

ESG Radio article for Thursday 26<sup>th</sup> July 2007

### **Update for Clean Up the World 2007**

For those of you unfamiliar with the Clean up the World Campaign coming up in September, I would like to take this opportunity to give you some background on this extraordinary global event.

Clean up the World is a not for profit, non-government, apolitical environmental campaign that inspires and empowers individuals and communities from every corner of the globe to **clean up, fix up and conserve the environment.**

The Clean up campaign started in 1989 when an Australian solo-yachtsman and builder Ian Kiernan, disgusted with the amount of rubbish he came across while sailing, organised a clean up of Sydney Harbour, during which some 40,000 volunteers removed rusted car bodies, plastics, glass bottles and cigarette butts from the water.

The campaign went global in 1993, with Sydney becoming Clean up the World's headquarters.

Community based action to address causes of climate change will be the focus of an estimated **35 million people in over 120 countries this year as part of one of the worlds largest environmental campaigns.**

The Sydney, Australia-based Chairman of Clean Up the World, Ian Kiernan said people involved in Clean Up the World produce great benefits for their communities and the 2007 theme of "our climate, our actions, our future" reflects that when action is taken locally, the benefits spread globally.

In Gibraltar this year, the ESG is helping co-ordinate several projects over the all-important weekend of the **15<sup>th</sup> and 16<sup>th</sup> September.** Rubbish, Environmental Footprints and Climate Change will be some of the main concepts covered. Saturday morning sees a colourful parade extolling positive messages about the environment as well as others promoting necessary changes to our lifestyles. The parade will begin and end at Casemates where exhibitions, activities, music and dance will focus on our environment and information on Gibraltar's role in the Clean up the World campaign. Numerous organisations, schools, govt depts and services and many individuals will take part and we expect the weekend to leave a positive lasting mark on ourselves as well as our environment.

Gibraltar continues to have a litter and waste problem. It also happens to produce more waste, per capita, than any other town on the Bay. Many in our community would like to be able to help address these problems and promote the need for recycling. The ESG will be highlighting rubbish guidelines, where to dispose of what rubbish and of the need to basically reuse and reduce. These are some of ways we hope to locally address climate change and promote a healthier and cared for environment.

Other projects are being developed as well as workshops for model building for the parade so do please contact us if you are interested in helping out. **We need volunteers to help us clean litter hotspots around the Rock – do give us a ring on 43156, 54960000, 71020 or 74467 to place you on our list!**

Planning meetings will begin 17<sup>th</sup> August at 8.00pm at the ESG premises at the Plater Youth Club and team leaders will be contacted and invited to attend.

*Couple of other interesting news is that Morrison's now offers 100% recycled carrier bags for a mere 10p strong enough to be used countless times... this will help reduce our waste so why not give it a try? Other news is that Cycle week organised by ITWMC takes place next Monday..*