

Clean Up the World



**communities uniting
to combat climate change**

www.cleantuptheworld.org

Activity Report 2009



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To view current and future editions of Clean Up the World's Activity Report, please visit:

www.cleanuptheworld.org/en/PastActivities/activity-report.html

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Table of Contents



Above, Green Power Hong Kong, and left, Asociacion para la Integracion y la Accion Regi, Costa Rica.

Clean Up the World Team	3
Campaign Mission	4
Clean Up the World Ethos	5
Messages	
Ian Kiernan AO*, Chairman and Founder, CUW	6
Achim Steiner, Executive Director, (UNEP)	7
Partners	
Importance of Partners	8
Primary Partner - United Nations Environment Programme (UNEP)	8
Supporter – Department of Foreign Affairs and Trade	9
Sponsor – Brambles	10
Supporters – Marriott International, Inc / Armor / Qantas	11
Campaign Achievements	
Campaign Theme – Climate Change	12
Participation	12-15
Campaign Highlights	
Feedback from our Members	16-17
Ally relationship with World Organisation of the Scout Movement (WOSM)	18
Clean Up the World Ambassadors	21
World environment Day	22
Clean Up the World Weekend	22
UNEP's Global Civil Society Forum	23
Campaign Materials and Resources	
Campaign Materials	24
Campaign Resources	25
Media Activity	25
Media Coverage	26
Website Coverage	27
Member Activity Highlights	
Celebrating 10+ Years Participation	28
Addressing Issues	29
Member Activity Profiles	30

Clean Up the World Team



Board

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Ian Kiernan AO*

*Deputy Chair (until 25 Oct 2009)
and Co-Founder*

Kim McKay AO*

Directors

Jenny Bonnin (until 17 Nov 2009)

John Buttle

Eric Dodd

Victor Kelly

Sally Kiernan (from 25 Feb 2009)

Mack Williams (from 22 April 2009)

Honorary Auditors

PricewaterhouseCoopers (PwC)

Honorary Solicitors

Hunt & Hunt

Campaign Team

Chairman

Ian Kiernan AO*

Chief Executive

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Campaign Manager

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



UNEP
United Nations Environment Programme

UNEP Liaison

*Division of Communications
and Public Information*

Director

Satinder Bindra

Head, Special Events

Lucita Jasmin

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.*

Australia

Organisation:

**Clean Up Australia –
Inaugural Member**

Clean Up the World Activity:

Clean Up Australia Day

*“Clean Up Australia Day enabled us
to promote ways that people could
undertake simple but effective
initiatives in their homes to clean
up the environment all year round.”*

*Ian Kiernan AO, Chairman
Clean Up Australia.*



Inspired by the theme ‘If you don’t help Clean Up Australia, who will?’, large numbers of community groups, schools and businesses across Australia participated in Clean Up Australia Day in March 2009. Clean up activities were carried out at 7,000 registered sites at parks, rivers, waterways, bush land and beaches across the country. More than 630,000 people participated, working together to collect an estimated 8,000 tonnes of waste and making a practical contribution to improving the environment. Australians were also urged to make every day a clean up day.

Ian Kiernan AO said “Clean Up Australia Day gives Australians an opportunity to show they care for the environment and to get out and lend a hand to clean it up. Even though recycling and reuse rates are improving, the amount of waste each Australian generates is increasing - this makes it all the more important that we each do our bit to make a difference every day. Clean Up Australia Day enabled us to promote ways that people could undertake simple but effective initiatives in their homes to clean up the environment all year round.”

Campaign Mission

Barbados

Organisation:
Future Centre Trust

Clean Up the World Activity:
Clean Up Barbados

"To think that we organised this within three months of deciding to participate in this event, the overall participation from community members was overwhelmingly astounding."

Nicole Garofano, Counterpart
Caribbean @ The Future Centre.



Starting only this year, 'Clean Up Barbados' was able to hit the ground running recruiting over 700 volunteers to clean up 26 different sites. Working along the coasts and gullies of the Caribbean island, volunteers were able to collect 42 tonnes of waste in a single morning. This waste was then sorted, with organisers discovering that as much as half of it was recyclable. Volunteers who participated in the event included local community groups, Scouts and Girl Guides, corporate groups and a contingent from the Barbados Defence Force.

This event had several positive outcomes for the residents. Firstly, a substantial amount of waste was removed from beaches and other scenic areas, which play an important role in Barbados' local tourist industry. By getting their hands dirty, local residents also saw first hand how much waste can accumulate in a short period of time.

The clean up also has an environmental benefit, as the waste removed from gullies helped water flows on an island that receives considerable rain. This water flow in turn helped to feed the aquifers that were essential to the local environment.



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, the United Nations Environment Programme (UNEP), Clean Up the World inspires people to come together to live more sustainably and to protect and promote the environment for current and future generations.

We believe individuals, communities and organisations 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 groups in being part of the Clean Up the World campaign.

Since 1993, dedicated Clean Up the World participants around the globe have joined the campaign and played a significant role in continuing to clean up, preserve and protect the natural environment, while 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 environmental issues becomes increasingly apparent, Clean Up the World commits to playing its part in guiding the world toward a sustainable future.

*Above: Asociacion Medioambiental
(Punta Arnela), Spain.*

Clean Up the World Ethos

Participants who join Clean Up the World are united through their support of our Ethos.

They agree to honour the spirit of Clean Up the World when participating and conducting campaign Activities.

We are:

- **Committed to making a positive difference to the community and environment –**

Participants' Activities should be inspiring, engaging and respectful of the local community.

- **A volunteer movement –**

People cannot be charged a fee to be involved in Clean Up the World Activities undertaken by participants.

- **Committed to the safety of volunteers –**

Participants' Activities must be carried out in accordance with the local laws and regulations relevant to their Activity.

- **A non-confrontational and apolitical organisation –**

Participants and their Activities must be peaceful and without political connection, content or bias.

- **Welcoming to communities of all nations, cultures, races and faiths –**

Participants and their Activities must respect political, cultural, and religious difference and beliefs.

- **Non-partisan –**

Participants and their Activities must not promote partisan, political, cultural or religious viewpoints, or imply endorsement of partisanship by Clean Up the World.



From top: Stadtgemeinde Weiz, Austria; Acción Ecológica Chilena, Chile; UNEP National Committee for the Republic of Korea, Korea.

Brazil

Organisation:
Projeto Araras

Clean Up the World Activity:
Clean Up Event and
Environmental Education

"The 2009 campaign theme 'Clean Water. Life for the Whole World' was created by a 9 year old student who lives in Araras."

Teresinha de Jesus Fidentes de Almeida, Projeto Araras.



Over three days of the 'da limpeza' festival, 80 volunteers took part in collecting 300 tonnes of waste in Araras, a town west of Rio De Janeiro in Brazil. The clean up include streets, hills and river area. New garbage cans were installed by the company responsible for waste disposal in the town. Volunteers were also actively involved in separating the waste for recycling during the festival. Environmental education activities in the five local schools were also developed, reaching almost 1,200 students. The 2009 campaign theme was rivers, and the slogan was 'Clean Water. Life for the Whole World'.

Benefits of the three day event included a reduction of waste from the streets and surroundings of Araras, the successful execution of environmental education campaigns and awareness raising amongst the local community.

While a considerable amount of waste was removed, the main benefit of the activity was the environmental education that was able to reach a large number of local students.

Cameroon

Organisation:

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

Clean Up the World Activity:

Clean Up Weekend

*“Concern for our environment
is a global concern.”*

Christian Phuebong Tabifor, BAPESU.



For the third year running, the Benevolent Association for the Protection of the Environment and the Socially Underprivileged (BAPESU) organised a clean up activity on September 19 as part of the Clean Up the World Weekend. The weekend included 45 volunteers who worked to clean up Tubah Division in Bambui in three different locations. Prior to the clean up a ten minute talk was given to the participants on the importance of maintaining a clean environment.

Specific clean up activities included cutting the grass that served as a habitat for mosquitoes, with the clipping subsequently used as organic manure at BAPESU's tree nursery. The volunteers also worked at the Sub Divisional Hospital, creating a healthier environment. The patients and mothers at the maternity ward were spoken to about the need for a clean environment.

Due to the group's efforts, the local surrounding are now cleaner and healthier. Additional benefits include a drop in mosquito bites and consequently a drop in malaria cases. Due to their involvement in the Clean Up the World Campaign, participants know that their work is being recognised not only locally but globally.

Messages



Ian Kiernan >

It always gives me great pleasure to reflect on the positive contribution our Partners and participants have made to the environment, but in 2009 I think Clean Up the World can feel especially proud.

This was the year in which climate change became a truly universal concern and our campaign provided an opportunity for ordinary people around the globe to take decisive action.

Our theme - 'Communities uniting to combat climate change' – emphasised that global warming is not just the responsibility of politicians. It said that by working together, in our local communities, we can make a difference – and what a difference we made.

By joining in Clean Up the World's 2009 campaign, millions of people went beyond worrying about climate change and actually did something to help address the problem. They planted trees. They recycled waste. Perhaps most importantly, they helped spread the word to others that they too can be part of solution.

