

Clean up the world

Paris, September 8, 2005

First ever "Clean Up the World" weekend in France aimed at conserving and cleaning up the planet, on September 16, 17 and 18, 2005



The "Clean Up the World" weekend is scheduled this year from Friday 16 to Sunday 18 September 2005 and will be set up and organized in France through two networks: France Nature Environnement and the Fédération Française de Voile (French Sailing Federation), with the support of Veolia Environnement local employees. CUW is a worldwide campaign to clean up waste and increase public awareness of environmental issues with the aim of highlighting the importance of our involvement as citizens in protecting the environment.

Mobilize our energies and change our habits to improve our quality of life!

The worldwide "Clean Up the World" campaign was the brainchild of Australian yachtsman **Ian Kiernan**. During a solo round-the-world trip in 1987, Kiernan was horrified by the amount of waste he observed in the sea. After first alerting a network of friends, he has, since 1993, the year in which his initiative obtained support from the **United Nations Environment Programme (UNEP)**, inspired some **35 million volunteers in over 100 countries throughout the world** to participate in this weekend of action. Today, more than 3 million volunteers throughout Europe participate actively throughout the year in a wide range of environmental challenges such as water pollution, recycling and reduction of waste, educating people about environmental protection, conservation of natural resources and also making citizens aware of ecological issues.

Local actions are remarkable for their variety and the great diversity of the players mobilized (non-profit organizations, local authorities, companies, schools...), the concerns they address (recycling, conservation of natural resources, health...), but also the means that they implement (debates, exhibitions, guided visits, games...). **They give members of the public keen to be involved in this community-based campaign the opportunity not only to discover exceptional natural sites but also to obtain information in a friendly atmosphere that encourages sharing and dialogue.** A large number of projects are underway in 2005: cleaning up the area around the Forest of Meudon in the Paris Region, the banks of the Marne and an outdoor leisure center near Toulouse, along with debates, conferences and games open to people of all ages in the nature reserve of the Gorges de la Loire and the Verdon regional nature reserve, and waste collection followed by nature walks in the Doubs département or the Isles of Frioul off Marseille.





The Fondation d'Entreprise Veolia Environnement, a patron of "Clean Up the World" on the world level, also supports major initiatives in the field of sustainable development. Since its inception in June 2004, it has supported 185 projects throughout the world and contributed funds amounting to €9.7 million. Its task is to promote initiatives encouraging sustainable development in France and abroad, with priority given to solidarity, employment and environmental protection. With a budget of €25 million, it is one of the best-endowed corporate foundations.



FRANCE NATURE
ENVIRONNEMENT

France Nature Environnement officially joined the "Clean Up the World" campaign on 6 July this year. As the federation of associations involved in the protection of nature and the environment, it brings together some 3 000 organizations and is a citizens' movement that promotes ecological imperatives by means of educational, prevention and awareness-raising campaigns. By mobilizing its network to take part in the "Clean Up the World" campaign, the federation hopes to give ongoing impetus to its daily action in favor of waste prevention through the initiatives of its member associations. FNE mobilizes local volunteers to participate throughout the year in many actions supported by non-profit organizations to promote environmental awareness and education.



The Fédération Française de Voile organizes and promotes sailing throughout France. It conducts educational campaigns and organizes competitions and leisure activities. The FFV is a member of the International Sailing Federation, the French National Olympic and Sports Committee and is attached to the French Ministry of Youth and Sport. The FFV has some 3 500 affiliated clubs throughout France. It has long demonstrated its attachment to environmental protection and for this reason chose to join the members of Clean Up in July 2005. The problem of waste in the sea and the state of the world's seas and oceans are critical environmental challenges today and FFV's involvement in CUW is a good way of making lovers of the sea aware of the problems and encouraging them to act. It will therefore be organizing preventive actions in favor of the marine environment by focusing on collection of surface waste from bodies of water and the seabed as off the coast around Marseille.

