



Očistimo Slovenijo

v enem dnevu!

FINAL REPORT





This final report was translated from Slovenian to English with the intention to share our knowledge and experience widely with others who might decide to take up the project in their own countries. We are aware that the translation is not perfect and we didn't even aim for impeccable perfection—if we did we'd never finish. We are also aware that the grammar isn't always precise but we did our best to make the text as understandable as possible. For clarifications and additional information contact Nara Petrovič at: nara.petrovic@ocistimo.si.

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INTRODUCTION

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.

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 project in Slovenia to date,
- to create the first registry 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 registry 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 registry will continue, with new upgrades and supplements. By using the registry 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 events.



To ensure high participation in the cleanup event 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 on the Day for Change (Foto: Žiga Šmidovnik)



When the 17th of 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 event 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 project 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.



A GENERAL OVERVIEW OF THE PROJECT

In the beginning there was the Estonian video

Every year in Slovenia there are more than three hundred local cleanup events of all kinds. Their results are truly encouraging, however they are not getting the national recognition they deserve and their presence in the media is scanty. Because of this a deep and permanent awareness is not attained within the broader public. The same segments of the population repeatedly clean whilst others continue to carelessly dump waste into the shared natural environment.

The cumulative effect, reached by synchronising practically all Slovenian cleanup events on one day, has exceeded the sum of the effects of the individual events by far. And similar cleanup activities didn't stop after one day—they continue with the following goals: All illegal dumpsites in Slovenia to be eradicated by 2020, and by 2030 Slovenia to have become a zero waste country. To realistically approach attaining these goals the cooperation of the entire Slovenian society is necessary, as well as the application of European and world guidelines on the use of raw materials and the treatment of waste. Time will tell how successful we will be in reaching these goals.

When we began to organise the project *Let's clean Slovenia in one day!* we bashfully declared that in just half a year we were going to get together more than two hundred thousand volunteers to clean the whole country in just one day. Unfortunately, the responses were more hesitant doubts than optimistic encouragement. The team that firmly trusted this could be done, grew rapidly from twenty-five to more than a thousand people, and in the final month leading up to the cleanup it expanded to tens of thousands of



people. It is impossible to give an exact number of volunteers working on the day but we estimated that there were at least two hundred and seventy thousand people.

The organisation, and the entire project grew extremely quickly. It was only seven and a half months from the very first meeting to the realisation of the cleanup. All essential events from this period are listed in the project's timeline.



Core team in the Okoljski center at the start of the project

Our first inspiration came from a five minute video, made by organisers of the Estonian cleanup, which was published on YouTube (the Estonian project is briefly presented in the appendices). Our communication team soon added subtitles to this video. We used it to begin presentations of the project to organisations, companies and other groups of people. The video demonstrated very well that our project was realistic, since it had already been done in one other country.



Right from the beginning the Estonians responded kindly and swiftly to a long string of questions, sharing with us a detailed list of their project and they even invited us to the international conference dedicated to the “let’s clean the country in one day” concept (under the wing of the “*Let’s do it!*” initiative).



The conference in Tallinn

The conference took place from 22nd to 24th of January 2010 in Tallinn with more than sixty participants from nine countries. Three of those countries had already realised their cleanup—Estonia, Lithuania and Latvia, and three more countries had theirs planned for 2010. Portugal successfully delivered the cleanup on the 20th of March, Slovenia on the 17th of April, and Romania on the 25th of September.

The Estonian team proved to be a very important support centre for all clean-up events in Europe (and all over the world) which are organised on the same basic principle: it is more effective if many people clean on one day, than if a few people clean for years and years. The essential thing here is that Estonians never forcefully imposed their ideas on to others; they instead led by example and simply invited other countries to do the same. The local organisers could decide what their strategy would be, based on their local specifics.



In Slovenia we proved to be great innovators as we have upgraded the Estonian initial model with some excellent new solutions. In order to be able to invite less able participants who may find the cleaning of the illegal dumpsites too laborious or dangerous, we planned the event to be double tracked. The first segment of the event involved cleaning up the illegal dumpsites and the second was cleaning up the litter from around footpaths, schools and residential areas etc. Some volunteers also cleaned up the waste in the mountains, on the riverbanks, lakes and sea. Divers dragged piles of waste from the bottoms of rivers and lakes whilst cavers cleaned many of the karst caves.

Many resources were used to create the dumpsite registry: the already existing data on the dumpsites, the individual reports by the Slovenian citizens, the reports by the Slovenian Forestry Service as well as the systematic two-step mapping. Using the systematic two-step mapping the first step involved searching for potential illegal dumpsites on the interactive Internet map Geopedia. The second step was to actually visit those exact points and verify the existence of the dumpsite, whilst also marking any other dumpsites found on the way. One third of all dumpsites were registered by the foresters from the Slovenian Forestry Service.