Our ties remained strong with the United Nations Environment Programme (UNEP) this year. Sharing our commitment to address climate change, they actively worked to promote awareness of our campaign and Clean Up the World bolstered participation in UNEP programs like World Environment Day.

I'd like to thank all our other Partners – Brambles, Marriott, Armor and the Australian Government's Department of Foreign Affairs and Trade – because without their support we would not have been able to build the platform that allows tens of millions of people to volunteer their time, energy and enthusiasm.

I also want to acknowledge Google's past support because, through their technology and assistance, for the first full year participants were able to profile their contribution on the global map of our Activities website. Whenever I look at the pins on that map, I am newly inspired to take our message to new places – and I'm sure it provides the same motivation to thousands of others.

Our Ambassadors, Celine Cousteau, David De Rothschild and Arron Wood demonstrated in 2009 why they are such valuable additions to the Clean Up the World family. Wherever they shared their enthusiasm for Clean Up the World and their role as Ambassadors, their passion and commitment inspired people to join our global effort to help clean up, fix up and conserve the environment.

Importantly, I would like to thank our participants, especially those who registered as Members and our Ally (The World Organization of the Scout Movement) – you turned thoughts into actions and encouraged others to follow your lead. We need our politicians to act but we can't wait for them and ultimately the planet will be saved by the actions we take as individuals - by what we do to minimise our impact on the environment and what we do to repair the mistakes of the past. Through being part of Clean Up the World, you are the future of the planet and I salute you.

Thank you all for everything you've done for Clean Up the World in 2009 and please continue to make a difference for our planet in 2010 and beyond.

[Messages]

In a special thank you and farewell, I would also like to share with you our appreciation to Kim McKay AO*, the co-founder of Clean Up the World who resigned from our board in August 2009 to focus on her other non-profit activities. Many of our long-term Partners and Members know Kim and understand the contribution she made in the Clean Up journey. We know you will join with us, our board and all the staff in thanking Kim for her outstanding contribution to Clean Up the World, knowing she will always be a friend of the organisation.



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.



Achim Steiner >
The United Nations Environment Programme is proud to be a long-standing partner of Clean Up the World but our relationship took on even greater significance in 2009.

Climate change will affect us all; rich and poor, north and south, east and west. It presents a significant challenge to our future but it also charges us with a major responsibility in the present. We must all do everything we can to bring more intelligent management to the world's natural and nature-based assets including the atmosphere. This is why UNEP worked even more closely with Clean Up the World in 2009. Its mission, its ethos and its global reach make Clean Up the World one of our most significant partners. Its support of our initiatives such as Seal the Deal, Plant for the Planet and World Environment Day and the achievements of its Members in this last year have made a major contribution towards the transition towards a low carbon, resource efficient 21st century Green Economy.

We look forward to working with Clean Up the World and its participants again in 2010.



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



China

Organisation:
Green the World

Clean Up the World Activity:
Tree Planting in Shanghai

"Although the Tetra Pack is designed to be recycled, not a lot of people know about that fact."
Solee Park, Green the World.



Overcoming a day of heavy rain, participants of Green the World in Shanghai went about a day of tree planting. Bringing together fifty volunteers, the group worked in a polluted construction site planting 20 large trees. In addition, Green the World is also working on a campaign to increase the rate of tetra pack recycling, participated in Earth Hour, worked to promote World Water Day and intend to grow 'magic beans' to promote Chinese Tree Day.

Green the World's activities allowed them to build both confidence and willingness amongst their members to participate in more clean up activities. Participants said that planting trees actively reminded them of the importance of environmental protection while allowing them to do something positive for their community.

Overall, the most important aspect of Green the World's activity was to not only to remind participants to be mindful of environmental issues, but also allowed them to step up and actively take part in actions to improve the environment.

France

Organisation:
Meduli Nature

Clean Up the World Activity:
Nettoyons Blanquefort

"The clean up has helped to make our association better known in the village of Blanquefort, giving them a certain pride in having participated in the day."

*M. Cédric Rebora,
Association Meduli Nature.*



In the quiet town of Blanquefort, near Bordeaux in France, a group of volunteers organised a garbage collection day at three sites within the town. Working at the woods of Tanais, the street and Lindberg Road Perric and Lake Ford volunteers were able to remove 3 tonnes of waste, of which ten percent was recycled. The event was held with the support of the local council.

Organisers hoped that the event would teach participants and residents about sustainable development. The activity also removed waste from one of most polluted sites in the area, which had been a frequent site for illegal dumping.

Despite the cleanup being a difficult and laborious job, many of the volunteers reported feeling proud or their participation in the event. This helped to considerably raise the profile of the clean up team in town along with the profile of Clean Up the World in France.

Partners

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 addition to their support in financial, communications and/or outreach capacities, in 2009 some partner organisations arranged their own environmental activities and/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.

On behalf of our participants, Clean Up the World extends a sincere thank you to the following organisations for their support throughout 2009.



United Nations Environment Programme

PRIMARY PARTNER United Nations Environment Programme (UNEP)

During 2009, Clean Up the World and UNEP continued our collaboration. UNEP conducted a range of activities to support the campaign including providing communications support, promoting Clean Up the World on their websites, issuing a joint media release and recording video messages from Executive Director Achim Steiner to welcome participants and celebrate Clean Up the World Weekend.

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

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

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

UNEP – CUW Participant Connection 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.

Algeria, Argentina, Australia, Benin, Bolivia, Bosnia and Herzegovina, Cambodia, Cameroon, Côte d'Ivoire, Ecuador, Egypt, Ethiopia, France, Gambia, Ghana, Greece, Haiti, India, Indonesia, Italy, Japan, Kenya, Kiribati, Korea (Republic of), Kuwait, Lebanon, Libyan Arab Jamahiriya, Malaysia, Mexico, Morocco, Nepal, New Zealand, Nigeria, Paraguay, Peru, Philippines, Russian Federation, Seychelles, Somalia, Spain, Switzerland, Tanzania (United Republic of), Togo, Trinidad and Tobago, Tunisia, Turkey, Uganda, United Arab Emirates, United Kingdom, Uzbekistan, Viet Nam, Zambia, Zimbabwe.

SPONSOR
Brambles



Operating in over 45 countries, Brambles is a leading global provider of supply chain and information management solutions. In addition to providing valuable financial support for the campaign, this partnership provided Brambles' employees with the opportunity to participate in Clean Up the World activities.

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

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

SUPPORTER
Marriott International, Inc



Marriott International Inc. is a leading worldwide hospitality company with more than 3,400 lodging properties located in the United States and 67 other countries and territories.

In 2009, 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](#)

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](#)

SPONSOR
Qantas



Clean Up Australia and Clean Up the World have enjoyed a partnership with Qantas for more than 16 years. Under this relationship Qantas is the official airline for Clean Up the World, both domestically and internationally. Qantas helps spread the word about Clean Up the World by profiling us via its website and in-flight magazine.

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

Gibraltar

Organisation:
Environmental Safety Group

Clean Up the World Activity:
Beach Clean Up Day, Parade and Exhibition
"Our efforts towards cleaning up the Rock, educating and raising awareness about [waste] issues are clearly having and effect on the community and bringing about change."

*Janet Howitt,
Environmental Safety Group.*



In 2009, volunteers organised by NGO the Environmental Safety Group organised a cleanup of Gibraltar, a 7 km square peninsular at the entrance to the Mediterranean in Europe. Mobilising 700 volunteers, the Environmental Safety Group was able to remove 100 tonnes of waste from 20 sites both on land and in marine environments. Crews were able to reach difficult sites using both abseiling and diving. Being held for the fifth year in a row, the cleanup activities focused around Gibraltar's most famous landmark, the Gibraltar Rock.

In addition to the clean up day, both a parade and an exhibition was held. The exhibition in particular was well received, as it featured eye catching art made from waste and a large screen that showed documentaries about previous years' cleanups. Finally, school children received awards for their environmental posters.

Despite having to return to the same sites year after year, the Gibraltar cleanup crews report that their work is making a positive impact, with the community slowly changing their attitude toward waste.



Clean Up the World Weekend featured in Qantas' inflight magazine, October 2009.

Guatemala

Organisation:

Generación Verde Guatemala

Clean Up the World Activity:

Tree Planting and Beach Clean Up

"The people who live locally were made aware that they cannot dump waste, as it affects sea life tourism, and this effects the economy."

Carol Méndez,

Generación Verde Guatemala.



Joining Clean Up the World for the first time this year, participants worked to clean the Port of San Jose beach in Guatemala. Around 40 volunteers removed waste from the coastal area that was subsequently sent to recyclers. In addition, tree planting was conducted in the area.

This activity had several benefits. Firstly, locals learnt not to dispose of their waste carelessly, while cleaning up a beach which is important to local tourism and therefore the local economy. Finally, locals learnt the importance of trees in regulating air pollution.

Generación Verde Guatemala believes they were able to change the thinking of the local community with the activity, and hope to participate in Clean Up the World again next year.



Australian Government

Department of Foreign Affairs and Trade

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 2009.

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.