To find out about Clean Up events in your community and also participate in them, log on to the "Clean Up the World" website www.cleanuptheworld.org or the France Nature Environnement website www.fne.asso.fr

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Enc.: list of places and actions by town in alphabetical order



**How to participate in the
"Clean Up the World" campaign**

List of "Clean Up the World" operations in France, the Overseas Departments and Europe

FRANCE

Paris Region

Forest of Meudon – Vélizy (78 140)

Waste collection. The clean up and awareness-raising initiatives will take place in the area around the Forest of Meudon on Saturday, September 17 from 9 a.m. to 5 p.m. The rendezvous points will be the Ursines and Ecrevisses ponds and the radio tower.

Contact: Katherine Dubourg (*President of the non-profit organization Ursine Nature*)

E-Mail: ursine.nature@wanadoo.fr

Changis-sur-Marne (77 660)

The operation aims to clean up the banks of the Marne and involves children from local schools, volunteers and members of local non-profit organizations.

Rendezvous Saturday, September 17, rue des Iles, near the Changis-sur-Marne camping ground.

Contact: Georges Le Roy (*President of the Association des amis de la nature de Changis / Saint-Jean*)

E-Mail: alaincha.tournier@laposte.net

Choisy-le-Roi (94 600)

On Thursday, September 22, a clean-up operation and a series of presentations on the theme of waste will be organized for children attending the Choisy-le-Roi school. This operation will be the point of departure for a series of activities based on raising environmental awareness in this particular school.

Contact: Anne Dielman (*Nature et Société*)

E-Mail: info@natsoc.asso.fr

Jouy-le-Moutier (92 280)

The apprentices studying for the CAP diploma in Waste Management and Urban Waste Management and the professional baccalaureate in Health and the Environment at the Institut de l'Environnement Urbain (Veolia Environnement) will carry out a clean up of urban areas near their apprentice training center (CFA) on Monday, September 19.

Contact: Thierry Frénot (*CFA trainer at the IEU*)

E-Mail: Thierry.frenot@groupeve.com

North-West

Rocray – Cahan (61 100)

Weekend of cleaning up and promoting the beauty of extraordinary natural sites in Normandy, in the plains or mountainous areas with the aim of cleaning up the woods in the Noireau valley. All volunteers are asked to meet up at the Rocray salle des fêtes (community hall) at 9 a.m. on Saturday, September 17. Sunday will be set aside for discovery of the beauty of the site by means of different activities (walks, mountain bike, rock-climbing...).

Contact: *Club Alpin Français de Caen*

E-Mail: club.alpin.caen@free.fr

Center

Migennes (89 400)

Rendezvous on Saturday, September 17 from 2 p.m. at the Maison de la Nature in the Moulin Préblin reserve to discover the rich botanical environment of the site while also taking part in a clean up of waste. The organizers will also set up presentations to raise awareness about waste management and natural resources.

Contact: *Luc Guenot (President of the non-profit organization Yonne Nature Environnement)*

Orléans (45 100)

Veolia Environnement, partner to the Loire Festival, will be manning a stand in collaboration with the non-profit organization Nature Environnement with the aim of making the public aware of environmental protection through games and dialogue. Victor, the Veolia Environnement mascot, will also be present in Orléans at the Loire Festival from September 21 to 25.

Contact: *Fabienne Martin (Délégation Veolia Centre)*

E-Mail: fmartin@dalkia.com

East

Verdun (55 100)

An operation aimed at raising awareness of waste sorting is planned for September 9, 10 and 11 at the "Verdun Expo" event. A waste collection project has also been organized in collaboration with the Association Départementale des Amis et Parents d'Enfants Inadaptés de la Meuse (ADAPEIM) and Veolia Environnement employees. Rendezvous for participants at 10 a.m. on Saturday, September 10 in front of the Verdun waste disposal center.

