

REGIONAL CONFERENCE

LET'S CLEAN THE BALKANS IN ONE DAY!

15 – 17 April 2011
RIMSKE TOPLICE - SLOVENIA



ORGANIZER:



Conference partners:



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR



Tanja Ristič,
fotografinja

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1. Conference programme

Friday, 15th April

12.00 – 17.00	Arrivals and Registration
18.00	<p>Welcome Reception <i>Marka Tulija Cicera Hall</i></p> <p><u>Welcome speech</u></p> <ul style="list-style-type: none"> • Petra Matos, Ecologists Without Borders • Franc Zdolšek, Mayor of Laško municipality <p><u>Networking</u></p> <p>Buffet dinner <i>Restaurant</i></p>
19.30	<p>Plenary Sessions <i>Marka Tulija Cicera Hall</i></p> <p><u>Opening Speech via video link</u></p> <ul style="list-style-type: none"> • Dr. Janez Potočnik, European Commissioner for the Environment <p><u>Thematic speech</u></p> <ul style="list-style-type: none"> • Andrej Beloglavec, Representative of European Commission in Slovenia: "Guidelines of waste treatment in EU" <p><u>Panel Speakers</u></p> <ul style="list-style-type: none"> • Representative of Let's do it Estonia! • Representative of Let's do it Latvia! • Representative of Let's clean Slovenia in one day! <p><u>Moderator:</u> Nara Petrovič</p>
21.30	Free evening

Saturday, 16th April

7.00 – 9.00	Breakfast <i>Restaurant</i>
7.30 – 8.15	<ul style="list-style-type: none"> • Team yoga session (<i>we meet in reception</i>) • Hugging sequoias and tai chi (<i>we meet in reception</i>)
9.00	<p><u>Opening Speech</u> <i>Marka Tulija Cicera Hall</i></p> <ul style="list-style-type: none"> • Dr. Roko Žarnić, Minister of the Environment and Spatial Planning, Slovenia <p>Round table – Organization of mass projects</p> <p><u>Speakers</u></p> <ul style="list-style-type: none"> • Sandi Češko, CEO Studio Moderna: <i>Project organization</i> • Nastja Mulej, the only licensed de Bono thinking trainer in Slovenia: <i>Six Thinking Hats system</i> <p><u>Moderator:</u> Nara Petrovič, Ecologists without borders</p>
10.30	Coffee break
11.00	<p>Workshop I <i>Marka Avrelija Hall</i></p> <p><u>Project organization workshop,</u></p> <ul style="list-style-type: none"> • Sandi Češko, CEO Studio Moderna, Slovenia: <i>Project management</i> • Representative of Slovenian, Estonian and Latvian team: <i>How to start, team building, let's make the project structure</i> <p><u>Moderator:</u> Jaka Kranjc, Ecologists without borders</p>
11.00	<p>Workshop II <i>Seneka hall</i></p> <p><u>PR and awareness raising</u></p> <ul style="list-style-type: none"> • Nada Serajnik Sraka, Senior communication consultant: <i>Planning large communication campaigns</i> • Representatives of Slovenian, Estonian, Latvian team: <i>How to bring the project in every household</i> <p><u>Moderator:</u> Polonca Štritof, Ecologists without borders</p>

13.00	Lunch and break, <i>Restaurant</i>
15.00	Workshop III <i>Marka Avrelija Hall</i> <u>Illegal dumpsites register and service of logistics support</u> <ul style="list-style-type: none"> • Representative of Estonian, Latvian and Slovenian teams <u>Moderator:</u> Jaka Kranjc, Ecologists without borders
15.00	Workshop IV <i>Seneka hall</i> <u>Covering project costs – challenge for the toughest</u> <ul style="list-style-type: none"> • Vesna Stanić, Freelance consultant (www.active-sponsorship.com), Brigita Femec, Manager of Research and Analysis, Kliping d.o.o. and Jure Habjanič, Marketing manager, Kliping d.o.o.: <i>Fundraising</i> • Representative of Estonian, Latvian and Slovenian team
17.00	Break
17.15	Aquarobics <i>Outdoor swimming pool</i>
18.00	Dinner <i>Restaurant</i>
19.30	Questions and answers – discussion <i>Marka Tulija Cicera Hall</i> <ul style="list-style-type: none"> • <i>Representative of Slovenian, Estonian and Latvian team</i> <u>Moderator:</u> Nara Petrovič, Ecologists Without Borders
20.30	Social Programme