This year, Clean Up the World welcomed eleven DFAT posts to the campaign: Brunei Darussalam, Indonesia, Israel, Jordan, Singapore, Solomon Islands, Sri Lanka, Thailand, Turkey, Vanuatu and Viet Nam.

Clean Up the World participants also reported receiving support or assistance from posts including Argentina, Hong Kong, Indonesia, Israel, Liberia, Philippines, Poland, Solomon Islands, Vanuatu and Viet Nam.

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

DFAT Participation Examples

To learn more see Member Activity Profiles

Australian High Commission –

Honiara, Solomon Islands (Member since 2008)

This post supported a week of Clean Up the World activities in Honiara. In cooperation with the Honiara City Council, NGOs and local businesses, the High Commission visited local schools to teach students about the importance of a clean environment; planted trees at the Special Development Centre; participated in a city-wide clean up; and organised a clean up of Honiara's beaches.

Staff from the Solomon Islands High Commission worked with locals at the Special Development Centre





Clean Up the World Weekend Activities organised by Australian High Commission Vanuatu.

**Australian Embassy –
Amman, Jordan (Member since 2008)**

This post launched a national campaign to protect the forests from littering. As part of the activity, participants collected an estimated 300 bags of rubbish which were taken later by a private company to be recycled. They also raised awareness in all sectors of the society about the need to protect the forests. Their event received widespread media coverage, including national TV and newspapers.

**Australian Consulate –
Canakkale, Turkey (Member since 2009)**

This post sponsored and participated in a successful rubbish-clearing and tree-planting activity at the Gallipoli Anatolian High School. The activity was supported by the Turkish National Education Department, Gallipoli Municipality, Gallipoli Anatolian High School and its visiting sister-school from Mount Clear College, Ballarat, Victoria. Students and teachers from both schools participated in the event.

**Australian High Commission –
Colombo, Sri Lanka (Member since 2009)**

This post teamed up with local community groups and members of the Sri Lankan Navy for activities aiming to raise youth awareness for environmental protection and conservation. The post initiated a recycling campaign with a school in Negombo and partnered with a local NGO to clean up a stretch of beach in Colombo.

Guyana

Organisation:
**The Scout Association
of Guyana**

Clean Up the World Activity:
Coastal Clean Up and Tree Planting

*“This was our first year participating in Clean Up the World, it was a great experience which we will continue for many more years!”
Domonique Van Sluytman, The Scout Association of Guyana.*



For the first time, the Scout Association of Guyana made their regular coastal clean up part of the Clean Up the World campaign. Around 200 Scouts and parents participated in a clean up event that cleared the local beaches of debris including bottles, plastics, styrofoam cups, plates and boxes. Not only were these an eyesore on the local beach, but they also harmed the local population of endangered sea turtles.

Reduction of beach waste both helped to improve the aesthetic of the beach while helping to preserve the turtle population. Further, the event helped to create environmental awareness for both the Scouts and the public at large. As the event swung into action, the Scouts found they had many more participants than they had anticipated, promoting them to run off to get more water and garbage bags.

Overall, the Guyana Scouts promoted the idea that the dumping of waste in the ocean was unhealthy not only for marine life, but for humans as well.

Campaign Achievements

India

Organisation:

**Sarvjan Sukhaya Seva Samiti,
Vasundhara, Ghaziabad**

Clean Up the World Activity:

Tree Plantation Drive in Ghaziabad

“As a result of our involvement in Clean Up the World, all of the volunteers in our organization are excited and energized.”

U. K. Jena, Sarvjan Sukhaya Seva Samiti, Vasundhara, Ghaziabad.



During February, July and September 2009, relatives got together for a 'Family Plantation Drive' – involving close to 100 families. Planting the saplings in three different areas of Vasundhara in Ghaziabad, families also agreed to take care of the trees as they grew. Together, these family teams were able to plant close to 1,000 saplings during the year.

The tree planting campaign has not only created a cleaner and healthier environment but also left people feeling more responsible for their local environment and community. People also benefited by taking shelter under the trees.

During the campaign additional volunteers joined after the news was circulated through the local newspaper. As a result of their involvement in Clean Up the World, all of the volunteers involved reported being more excited and energized.

Campaign Theme – Climate Change

As the issue of global warming continues to dominate the list of environmental concerns, many Clean Up the World participants again made this pressing issue the focus of their efforts supporting the theme of the 2009 campaign, 'Communities uniting to combat climate change'.

Climate Change is a complex topic but Clean Up the World participants again demonstrated in 2009 that it is possible to tackle this global issue through direct, local action. Their activities included:

- energy conservation
- education programs
- waste reduction
- tree planting

Climate Change will continue to be a focus for Clean Up the World activities. It harnesses the enormous potential for individuals to make a difference on global warming and lends support to calls for communities, governments and businesses to work in concert to address this critical issue.



Right, Les Amis de la Nature et des Jardins, Congo (RDC); and below, Ho Chi Minh City Environmental Protection Agency, Vietnam.

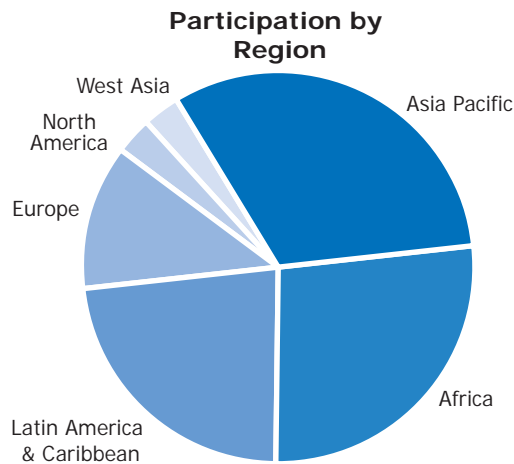


[Campaign Achievements]

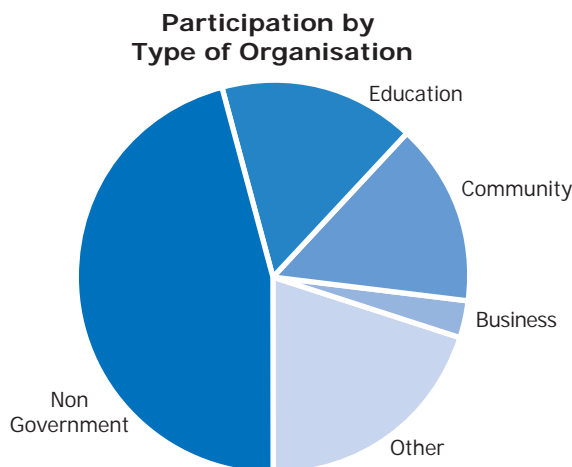
Participation

2009 was the biggest year yet for Clean Up the World. Over 800 organisations from 124 countries joined in and carried out environmental activities, mobilising an estimated 35 million volunteers worldwide. Clean Up the World volunteers from Algeria to Zimbabwe in Africa, Australia to Vanuatu in Asia Pacific, Iraq to United Arab Emirates in West Asia, Argentina to Venezuela in the Americas and Austria to the United Kingdom in Europe joined the campaign to show the world that acting on a local level can positively impact the environment.

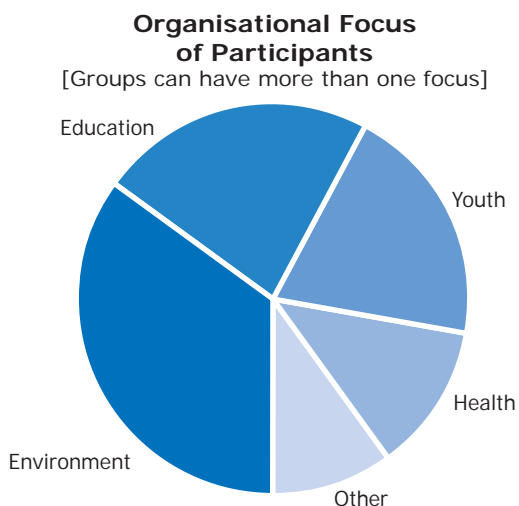
The largest number of participating organisations came from the Asia Pacific (31%), African (26%), and Latin American & Caribbean (23%) regions, followed by European, North American and West Asian regions.



The majority of the participants were from non-government organisations (43%), local community and family groups (19%) and educational entities (15%), along with government, business and other organisations.



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



Indonesia

Organisation:
AV Peduli Indonesia

Clean Up the World Activity:
Tree Planting and Cultural Education

“Unique ways to plant trees can raise people’s awareness and conserve biodiversity as well as reduce air pollution.”

Agnes Santoso, AV Peduli Indonesia.



Under the banner of ‘Conserve Culture, Conserve the Environment’ students in Indonesia took part in tree planting while in native costume. As an active environmental NGO operating since 2005, AV Peduli Indonesia has been able to plant around 2,500 trees mostly in and around schools. In addition to their tree planting activities, AV Peduli also conducts: river clean ups, environmental education and competitions to involve and inspire youth.

AV Peduli’s unique tree planting activities served to raise awareness while conserving biodiversity and reducing air pollution. Their competitions as part of the project helped to support the younger generation to be creative in developing projects to save the environment.