Contact: *Franck Koch (Meuse Nature Environnement)*

E-Mail: mne.asso@wanadoo.fr

Vésoul (70 000)

Mobilization of schools, the Marcel Rozard education center, members of the public and volunteers on Friday, September 16, to participate in cleaning up the "Coulée verte". The actual time of the rendezvous is to be confirmed with "Haute-Saône Nature Environnement".

Contact: *Michel Georges (Haute-Saône Nature Environnement)*

E-Mail: hsne@wanadoo.fr

South-East

Claveisolles (69 870)

The operation planned for Sunday, September 18, consists of clearing a vertical fault obstructed by tree trunks and waste from human activities on the site of the former Valloisères mines. The rallying point will be the place known as "Les Mines". Please contact the non-profit organization below to sign up for the operation.

Contact: *Vincent Dams (Frapna Rhône)*

E-Mail: vincent.dams@frapna.org

Fréjus (83 600)

The Fréjus municipal sailing school will organize operations in favor of environmental protection. Members of the organization and local people including Veolia Environnement employees will participate in collection of waste along the Mediterranean coast.

Contact: Jérôme Serrano (*Ecole de Voile Municipale*)

E-Mail: imladrisgarden@hotmail.com

Gorges de la Loire – Saint Etienne (42 100)

A waste collection operation in this much-visited area of the Gorges de la Loire (Loire Gorges) nature reserve has been organized by the local non-profit organization, along with presentations around the theme of the Heritage Days. To participate in these programs of eco-citizenship, please contact the non-profit organization below.

Contact: Mickaël Villemagne (*Frapna Loire*)

E-Mail: animation-loire@frapna.org

The Isles of Frioul – Marseille (13 000)

A cleaning up operation and an awareness-raising campaign for the general public on the themes of fauna and flora has been organized for Saturday, September 17, in collaboration with Veolia Environnement. Information about rendezvous times and place will be given to people signing up to participate in the event with the non-profit organization below.

Contact: Marie-Ange Port (*UDVN 13*)

E-Mail: udvn@infonie.fr

Longevilles Mont d'Or (25 370)

The operation consists of cleaning up the surface of the Mont d'Or ridge and the abyss of the Baume du Troupezy. The rendezvous point is the Club Alpin Français chalet at 9.30 a.m. on Saturday, September 17. People wishing to participate must sign up for the event.

Contact: Sylviane Ecochard (*Comité Départemental des Clubs Alpin du Doubs*)

E-Mail: sylviane.ecochard@wanadoo.fr

Marseille (13 000)

The "Cap Marseille" sailing school, a member of the Fédération Française de Voile, in partnership with Veolia Environnement, is organizing a clean up of waste during a walk in the calanques with the aim of raising awareness of club members and local people in regard to protection of the coastal environment. During this time, deep-sea divers will be cleaning up the seabed. To take part in the walk, please contact the sailing school.

Contact: Denis Contensou (*Cap Marseille*)

E-Mail: capmarsei@numericable.fr

Metz-Tessy (64 370)

An operation aimed at highlighting environmental conservation by collection of rubbish in the Fier area. Workshops to raise awareness of environmental protection will also be organized. Rendezvous is organized for Friday, September 16 at 9.30 a.m. in the Iles industrial zone (on the edge of the Gorges de Fier near the sports circuit on the Metz Tessy side).

Contact: Valentine Fontaine (*Frapna Haute-Savoie*)

E-Mail: valentine.fontaine@frapna.org

Moustiers-Sainte-Marie, Parc Naturel du Verdon (04 360)

As part of the campaign to raise environmental awareness, a program of cleaning up and presentations will be organized in the Verdon Nature Reserve. Members of the public are invited to meet up at some 12 sites on Saturday, September 10 (afternoon) and Sunday, September 11 (morning).

Contact: Luc Courtil (*Fédération des Parcs Naturels Régionaux*)

E-Mail: lcourtil@parcduverdon.fr

Saint-Marcellin (38 160)

Participants will clean up the banks of the "La Cumane" waterway between St Marcellin and St Verand in the southern part of Grésivaudan. Rendezvous is organized for Friday, September 16 at 2 p.m. in front of the St-Marcellin town hall.