Children entering the multimedia bus



Another innovative step was raising public awareness through professional and promotional events, which increased as the 17th of April approached. The Eco-tour visited fourteen larger Slovenian towns in all regions, entertaining and simultaneously educating children with games and cartoons. At round tables we discussed various problems with the competent authorities on waste handling and tried to find the most rational solutions. The fashion show we organised exhibited useful and aesthetic values of waste. Dozens of articles in newspapers and magazines made their readers more aware of the waste problem and Radio and TV stations kept the project in their audience's eyes and ears. The public opinion research, conducted by the GFK company, showed that 99% of all Slovenian citizens heard about the project—the majority of these first heard about it through television.

By the End of December it was clear that the project was widely supported by the nation when the newly created Facebook group attracted over ten thousand members in just over a week.

At that time the project was hardly present in the media, but people were strongly inspired by it, so when we launched the website in the middle of January, we attracted a few thousand visitors in just a few days. In the final week leading up to the cleanup day the website attracted more than fifty thousand unique visitors. The first press conference on January the 12th, attended by many of our partners and media representatives, proved to be important in increasing the amount of attention the project attracted.



Project logo



We stepped away from the Estonian concept by choosing a different name and graphic design for the project. The other countries adopted the Estonian logo and some countries also chose to adopt the same name—Let's do it!, which is a translation of the Estonian name Teeme ära!, roughly meaning: "Let's do (something impossible) together!". Slovenian people are sensitive to the use foreign names, so at first we searched for an appropriate name using Slovenian language that would have a similar meaning to the Estonian name. As we were searching we began to automatically use the name *Let's clean Slovenia in one day!* By December the project had become well known under this name and that's when we signed an agreement with the communication company Pristop to create the graphic design for the project. The logo was a stylised image of a tree with an open hand as a trunk. We quickly embraced it as a symbol of the project.

The Estonians fundraised better for their project than we did for ours. The Estonian team not only managed to cover their expenses but also managed to pay minimal wages for five people who worked for eight or more hours a day. In Slovenia we managed to cover the expenses but we all worked without any payment. The positive side of this was that it meant that the project was 100% voluntary, thus contributing to a good public image. The down side of this was that on an individual level, after seven months of hard work some of us were in trouble with our employers, some of us used a large part of our savings and some of us were in debt or simply exhausted.

By March the municipality level organisation group had the participation established in all two hundred and ten Slovenian municipalities.

Based on the excellent example of Estonia, a week before the cleanup day we organised a pilot cleanup with the Slovenian Armed Forces. This pilot cleanup, along with other smaller cleanups done previously, helped us prepare for the logistical planning, increasing our awareness of the difficulties and importance of proper separate collection and the transport of a few thousands tons of waste in only a few days.



During the organisation of the project we found that only five percent of people, who had at first offered help, were actually prepared to take up the work. To some extent, we could explain this by observing that people were reluctant to use their own initiative, but on the other hand it was also evident that the central coordination team lacked leadership abilities and experience.

Even though most of the responsibilities were shared amongst less than twenty members of the core organisation group, working twelve hours or more a day, we still managed to accomplish almost all of the set goals.

We did it:

- by using a human approach, through including everyone and spreading positive energy, without looking for a culprit, but instead simply offering solutions,
- by joining forces with the government, ministries, public administration, municipalities, communal service companies, armed forces and police, as well as various non-government organisations, institutes, unions and associations, kindergartens, primary and secondary schools, and private companies,
- by inviting all other cleanup projects that take place in Slovenia in spring to unite on the same day and with a united intention,
- with awareness raising and educational activities for long-term improvement of waste handling and increasing the share of separate waste collection,
- by including a large number of schools and kindergartens in programs with activities to create awareness on sustainable waste handling,
- with the initiative to examine and improve the legislation on illegal dumpsite regulation and waste recycling,
- by encouraging sustainable thinking within the governmental institutions and companies to increase the production and availability of environmentally friendly products and services, and to adopt more ecological directives,
- by various activities which stress environmental problems and encourage debate on a government level,



- by the organisation of well publicised celebrations acknowledging the credit to all the participating volunteers,
- by establishing an infrastructure (called the treasury of ideas), by which we continue to collect suggestions and unite volunteers for new projects.

These are only the main activities; listing all activities would be difficult. Many will be explained in detail in the later chapters, where the work of individual workgroups is presented. More than two million hours of voluntary work have been invested in this project by the Slovenian citizens.