AV Puduili believe their participation in Clean Up the World helped to promote their environmental initiatives both locally and world-wide. They hope that from this people will be inspired by their projects and continue to work together to create a cleaner world.

[Campaign Achievements]

Japan

Organisation:

Japan Environmental Action Network (JEAN)

Clean Up the World Activity:

The Bi-Annual Spring and Autumn Clean Up Campaigns

"Our clean up campaigns have enlightened the public ... regarding the seriousness and cause of marine litter."

Azusa Kojima, JEAN.



Now in its twentieth year, the 'Japan Environmental Action Network' JEAN has a well established bi-annual cleanup event. Occurring in spring and autumn, in 2009 the event included 35,000 volunteers at 268 sites. Participation at sites varied widely, with the largest site attracting 1,000 volunteers. In addition to collecting waste, the JEAN also conducts a comprehensive waste survey to establish the amount of waste accumulating in marine environments.

The bi-annual JEAN cleanup event has several benefits. It allows volunteers to come together to both network and to share common values. As Japan has a considerable population relative to its coastline, the event also makes participants aware of the volume of waste produced and its effects on marine environments.

Overall, the most important benefit of the clean up was to the removal of waste from Japan's coastlines. Over the two events volunteers were able to remove over 34 tonnes of waste, which would have otherwise entered the ocean.

Activities were organised in support of key events in the environmental calendar including **Clean Up the World Weekend (September)** and **World Environment Day (June)**, as well as days of local and national significance.

The range of Activities undertaken during the 2009 campaign included:

- waste removal, reduction and recycling
- composting
- reforestation
- water and energy saving initiatives
- plastic bag reduction

In addition to their environmental focus, many of the Activities had an education or health dimension, which highlights the interconnectedness of these issues and the wide range of benefits delivered by the Clean Up the World campaign.

For further information about participation read the *Member Activity Profiles*.



Top, Colegio Bilingüe Neuquén, Patagonia, Argentina and above, Neighbourhood Environment Watch, Nigeria.

[Campaign Achievements]

activities.cleanuptheworld.org

One of the most significant developments for Clean Up the World in 2009 was the popularity of our website, activities.cleanuptheworld.org.

Facilitated by our 2008 Technology Partner, Google, the site allowed participants to profile and publicise their Clean Up the World activities on a global map – in either English, French or Spanish. The map served as a reminder of the geographical spread of our focus and efforts, reinforcing to participants that they were part of a global force taking an active role in addressing environmental problems.

Participants could add photos and videos to their profiles to help enlist volunteers, update and motivate team members, and obtain a record of their achievements.

The website enables participants to:

- 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
- Share their group and activity profiles to gain local support and volunteers
- View and be inspired by the activities of other participants
- Find other Clean Up the World participants and activities in their area

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



Member: My Dream India
Focus: Environment,
Education, Health, Youth



Jordan

Organisation:

The Royal Marine Conservation Society of Jordan (JREDS)

Clean Up the World Activity:
Beach and Underwater Clean Up

"We could see that local community had developed trust in us and what we do ... and that everybody is ready to support us and help us reach our goals."

Arwa Helou, JREDS.



Focusing on Jordan's scenic beaches, members of the Royal Marine Conservation Society of Jordan collected over 5,000 kgs of waste over two days. Beginning on the October 17, 75 divers helped to clean up the Gulf of Aqaba east of the Sinai Peninsula. Removing over 1,000 kgs of waste, they were followed on 18th by a group of 1,000 volunteers who removed a further 4,000 kgs of waste from the beaches in the area.

The campaign raised the awareness about the local environmental issues particularly the behaviour of tourists as well as promoting good management of the public beach. In addition to the clean up activities, a local bike promotion event was held, where 185 participants cycled rather than driving. JREDS also hoped that their local activity would help address the global challenge of climate change.

Together, JREDS' string of activities helped to remove a significant amount of waste from local beaches, in turn helping to raising local awareness and fight climate change.

Campaign Highlights

Kenya

Organisation:

Save Mount Kenya Forest from Extinction Group

Clean Up the World Activity:

Reforestation of Mount Kenya

"This year, our group has planted over 150,000 seedlings both in farms and forests."

*Paulino Mugendi Damiano,
Save Mount Kenya Forest
from Extinction Group.*



Working under Africa's second highest mountain, members of 'Save Mount Kenya Forest From Extinction Group' were able to plant an enormous number of seedlings to help protect an endangered forest. Over the last four years, the group has planted over 600,000 seedlings, including 150,000 seedlings in 2009. This has been a significant step in protecting a forest that has been under threat from charcoal burning and timber harvesting.

Reforestation has also served to improve water quality as Mount Kenya Forest serves as a catchment area for over seven rivers. Building on their current activities, the group hopes to continue their work into the future. The 'Save Mount Kenya Forest From Extinction Group' aims to improve Kenyan forest cover from 2% to 10% over the next ten years, restoring important ecosystems in the region.

Feedback from our Members

Each year we ask our Members to tell us how their organisation or community was affected by their participation in Clean Up the World. Below is a selection of quotes that outline some of the broad range of benefits delivered by Clean Up the World in 2009.

These include feeling part of a global network, having their group and activity promoted globally, building confidence in their ability to carry out environmental activities and uniting a community for positive purpose.



The most significant change that has resulted from my participation in Clean Up the World this year was ...

... that we can promote more world wide about our environmental projects so many people can be inspired also by our activities and contact us to work together.

AV Peduli, Indonesia

... the smoother coordination of the activity at each venue thanks to a growing network of dedicated individuals that becomes stronger and stronger every year. The activity is also providing opportunities for members of our community to come together that they otherwise might not have, and helping to strengthen the bonds between members of our community as they work toward a common goal.

Obu International Association, Japan

... the participation of the Environment Police who were newly established in Jordan. They were a key factor in our event. Also the huge number of participants that came along for this year event was very impressive; we were receiving calls from people asking how they can help... this is a success for us and gives us hope that there is a power out there that we should utilise to save our planet.

Australian Embassy - Amman, Jordan

Australian Embassy - Amman, Jordan

... that we are a real agent for positive change through our network and lobbying forces. We could see that the local community had developed trust in us and what we do and that everybody is ready to support us and help us reach our goals. That all became so clear this year and it was showing through the Clean Up the World campaign activities. Thank you.

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

... that youths and community members have entered our group after learning that our activities will be highlighted in your organization and this will bring a lot of exposure to our group both locally and internationally.

Save Mount Kenya Forest from Extinction Group, Kenya

... that I can be assured that the news of our activities reached the organizations of all the countries of the world as well as I would take ideas and advantages of other participants.

Environmental Scout Organization of Lebanon

... ensuring that there are more people that are aware of the changes that a small community are making.

Friends of Chintsa, South Africa



AV Peduli, Indonesia

[Campaign Highlights]

... the recognition of the community to our job as a member of an international organization....

Asdiqaa Jeddah (Jeddah Friends), Saudi Arabia

... that in light of the current security problems in my city, we were able to carry out a community project that focused on improving the quality of life for all residents in the city of Juárez. By bringing the city together and



Juarez Limpio, Mexico

promoting values of order and cleanliness and carrying out a clean up, we were able to create a positive atmosphere to give people the opportunity to do something for their community.

Juarez Limpio, Mexico

... that being part of committed individuals and organizations throughout the world has further boosted our confidence. We are hopeful that by getting

involved in this global campaign, Clean Up the World, we will be able to connect with many like-minded organizations and individuals from different parts of the globe, and share information and resources to solve global environmental challenges.

We are the One (WATO), Nepal

... the feeling that we belong to global movement to tackle local problems in our community. Also the availability of materials and enlightening topic from Clean Up the World helped.

Gamesquare Foundation, Nigeria

... the knowledge that we belong to a wider family working to improve the human environment and our interaction with CUW Ambassador, Celine Cousteau, was a great impetus. The sense of communal work on a chosen activity and the encouragement from Clean Up the World gave us a sense of belonging.

Neighbourhood Environment Watch Foundation (NEWF), Nigeria

... the motivation and the continual knowledge that we are not alone in caring and protecting our mother earth but our effort is part and parcel of a global endeavour through Clean Up.

Grassroots Democracy Institute & Resource Center, Philippines

... the 100+ volunteers that took part in the campaign and giving time and effort to help send the message across - only when the people are directly involved in the awareness and education will a difference be seen because if they don't believe in the change then it will not happen.

Nazeeh & Wartan Campaign – ALBAIK, Saudi Arabia

... that even after five years since the beginning of the campaign there are still always new communities, enterprises and schools who are joining the action day. It encourages us to carry on like this, with the focus on waste, but we will also think about expanding in direction of consumption and its impact on the environment.

Stiftung Praktischer Umweltschutz Schweiz Pusch, Switzerland

... the awareness that was raised to improve our actions towards waste disposal and showing the consequences that arise when no action is taken. All changes start with the community and involving them in this activity has had a positive effect towards creating a more sustainable environment.

Emirates Marine Environmental Group, UAE



Nigeria

Organisation:

Neighbourhood Environment Watch Foundation (NEWF)

Clean Up the World Activity:

Sanitation Programs, Tree Planting

“We were able to overcome some of [the challenges] through perseverance and enlisting elite members of the various communities in our environmental crusade.”