Sunday, 17th April

7.00 – 9.00	Breakfast <i>Restaurant</i>
7.30 – 8.15	<ul style="list-style-type: none"> • Team yoga session (<i>we meet in reception</i>) • Aquarobics (<i>outdoor swimming pool</i>)
9.00	<p>Round table – Let's keep it clean forever! <i>Marka Tulija Cicera Hall</i></p> <p><u>Panel Speaker</u></p> <ul style="list-style-type: none"> • dr. Lučka Kajfež Bogataj: <i>World consumption of natural resources</i> • Representative of Estonian, Latvian and Slovenian team <p><u>Moderator:</u> Nara Petrovič, Ecologists Without Borders</p>
10.30	Coffee Break
10.45 – 12.15	Cleanup action (<i>we meet in reception</i>)
13.00	Lunch and break <i>Restaurant</i>
15.00 – 16.30	<p>Questions and answers – evaluation <i>Marka Tulija Cicera Hall</i></p> <p><u>Moderator:</u> Nara Petrovič, Ecologists Without Borders</p>
17.00	Departure

2. Invited speakers / Lecturers

Friday, 15 April
19:45

Andrej Beloglavec

Guidelines of waste treatment in EU



The presentation will focus on the waste hierarchy in the EU (disposal, recovery, recycling, re-use and prevention) touching also upon recycling and resource efficiency. Attention will also be given to targets in EU waste legislation, trends in recycling of municipal solid waste and landfilling. Infringement of EU legislation, especially as concerns illegal dumping, will be highlighted, focusing on the responsibilities that Member States have on the enforcement of legislation. The key legislative acts in this respect are the waste framework directive, the landfill directive and the waste shipment regulation. Future trends in waste policy will be briefly analysed, with special emphasis on illegal dumps, including successful examples in waste management from across the EU.

Andrej Beloglavec is the Acting Head of the Representation of the European Commission in Slovenia. He is an economist by training, but has been dealing with EU issues throughout most of his professional career, especially after he moved from Rome, where he grew up, to Ljubljana in 1996. After working for two and a half years in the Slovenian civil service, where he dealt with EU pre-accession funds, he worked for the Delegation of the European Commission in Slovenia as an economic adviser. Since Slovenia's accession to the EU he is employed at the Representation of the European Commission, where his primary task is that of reporting on major EU-related political and economic developments in Slovenia and presenting EU topics to stakeholders and the general public.

Saturday, 16 April
9 - 10:30

Nastja Mulej, independent instructor of De Bono methods

Round table – Organization of mass projects, Project Management



Six thinking hats - Edward de Bono has developed a method of parallel thinking, where thinkers present their thoughts and opinions in parallel with the thoughts of others in a group and don't attack them. The method of Six Thinking Hats is a practical example of the parallel thinking method. With this method we finally have a constructive alternative to arguments, proving who's right and long winded meetings. In normal thinking we strive to accomplish everything at once. The Six Hats method allows us to overcome the chaos. Instead of trying to do everything at once, we separate individual aspects of thinking and thus devote full attention to every aspect of the process. We groups ways of thinking to get a holistic overview at the end. When thinking about a problem we wish to solve, it is much better to divide up our thinking, direct it and reassemble it at the end. To better remember the whole concept, the different ways of thinking are symbolized as 'hats' – something we put on our head, indicating which way we are thinking, and then remove again.

Nastja Mulej, M.Sc. is a Certified Instructor of Edward de Bono Thinking Methods: CoRT, Six Thinking Hats and Lateral Thinking. Major in Marketing (1995) and Minor in Finances (1992), University of Maribor (1995), another major in Sociology, University of Ljubljana (1998) and M.Sc. in Communication Studies at the University of Ljubljana (2004). Since 2006 she has worked as a certified instructor of de Bono methods. She has translated and published two crucial de Bono books into Slovenian: *Six Thinking Hats* and *Lateral Thinking*. Now she works on adapting CoRT (direct teaching of thinking in schools) into Slovenian. She spent 10 years at New Moment, the new ideas agency spreading in 10 countries as Head of New Ideas department. She worked as lecturer at 3 Colleges – subjects: Innovation Management, Brands, Creative Thinking, Business Communication, HR Management). She is author of hundreds of articles on marketing, public relations, advertising, creativity, teaching thinking as skill etc.