Diagram showing the course of events on April 17th

When the 17th of April came, the day began dynamically, and thankfully with less confusion and problems than we had expected and prepared for. We all dressed in T-shirts with “*Let’s clean Slovenia in one day!*” printed on the front and with the slogan—“Behind me everything is clean!” (the Slovenian phrase is multilayered, including the meanings: “After me everything is clean!” “For everything clean (so everything would be clean!)” “Where I pass everything is clean!”), printed on the back. We gathered in the base camp, which we set up in the offices of the Slovenijales Conference Centre in Ljubljana. We set up the call office and press centre to assist the volunteers in carrying out the pro-



ject and gathering the information about the number of participants in each municipality. By nine o'clock in the morning we had the rooms ready and we started to work. Coordinators of meeting points distributed bags and gloves to the volunteers and directed them to the selected illegal dumpsites.

The information gathered from all Slovenian municipalities came together in a web system, indicating the number of volunteers growing from minute to minute. Each round number was accompanied by a wave of joy and cheering, especially when the number exceeded two hundred thousand and still continued rising.

We were happy to receive reports about the participation of many important personalities from politics, sport, art, culture and the economy. Fifteen video crews were recording activities in all the regions in the country and gathered many hours of video content. Studio Mangart prepared a short informative video and are going to prepare a long documentary film about the event. During the press conference at 5 p.m. we formally announced that the cleanup was successful and that more than two hundred and fifty thousand people had participated. All our hard work had paid off!

One would expect that a written report about such an event would present the measurable effects, but a report on such a project would not be complete without mentioning the spirit of the project—the enthusiasm, the impetus, the joy, persistence, trust and confidence. The 17th of April 2010 will be remembered by the majority of the organisers and participants as one of the brightest days of our lives. It was a day of change, a day of social evolution and awakening of solidarity and trust in the power of community. To express it in the words of Dominik S. Černjak, the president of the Tourist Association of Slovenia—"the day of mental breach," as in the last twenty years, until now, cleanup projects have been attended by the same groups of people; and in the opinion of Jošt Jakša, the Director of the Slovenian Forestry Service—"a day of big moral prestige for Slovenia."



In my wake, everything is clean!



TIMELINE OF THE PROJECT

THE FIRST INSPIRATION AND THE IMPETUS FOR THE PROJECT

Before September 2009

JULY 2009

In the first weeks of July Nara Petrovič attended a conference in the eco-village Keuruu in Finland, where Toomas Trapido and Kadri Allikmäe presented the successful Estonian project of cleaning their country in one day. On the 21st of July, as soon as Nara returned to Slovenia, he sent the link to the Estonian five-minute film to a few hundred friends and acquaintances, asking them: "Do you think, we could do such a thing in Slovenia? Together?" Many people wrote back, enthusiastically supporting the idea. One of them was Aleš Pevc, the editor of the website <http://www.pozitivke.net>. Aleš decided to invite his friends and the readers of the positive news web newspaper called "Pozitivke" to the first organisational meeting.

AUGUST 2009

On the 11th of August Aleš Pevc published the news about the Estonian cleanup and an invitation to the meeting (see the appendix) in the Sunny news Internet newspaper. Petra and Janez Matos, young environmentalists who graduated from the University of Geography with final papers on waste handling, read the news about the meeting. They were already aware of the threat that the illegal dumpsites and waste posed to the environment and people's health. They tried to draw attention to the problems associated with them, but with very little success. Quite the opposite: each year the situation was getting worse. Petra and



Janez were aware that individuals alone couldn't really change things; it was necessary to take a united action, so in spring 2009 they established the Ecologists Without Borders Association.

SETTING UP THE FOUNDATIONS OF THE PROJECT

September to December 2009

After the first meeting on the 2nd of September 2009 the project began to develop seriously with the formation of individual workgroups. The course of activities from then on is presented in the tables below. The columns on the right indicate which groups were the most active in that task.



The very first meeting in Center Evropa

In September and October the project started to take shape. Some individuals quickly took up responsible duties and later became the workgroup leaders. Pika Golob took care of internal communication, Pika Kofol of external communication, Aleš Pevc of the general organisation, Janez Matos of the registering of illegal dumpsites, Petra Matos of partners and municipal organisation, Ingrid Vidmar of sponsors and finances, and Tanja Kverh took care of communication with ambassadors of the project and banks, to mention only the initial leaders of the group.