Okezie Kelechukwu, Neighbourhood Environment Watch Foundation.



In 2009, Neighbourhood Environment Watch Foundation (NEWF) in Nigeria conducted a range of activities in Ebonyi state in Nigeria. With 35 volunteers participating, NEWF was able to improve the sanitation in 13 local government areas. Subsequently, two climate change workshops were organised followed by the planting of 2,000 trees on three different sites. Finally, regular press releases were sent out promoting environmental awareness and a weekly television program was created reaching 10,000 viewers.

These NEWF programs had a range of positive effects on the health of the local people, particularly through the sanitation program which included a clean up of the local market. Meanwhile, tree planting and awareness raising helped to create a reduction in bush burning and other negative environmental behaviours. Finally, NEWF programs helped to support a serious commitment by local government to give greater funding to sanitation and environmental issues.

Overall, NEWF programs were able to not only create valuable environmental outcomes, but also able to provide critical services to a number of communities.

Paraguay

Organisation:

Agrupación de Jóvenes Líderes Agrarios Cooperativistas

Clean Up the World Activity:

"Rincón Verde" (The Green Corner)

"Training the youth about the importance of our environment is a simple activity we can do without having to invest large amounts of money."

Lourdes Ibarrola, Agrupación de Jóvenes Líderes Agrarios Cooperativistas.



The Youth Leaders of the Agricultural Co-operative (Agrupación de Jóvenes Líderes Agrarios Cooperativistas) is a youth group in Paraguay with 15 years' experience in environmental campaigning.

Participating in Clean Up the World this year, the group distributed 380 saplings to 19 different youth groups for planting. In total 480 volunteers were involved in planting the trees.

Members of the Youth Leaders of the Agricultural Co-operative believe that training young people about environmental awareness is the greatest contribution they can make in creating a cleaner world.



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 who can help facilitate campaign growth and global environmental awareness.

In 2009, the World Organization of the Scout Movement (WOSM) continued its relationship with Clean Up the World as an Ally. WOSM is one of the largest youth movements worldwide, being the global organisation of individual National Scout Organizations, representing over 30 million Scouts in 160 countries, with two-thirds of its members living in developing countries. Spreading news of the relationship and opportunities for participation to National Scout Organizations (NSOs) was facilitated by WOSM through communications on its website, via the distribution of information packs and postings on social networking sites.

Special features included:

- A dedicated Clean Up the World section being created on the **WOSM website** featuring the theme and information about participation
- A video message from Secretary General of WOSM Luc Panissod encouraging participation in the lead-up to the Clean Up the World Weekend being placed on its **YouTube** channel
- Postings on Scout social networking sites.

Clean Up the World supported WOSM by:

- Providing communications materials and information about the campaign to support the above activities
- Profiling WOSM on our **cleanuptheworld.org website**
- Providing information and resources to participating Scout entities and providing them with the opportunity to profile their activities on the **activities.cleanuptheworld.org website**.

Clean Up the World and WOSM are proof that Ally Relationships can bring about tangible improvements in the environment, create opportunities to connect with others and let people have fun in the process. As each of the organisations works in partnership with the United Nations Environment Programme, their individual missions are strengthened through this alliance.

[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](#) 

Special Feature: Scouts' Participation

In 2009, 22 National Scout Organizations (NSOs) registered to be part of Clean Up the World and supported a multitude of Scouts in their countries to take practical actions to improve the local environment through a variety of activities.

Participating NSOs include those from *Algeria, Argentina, Australia, Bolivia, Bulgaria, Côte d'Ivoire, Ethiopia, France, Guyana, Japan, Lebanon, Libyan Arab Jamahiriya, New Zealand, Peru, Philippines, Russian Federation, Seychelles, Singapore, Spain, Turkey, Uganda, Zimbabwe.*

Scouts Musulmans Algériens (SMA) – Algeria

For the fourth year, the Scouts Musulmans Algériens celebrated the Clean Up the World campaign under "Communities Uniting to Combat Climate Change" with the participation of approximately 600 Scouts, leaders and non-Scouts. Working Together, the Scouts cleaned up

three forest areas removing 1,650 bags of waste. Their waste removal activity also included the planting of 50 trees to symbolise their commitment to nature.

Two significant benefits came out of the activity.

Firstly, it raised environmental awareness not only amongst the community, but also amongst the participants who were directly in contact with nature. Secondly, the local councils are encouraging the Scouts and helping them financially in exchange for recycling the waste collected. The Scouts then planned to use these funds for their future environmental projects.



Algeria



Bolivia

Asociacion de Scouts de Bolivia (Member since 1994)

A tree-planting activity at Reatmani in La Paz, was carried out by members of the Asociacion de Scouts de Bolivia from September 18-19 in support of Clean Up the World Weekend. Over the two day event, more than 300 Scouts from local groups in the Scout district of La Paz worked together to plant more than 3,000 trees in the area which was affected by a landslide earlier this year.

The Scout Association of Guyana (Member since 2009)

See member activity highlights page 11 for details.

The Scout Association of Zimbabwe (Member since 2009)

See member activity highlights page 31 for details.

Poland

Organisation:

**Our Earth Foundation –
Fundacja Nasza Ziemia**

Clean Up the World Activity:

National Clean Up

"We attract a continuously growing number of people to our actions."

Anita Slomiana

Our Earth Foundation –
Fundacja Nasza Ziemia.



Now in its sixteenth year, Our Earth Foundation was able to mobilize 150,000 volunteers to remove over 340 tonnes of waste across the nation. While waste was removed from a range of sites, the clean up included the complete liquidation of 400 wild waste dumps. In addition to the waste removal events, education campaigns were held on the topic of reducing water and electricity use along with the benefits of recycling. To promote the campaign, 60,000 posters were printed and distributed to 1,000 groups including local governments, schools and social organisations throughout Poland.

The event resulted in the removal of waste from Poland's streets, local parks, national parks, forests, school areas, beaches, river banks, lakes, and the Baltic Sea (with the help of divers). Participants in the event work with the ethos that every local activity has a global effect. Further activities help to build local alliances, unify local communities and establish links with NGOs, media, local authorities and other groups involved in Clean Up the World.

This multiplies the effect of volunteers in removing waste and working toward a cleaner and more sustainable world.

[Campaign Highlights]

Portugal

Organisation:

Câmara Municipal do Funchal

Clean Up the World Activity:

From the Sea to the Mountain
Clean Up Campaign

"Since 2007, the municipality has noticed a decrease in the amount of abandoned waste due to the many environmental awareness campaigns that are made throughout the year."

*Rubina Leal,
Câmara Municipal do Funchal.*



From 16 to 19 September 2009, the Funchal City Council joined the Clean Up the World Weekend, conducting three days of activities. In total 153 volunteers including army personnel, firemen, children from community centres and city council workers participated, collecting more than 2.3 tonnes of waste which was sent to a treatment facility. The clean up areas included streams (João Gomes, Carne Azeda, Santa Luzia and São João), quarters (Romeiras, Palheiro Ferreiro, Canto do Muro, Quinta Falcão and Santo Amaro), beaches and streets, all situated in the municipality of Funchal.

The main purpose of the clean up campaign was to alert and inform the public about the value of a cleaner and healthier environment. In particular, the clean up of water ways helped to avoid their obstruction during the winter rains. The quarters and streets were cleaned providing a healthier environment for the people.


This year's clean up event helped to considerably reduce the volume of waste in the three major streams and many small books that crisscross the municipality.

Clean Up the World Ambassadors

Our Ambassadors are passionate, high-profile environmentalists who share the belief of Clean Up the World's founder, Ian Kiernan AO, that individuals have the power and the responsibility to take action to help save our planet.

Our Ambassadors in 2009 were

Celine Cousteau, David De Rothschild and Arron Wood.

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

Céline Cousteau

Céline Cousteau seeks to educate through adventure and exploration. Whether she's creating an innovative new series of short documentary film productions, leading an expedition to the peaks of the Andes, swimming amid a school of sharks in the South Pacific or working with a medical team in the Peruvian Amazon, she's constantly promoting greater awareness of environmental concerns.

Daughter of ocean explorer and filmmaker Jean-Michel Cousteau and granddaughter of the legendary Jacques Cousteau, Céline is in constant motion and a respected symbol for a new generation about our relationship to the natural world.

In 2009, Céline inspired Clean Up the World participants, especially those she made contact with in special phone or skype conversations to celebrate their participation in World Environment Day: CEREP, who collected waste in Cameroon; Colegio Bilingüe Neuquén, who conducted an education program in Argentina; and Neighbourhood Environment Watch in Nigeria, who planted fruit trees to not only reforest an area, but to create income for those involved in the program. She also visited member Programa Na Praia in Rio de Janeiro, Brazil on Clean Up the World weekend and helped clean tonnes of rubbish off internationally famous Copacabana beach.

Celine says that Clean Up the World is important because it encourages people to do something tangible about taking care of the environment, and lets the next generation know that they are "a part of the environment" not "apart from the environment".

