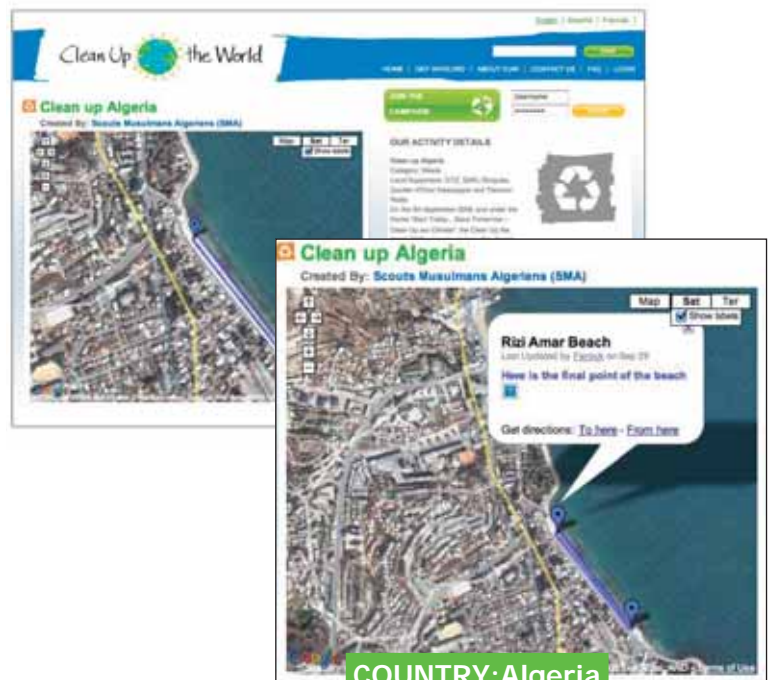
The following selection of Activity Profile pages demonstrate the website's features being used by participants.

Activity Participation Examples
To learn more see Member Activity Profiles



COUNTRY: India

The Laxmanjhula Divine Mega Clean Up Day



COUNTRY: Algeria

Scouts Musulmans Algeriens (SMA)



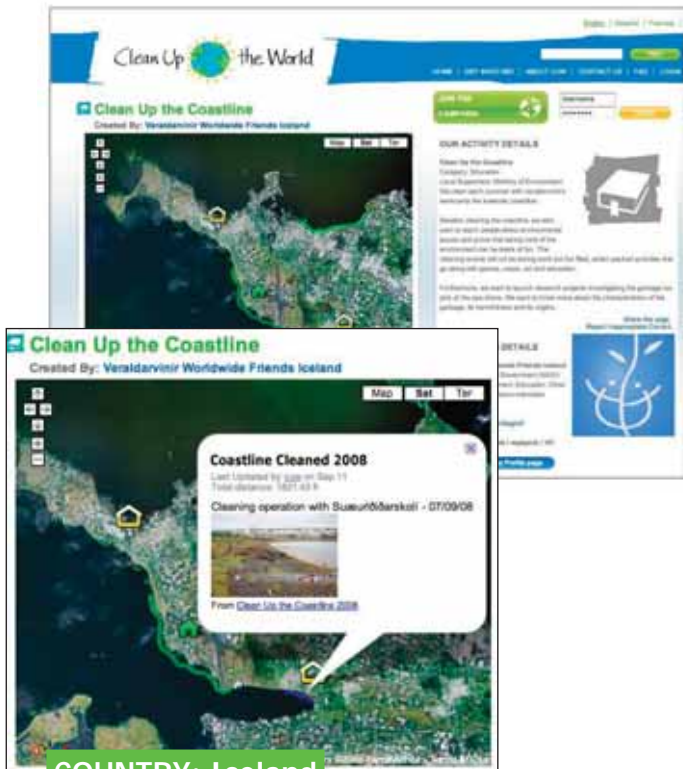
COUNTRY: Spain

Area de Medio Ambiente de la Excm. Diputación Provincial de Alicante



COUNTRY: France

La Poubelle Verte



COUNTRY: Iceland

Veraldarvinir Worldwide Friends Iceland



COUNTRY: Mexico

Juarez Limpio Asociacion Civil



Clean Up the World would like to congratulate the following 33 organisations that have been members for at least 10 years in 2008 and thank them for the invaluable contribution they have made to the campaign and the environment through their participation.