September 2009	O	P	C	S	A	M	G
2nd of September: The first meeting in Center Europa in Ljubljana was attended by sixteen people. Agreements were still indefinite but we were determined to continue. Many of us sent emails about the beginning of the project through our networks of contacts and invited them to the next meeting.							
8th of September: The second meeting, in Metelkova mesto, was attended by 26 people. With social tools for self-organisation of the group (Open Space, World Café) we quickly established five workgroups (1. Name and graphic design, 2. Mapping of illegal dumpsites, 3. Communication, 4. Organisation, 5. Finances). The workgroups autonomously took up work in the next days. Later on they were re-formed, divided or discontinued.							
22nd of September: Another meeting in Metelkova mesto was attended by approximately 25 people. We exchanged the news and information about everything that was done in the previous two weeks and agreed on the next, larger meeting.							

Legend: O – organisation, P – mapping, C – communication, S – sponsors and partners, A – awareness, M – municipality organisation, G – general



October 2009	O	P	C	S	A	M	G
6th of October: The only larger meeting took place in the Zalog Cooperative Hall. We used it to widen the circle of participants. Approximately seventy people attended. From this meeting on we looked for new volunteers through personal acquaintances, emails and website. After this we continued to meet in smaller groups.							
We invited a few established marketing agencies to create the graphic design of the project and help us with the promotion. In the end we decided to go with Pristop, one of the largest communication agencies in Slovenia. The cooperation took off slowly and only got going towards the end of the year.							
We began negotiating with the company Sinergise and some experts on how to begin with mapping of illegal dumpsites. On the 14th of October Sinergise established a portal on Geopedia for mapping illegal dumpsites on digitalised ortophoto images. We started creating the methodology for mapping.							
We started creating a database of volunteers with different skills and knowledge, who expressed an interest in participating in the project. Whenever we needed help we contacted them. Later on this procedure was automated.							
The group for organisation split into two: the municipality level organisation group and the party organisation group.							
We began our work on the new website. Despite all endeavours and a lot of invested time the website wasn't ready for a long time. The main problem was, the companies that offered help for developing the website were cancelling the agreement one after another.							
We began forming the lists of all kinds of information—schools, kindergartens, municipalities, waste management companies, media etc.							



We created the first version of the PowerPoint presentation and the draft of the flyer (which was printed much later). We wrote cooperation agreements for schools, municipalities, students etc. and created the subtitles for the short Estonian film.						
We contacted the first few umbrella organisations, municipalities, schools and kindergartens.						
We had the first meeting with the Slovenian Forestry Service.						

Legend: O – organisation, P – mapping, C – communication, S – sponsors and partners, A – awareness, M – municipality organisation, G – general



First pilot cleanup in December

In November and December the circle of partners grew rapidly. The municipality level organisation group became very active, as Urša Zgojznik began



coordinating it. Petra Matos and Aleš Pevc became the leaders of the project. The communication group was extensively compiling various lists and letters. The first media broadcasts and articles were released. The finance group developed a strategy on approaching potential donors and sponsors. The mapping group devised many important instructions for mapping the illegal dumpsites. We established the legal entity for the association; we named it Ecologists Without Borders Association. In the middle of November we determined that the 17th of April 2010 would be the exact date of the event. This date was late enough to be confident there would be no snow and early enough that the vegetation would not have grown too intensely, making the illegal dumpsites easy to spot, and minimising damage to the meadows.

November 2009	O	P	C	S	A	M	G
In the initial financial plan the expenses of the project were estimated at 700,000 EUR.							
We decided to approach the potential sponsors with sponsorship packages.							
Slovenian Forestry Service joined the project as a partner with the commitment of mapping all illegal dumpsites in forests, which can't be found on digital maps. By April they found almost 4000 dumpsites (one third of the total number of dumpsites found).							
The first school and kindergarten confirmed participation. With their help we created the protocol for schools and kindergartens.							
We set up the overall concept of the project and prepared the documents for municipal organisers (protocols, PowerPoint presentations, letters, agreements of cooperation), which later became the link between us and the municipal administration, schools, kindergartens, waste management companies and associations in each municipality.							



20th of November: the municipality level organisation group met for the first time, establishing the foundations of the group and setting the manner and the course of actions.							
By the end of November the organisation had covered 36 municipalities with 45 volunteers who were actively organising the cleanup in their municipality.							
We performed the first test mappings, thus improving the initial instructions, methodology and mapping sheets.							
We made the list of potential sponsors and donors, wrote the sponsorship strategy and the basic documents.							
24th of November: we gave a lecture about the project at the conference, Environment and Environmental Protection at the Faculty of Criminal Justice and Security.							

