



# World Cleanup Day Belgium 15 September 2018 Project leader's manual!

# How to get started

1. Think about a central location to start your cleanup action from; what area are you willing to clean?
2. Determine how big your team will be, so what will be the area you might cover from there
3. Register your project at [Worldcleanupdaybelgium.be](http://Worldcleanupdaybelgium.be)
4. Develop a total event around the cleanup action (don't forget to think about things like insurances)
5. Start your communication to get your team involved; don't forget to set up social media channels (e.g. FB event)
6. Get the necessary partnerships in place: sponsors, logistical help from local government,...
7. Enjoy the Cleanup Action Day!
8. Celebrate your success!



# Timeline



## Typical timeline before World Cleanup Day

- **Jan-May 2018:** Determine your project
- **March-June 2018:** Get your partnerships fixed
- **March-September 2018:** Get as many people involved
- **April-August 2018:** Do a trial run with a small group (and share your experiences via all channels available)
- **September 2018:** get the last details fixed
- **15 September 2018:** WORLD CLEANUP DAY!
- **During and after World Cleanup Day:** share your experiences via all channels available: photos, videos, reports,...



# Communication tips



## TIPS!

- Focus in your communication on the ‘what’s in it for me’ of your target group:
  - Join a worldwide positive civic action
  - Cleanup your neighbourhood
  - Experience how much litter is around us
  - Discover your environment from another perspective
  - Enjoy a wonderful team spirit: together we can do it!
- Build a Facebook Event page for your local cleanup action
- Use all your communication tools: mailings, social media, press coverage, advertising, printed marketing tools,... or even the good old way: a carrier pigeon!



# Communication tips

## TIPS!

- Involve the press during your trial run action to get attention for the real deal in September 2018
- Post pictures and videos of your team in action during your trial run action
- Use e-mail signatures as a communication tool and put a link to your event and/or the world cleanup day in it



# Tools



## What do you need to provide?

- Basic equipment
  - Gloves
  - Trash bags
- More fancy tools
  - Pickers
  - Fluo vests
- Even more fancy
  - T-shirts
  - Carts



# Gloves



## OPTIONS:

- Bring your own
- Buy a box of plastic gloves in the local retail store
- Ask you local trash collector or local government how they can offer you gloves
- Buy fancy gloves for your team
- Get a sponsor to offer you fancy gloves



# Trash Bags



## OPTIONS:

- Bring your own (but make sure you can leave it behind somewhere where it will be picked up; check the local regulations in your community)
- Buy some official trash bags in the local retail store
- Ask you local trash collector or local government how they can offer you trash bags
- Get a sponsor to offer you trash bags

**TIP!** Make sure you have firm bags that are not too small but also not too big. You need to be able to carry them around easily!





## OPTIONS:

- Ask you local trash collector or local government how they can offer you pickers
- Buy pickers at the do-it-yourself store
- Get a sponsor to offer you pickers



## Pickers



**TIP!** Crazy idea: take a spaghetti picker: the best tool to pick up small parts (Spaghetti party afterwards? ;-))

# Fluo vests



## OPTIONS:

- Fluo vests are normally in your car, you can use these
- Ask you local trash collector or local government how they can offer you fluo vests
- Buy fancy vests for your team
- Get a sponsor to offer you fancy vests (with their logo and/or yours printed on it)



# T-Shirts



- You might consider to make some T-shirts to be recognizable in the streets
  - Find a sponsor
  - Get your logo, the sponsor's logo and the WCD logo on it



# Carts

- If you are out in the fields or are willing to make a hike out of your WCD Action, don't forget to take along one or more carts to transport the litter you collect. You might be surprised how much you will find along the way!
- Wheelbarrows, handcarts, pushcarts,... are interesting tools (don't steal the local retail store's carts, they won't like you anymore... and it is not easy to drive them off road ;-))
- Or think about cargo bikes to help you out
- If really needed in some areas, you might need pickup trucks or trailers

**TIP!** Check the area where you are going to do your cleanup action to figure out what you will need



# FAQ

## Frequently asked questions

### Where to leave the collected trash behind?

Make clear arrangements with the local government where to leave the collected trash bags behind

### Where to find WCD logo's and banners?

See download section on the website [worldcleanupdaybelgium.be](http://worldcleanupdaybelgium.be)

### Where can I find polluted areas?

Check with your local government

Check trash mapping apps like TrashOut or WorldCleanup

Go out and find it yourself, you will be shocked about the amount of litter you will find in your own neighbourhood



# FAQ

## Frequently asked questions

How does the WCD Belgium Team might help me as a local project leader?

Sharing experiences

Basic information and communication tools

Inspiration, contacts, good vibes,...

### *More questions?*

Contact the World Cleanup Day Belgium Team via

- [Info@worldcleanupdaybelgium.be](mailto:Info@worldcleanupdaybelgium.be)
- [Worldcleanupdaybelgium.be](http://Worldcleanupdaybelgium.be)





# World Cleanup Day September 15th 2018!

TOGETHER



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WILL DO IT!