Saturday, 16 April
9 - 11

Sandi Češko, Studio Moderna
Round table – Organization of mass projects, Project Management



Sandi Češko is co-founder of one of the first Slovenian computer company ORIA, and the co-founder of Studio Moderna, the leading direct marketing company in CEE, and ranks amongst the most successful business entrepreneurs in Slovenia. He is undoubtedly a proven business innovator. He was a member of the Supervisory boards in numerous companies (Telekom Slovenia, etc.), member of the first Slovenian Senate. He is a member of the International Advisory Board of the DMA (Direct Marketing Association), member of the Clinton Global initiative and member of the board of Balkan Children and Youth Foundation and member of the Business Advisory Council of faculty of Economics in Ljubljana and member of the Supervisory of IEDC – Bled school of management.

Saturday, 16 April
11 - 13

Nada Serajnik Sraka, independent communications advisor
Planning large communication campaigns



The goal of the workshop is to provide the volunteers with the key knowledge in planning the communication strategy for the cleanup execution in their countries. Participants will be working in groups on the baseline communication task: How would you bring the project into every household in the country? The participants will first consider their own environments in order to recognise the communication needs for their projects. Then they will listen to the vast and diverse experiences of the five countries – Estonia, Slovenia, Latvia, Romania and Montenegro, where the clean-up actions has already taken place. Further, the experiences will be upgraded by the essentials of strategic communication planning which have to be respected in the overall plan of every clean-up action. In the last part of the workshop the participants will be given the opportunity to set up the communication plans which can be later used within their clean-up actions, using the strategic guidelines, practical recommendations and lessons learned during the workshop.

Nada Serajnik Sraka is senior communications advisor with the expertise in various fields of communication management. For the past 16 years she has acted as communication professional on various posts in the Government Communication Office in Slovenia. She has BA in Geography and English Language, Faculty of Arts, University of Ljubljana and a master degree in communication at the Faculty of Social Studies in Ljubljana. She has also earned the designation Accredited Business Communicator (ABC) by International Association of Business Communicators. She is the founding member of Public Relations Society of Slovenia (PRSS) and IABC Slovenia and also one of the Past Presidents of IABC Slovenia and Presidents of PRSS. She regularly writes and lectures about various aspects of public relations and communication management. In 2009 she published a book *Communication Campaigns - A Manual for planning, managing and evaluating communication campaigns*.

Saturday, 16 April

Vesna Stanić (independent expert, active sponsorship), Jure Habjanič, Brigita Femec (Kliping d. o. o.)

15 - 17

Covering project costs – challenge for the toughest

At the beginning speakers will represent why company decide to support community projects like Let's do it Slovenia. What marketing and business objectives should be answered on sponsee's side before first contact to potential sponsor? You won't get template for general sponsorship letter, but you will learn how to make sponsorship offer that will make impact on potential sponsor – it will light the fire in sponsor's eyes! The workshop answers the question how to sell sponsorships with passion and numbers.



Vesna Stanić has a BSc in Political Science and she is currently working as an independent expert on the management and sponsorships activation with different Slovenian and international companies as well as NGOs operating in the fields of sport, culture and social issues. She is regularly writing articles on sponsorships and marketing for magazine Marketing magazin, for the marketing section in the daily newspaper Dnevnik and for magazine Sokol. She attends the most important workshops on sponsorships organized abroad, for instance IEG Annual Conference, Future Sponsorship Conference, Global Sports Forum Barcelona, Sports & New media seminary, Sports marketing 360°. In the Balkan region, she attends marketing, advertising and media festivals, such as the Weekend media festival, the Golden Drum, the Slovenian Marketing Conference, etc.



Jure Habjanič started his professional career at company Kliping, where he still works. Student work, which was connected to different media, brought him – despite a BSc in Political Science and later in HRM - to the agency, which lives and breathes with the media. He participated in the development and monitoring of web reports from the very beginning and closely cooperated with clients in different areas, first in company Pristop and later at Kliping, after it "became independent". A large part of the path, which led to the position of the head of sales department at Kliping, was also devoted to the research on the importance of media monitoring and analysis of media reports, which is especially significant in a period, when measuring media appearance became a necessity for all organizations. He attends numerous conferences on PR and marketing and is lately intensively focusing on organizations, which are only just introducing this area into their operations. It is almost impossible to imagine fundraising in the areas of sport, culture and NGOs without adequate knowledge and a professional approach.



Brigita Femec, Head of analysis and research at Kliping, has been involved with research and the media, first through smaller media projects at former agency Cati, current Valicon, which developed into the management of the National Readership Survey (NRB), since her student years. Her work was already at the time strongly under the influence of media consulting and education of clients. After two years as the head of the NRB project, she assumed the position of the head of research at the biggest Slovenian newspaper company Delo for one year. During this period, she was appointed onto the NRB Expert Committee, where she gathered additional experience as the supervisor of the biggest project in the area of research and analysis of readership on the national level. She has been managing the analysis and research department at Kliping since 2007. She is aware of the fact that constant professional training is necessary for successful work, which is the reason for her attendance at the latest European Summit on Measurement in Barcelona. In her work, she is constantly trying to raise the awareness of clients about the importance of analyses and research in the planning of more intensive communication campaigns and for a more efficient development of the media image of the company, its products or services in the public.