Legend: O – organisation, P – mapping, C – communication, S – sponsors and partners, A – awareness, M – municipality organisation, G – general

December 2009	O	P	C	S	A	M	G
Company Pristop developed the graphic design and the logotype for the project. We decided upon the slogans for the project.							
5th of December: we created the Facebook profile. By the end of December the Facebook group had more than 20,000 members.							
9th of December: the national radio reported on the project for the first time. A few more reports followed in December.							



15th of December: we began forming partnerships with NGOs.							
14th, 15th, 18th and 20th of December: there were reports about the project in the News broadcast 24 ur on POP TV, on the radio Val 202 and on the web portal of Dnevnik newspaper www.dnevnik.si .							
21st of December: the first major article was published in the magazine Mag, entitled "Garbage men for one day". A few smaller articles were published in other printed media.							
22nd of December: the core organizers had a small pre-New Year's party.							
The first website and the portal for mapping became active and with them the mapping began on the digital ortophoto maps on Geopedia.							
We created the standard instructions for volunteers and for fieldwork, including the mapping sheets, the detailed instructions, and also the instructions in video format.							
The first foresters started mapping the illegal dumpsites in forests.							
Ekošola, the umbrella association of all Slovenian eco-schools, joined us as a partner.							
Through our website, chain emails and Facebook we were intensively looking for new volunteers to take over the organisation of the project in their municipality.							

Legend: O – organisation, P – mapping, C – communication, S – sponsors and partners, A – awareness, M – municipality organisation, G – general



THE PROJECT BECOMES REALLY ALL-SLOVENIAN

January and February 2010

After the New Year's holidays the project shifted from the phase of forming the vision and strategy into the phase of realisation. The intensity of activities was increasing day by day, as more and more municipalities, schools, sponsors, partners, etc. were joining the project. The key factor in January was the first press conference. Finance group sent the proposals for sponsorship and donations to more than one thousand Slovenian companies. The awareness group was formed. We started obtaining the permits for the final parties. We were swiftly signing agreements of cooperation with municipalities, waste management companies, schools and associations. By the end of February the coordination was established in 200 municipalities.



Jana magazine (foto: Šimen Zupančič)



January 2010	O	P	C	S	A	M	G
12th of January: we organised the first press conference, which meant the beginning of the intense media reporting about the project.							
16th of January: we had the first meeting with the Ministry of Environment							
20th of January: Awareness group had the first meeting and decided on group members' tasks.							
21st of January: the President of the Republic of Slovenia Dr. Danilo Türk, the President of the National Assembly Dr. Pavel Gantar and the Prime Minister Borut Pahor became honorary patrons of the project.							
22nd to 24th of January: ten members of the team travelled to Estonia to participate on the Let's do it! conference organised by the Estonian team.							
We presented the project to the mayors from the Association of Municipalities of Slovenia and from the Association of Municipalities and Towns of Slovenia.							
Finance group started actively looking for financial and material resources.							
We had meetings with some of the key partners of the project that have their association branches spread all over Slovenia.							
28th of January: the Ministry of Education and Sport became the supporter of the project.							
We complemented the website and the mapping portal with all the forms for reporting the dumpsites and all the mapping instructions. The website www.ocistimo.si was launched with the polished design, and it included the web registration. The essential contents were being added until the end of the month.							



We drew up a plan for a rapid search for volunteers for the ortophoto mapping, involving students, associations and various organisations. In the meanwhile the mapping on Geopedia proceeded slowly.							
By the end of the month Slovenian Roads Agency became our partner and promised to offer their truck to help the waste management companies in transporting the waste.							
We started forming the regional coordination. With this intention we had meetings with the regional development agencies.							
By the end of the month the link was established with volunteers in one hundred municipalities.							

Legend: O – organisation, P – mapping, C – communication, S – sponsors and partners, A – awareness, M – municipality organisation, G – general

February 2010	O	P	C	S	A	M	G
The Slovenian Armed Forces became our partner and promised to help on the cleanup day. The Ministry of Defence and the Police also confirmed their cooperation.							
The Administration for Civil Protection and Disaster Relief became the partner in organising the mapping events.							
We started to negotiate with the companies dealing with waste management and recycling.							
We activated an option on the website to register as a municipal coordinator.							
Voluntary registrations for municipal coordinators became infrequent, so we sent an appeal to the remaining municipalities to join the project and determine the coordinator.							