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



*Programa Na Praia, Brazil.
From left, Marcelo Szpilman, Fernando Marques,
Céline Cousteau, AnnaTurano Bastos*



[Campaign Highlights]

David De Rothschild

David founded Adventure Ecology, an organisation that harnesses the power of dreams, adventures and stories to inspire, educate and activate individuals, communities and businesses to create a sustainable 'planet 2.0' way of living.

In 2009, David helped highlight a key environmental concern through preparation for his Plastiki expedition. In 2010, our Clean Up the World Ambassador is sailing across the Pacific from San Francisco to Sydney in a 60 foot (18.2m) catamaran made of 12,500 reclaimed plastic bottles – the approximate number consumed every 8.3 seconds in the United States. His creative adventure will raise awareness of plastics in the ocean and the need to re-think plastic as a resource – not as something to be discarded when we have finished with it.

David's support for Clean Up the World included providing a welcome message, talking about Clean Up the World in media interviews and spreading the word via the Adventure Ecology, Plastiki and social networking websites.

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

[Click here to learn more about David's Plastiki expedition](#) ↗

Arron Wood

In 1999, Arron 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. In 2001, he was chosen as the Australian representative for the 25 most inspirational 25-year olds from around the world as profiled in the French-Canadian magazine, La Actualite.

In 2006, he won the United Nations Individual Award for Outstanding Service to the Environment, and in 2007 he won the Prime Minister's Australian Environmentalist of the Year.

Arron helps spread the word about Clean Up the World through his corporate speaking engagements, and to participants of the MDBA International River Health Conference. He also kept up to date in 2009 via the map on our Activities website and found it "amazing to see the growth and diversity of the environmental action undertaken by Members of Clean Up the World".

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



Romania

Organisation:
Asociatia Iubim Natura

Clean Up the World Activity:
'Natura Fest 2'
Environmental Education Festival

"Our moto was:
Ecology starts at home."
Andreia Suciu, Iubim Natura.



The 14 and 15 of October saw the second inception of 'Natura Fest 2', an environmental education festival run by Iubim Natura (We Love Nature) in the city of Bacau in north eastern Romania. The festival included public awareness through fliers along with films and games along the topic of recycling and waste management. The event also included a raffle where 90 prizes included recycled paper, ecological bulbs, T-shirts, caps and key chains with the Iubim Natura logo were given out.

The environmental benefits of the event include the reduction of pollution by banning traffic during the weekend in the city centre and the creation of a range and the promotion of a range of activities including clean ups and tree planting. Iubim Natura's motto for the event was 'Ecology starts at home'.

Iubim Natura reported that due to their participation in Clean Up the World participants actively developed their capacities to work as a team.

[Campaign Highlights]

Russia

Organisation:

Scouts of Michurinsk

Clean Up the World Activity:

Clean Up of Lesnoy Voronezh River

"This year we managed to draw the attention of a small part of our local community, we hope that next year we will manage to [draw] more."

Vladimir Glazov, Scouts of Michurinsk.



In their first year of being part of Clean Up the World, the Scouts of Michurinsk, a local branch of the Russian Association of Scouts, organised an education hour and a clean up of the local river.

While cleaning the banks of the local river, the Scouts of Michurinsk were approached by many local people who were curious about their activities, raising local awareness about clean up events.

This activity helped the Scouts learn more about organisation and caring for the environment, along with helping them to reflect on the waste created by society.

The Scouts hope that these continued efforts will not only create a cleaner environment, but also help to overcome the inertia in society in regard to waste issues.



your planet needs **YOU!**

UNite to combat climate change

WORLD ENVIRONMENT DAY, 5 JUNE 2009



World Environment Day - June

World Environment Day (WED), commemorated each year on 5 June, is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment and enhances political attention and action.

The WED slogan for 2009 was 'Your Planet Needs You-UNite to Combat Climate Change'. Recognising that climate change is becoming the defining issue of our era, UNEP asked countries, companies and communities to focus on greenhouse gas emissions and how to reduce them. World Environment Day highlighted resources and initiatives that promote low carbon economies and lifestyles, such as improved energy efficiency, alternative energy sources, forest conservation and eco-friendly consumption.

UNEP featured Clean Up the World on its partner highlight pages and in suggested actions.

Clean Up the World featured WED on its website, promoted it to its participants, encouraged them to register their activities on the WED website, and profiled them on its activities website. Clean Up the World also held a WED Event in Sydney, Australia.

In addition, to encourage participation in WED Clean Up the World held a competition in which participants who conducted activities and profiled them on the activities website were eligible to receive a phone call from our Ambassador Céline Cousteau.



Ian Kiernan, Chairman and Founder Clean Up the World with Christopher Woodthorpe, Director, United Nations Information Centre for Australia, New Zealand and the South Pacific, at the WED event in Sydney, Australia.

[Campaign Highlights]

Clean Up the World Weekend - September

Clean Up the World Weekend is held on the third weekend in September, and provides an annual opportunity for people to celebrate and participate in a global day of environmental action.

As in previous years, the weekend provided a focus for participants to promote their participation in the campaign and conduct activities.

To celebrate Clean Up the World Weekend and encourage participation, video messages were provided by Ian Kiernan from Clean Up the World and Achim Steiner from UNEP and placed on YouTube. This enabled them to be seen by a global audience and be embedded in the websites of our Members and Partners.

Both UNEP and Clean Up the World promoted Clean Up the World Weekend on their websites and homepages. They also produced a joint media release which was disseminated in English, French and Spanish to a global audience.

Clean Up the World Members were provided with template media releases so they could promote their participation in the campaign through local and national media.



Clean Up the World attends UNEP's Global Civil Society forum

Following its accreditation to UNEP, Clean Up the World participated in UNEP's Global Civil Society Forum in Nairobi from November 27-30. The Forum provided an opportunity for Clean Up the World to meet with the UNEP team, learn more about UNEP's Programme of Work, engage in consultation and exchange views on global environmental issues and concerns and network with other environmental organisations.

[Click here to see details of the 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 a NGO associated with the United Nations Department of Public Information.

Saudi Arabia

Organisation:
ALBAIK

Clean Up the World Activity:
Beach Side Clean Up

"A team of 100 volunteers from World Assembly of Muslim Youth and the Friends of Jeddah spent a month on the Corniche, clearing litter from the beach and engaging passersby in the anti-littering campaign."

Sarah Al Ayed, ALBAIK



Launched in 2005, ALBAIK's 'Nazeeh & Wartan' campaign is designed to raise public awareness not only about anti-littering but also issues such as energy resources, water, paper, plastics, and other waste problems that effect our daily lives and the world we live in. Working on the scenic Jeddah Peninsula, ALBAIK ran a number of campaigns in 2009.

Firstly, ALBAIK engaged youth with a street awareness activity where they, talked to more than 100,000 motorists while raising campaign signs. In addition, a team of 100 volunteers from WAMY (World Assembly of Muslim Youth) and the Friends of Jeddah spent a month on the Corniche, clearing litter from the beach and engaging visitors in the anti-littering campaign. Finally, 57 scuba-divers volunteered to clean up the seabed, removing objects dangerous to bathers and the marine environment. These included items such as cans and bottles, rubber tires and other trash.

ALBAIK's overall achievement was to directly involve a large number of volunteers in both awareness and education, as they believe this is the best instrument in creating a cleaner world.

Campaign Materials and Resources

Singapore

Organisation:
Singapore Scout Association

Clean Up the World Activity:
Tampines District International Coastal Cleanup, Singapore 2009

"The youth [became] more environmentally aware about the proper disposal of waste."

Nicholas Koh, Tampines District, Singapore Scout Association.



For the third year running, the Singapore Scouts participated in the International Coastal Clean Up in Singapore's Pasir Ris Park. Starting in the third week of September, approximately 100 volunteers took part in removing 180 kgs of waste from a 1.87km of coastline. While the clean up was taking place, a water testing program was run along with education about marine conservation.

Through their efforts the Singapore Scouts were able to clean up coastlines, waterways and mangroves. In addition, local youth were educated on the importance of marine conservation, allowing them to connect with others in their community.

This helped to both maintain the health of the local ecosystems as well as create and raise awareness amongst the local community about the importance of proper waste disposal.

Clean Up the World provides a wide variety of online information and resources for Members and these were updated to reflect the 2009 campaign theme in **English, French and Spanish**. By logging onto the Members Area of www.cleanuptheworld.org, organisers could access a wide range of material to help create and run a successful activity.


The 2009 Kit contained:

- volunteer certificates
- posters to promote activities
- templates for registration forms
- information on processes and responsibilities
- event guide



Information sheets on climate change and other environmental issues helped 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. A template letter helped Members with the sometimes intimidating task of approaching businesses regarding sponsorship. The annual Activity Report, also made available on the website, is another invaluable source of ideas and success stories to inspire participants.

In a fresh addition to the campaign, Clean Up the World provided Members with a new Clean Up the World Member logo. This enabled them to promote their participation in the campaign on their websites, banners, t-shirts and communications.

[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 Clean Up the World's head office in Sydney. Following is a summary of the key communications activities, which were all undertaken in English, French and Spanish.