- Arab Office for Youth and Environment (AOYE)
EGYPT
- Aruba Environment Foundation
ARUBA
- Asociacion Amigos Del Arbol
ARGENTINA
- Asociacion de Scouts de Bolivia
BOLIVIA
- Association pour la Sauvegarde de la Nature Neo-Caledonienne
NEW CALEDONIA
- Bulgarian Blue Flag Movement
BULGARIA
- Canto Ecologico
BRAZIL
- Christchurch City Council
NEW ZEALAND
- Clean Up Greece
GREECE
- Cyprus Marine Environment Protection Association (CYMEPA)
CYPRUS
- Czech Union for Nature Conservation (CSOP)
CZECH REPUBLIC
- Dirección General de Medio Ambiente
MEXICO
- Dubai Municipality
UNITED ARAB EMIRATES
- Environment Africa
ZIMBABWE
- Environment Trust of Kenya
KENYA
- Fundación para la Defensa de la Naturaleza (FUDENA)
VENEZUELA
- Green Power
HONG KONG
- Grupo Ecologico De Cascais
PORTUGAL
- Instituto Adelia Maria
ARGENTINA
- Japan Environmental Action Network (JEAN)
JAPAN
- Jordan Environment Society (JES)
JORDAN
- Legambiente Onlus
ITALY
- National Forum for Environmental Studies and Conservation (NESCO)
INDIA
- North Rocks Community Church
AUSTRALIA
- Obu International Association
JAPAN
- Our Earth Foundation – Fundacja Nasza Ziemia
POLAND
- Pohnpei Environmental Protection Agency (EPA)
MICRONESIA
- Porbandar (SSCUWIC)
INDIA
- ProDivers Maldives, Kuredu Island Resort
MALDIVES
- Rescue Mission Ghana
GHANA
- Scouting and Guiding Federation of Turkey
TURKEY
- Slovak Union of the Protectors of Nature and Landscape (SZOPK)
SLOVAKIA
- The Royal Marine Conservation Society of Jordan (JREDS)
JORDAN

Clean Up the World operates at a regional level as per the United Nations Environment Program's regions of Africa, Asia Pacific, Europe, Latin America and Caribbean, North America and West Asia. Following is a profile of the countries* in each of these regions with examples of the types of participating organisations in each of them.



**Kenya –
Motobo Environment
Live Programme**

Africa



Number of Participating Organisations in Region: 188

Participating Organisations that have been part of the campaign for more than 10 years:

- Arab Office for Youth and Environment (AOYE) - EGYPT
- Environment Africa - ZIMBABWE
- Environment Trust of Kenya - KENYA
- Rescue Mission Ghana - GHANA

Participating Countries: 30

ALGERIA - BURKINA FASO - CAMEROON - CONGO - CONGO (DEMOCRATIC REPUBLIC OF THE) - COTE D'IVOIRE - EGYPT - ETHIOPIA - GABON - GAMBIA - GHANA - KENYA - LIBERIA - MALAWI - MALI - MAURITIUS - MOROCCO - NAMIBIA - NIGER - NIGERIA - SENEGAL - SIERRA LEONE - SOMALIA - SOUTH AFRICA - SUDAN - TANZANIA (UNITED REPUBLIC OF) - TOGO - TUNISIA - UGANDA - ZAMBIA - ZIMBABWE

Locations marked in bold are rejoining or new to the campaign in 2008.

*Locations marked with an * are geographically significant territories.*

COUNTRY: Kenya

MEMBER: Motobo Environment Live Programme

Clean up events were held in 4 Kenyan towns in March, May and September. Approximately 600 volunteers took part in each town collecting over 8 tonnes of waste in total. The organic waste was separated for composting and paper was sent to commercial recycling facilities. A tree planting and environmental education campaign was held in conjunction with the clean ups, reaching 2,205 students in 15 schools. The campaign was regarded as a success as not only did the events encourage greater community spirit, the waste that was recycled generated income for the community and the activities encouraged the local council to introduce regular waste removal services.

Activity Participation Examples
To learn more see Member Activity Profiles

COUNTRY: Malawi

MEMBER: Centre for Community Empowerment and Development

The Centre for Community Empowerment and Development (CECAD) incorporated their CUW activity with a demonstration march held in Lilongwe on December 6 as part of the Global Day of Action against climate change. More than 350 people took part in the march that was organised to coincide with the 2008 UN Climate Talks that were taking place in Poznan, Poland from December 1-12. CECAD was also involved facilitating a series of climate talks, entitled the "Rethinking Our World Initiative" that were conducted in 18 schools throughout Lilongwe reaching approximately 1,800 students, to raise awareness on the issue of climate change. Through their activities, communities - in particular the youth population, are more aware of issues surrounding climate change and the need for each individual to act. This was particularly evident during the December 6 march with more than 75% of participants being young people.