10th of February: we finalized the text for the printed flyer about the cleanup.							
12th of February: KD Skladi, Sklad KD Nova energija became the golden sponsor of the project.							
We prepared the professional program outline for the Eco-tour.							
We sent an offer of articles to monthly and weekly magazines, and already wrote and sent some articles, which were later published.							
16th of February: magazine Jana published the article: "Heroes that will get the country on feet", which presented the core team of leaders.							
The greater parts of the remaining areas on the digital map were checked by geography students from the Ljubljana University. They finished the ortophoto mapping by the end of February, completing that part of the mapping before the deadline. All together more than 10,000 potential dumpsite locations were found.							
The Ministry for Education and Sport sent a letter to all schools, suggesting them to join the cleanup.							
Finance group intensely worked on getting the general sponsors and donors, media sponsors and donors, Eco-tour sponsors, and sponsors for the final parties.							
We started publishing the Cl-e-news (Čist-e-novice).							
Libraries and Tourist Information Centres began supporting the project by spreading information and assisting people with the registration for the cleanup.							
We drew up a plan for a rapid search for volunteers to take on field mapping; this involved asking scouts, army, police and various organisations (GURS, ZRSVN ...).							
Due to a meagre response from the Municipalities to provide the municipal lists of dumpsites into our central dumpsite registry, we phoned all municipal inspections asking them to help as much as they were able.							



We had a meeting with all bigger organisations who decided to contribute to the field mapping, agreeing informally on the realisation of the mapping events.							
We improved the methodology for field mapping, particularly for mapping potential locations found on the ortophoto images. We found the appropriate GPS devices and collected the donations to buy them.							
By the end of February more than one thousand people had reported illegal dumpsites or otherwise actively participated in the mapping of illegal dumpsites in their municipalities.							
We improved the instructions for the field mapping. The snow was melting and we were getting ready for the beginning of the mass field work. In the meanwhile the number of confirmed dumpsite locations was increasing very slowly.							

Legend: O – organisation, P – mapping, C – communication, S – sponsors and partners, A – awareness, M – municipality organisation, G – general

WE'RE ALMOST THERE ...

March and April 2010

National promotional activities in March made it impossible for the public to overlook the cleanup event. Eco-tour visited many larger Slovenian towns. Contests began for the best eco-ideas, best drawings and best photographs. Two weekends were dedicated to the mapping-cleaning events. We discussed the details of the cooperation in meetings with the earlier and new partners. We planned where the waste collection points would be and the logistics of the waste transportation with the waste management companies. Finance group signed contracts with many sponsors, donors and media sponsors. We printed and distributed posters and flyers. In the final month and a half reports about the project flooded the media.



Scouts, the police, the army etc. joined in the mapping. The field check-up of the potential dumpsite locations was completed by the end of March. We were not able to examine all locations because of lack of time and the late snow in the middle of March. In the last two months we received many emails and phone calls from citizens who wanted to report an illegal dumpsite.



Meeting for the illegal dumpsite registry and search events (Foto: Žiga Šmidovnik)

March 2010	O	P	K	S	Z	M	G
1st of March: contests for drawings and eco-ideas in schools began.							
2nd of March: we invited people to enter the photo contest.							
3rd of March: we organised a meeting to discuss how to improve the illegal dumpsite registry in Ljubljana. Seventy mappers participated, mostly from the central Slovenia.							
We bought GPS devices for fieldwork and distributed them to volunteers all around Slovenia.							



We prepared the dumpsite packages, each containing 50 potential locations that needed to be field checked. The volunteers could download the packages from the mapper's web portal. They contained the maps and the precise locations that could be entered into the GPS devices, this enabled for ease of finding and mapping potential locations.							
5th of March: in one day we organised 14 presentations of the mapping in all Slovenian regions for local mappers, in cooperation with the The Administration for Civil Protection and Disaster Relief. The event served as preparation for the mapping-cleaning events that followed later in the same month.							
We printed the informative flyers and posters.							
With GeaTV we made a twenty minute film on good environmental practices related to waste. With Filtnet we made three short clips for teenagers.							
6th of March: Eco-tour began touring around Slovenia. The first stop was in Murska Sobota.							
10th of March: Eco-tour stopped in Maribor.							
12th march: Eco-tour stopped in Novo Gorico.							
13th and 14th of March: the first part or the mapping-cleaning events all over Slovenia took place. In many places the event was cancelled because of snow.							
15th of March: the project began to be advertised on the screens of the Ljubljana City Public Transport (Ljubljanski potniški promet).							
15th of March: the very last municipality joined the project. By the end of the month only a few agreements of cooperation were not signed yet.							
16th of March: the Eco-tour stopped in Kobarid.							
We created the screenplays for TV and radio advertisements.							