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

Media Activity

Clean Up the World Weekend - September

Distributed by UNEP and CUW, the global media release for Clean Up the World Weekend focused on the lead-up to the UN Climate Change Conference in Copenhagen and the role that communities could play. "Climate change is one of the greatest challenges facing our world today and while high-level political decisions are critical, community-based, grassroots action is essential if we are to protect our environment for future generations," Mr Kiernan said.

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

Media Coverage

Each year the Clean Up the World campaign and the activities of its participants receive 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.

Thanks to the addition of **Twitter**, **Facebook** and **Blog** presences, media and online coverage was extensive this year. Members, Partners and Ambassadors all helped gain media coverage for their activities and the Clean Up the World campaign. You can see a selection of the coverage achieved below:

- France** *"Entressen nettoie ses terres"*
- Gibraltar** *"Clean Up the Rock"*
- Israel** *"'Clean Up the World Day' on the Jesus Trail"*
- Italy** *"Puliamo il buio 2009: il sottosuolo a rischio ambientale"*
- Jordan** *"Divers, youths clean up Aqaba's beaches and waters"*
- Mexico** *"Participan prepas UDEM en campaña A Limpiar el Mundo"*
- Peru** *"Más de 300 scouts limpiarán mañana los Pantanos de Villa"*
- Portugal** *"Clean Up the World em Oeiras"*
- Spain** *"Jornadas ecológicas 'A limpiar el mundo' en Málaga"*
- Sri Lanka** *"Australian HC in 'Clean Up the World' initiative"*
- Thailand** *"Australian Embassy and friends help Clean Up the World"*
- UAE** *"More than 7,900 volunteers pick up 1,850 tonnes of waste"*
- Vietnam** *"Australia supports environment clean up efforts in Vietnam"*



Solomon Islands

Organisation:

Australian High Commission

Clean Up the World Activity:

Honiara City Youth Clean Up Honiara

"The most significant change that has resulted from participation in Clean Up the World this year is the increased public awareness of the benefits of keeping the city clean."

Deanna Easton,
Australian High Commission.



Over two hot summer days in the Solomon Islands, a group of locals worked together with the Australian High Commission to clean up the streets and beaches of Honiara, the nation's capital. Starting on the September 19, around 60 volunteers collected over seventy bags of waste. Finishing in the Children's Park, they enjoyed refreshments donated by a local business.

The following day a further 50 volunteers, including 30 local school children, collected two ute loads of waste from Turtle and Bonegi beaches.

These activities were able to raise awareness on several levels, as the Red Cross Special Development Centre was able to hold an environment education session for disabled students. These students then planted trees donated by the Honiara Beautification Committee. The activities were also followed by letters to newspaper editors and a commitment by the local council to remain focused on its 'Keep Honiara Clean' campaign.

Working in combination, these groups were able to orchestrate a successful and highly visible clean up day while raising local awareness about waste issues.

Somalia

Organisation:

Somali Emergency Relief and Rehabilitation Agency (SERRA)

Clean Up the World Activity:

Tree planting around IDP camps

"The communities we are working with are the persons displaced as a result of 20 years of war in Somalia."

Abdalla Rashid Abdalla, SERRA.



In 2009, the Somali Emergency Relief and Rehabilitation Agency (SERRA) organised both waste collection and tree planting in the war torn area of the lower Shabele region in Somalia. Specifically, 27 volunteers from both SERRA and local communities worked in the Internally Displaced Persons' (IDP) camps along Afgoye corridor.

These activities allowed people to come together and connect while conducting an activity that improved local conditions both inside and outside the camps. Training activities improved community spirit and decreased health costs. By fundraising at the local market and co-ordinating with the local mosque, SERRA volunteers were able to raise money to buy seedlings. Meanwhile, a combination of local anti-charcoal legislation and awareness-raising meant SERRA volunteers were able to reduce tree loss in the area.

These actions were very important as SERRA volunteers noted that as many as 50 to 75 trees were being cut down in the Afgoye district every day. This loss of tree cover would soon lead to desertification if not properly controlled.

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](#)

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

Social Networking

In 2009, Clean Up the World used a range of social media to help update and motivate the global community and our Members. We invited people to become our friends on **Facebook**, we kept them updated via our **Wordpress blog**, shared video messages with them on **YouTube** and participated in the communication revolution of 2009, **Twitter**.



The use of social media helped spread the word and also engaged the generation most affected by climate change: our youth. We also provided our Members with a guide to using social networking to promote their participation in Clean Up the World to potential supporters and volunteers.



Website Banners and Widget

In a new initiative, Clean Up the World developed a series of **website banners** which could be downloaded to promote the campaign on external websites. This enabled the theme and logo to be shared more widely than in previous years. The availability of a Clean Up the World **widget** that could be placed on external websites and dynamically linked to the activities website for registration was another means by which virtual outreach was enhanced.

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 releases 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.



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 Ian Kiernan](#) ➔

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

[Click here to see the Welcome Message from our Ambassador – Arron Wood](#) ➔

[Click here to see the Welcome Message from our Ambassador – David de Rothschild](#) ➔

South Africa

Organisation:
Friends of Chintsa

Clean Up the World Activity:
Removal of New and Historical Waste

“Prior to the start of the project, local residents had no municipal support and no way of getting rid of waste.”

Joanne Ford, Friends of Chintsa.



Since May 2009, the Friends of Chintsa group along with the local primary school, Chintsa East Public School have been collecting historical waste and providing bin bags to residents in Chintsa East township every week.

Prior to the start of their project, local residents had no municipal support and no ways of getting rid of waste. However, in less than a year 1,000 bags of historical waste has been collected and rubbish bins have been installed in areas where waste was at its worst.

This project has given local residents more control over their waste and the opportunity to dispose of their waste correctly. It has improved community spirit and relations between the different communities within the town. Removing historical waste has reduced the amount of rubbish being washed into the local river and the potential hazard to wildlife.

This work by Friends of Chintsa as part of Clean Up the World have shown how a small community can overcome large waste problems.

Member Activity Highlights

Spain

Organisation:

GEA - Delegación de Sevilla (España)

Clean Up the World Activity:

Limpieza Ecológica
Olivar Aljamar Tomares

"Through games, theatre and seed planting we transmitted to some 300 children the need to love, respect and care for nature."

Yolanda Perera López,
Delegación de Sevilla



Working in the town of Los Palacios in Sevilla in Spain, Delegación de Sevilla transformed two former landfill areas into green zones via reforestation. Secondly, the group worked to clean up Olivar de Aljamar Tomares, and Urban Area in the outskirts of Sevilla removing several tonnes of waste. This waste was subsequently sent to recycling centres.

These activities benefited the environment by improving the aesthetic of the urban environment, helping to reduce air pollution, increasing recycling volumes and by raising awareness amongst the local community.

This activity on behalf of Delegación de Sevilla helped to build community spirit and to raise the profile of clean up events in the area.

Celebrating 10+ Years Participation

Groups which share our vision have joined the campaign and kept it growing: communities have been inspired to come together to care for their environment and formed stronger bonds in the process; local environmental issues have been tackled; local activities have grown into national initiatives; and many friendships have been made along the way.

Together these groups have cleaned up, initiated education programs, planted millions of trees, influenced water and waste management reform, worked with governments to change legislation and seen whole communities change their behaviour.

Recognition for the global achievements of Clean Up the World belongs to the groups, communities and volunteers who participate in our campaigns - particularly those who come from groups that have been a Member of Clean Up the World for many years.

It is our long term Members who form the backbone of the annual campaign and inspire those who are new to focus their efforts despite the many challenges they often face along the way.



The long-term (years noted) Member Honour Roll consists of:

- 17 Arab Office for Youth and Environment (AOYE) – EGYPT
- 17 Dubai Municipality - UNITED ARAB EMIRATES
- 17 Green Power - HONG KONG
- 17 Japan Environmental Action Network (JEAN) – JAPAN
- 17 Legambiente Lombardia Onlus – ITALY
- 17 Obu International Association – JAPAN
- 16 Association pour la Sauvegarde de la Nature - NEW CALEDONIA
- 16 Our Earth Foundation - Fundacja Nasza Ziemia – POLAND
- 16 Scouting and Guiding Federation of Turkey – TURKEY
- 15 Asociacion de Scouts de Bolivia – BOLIVIA
- 15 ProDivers Maldives, Kuredu Island Resort – MALDIVES
- 14 Clean Up Greece – GREECE
- 14 Environment and Conservation Division – KIRIBATI
- 14 Jordan Environment Society – JORDAN
- 14 National Forum for Environmental Studies & Conservation – INDIA
- 13 Environment Africa – ZIMBABWE
- 13 Slovak Union of the Protectors of Nature and Landscape – SLOVAKIA
- 13 The Royal Marine Conservation Society of Jordan (JREDS) – JORDAN
- 12 Environment Trust of Kenya – KENYA
- 11 Asociación Amigos Del Arbol – ARGENTINA
- 11 Canto Ecologico – BRAZIL
- 11 Instituto Adelia Maria – ARGENTINA
- 10 Asociacion Medioambiental (Punta Arnela) – SPAIN
- 10 Aulaga Asociación de Educación Ambiental y Ecología Social – SPAIN
- 10 Centro Educativo Maria Josefa Gonzalez Casero – ARGENTINA
- 10 Clean Up Israel – ISRAEL
- 10 Dirección General de Medio Ambiente – MEXICO
- 10 Gobierno Municipal de Playa – CUBA
- 10 Tunas Hijau - INDONESIA
- 10 Sociedade Galega de Historia Natural Delegación Ferrol – SPAIN

[Member Activity Highlights]

Addressing 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. 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/or authorities and enables participants to develop and carry out activities that address a wide range of environmental issues including climate change, reforestation and recycling initiatives.