Planet Earth is finite but anthropogenic pressures on the Earth System have reached a scale where major environmental change can no longer be excluded. Today mainstream economics seems to believe that economics exists independent of the laws of biology, chemistry and physics. The situation requires new thinking on global economy and search for alternative economic models. Economic growth needs huge amounts of resources to function in EU. Apart from consuming minerals, metals, concrete and wood, humans burn fossil fuels and uses land to satisfy our needs of its citizens. Demand for materials is so intense that between 20 and 30 % of the resources we use are now imported. At the other end of the materials chain, the EU economy generates around six tons of waste per person every year. With the boom in international trade, EU consumption and production may potentially damage ecosystems and human health not only within but also far beyond its borders. It is high time to increase resource efficiency of the EU economy. New policies are needed for sustainable growth. One of them is promoting a more resource efficient and greener economy based on smart waste management concepts. Ambitious policy framework should favor waste prevention at the EU and national levels, including, for example, a shift from income taxes to consumption taxes or the extension of producer responsibility. The highest waste-prevention potentials are estimated for manure and food waste by reducing meat consumption; food and vegetable waste by better planning and logistics in the food industry; beverage packages by better packaging design; construction and demolition waste by better planning of construction activities, paper waste by reducing unwanted advertising; waste from chemical products and refined chemical products by reduced fuel consumption of cars; waste from metal products by more efficient use and eco-design; and waste from vehicles, equipment, machines and instruments by technological innovation. When we manufacture goods, we embed energy and water in them: that is, their very existence means we have already spent a certain amount of energy or water, no matter what we then do with them. So, to reduce waste is actually way to reduce energy and water consumption.

Prof. Lučka Kajfež Bogataj: After high school in Kranj, she graduated at the Faculty of Mathematics and Physics in 1980. She wrote her doctoral thesis at the Biotechnical Faculty in Ljubljana. She continued with post-doctoral studies in Sweden and the USA. Since 1997 she is professor, lecturing at the Biotechnical Faculty and the Faculty of Mathematics and Physics in Ljubljana. Since 1996, she is head of the Centre of Biometeorology at the Biotechnical Faculty. In the period 2002-2008 she was a member of the Intergovernmental Panel on Climate Change in Geneva. Since 2006 she has been member of the State Committee of global climate observation system (GCOS) within the WMO. Her research work is focused on the field of climate change, applied meteorology. She is coordinator of several national and EU research projects. She has published about 90 scientific, more than four hundred professional and popular articles and the monograph *What does climate change bring along?* in 2008. She has received numerous awards in Slovenia and abroad.

3. Conference »Let's clean the Balkans in one day!«

3.1 Conference goals

The conference is organized with the aim to support the efforts of the global clean-up action team, focusing on Slovenia's closest neighbours. On **March 24 2012**, the wave of local and regional cleanups will sweep over the world, resulting in millions of tons of gathered waste, clean nature and renewed and deeper connections between people. In addition to finding new initiators, we are collaborating with regional and local action groups with previous cleanup organizing experience. Our aim is to invite teams to organize cleanups in at least 100 countries, engaging 300 million volunteers, by the end of 2012. Preparations for the World campaign begin in Slovenia, in Rimske toplice, where the **Ecologists Without Borders Association** has organized a three-day conference to join and connect volunteers from the Balkans region. **Let's Clean the Balkans in One Day!** is the title of the conference, taking place from **15th to 17th April** in the Rimske terme hotel in Rimske toplice, Slovenia. It is organized with the aim to support the efforts of the global clean-up action team, focusing on Slovenia's closest neighbours. Sixty representatives from 13 countries are expected to participate at the conference. The main goal of the conference is to **bring together representatives from each country of the Balkans peninsula** in one place and provide a platform for **the transfer of knowledge and experience** gained by the organizers in the course of last year's event, so that next year and in future more international environmental actions will be carried out successfully. Since September 2010, the team has placed extra attention to prepare the conference programme as comprehensive and informative for the participants as possible. Discussions and workshops will be held in English by various **experts in fundraising, project organization, communications, logistics, cleaning and identification of illegal dumpsites, and environmental issues**.