Contact: Séverine Grosjean (*Frapna Isère*)

E-Mail: severine.grosjean@frapna.org

St Martin de Belleville (73 440)

An operation to clean up the "Tourbière du Plan de l'Eau" will be organized along with an exhibition on waste on Saturday, September 17 between 9 a.m. and midday. Please contact the non-profit organization involved to sign up for the event.

Contact: Isabelle Cuccuru (*Frapna Savoie*)

E-Mail: frapna-savoie@frapna.org

Verneuil sur Vienne (84 430)

In the Forest of Vaseix, rendezvous on Saturday, September 17 to clean up unauthorized waste: collection of waste in the forest and raising public awareness of the forest environment. To find out the time of the rendezvous, please contact the non-profit organization "Limousin Nature Environnement".

Contact: Mr. Rabache (*Limousin Nature Environnement*)

E-Mail: laloutre87@lne.asso.fr

South-West

Fenouillet (31 150)

Rendezvous on September 17 at 2.30 p.m. for a clean up of the area around the Lac du Bocage in Fenouillet to collect waste, raise participants' awareness of waste management and give them an opportunity to discover the exceptional flora of the site.

Contact: Philippe Fablet (*Nature Midi-Pyrénées*)

E-Mail: contact@naturemp.org

Saint Jory – Toulouse (31 000)

The operation consists of cleaning up the site and also raising the general public's awareness of selective sorting, waste prevention and eco-citizenship. Please make contact with the non-profit organization below to sign up for the event.

Contact: Grégory Lalloue (*Uminate*)

E-Mail: g.lalloue@uminate.asso.fr

French overseas departments

Noumea and Grand Noumea – New Caledonia (98 845)

Mobilization around a nature clean up operation initiated on August 22 by the "Association pour la sauvegarde de la nature Néo-Calédonienne" (Non-profit organization for safeguard of nature in New Caledonia). A number of specific operations will be organized during the "Clean Up the World" weekend, including collection of aluminum cans and plastic bottles.

Contact: Jean-Louis D'Auzon (President of the ASNNC – New Caledonia)

E-Mail: asnnc@canl.nc

Sainte Clotilde – Réunion (97 494)

Large-scale collection of used batteries and an awareness-raising and information campaign aimed at the general public and environmental workers in the city of Sainte Clotilde and its environs on September 16, 17 and 18, with the support of local Veolia Environnement employees.

Contact: Gisèle Tarnus (SREPEN – La Réunion)

E-Mail: srepenreunion@wanadoo.fr

Europe, a few examples

Braunschweig – Germany

On Friday, September 16, some ten young people undergoing training courses will participate in cleaning up the banks of the river Oker running through Braunschweig, alongside Veolia Water Germany employees. The riverbanks attract many walkers and need to be cleaned up. In addition, climbing plants will be planted around a disused shed that is often disfigured by graffiti.

Contact: Aline Bouclet

E-mail: bouclet@veoliawater.de

Cracow - Poland

As part of the departmental competition of drawings on the theme "My green commune", aimed at children aged 6 to 12, Onyx Poland will be participating in the "Clean Up the World" weekend on September 16, 17 and 18 through awareness-raising operations primarily involving distribution of "Clean Up the World" poster and stickers.

Contact: Iwona Krzyzowska

E-mail: ikrzyzowska@onypolska.pl

Trebsen - Germany

With the aim of improving flow rates and protecting the ecological equilibrium of the Mutzschener Wasser, a small river in the province of Saxe, OEWA Wasser (Veolia Water) employees will be participating in an operation involving collection of waste and cleaning up the riverbanks. This operation will take place on Saturday, September 10 in the presence of the mayor of Trebsen.

Contact: Tina Stroisch

E-mail: tsarevitch@oewa.de

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