Asia Pacific

Number of Participating Organisations in Region: 240

Participating Organisations that have been part of the campaign for more than 10 years:

- Association pour la Sauvegarde de la Nature Neo-Caledonienne - NEW CALEDONIA
- Christchurch City Council - NEW ZEALAND
- Green Power - HONG KONG
- Japan Environmental Action Network (JEAN) – JAPAN
- National Forum for Environmental Studies and Conservation (NESCO) – INDIA
- North Rocks Community Church – AUSTRALIA
- Obu International Association – JAPAN
- Pohnpei Environmental Protection Agency (EPA) – MICRONESIA
- Porbandar (SSCUWIC) – INDIA
- ProDivers Maldives, Kuredu Island Resort - MALDIVES

Participating Countries: 32

AUSTRALIA - BANGLADESH - CAMBODIA - CHINA - FIJI - FRENCH POLYNESIA - HONG KONG - INDIA -INDONESIA - IRAN (ISLAMIC REPUBLIC OF) - JAPAN - KAZAKHSTAN - KOREA (REPUBLIC OF) - MALAYSIA - MALDIVES - MICRONESIA (FEDERATED STATES OF) - MYANMAR - NEPAL - NEW CALEDONIA - NEW ZEALAND - PAKISTAN - PAPUA NEW GUINEA - PHILIPPINES - SINGAPORE - SOLOMON ISLANDS - SRI LANKA - TAIWAN* - THAILAND - TIMOR-LESTE - TONGA - VANUATU - VIET NAM

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COUNTRY: Nepal

MEMBER: Jankauli Youth Committee

The JYC coordinated the “Cook Food Without Using Fire Wood” project to help with the combined issues of a lack of LP gas for cooking and deforestation that results from the need for firewood. They constructed 75 bio gas plants with a complimentary toilet to feed the system and have begun to extend the programme with the next target of 30 bio gas plants to be completed in the next year. The JYC also carried out an awareness raising programme to help educate the community about alternative energy and to facilitate further educational opportunities they worked in collaboration with the Asia Foundation to construct a children’s library at the Jankauli Child Care Centre.

COUNTRY: Philippines

MEMBER: Clean Up the Philippines Movement, Inc.

Clean Up the Philippines Movement coordinated a nationwide clean up event “Clean Up the Philippines Day” which was held in support of CUW Weekend. Twenty-six organisations collaborated to hold activities around the weekend with approximately 7000 volunteers participating in the event. The City Councils of Mandaluyong City and Taguig City both passed a Council Resolution in support of the campaign by declaring the third week of September every year as their Environment Week.

Philippines – Surigao del Norte

Activity Participation Examples

To learn more see Member Activity Profiles





Europe

Number of Participating Organisations in Region: 106

Participating Organisations that have been part of the campaign for more than 10 years:

- Bulgarian Blue Flag Movement - BULGARIA
- Canto Ecologico - BRAZIL
- Clean Up Greece - GREECE
- Czech Union for Nature Conservation (CSOP) - CZECH REPUBLIC
- Grupo Ecologico De Cascais – PORTUGAL
- Legambiente Onlus – ITALY
- Our Earth Foundation - Fundacja Nasza Ziemia – POLAND
- Slovak Union of the Protectors of Nature and Landscape (SZOPK) - SLOVAKIA

Participating Countries: 26

AUSTRIA - BELGIUM - BOSNIA AND HERZEGOVINA - BULGARIA - CZECH REPUBLIC - FRANCE - GERMANY - GIBRALTAR* - GREECE - HUNGARY - ICELAND - IRELAND - ITALY - MALTA - NETHERLANDS - POLAND - PORTUGAL - ROMANIA - RUSSIAN FEDERATION - SERBIA - SLOVAKIA - SPAIN - SWEDEN - SWITZERLAND - UKRAINE - UNITED KINGDOM

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Poland – Our Earth Foundation

COUNTRY: Italy

MEMBER: Legambiente Onlus

For the 16th year in Italy, Legambiente Onlus carried out “Puliamo Il Mondo” under the theme “Do something” - which called on everyone to do something and make a difference for the environment. Participation by 1,800 municipalities and more than 700,000 volunteers enabled 5,000 locations to be cleaned. Legambiente delivered to all the participants (municipalities, schools, parks, associations, etc.) kits for adults and children containing hats, gloves, patches, brochures and posters to hang next to the cleaned area. Highlights include cleaning the park of Alessandrino waterworks in Rome and an illegal dump in Torino and the creation of a park along the ancient walls of Verona. Thanks to the event parks, gardens, lakes bottoms, rivers banks, mountain pathways and protected areas were all freed from marooned garbage.