The workshops will be interactive. Apart from experts and members of the Slovenian team, representatives from countries, such as Estonia, Romania, Latvia, and Montenegro, where the one-day event has already been carried out, will also actively participate in the programme.

The conference program is rich and varied and will be executed by the following experts:

- the only licensed de Bono thinking trainer in Slovenia **Nastja Mulej**,
- one of the most successful Slovenian managers and CEO of Studio Moderna **Sandi Češko**,
- senior communications consultant **Nada Serajnik Sraka**,
- freelance consultant in sponsorship activation **Vesna Stanić**,
- manager of media research and analysis **Brigita Femec**, and marketing manager **Jure Habjanič** (Kliping).

The conference will also host a number of renowned politicians and experts: EU Commissioner for the Environment **dr. Janez Potočnik (video welcome speech)**, Minister for the Environment and Spatial Planning of Slovenia **dr. Roko Žarnić**, Acting Head of Representation of European Commission Slovenia Andrej Beloglavec, climate change expert **dr. Lučka Kajfež Bogataj**.

The preparations for the Let's Clean the Balkans in One Day! started in September 2010, when Ecologists without Borders were awarded the Order of Merit by the President of the Republic of Slovenia, who organized a round table with all key partners of the clean-up action. The regional conference and plans for the global clean-up in 2012 were presented, and all attendants immediately offered their support in the 2012 preparations (i.e. the majority of Slovenian NGO's, Ministry of Defence, Ministry for the Environment and Spatial Planning ...). The organization of the conference was further facilitated when the support from the European Commission was confirmed in October 2010.

Video: <http://youtu.be/msgWnM5qOpM>
(Commissioner Potočnik's Welcome speech)

3.2 About conference organizers: Ecologists Without Borders

Ecologists Without Borders association brings together enthusiastic activists in the field of environmental protection. It is a non-profit organization dedicated to improving the current stagnation in the field of waste management policies in Slovenia by setting their own example as a role model. Their focus is on promoting positive attitude towards life and people, cooperation, solidarity, ethical standards and environmental responsibility of individuals. Our ultimate goal is to create a zero-waste society Slovenia with zero illegal dumps and a wide a 100 % of environmentally aware and active population.

4. World Cleanup 2012, Let's do it world!

Humanity is a journey. Since we know about ourselves we've been away from our natural home, moving around, developing our cultures, fighting wars and trying to get by. Now is the time when we're growing up and finally coming home again. We haven't been at home for a long time, and when we come home again it comes natural to first clean it up! Let's do it together!

The aim: stirring up the biggest environmental action to clean up our planet

On 24th of March 2012 millions of people around the globe will participate in the biggest environmental action in the history of the humanity, cleaning up millions of tons of waste from nature in one day! Three additional dates will allow everybody in different climate regions to join: May 5, September 15, and October 22. Hundreds of thousands of volunteers will participate in locating illegal dumpsites in their regions, countries, continents, and locating them on the global waste map, thus creating the public interactive World waste register. A well coordinated clean-up action will follow to clean communal waste world wide. The action will end with big celebrations.

The goals of the project:

1. inside one event in 2012 bringing together millions of volunteers and carrying out the biggest environmental action in the history of humanity
2. creating the first global World waste register and map with locations of illegal dumpsites, which will later serve as a permanent monitoring tool
3. removing from nature millions of tons of waste and aiming for the highest possible recycling rate
4. seeking and sharing the existing experience and solutions to improve waste handling

The project principles:

1. the responsibility for the state of the environment on Earth can't be attributed to any single group or class of people or the authorities—it is everyone's responsibility
2. the initiative and drive for cleaning up our planet comes from a genuine universal civil movement, partnering with the institutions and governments
3. the movement doesn't fight against anything or anyone, it doesn't point fingers, it just offers a practical solution—doing something together for a cleaner world
4. everyone is a part of the project, no individual or group is excluded from the action
5. the project connects through partnership and supports all people and organizations world wide around a common task—making our home planet clean

Our mission is to empower individuals and groups to clean the world together and keep it clean in the future.

4.1 How can volunteers get involved?

There are several ways volunteers can join in:

- by helping organize regional gatherings in country of origin (contact: kaia@letsdoitworld.org);
- by forming a cleanup team in a country (contact: irmelin@letsdoitworld.org);
- by subscribing to World cleanup 2012 newsletter (www.letsdoitworld.org);
- by using world garbage map, mapping the illegal dumpsites everywhere they go.