The company Europlakat stuck 250 jumbo posters all around Slovenia.							
16th of March: we organised a meeting with all Slovenian waste management companies, representatives of waste handling companies and the Ministry of Environment, to determine logistic solutions for the cleanup day.							
All Slovenian waste management companies became partners.							
18th of March: Eco-tour stopped in Ribnica (and also in Ivančna Gorica, Dobre Polje, Sodražica and Kočevje)							
19th to 21st of March: Eco-tour stopped in Celje.							
20th and 21st of March: the second part of the big mapping event took place all around Slovenia.							
24th of March: on the Day for change (Dan za spremembo), a day for voluntary activities, the leading team gathered for a pilot cleanup of an illegal dumpsite by the Litijska street in Ljubljana. This was in order to be able to better estimate the amount of waste, the numbers of bags needed and the logistics of the cleanup.							
In the last week we established the logistic centre in the vacant rooms of the Quarter Community Polje, for the distribution of bags and gloves, for storing various materials, and as an office for logistic tasks.							
We activated the info phone numbers. Up until a little more than two weeks before the cleanup day we had been answering the calls on four main mobile phones and nine additional mobile phones for regions. The phone numbers for the regions were issued on the posters in all municipality offices.							
26th of March: on Čopova street in Ljubljana we staged a fashion show named 3Re.							



27th of March: Eco-tour stopped in Komenda.							
30th of March: Eco-tour stopped in Kranj.							
31st of March: Eco-tour stopped in Velenje.							
We activated the SMS donations with all mobile operators and the possibility for internet donation for the T-shirt "Let's clean Slovenia in one day!"							
We contacted the companies that sell bags and gloves, selected the best offers and sent them to the municipalities.							
The drawing contest was finalised. 180 Slovenian schools and kindergartens participated.							
At the end of March many people changed their profile picture in Facebook to the logotype of the project.							

Legend: O – organisation, P – mapping, C – communication, S – sponsors and partners, A – awareness, M – municipality organisation, G – general

April 2010	O	P	C	S	A	M	G
1st of April: we officially concluded the mapping for the cleanup. More than 10,500 illegal dumpsites were registered. We concluded the registration of meeting points for volunteers. The locations of dumpsites were still being added to the registry after this date.							
Processing collected data about the mapped dumpsites began. We made a selection of those locations that were appropriate for the cleanup. The selection contained more than 7000 dumpsites.							



We allocated the appropriate number of dumpsites to each meeting point and to each of the adopters, depending on the number of the registered volunteers. We created the instructions and the maps for the people who were in charge of each dumpsite and meeting point.							
2nd of April: Eco-tour stopped in Novo mesto.							
2nd of April: the drawing contest concluded.							
6th of April: Eco-tour stopped in Zagorje.							
7th of April: Eco-tour stopped in Slovenj Gradec.							
8th of April: we organised a debate Clean Slovenia—for ever! including a round table on the topic of waste and a press conference with the Slovenian Armed Forces.							
9th of April: Eco-tour stopped in Koper.							
9th of April: at the National Assembly we opened an art exhibition showing work done by pupils from many Slovenian schools and kindergartens entitled We are creative with waste.							
10th of April: we organised the cleanup of three dumpsites with the Slovenian Armed Forces (in Novo mesto, Počeh and Vrhnika).							
10th of April: the cleanup took place in three Slovenian municipalities and in some kindergartens and schools.							
We distributed logistic packages to each of the municipalities; we prepared and distributed bags, gloves, posters and flyers with instructions.							
We created a logistic plan for the municipal organisers—with locations of registered illegal dumpsites, locations of meeting points for volunteers, information on who is offering help with waste transportation, and how many volunteers had registered in each municipality.							



ACTION!

On this day the volunteers were cleaning the illegal dumpsites in 207 municipalities.

and helping with various operational issues. From the base camp we gave assistance with any problems that occurred in the field. In another room we prepared the space for the big press conference at 5 p.m.

Much less people attended the evening parties than we expected, but the atmosphere was still fantastic.



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The coordinators of meeting points were sending SMS messages to a particular phone number about the number of volunteers and the amount of collected waste. This information was automatically processed so that the base camp was constantly gathering the newest results, which were being projected on a screen. The results were also accessible on the internet. Each time a round number was reached the entire room vibrated with joy.

Much less people attended the evening parties than we expected, but the atmosphere was still fantastic.

17 th of April 2010	O	P	C	S	A	M	G
At 7.00 we began setting up the rooms in the call centre and the media centre in the Slovenijales Conference Centre in Ljubljana.							
From 9.00 to 14.00 was the official duration of the cleanup. Many people continued to clean until the evening.							
At 11.30 we sent the first media release to the media list.							
After 14.00 we called all municipal organisers and they gave us the first estimations on the number of volunteers and the amount of collected waste in their municipality.							
At 14.30 we sent the second media release to the media list.							
At 17.30 we organised the press conference in the press centre. We announced the unofficial results on the number of participants and the amount of collected waste.							