Activity Participation Examples

To learn more see Member Activity Profiles

COUNTRY: Poland

MEMBER: Our Earth Foundation - Fundacja Nasza Ziemia

“CUW Poland 2008” was held in Ostrowiec wi tokrzyski from September 19-21 and involved approximately 1 million volunteers in clean up activities all over Poland. Despite the cold and rainy weather the volunteers cleaned forests, beaches, river valleys and lakes, concentrating on illegal dumpsites. Fundacja Nasza Ziemia encourages volunteers to promote water and energy saving systems, waste segregation and recycling in local communities all year around, and their program, “Save. Switch off. Recycle. Be a role model” is ongoing. For the second time the group organised ‘International Clean Up Baltic Sea’ on August 16 with the help of divers. On September 17, the “CUW Poland 2008” was officially inaugurated with ecological festivities and a rock concert. Recyclables, brought by the citizens, were exchanged for 500 tree seedlings. More than 3 tons of waste paper was collected. The finale took place September 26 in Istebna, south west Poland. Our Earth Foundation in cooperation with State Forests, Green League and volunteers from Poland, Czech Republic and Slovakia collected waste from forests and planted 3900 trees near Warsaw to commemorate the event. Fundacja Nasza Ziemia had lots of media support during their CUW campaigns, including a poster designed by famous Polish artist Andrzej Pagowski. Titled, “The Earth is in your hands”, the poster had a distribution of 80,000 all over Poland.



Latin America/Caribbean

Number of Participating Organisations in Region: **157**

Participating Organisations that have been part of the campaign for more than **10 years:**

- Aruba Environment Foundation - ARUBA
- Asociacion Amigos Del Arbol - ARGENTINA
- Asociacion de Scouts de Bolivia – BOLIVIA
- Dirección General de Medio Ambiente – MEXICO
- Fundación para la Defensa de la Naturaleza (FUDENA) – VENEZUELA
- Instituto Adelia Maria – ARGENTINA

Participating Countries: **23**

ARGENTINA - ARUBA - BOLIVIA
 - BRAZIL - CHILE - COLOMBIA - COSTA RICA - CUBA - ECUADOR
 - EL SALVADOR - GUATEMALA - HAITI - HONDURAS - MEXICO
 - NETHERLANDS ANTILLES - NICARAGUA - PARAGUAY - PERU
 - **SAINT VINCENT AND THE GRENADINES** - **TRINIDAD AND TOBAGO** - URUGUAY - VENEZUELA (BOLIVARIAN REPUBLIC OF) - **VIRGIN ISLANDS (BRITISH)**

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COUNTRY: Colombia

MEMBER: Club de Amigos de la Ecología

A clean up campaign was carried out by Club de Amigos de la Ecología in Canal Cafam, a canal that was overcrowded with waste and rubble in its bank. A tone and a half of waste was collected and separated from one tone of rubble (construction waste) which was taken to a tip to be recycled. The group also conducted clean up activities in the parks of Sabana de Tibabuyes with the participation of 230 volunteers, 50 high school students and the Junta de Acción Comunal del Barrio. As part of its educational campaign, Club Amigos de la Ecología organized workshops with 200 children on the conservation of urban ecosystems that have been affected by pollution and its gradual destruction. They also carried out workshops on recycling and organized people to collect recycling material from the neighbourhood and its surroundings.