For more information visit: www.letsdoitworld.org

4.2 About Let's-do-it-world team

We're an international group of people interested in cleaning the world. We believe we share this dream with the vast majority of the population of our planet, our common home. Instead of waiting for someone else to do something, we're starting up a civil initiative to do something about it

together. We're inviting everybody to join in as equal partners. We're not against anything or anybody, we're simply inspiring and serving the entire population of the Earth for the common aim—cleaning the world together. After experiencing the success of the country cleanup projects we firmly believe in the success of the Big Cleanup of the world in 2012. Our coordination of the global action is based on the vast experience and support of many global and local partners.

4.3 Past clean-up events

The movement started with the Let's do it **Estonia** project in 2008, when the whole country of Estonia was cleaned by 50,000 volunteers (4% of population) in 5 hours. They removed from nature 10,000 tons of illegal waste. On the same day Lithuania also organized the action with 3000 people as a pilot project for next year's action. In spring 2009 **Latvia** did the country cleanup with 150,000 volunteers, and Lithuania with 100,000. In 2009, the idea spread to some other countries, and the organization began in Portugal, Slovenia, Romania, and in the city of New Delhi and Bengaluru in India. In March 2010, 100,000 people came to clean **Portugal**. On 17 April 2010 the cleanup was organized in **Slovenia**. By then, 1-5% of population participated in the country cleanups, but in Slovenia shattering 13,5% (more than 270,000 people) came to clean their country, and an excellent illegal dumpsite register was created. On the same day, **Lithuania** also organized so far the biggest action with 200,000 participants, followed a week later by **Latvia** with 150,000 people. In the beginning of June Kiev, the capital of **Ukraine** was cleaned. Separately from Let's Do It, **Serbia** also cleaned their country with 200,000 people. **New Delhi in India** has organized 1000-5000 people clean-up events almost every weekend and the big clean-up will take place in September 2010 (with an estimate of a few 100,000 people). At the same time, **Romania** will clean their country, and more than 200.000 people can be expected to participate. In 2010 **Brazil** from Latin America has started the Limpa Brasil action. **Finland**, while being a rather clean country has decided to support the action as much as possible and also wishes to bring people together in common action.

There are seeds of initiatives inspired by this idea in **Montenegro, Macedonia, Spain, Hungary, Turkey, Croatia, Russia, France, Poland, Ukraine, on Hawaii, Iceland, Sri Lanka**, and in many other countries around the world. We have been contacted by international garbage clean-up actions, paradise islands, project groups and people that fight with garbage every day.

The vision is to have all the countries of the world involved in the project, working in connection with the central coordination office. We are trying to unify the cleanup actions in order to amplify their effect. We're here to serve, inspire, encourage and share. Being probably the largest volunteer undertaking ever, the world clean-up relies on active participation of partnering organizations, companies, institutions, committees etc. There have been ideas in history that were able to bring people together on a large scale on a country level, but no idea has ever been so universal. We firmly believe this is the idea that will bring together people from the entire planet.

Video materials:

<http://youtu.be/p5Wr3d5RKow> (Estonian Video)

<http://youtu.be/CVUhSt6wFEY> (Slovenian Video)

<http://youtu.be/y9t6JulP7UU> (Slovenian Cleanup on CNN)

<http://youtu.be/dumR2dkvN48> (Concluding graphics, Slovenia)

<http://youtu.be/y6FBurbUmqs> (Slovenian clean-up in 1 minute, Slovenia)

4.3.1 Focus on *Let's clean Slovenia in one day*

Together we can achieve everything

We often feel powerless when facing big problems. We sink to hopelessness, feeling that we can't change anything and that the individual's contribution to the solution can only be minimal. Probably all those who appreciate nature have been upset time and time again on finding a fresh pile of illegally dumped waste. In Slovenia there are plenty of these piles. By some estimates their number

was close to fifty thousand, and they contained almost two million cubic meters of waste—cubic meter for each resident of Slovenia.

It is obvious that something had to be done about this problem, not only due to the disturbing appearance of these dumpsites, but also because of the threat to our health posed by thousands of tons of hazardous waste on land above underground aquifers and watercourses, which are the main source of drinking water for Slovenian citizens.

When facing a grave problem our first reaction is often to give up, to ignore the problem, or to look for a scapegoat. We tend to blame the government and demand it solves the problem quickly! More often than not this is just an excuse for our own idleness. Meanwhile the problem continues to grow. The project Let's clean Slovenia in one day! was born from awareness of the current dumpsite situation, an immense desire to change it and also from the ambitious determination of a few of us who decided to act instead of despair.