Progressive Schools for Protection of Environment, Iran

Within this Activity Report we have highlighted a selection of Members and their Activities. Visit the Participation Profiles by Region section for complete details of all Activities conducted.

Australia	Clean Up Australia
Barbados	Future Centre Trust
Brazil	Projeto Araras
Cameroon	Benevolent Association for the Protection of the Environment and the Socially Underprivileged (BAPESU)
China	Green the World
France	Meduli Nature
Gibraltar	Environmental Safety Group
Guatemala	Generación Verde Guatemala
Guyana	The Scout Association of Guyana
India	Sarvjan Sukhaya Seva Samiti, Vasundhara, Ghaziabad
Indonesia	AV Peduli Indonesia
Japan	Japan Environmental Action Network (JEAN).
Jordan	The Royal Marine Conservation Society (JREDS)
Kenya	Save Mount Kenya Forest from Extinction Group
Nigeria	Neighbourhood Environment Watch Foundation.
Paraguay	Agrupación de Jóvenes Líderes Agrarios Cooperativistas
Poland	Our Earth Foundation - Fundacja Nasza Ziemia
Portugal	Câmara Municipal do Funchal
Romania	Iubim Natura
Russia	Scouts of Michurinsk
Saudi Arabia	ALBAIK
Singapore	Singapore Scout Association
Solomon Islands	Australian High Commission
Somalia	Somali Emergency Relief & Rehabilitation Agency (SERRA)
South Africa	Friends of Chintsa
Spain	GEA - Delegación de Sevilla (España)
Switzerland	Stiftung Praktischer Umweltschutz Schweiz, Pusch.
UAE	Emirates Marine Environmental Group
Zimbabwe	Scouts Association of Zimbabwe

Switzerland

Organisation:
Stiftung Praktischer Umweltschutz Schweiz, Pusch.

Clean Up the World Activity:
Aktionstag «Wahre Werte»

“... even after five years starting... there are still always new communities, enterprises and schools who are joining the action day. It encourages us to carry on...”

Martina Wyrsch, Stiftung Praktischer Umweltschutz Schweiz, Pusch.



For the year fifth running, the Swiss foundation for environmental management (Stiftung Praktischer Umweltschutz Schweiz) coordinated the national action day 'true values'. On the 15 and 16 of May over 300 communities, schools and enterprises organised local activities and events. The principal focuses of the action day are: how to avoid waste, recycle waste, correctly dispose of it along with advice on effective composting. A wide range of different activities took place: waste was collected, separated and recycled, toys were created from recycling material, and finally flea markets or visits to waste disposal enterprises were organised.

Thanks to the action day, participants are now aware of the importance of resource management and of their personal contribution to waste. The action day provided communities, schools and enterprises the opportunity to approach people, pupils and staff in order to communicate issues on waste and how to deal with it properly.

This year saw the launch of a number of new initiatives, including recycling bag for the disposal of recycling goods, advertisement stickers for letter boxes and security vests for clean up days.

Member Activity Profiles

United Arab Emirates

Organisation:

Emirates Marine
Environmental Group

Clean Up the World Activity:

Multiple Clean Up Days

"This event clearly made the volunteers more aware of their role in society regarding waste disposal and how to be more responsible with their waste."

Mariam Hareb, Emirates Marine
Environmental Group.



For the second year in a row, Emirates Marine Environmental Group (EMEG) organised three clean up events during October and November. Volunteers from schools, corporations and other groups collaborated in gathering a total of 16 tonnes of waste. Six tonnes were collected at Al Silah and more than 8 tonnes at Hamriya Port, both through underwater waste removal. Finally, a beach clean up was held at the Ghantoot reserve in Dubai, collecting approximately two tonnes of debris. All waste was handed to Dubai Municipality for segregation and management.

Creating awareness is amongst one of the most important goals of EMEG, with the NGO reporting that these activities clearly made the volunteers more aware of their role in creating and controlling waste. By carrying out such activities EMEG was able to conserve biodiversity and maintain a sustainable environment for our wildlife, enhancing the quality of local fauna and flora.

EMEG believe the cleanups increased awareness, which in time will improve the future actions of the community regarding waste disposal. Further, the activities showed the consequences that arise when no action is taken on waste.

Participant Activities Around the World

Each year Clean Up the World Members are invited to provide us with a report on their Clean Up the World Activities, details of their supporters, and a photo which best represents their participation.

In addition to the links below these can be seen by visiting:
www.cleanuptheworld.org/en/PastActivities/activity-report-2009.html

**805 organisations
in 124 countries* participating**

**countries include geographically significant areas.*

[Click here to read the 2009 Activity Profiles
of all our Participants](#) 



Participant Activities in Africa

[Click here to see images](#) 

[Click here to read the
2009 Activity Report in Africa](#) 

210 organisations (26%) in 33 countries

Algeria, Benin, Burkina Faso, Cameroon, Congo, Congo (Democratic Republic of the), Cote D'Ivoire, Egypt, Ethiopia, Gabon, Gambia, Ghana, Guinea, Kenya, Liberia, Libyan Arab Jamahiriya, Malawi, Mauritius, Morocco, Niger, Nigeria, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Tanzania (United Republic of), Togo, Tunisia, Uganda, Zambia, Zimbabwe.



Participant Activities in Asia Pacific

[Click here to see images](#) 

[Click here to read the
2009 Activity Report in Asia Pacific](#) 

253 organisations (31%) in 34 countries

Australia, Bangladesh, Brunei Darussalam, Cambodia, China, Fiji, French Polynesia, Hong Kong, India, Indonesia, Iran (Islamic Republic of), Japan, Kiribati, Korea (Republic of), Lao People's Democratic Republic, Malaysia, Maldives, Myanmar, Nauru, Nepal, New Caledonia, New Zealand, Pakistan, Papua New Guinea, Philippines, Singapore, Solomon Islands, Sri Lanka, Taiwan, Thailand, Tonga, Uzbekistan, Vanuatu, Viet Nam.*



Participant Activities in Europe

[Click here to see images](#) 

[Click here to read the
2009 Activity Report in Europe](#) 

97 organisations (12%) in 21 countries

Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, France, Germany, Gibraltar, Greece, Italy, Netherlands, Poland, Portugal, Romania, Russian Federation, Serbia, Slovakia, Spain, Sweden, Switzerland, United Kingdom.*



Participant Activities in Latin America and the Caribbean

[Click here to see images](#) ↗

[Click here to read the 2009 Activity Report in Latin America and the Caribbean](#) ↗

189 organisations (23%) in 24 countries

Argentina, Barbados, Bolivia, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Haiti, Mexico, Nicaragua, Paraguay, Peru, Puerto Rico, Saint Vincent and The Grenadines, Trinidad and Tobago, Uruguay, Venezuela (Bolivarian Republic of).



Participant Activities in North America

[Click here to see images](#) ↗

[Click here to read the 2009 Activity Report in North America](#) ↗

28 organisations (3%) in 2 countries

Canada, United States of America.



Participant Activities in West Asia

[Click here to see images](#) ↗

[Click here to read the 2009 Activity Report in West Asia](#) ↗

28 organisations (3%) in 10 countries

Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Saudi Arabia, Syrian Arab Republic, Turkey, United Arab Emirates.

**countries include geographically significant areas.*

Zimbabwe

Organisation:

Scouts Association of Zimbabwe

Clean Up the World Activity:

Clean Ups in 6 provinces

“The main event, the Kwekwe Cleanup Campaign it really left an impact on its residents.”

*Bigboy Murenga,
Scouts Association of Zimbabwe*



‘Kwekwe Clean Up Campaign’, a series of waste removal activities at various locations throughout the city of Kwekwe from September 15 – 24, was organised by the Scouts Association of Zimbabwe in support of Clean Up the World Weekend. To assist with planning for the clean ups, the Kwekwe Environment Forum was formed comprising of Scouts, business representatives, government departments, NGO’s and schools, who all gave their support to the activities.

Scouts worked with the city Mayor and council to identify the sites where clean ups were required. The Mayor’s involvement in the week long activities was also continued on September 24, where he participated in a clean up at a one of the designated sites.

In addition to the clean up activities in Kwekwe, Scouts from 5 other provinces in Zimbabwe: Matabeleland, Mashonaland, Masvingo, Manicaland and Midlands, also organised a series of waste removal activities focusing on areas around suburban shopping centres. As a measure to minimise problems associated with the illegal dumping of waste, Scouts completed their campaign by distributing waste bins, bearing the associations’ logo, throughout the city on October 10.

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