

12. CLEAN UP THE WORLD CHALLENGE

Officer responsible Environmental Policy & Planning Manager	Author Kerry Everingham, Environmental Promotion Officer
Corporate Plan Output: Keep Christchurch Beautiful	

The purpose of this report is to inform all Community Boards of the Clean Up the World campaign.

Clean Up the World has captured the imagination of hundreds of communities around the globe, which have responded to the invitation to take part in this historic campaign. Each year millions of people in more than 100 countries join forces under the banner of Clean Up the World, an apolitical, non profit organisation, to make a real difference to the state of the Earth's Environment.

From clean ups to reforestation and restoration projects, education campaigns to recycling programmes, and environmental concerts to marches, individuals from all over the globe are tackling local environmental issues in a variety of ways and, with the support and guidance of Clean Up the World, finding solutions to their problems.

Last Year

September 1998 saw the Clean Up the World event unite more than 40 million people from over 120 countries, representing nearly half the world's population. Seventy-seven groups, around 3,968 of the 40 million people took part in the Christchurch based activities. As awareness grows so does community buy-in.

Community Board Involvement

Our challenge to the Burwood/Pegasus Community Board is to consider co-ordination of or support for a Clean Up the World community project in each of its ward areas for the year 2000. Do not be restricted to just litter pick-ups, as mentioned above, activities can be expanded to include: Graffiti and poster removal/clean up and or beautification and enhancement projects such as the Waterway Enhancement programme.

What Would This Involve?

- Set aside suitable funding for 2 projects per board targeting each ward area.
- Select the two areas you wish to focus on.
- Contact schools/residents' associations/businesses and others and invite them to attend a presentation with the aim of getting them on board.
- Provide interested community groups with the resources and assistance to run with the agreed upon project.

Project Options

- Target a site where you would like to encourage an ongoing commitment from the community or where the Council has made a commitment to future enhancement programmes. Add value to existing programmes such as: Travis Wetlands, Horseshoe Lake, Halswell Quarry, the proposed Grassland Park (McLeans Island), Port Hills 2000, the Coast, the Estuary and Adopt a Spot/Highway/Park programmes.
- Target specific roadways where there is a genuine litter problem and encourage groups to look at solutions to the problem as well as a clean up, eg around the refuse stations where rubbish has fallen from insecure loads – a community group could sell trailer covers as a fundraiser.
- Turn your event into the equivalent of a street/neighborhood party advertise it as an opportunity to meet the Board. Organise a sausage sizzle or recreational activity for after the work has been done.
- Waste Amnesty - Encourage a residents/community group to follow the example of the Bexley Residents Association. This involves dropping fliers in residents' letterboxes encouraging them to put out their inorganic/inert waste on a designated day by a certain time for collection and disposal. Focus on waste that is not collected through the domestic rubbish collection. Residents and second hand dealers could then be encouraged to take (RE-USE) what they want reinforcing the old adage "One Mans Waste is another Mans Treasure". The group carrying out the collection could ask for a gold coin donation for their efforts. The cost of the hire of trailers and refuse or landfill entry could be the Board's contribution.
- Empower/enable your residents groups and community groups to come up with a plan of action. Ask them to tell you what the problems are in the community and how they should be tackled with their assistance.

Benefits to the Community Board

- Kudos - be the first Board to sign up. Challenge others to follow suit.
- Design your project to promote the various principles that reflect the Boards/Councils commitment to Agenda 21, Biodiversity, Healthy Cities, the Natural Step, and Intergenerational projects.
- This event offers great PR opportunities, both in-house and out - show your local community you care. Walk the talk.

What is Happening Locally?

Keep Christchurch Beautiful and Marine Watch with the support of the City Council has co-ordinated and fostered activities here in Christchurch since its inception in 1993. Through the Keep Christchurch Beautiful Campaign Office information packs including registration forms are sent out to a range of groups each year in the hope of attracting interest.

How can we Assist?

We can provide guidance, inspiration and assistance. Instructional and promotional materials are provided free of charge to organising committees. The Waste Management Unit supports Clean Up the World by providing rubbish bags and free refuse station entry for disposal of rubbish collected.

Exciting New Sponsors - National Profile on the rise

Nationally the campaign is supported by the Keep New Zealand Beautiful Society and a new player the Clean Up New Zealand Trust. They have managed to secure the support of the Warehouse Group and Telecom NZ. Telecom is in the process of setting up a 0800 line for those that are keen to participate. The involvement of these two leading businesses will provide Clean Up the World with something that it has been lacking - a national profile.

Media

Widespread worldwide awareness of the event is generated through an international public relations campaign undertaken each year by the Clean Up the World Head Office in Sydney, Australia. A paid for advertorial is run in the Christchurch Star at the end of the event in an effort to give recognition to the various contributing groups.

Conclusion

We want you to play an active role in this important global campaign. Please join us, whether as a clean up participant, committee or supporter – because making a difference in your local community helps make a difference worldwide and sets an important example to other groups within your community.

We would be pleased to elaborate further on this proposal.

Chairperson's

Recommendation: That the Board support the facilitation of a Clean Up The World event in the year 2000 in each of its wards.