Project goals

We were aware that cleaning Slovenia in one day would require an enormous amount of hard work, but we knew that serious changes could never be achieved any other way. So we set the following very high goals right in the beginning:

- to gather at least two hundred thousand volunteers, on the 17th of April 2010, for what will be the largest environmental action in Slovenia to date
- to create the first register and national map showing locations of as many illegal dumpsites as possible
- to remove from the natural environment at least twenty thousand tons of illegally dumped waste
- to increase awareness and educate the public—hence improving the attitude to waste

The amount of work ahead of us was really huge and the circle of volunteers kept growing from day to day. In a few months there were already more than a thousand of us, working step by step to ensure we met our targeted goals. One of the crucial principles of the project was to be open to everyone who was willing to help. In this way we attracted all Slovenian municipalities, all large umbrella non-government organisations, associations, unions, companies and government institutions to the project. All of them supported the project and invited people to cooperate, many of them took up organisational tasks and helped with the mapping of illegal dumpsites.

The mapping proved to be one of the biggest challenges. As if the complicated coordination of hundreds of volunteers wasn't enough, the winter was very long and it seemed we wouldn't be able to finish the mapping in such a short time. Despite these circumstances we managed to map more than ten thousand illegal dumpsites by the beginning of April 2010. We created a public interactive map of Slovenia, enabling thousands of volunteer mappers to log them centrally. After the clean up the register continues to be updated and by the end of September 2010 there were 11,754 dumpsites registered, containing more than half a million cubic meters of waste. The development of the register will continue, with new upgrades and supplements. By using the register in future we expect to make the work of inspectors easier, to contribute to a more rational use of funds for illegal dumpsite prevention, and also to allow for better organisation of future volunteer and other cleanup actions. To ensure high participation in the cleanup action we employed wide-ranging and intense publicity. We organised round tables, professional and social events, press conferences, frequent media appearances and the writing of articles. In only a few months clean up Slovenia appeared in the media more than two thousand times. For a smooth course of action on the cleanup day we had to secure good logistic support: we obtained and delivered posters, flyers, bags and gloves, we fixed more than two thousand meeting points for volunteers and more than one hundred and fifty waste collection points, we formed agreements with the waste management companies, and for the actual cleanup day we set up the headquarters with the call office and press centre.

Cleanup day

When 17 April came we were well prepared. There were one hundred and twenty thousand volunteers registered on the internet so it was clear the participation would be exceptional, but still we didn't expect such success! The action was attended by more than 270,000 volunteers, which is more than 13.5% of the entire population of Slovenia. In seven municipalities the participation exceeded 30%, meaning that every third individual in that municipality rolled up their sleeves and went to collect the waste.

Everybody joined in: the municipal service companies took part by taking away the waste and covering the transport expenses, municipalities by covering the expenses of recycling and disposal to landfills, and in many places by helping with local coordination; many companies helped by providing hundreds of trucks which kept transporting the waste for days after the event; Slovenian Armed Forces and Police mobilised thousands of volunteers from their staff; there were schools, kindergartens, associations, families ... Many companies 'adopted' dumpsites, their employees cleaned them and transported the waste to the waste collection points. The media helped with advertising and by focusing attention, which they dedicated to the preparation and execution of the cleanup. No civil project in the history of Slovenia enjoyed such immense media attention. The cleanup event is a clear statement of how Slovenian people feel about the waste and their will to change it.

We received many letters expressing gratitude for the organisation of the cleanup. People were thankful because they didn't perceive the event merely as cleaning up the environment, but also as cleaning their hearts and relationships, through coming together for common good. We united as a country to do something truly beautiful and truly necessary despite the flood of negativity that prevails nowadays.

There were also some criticisms and reproaches due to various lapses, which were bound to occur in such a huge and intense voluntary project. We did what we could to correct them to the best of our abilities. We worked unselfishly, without any financial remuneration, many of us for more than twelve hours per day, so we never expected that everything would be one hundred percent perfect and professional. Looking back, however, we think that despite incredible improvisation, voluntarism and haste, the action was actually realised to a high professional level. We have to thank thousands of volunteers for this—who didn't question, which qualifications they needed, but simply took up the necessary tasks and learned a lot as they went along.

The project *Let's clean Slovenia in one day!* has conclusively proved that ordinary individuals can make huge positive changes if they organise and unite in a constructive way. It is not difficult to shift our thinking from what the government is supposed to do for us to thinking, and acting, what we ourselves can do for a better world together. We need to be aware of our responsibility and influence, not only for the sake of ourselves now but also for the sake of future generations.