Activity Participation Examples
To learn more see Member Activity Profiles

COUNTRY: Mexico

MEMBER: Juarez Limpio Asociacion Civil

For their 4th consecutive year participating in the CUW campaign, Juárez Limpio's week long CUW event and celebration took place from September 20-27. More than 4,100 people from 54 groups participated in various clean up activities held during the week. The activities carried out included schools organising battery collection drives and neighbourhood action groups cleaning local parks and streets and removing graffiti from public places. A particular focus of many of the groups' activities was the clean up and restoration of parks and public areas, following the torrential rains (from Hurricane Gustav) that caused widespread damage to many areas of Juárez. As a result of the combined clean up efforts from the week, approximately 160 tonnes of waste was collected and more than 5,000 discarded car tyres collected for recycling. To complement the clean up activities, a workshop focused on practical ways to care for the environment by carrying out clean up and tree planting activities and restoring public areas, also conducted as part of the event. The event in Juarez was seen to be successful, not only due to the amount of waste collected but also because an event such as this was an effective way to increase both environmental awareness and the understanding of the social responsibility that each of us has to clean up the place we live in.

North America



Number of Participating Organisations in Region: 19
Participating Countries: 2
 CANADA, USA.

COUNTRY: USA

MEMBER: The Australian Embassy, Washington D.C.

The Australian Embassy in Washington, D.C participated in the CUW campaign by joining together with members and staff from the National Geographic Society, local schoolchildren and Washington, D.C residents to undertake a clean up of the Anacostia Riverfront on September 13. The event was organised by the Earth Conservation Corps - an AmeriCorps service program that empowers local youth by getting them involved in the restoration of the Anacostia River. As part of the day's activities, participants were given a tour of the Earth Conservation Corps centre and attended an environmental education session. Following this, participants divided into two groups to conduct a two hour clean up activity.

One group carried out a water-based cleanup of the Anacostia River, while the other group carried out a clean up of the Riverwalk Trail. Kim McKay, co-founder of Clean Up the World, participated in the day's activities and also spoke to participants about her latest book from the True Green series; True Green Kids, offering practical everyday guides to help people reduce their environmental footprint.

Activity Participation Example

To learn more see Member Activity Profiles

USA – The Australian Embassy, Washington D.C.





West Asia

Number of Participating Organisations in Region: 24

Participating Organisations that have been part of the campaign for more than 10 years:

- Cyprus Marine Environment Protection Association (CYMEPA) - CYPRUS
- Dubai Municipality - UNITED ARAB EMIRATES
- Jordan Environment Society (JES) – JORDAN
- Scouting and Guiding Federation of Turkey – TURKEY
- The Royal Marine Conservation Society of Jordan (JREDS) - JORDAN

Participating Countries: 9

CYPRUS - IRAQ - ISRAEL - JORDAN - PALESTINIAN TERRITORY (OCCUPIED) - SAUDI ARABIA - SYRIAN ARAB REPUBLIC - TURKEY - UNITED ARAB EMIRATES

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Activity Participation Example

To learn more see Member Activity Profiles

COUNTRY: Cyprus

MEMBER: Cyprus Marine Environment Protection Association (CYMEPA)

CYMEPA is an association formed under the initiative of the International Shipping Community of Cyprus with the support of the commercial community on island. By engaging both seafarers and commercial ventures in activities to prevent all forms of ocean pollution, CYMEPA conducted a number of small scales clean ups involving schools, clubs and other organizations, from March to November. A total of 400 volunteers collected more than 80 tonnes of waste. Aluminium waste collected from the events was sent to recycling facilities. To compliment the clean up activities, both tree planting and environmental education campaigns were carried out by CYMEPA. Thanks to the collective efforts of participants, the sand and pebbles area on the beaches are cleaner and an increased awareness of the need to dispose of waste properly has created a healthier coastal environment for the local communities.



Jordan – The Royal Marine Conservation Society of Jordan (JREDS)

COUNTRY: Jordan

MEMBER: The Royal Marine Conservation Society of Jordan (JREDS)

A variety of activities were undertaken in Aquaba City from the 28 - 30 of August by The Royal Marine Conservation Society of Jordan (JREDS) involving students, local community members and divers. On August 28, an estimated 800 students from 20 schools participated in a city clean up. Approximately 400 kgs of waste was collected. Another large event, a beach clean up held at Al Ghandoor beach, occurred on the same day with 600 volunteers collecting 580kgs of waste. The clean up activities were complimented by two environmental awareness raising events; the Cycle for Green activity, involving 30 participants cycling through the city to promote healthier transportation alternatives and the following day, a public lecture entitled the "Environmental Family Evening", was attended by 2000 people, whom participated in games and activities concerning environmental issues. The weekend activities concluded on August 30 with a dive clean up taking place. 75 divers removed 850 kgs of waste from 3 sites in Aquaba Marine Park.