

## 6. CLEAN UP THE WORLD – CHRISTCHURCH 2000

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The purpose of this report is to provide information on this year's Clean Up the World campaign.

### INTRODUCTION

#### What is Clean Up the World?

- The community "clean up" concept is simple yet effective. Volunteers work together in their own communities to carry out local clean-up activities, uniting with like-minded community groups throughout the globe in a massive, worldwide clean up of the environment.
- Clean ups are held in areas such as beaches, waterways, parks, roadsides and schools. The clean up of designated sites is undertaken by volunteers who join forces to safely remove garbage for more responsible and healthier disposal and, where possible, arrange for the recycling or reuse of the material retrieved.
- Clean Up the World is not just a one-off event. It aims to trigger long-term changes in attitudes and behaviour, and to foster the uptake of practices that reduce waste. By uniting people, governments, industry, business, community and civic groups, Clean Up the World shows how helping the environment can be simple and fun – and should be part of our everyday lives.

The objectives of Clean Up the World:

- To bring together citizens from every corner of the globe in a simple activity that will positively assist their local environments.
- To share with all nations and cultures the information and practical experience which Clean Up Australia and other clean up organisations have developed.
- To create an international media focus for clean up activities, thereby raising the awareness of governments, industries and communities about local environmental issues, particularly waste minimisation, recycling and waste management.

### ORGANISATION

#### Who is involved?

- Clean up the World Pty Ltd is responsible for the promotion of Clean Up the World internationally. It operates out of Sydney, Australia, with the support of the United Nations Environment Programme and a number of international companies.
- Keep New Zealand Beautiful and the Clean Up New Zealand Trust have taken on the responsibility of promoting the campaign nationally.
- Locally, the Keep Christchurch Beautiful Campaign, Marine Watch and the Christchurch City Council have taken on the role of encouraging participation.

Clean Up the World Pty Ltd and the Clean Up New Zealand Trust provide:

- An opportunity to learn from other countries, groups and individuals – through the Annual Reports and Newsletters.
- Planning Guide – The guidelines provide information on communication, organisation, seeking sponsors and safety measures.
- Support material – Information packs, posters, bags, artwork, etc.
- International promotion and buy-in.
- General advice to organising committees as needed.

Locally, we provide groups that register:

- Administrative support.
- Guidance.
- Rubbish bags.
- Free disposal of rubbish.
- Assistance with collection.
- Certificates of participation for children.
- Recognition in the form of a colour "advertorial" in the Star at the close of the event.
- Provide Clean Up the World headquarters with information on local events.

## **CONCLUSION**

Details on the local activities undertaken in Christchurch are included in the attached report.

It is pleasing to note that the efforts of the organising group and the participants have been recognised through the Canterbury Resource Management Awards 2000. Marine Watch New Zealand and the (local) Clean Up the World programme received the award for the Community/Interest Group category and were joint overall winners with Designline of Ashburton for the Electric Bus (Shuttle) project.

**Recommendation:** That the information be received.

### **Chairman's**

#### **Recommendation:**

1. That the information be received.
2. That the congratulations of the Committee be conveyed to the Marine Watch and the local Clean Up the World organisations for being the joint overall winners of the Canterbury Resource Management award.