See video: www.youtube.com

4.4 Regional gatherings in 2011

To spark up new initiatives around the world, a series of regional gatherings will be organized all over the world in 2011. The focus is to share the existing experience and encourage new teams to start the action. For 1-2 days we will invite together people and organizations from the region who are interested in organizing a cleanup in their country. The existing cleanup experience will be shared through videos, talks and workshops at the spot so that the new teams can form and start creating their plans right away.

- April 1-3 : Regional conference in New Delhi, India
- April 16: Balkan conference in Rimske Toplice, Slovenia
- April 16: Cleanup in Ukraine, Let's Do It Ukraine!
- April 16: Cleanup in Lithuania, Darom 2011
- April 16: Cleanup in Moldova, Hai Moldova!

5. Conference supporters

5.1 European Commission / Representation in Slovenia

The Commission Representations in the Member States (the Representations) act as the official representative of the European Commission in each Member State and serve the interests of the whole Institution, and the Union in accordance with the Treaties.

In particular, the Representations serve as the interface for the European Commission in the Member States with the national, regional and local authorities, media, stakeholders and citizens, as well as diplomatic missions of the Member States and third countries. They provide the Commission with the political information and analysis regarding relevant developments in the Member States within the Commission's remit. They follow national, regional and local media and communicate with them on behalf of the Commission. In doing so, their job is to adapt messages to regional and local contexts. The Representations also provide outreach and communication services to citizens and different organisations in the Member States, by managing information networks and by explaining EU policies in a local context. In short, the Representations are the ears, eyes and mouth of the Commission in the Member States.

Website: http://ec.europa.eu/slovenija/index_sl.htm

5.2 Zavarovalnica Triglav, d.d.

As Slovenia's oldest and largest insurance company, Zavarovalnica Triglav has remained a symbol of trust for over a decade. Through its subsidiaries, the Triglav Group is present in seven countries of the South-East Europe or the Balkans, and is thus the leading financial/insurance institution in the area from the Vardar to Triglav and wider. Triglav Group's business actions are based on three core values: professionalism, security, and corporate social responsibility. The latter is considered the foundation of sustainable development. The year 2010 was marked by the employees' participation in the initiative Let's Clean Slovenia in One Day!, but Triglav went even further. Within the initiative Let's Clean the Mountains in One Summer, Triglav and its partners furnished mountain huts with bin bags for the mountaineers to put waste in and take down to the valley. 35,000 bags made of degradable material, 25 mountain huts, 104 ambassadors, nearly 9,000 Facebook fans, and the awareness that the mountains are clean and will remain so, represent the final statistics of the successful initiative.

Website: www.triglav.si

5.3 Ekomagazin.si – Slovenia's greenest web portal

Ekomagazin.si (www.ekomagazin.si) opens doors to the world of green knowledge and sustainable way of living, health care, nutrition, body and soul treatments and traveling. Our goal is to inform readers and visitors about ecology and sustainability, to raise awareness and inspire people to live greener and healthier and to act social responsibility. Readers are offered latest news, features and headlines, interesting tips and trends for all segments of daily life, useful advice by renowned experts in fields of sustainability, social responsibility and green practices, inspiring interviews with people who practice sustainable living as well as Slovenia's most comprehensive sustainable farms and shops directory with map. The Ekomagazin.si team is proud to be part of the "Let's Clean the Balkans in one day!" campaign. We gladly and regularly follow, cover and support such events and by doing so inform and inspire our readers to think and act green locally as well as globally.

Website: www.ekomagazin.si

5.4 Slovenian Tourist Board (STB)

Slovenian Tourist Board (STB) is a major national tourist organization for planning and performing the promotion of our country as a tourist destination, linking the existing products and programmes of national importance and advancing the progress of new ones, establishment of the integral tourist

information infrastructure and executing research and development work. The STB is the contact and central point in the complex network of the Slovenian tourism which plays a coordinating and linking role between the public, private and civil society. The STB is the marketing, information and analytical tourist centre of the country which uses all the modern methods, approaches, tools and activities of the global marketing of the Slovenian tourist offer. The STB would like to position Slovenia as a green boutique tourist destination of Europe. A clean environment and unspoilt nature are competitive advantages which are a condition both for the sustainable development of tourism and for maintaining a quality way of life for its inhabitants. We at the Slovenian Tourist Board are well aware of the importance of protecting Slovenia's environment and nature for the development of sustainable tourism and are committed to ensuring that what is green and sustainable permeates every activity of ours. Following our mission we have joined the action Lets Clean Slovenia in one day! and the World Cleanup 2012 as the organization but as well as individuals.

Website: www.slovenia.info

6. Media Contacts

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