After 18.00 the parties began in many places. The main three parties we organised took place in Nova Gorica, Maribor and Ljubljana. Well known Slovenian musicians performed for free.							
At 19.00 we sent the last media release to the media list.							

Legend: O – organisation, P – mapping, C – communication, S – sponsors and partners, A – awareness, M – municipality organisation, G – general

WHAT NOW?

After the 17th of April

After the cleanup event the leadership team needed a few weeks of rest. Still, some project obligations required additional work. The preparation of the booklet with eco-ideas continued, as well as updating the registry of illegal dumpsites, preparation of suggestions to change the legislation, photo exhibitions and preparation of other environmental projects with two goals: Slovenia without illegal dumpsites by 2020 and zero waste by 2030.

From May to October 2010	O	P	C	S	A	M	G
By the end of May Urša Zgojznik from the municipality level organisation group prepared statistical reports and collected opinions and suggestions.							
In the beginning of May two members of the Slovenian team visited Bucharest to encourage the organisers of the cleanup in Romania. On the 25th of September the Romanians successfully realised their own cleanup with 200,000 participating volunteers.							



17th of May: we organised a final event in the Festival Hall in Ljubljana, where all the partners and the members of the workgroups were invited.							
5th of June: we organised a picnic for all municipal organisers; well-known Slovenian musicians performed on the event.							
15th of June: we symbolically handed the registry of illegal dumpsites to the Ministry of Environment. The Ministry promised they would endeavour for the prevention of illegal dumping.							
In June GFK company carried out a public opinion poll for us.							
We transferred the knowledge of the organisation of the project to some other countries (Montenegro, Macedonia, Finland, Moldova) who are also doing the cleanup in 2011 or are going to join the World Cleanup 2012.							
From August we began and continue to prepare for two conferences to take place in 2011: Let's clean the Balkans in one day! and Let's do it! World Cleanup 2012 global conference.							
28th of September: we participated in a discussion with the President (note: the summary of the conclusions from the discussion is in the Appendix). During the festive event in Brdo pri Kranju the President awarded the two leaders of the project the order of merit before approximately three hundred members of the coordination teams.							
21st of October: we participated in the Slovene Conference on Public Relations (SKOJ).							
By November this final report was completed in Slovenian and by January in English.							

Legend: O – organisation, P – mapping, C – communication, S – sponsors and partners, A – awareness, M – municipality organisation, G – general



Closing event in the Festival Hall (Foto: Žiga Šmidovnik)



ORGANISATION OF THE PROJECT

Persistence pays off

The organisation group was formed on the 8th of September 2009 at the second meeting, but the activities of this workgroup were not well defined and fixed. Therefore in the beginning the organisational tasks were scattered among all of us, particularly among the leaders of the groups. Even though we were a bit disorganised, we still managed to form the organisational structure of the project and set up the strategy.

In the first months the volunteers of the project were just a civil initiative without any legal status. At the beginning of November we felt that the project needed legal status. We decided to choose the Ecologists Without Borders Association as an appropriate legal entity. It had been established for half a year but hadn't been used yet. Petra and Janez Matos intended to use it to organise environmental projects. The name fitted our aims, and the association was brand new, publicly unknown and with no labels.

When starting the organisation we followed the basic principle of the Estonian project Let's do it Estonia!, that this is a "non-profit, genuine civic event, not related to any political party, individual company or non-government organisation. The organisers are coming from many environmental and other NGOs, associations and backgrounds."

The existing principles of Ecologists Without Borders Association were also in line with the spirit of our civil initiative:

- showing with own example sustainable and quality life is possible,
- adding a flint to the mosaic of all the good happening in the world,



- bringing into practice unity in diversity,
- awakening the collective spirit in the age of individualism,
- changing the apathy into empowerment through activism and genuine civil initiative,
- curbing the rioting consumerist impulses with the mentality of sustainability.

The initiators were never possessing the project *Let's clean Slovenia in one day!* We respected all those who had been organising local cleanup projects around Slovenia and we relied strongly on their experience, expertise and connectedness with the local communities. All that was crucial for the success of the all-Slovenian event. It is appropriate to mention here the Tourist Association of Slovenia, which is involved in the majority of cleanup events in Slovenia. It reacted very positively to our appeal to cooperation and thus contributed greatly to practically all the other cleanup events in Slovenian joining the project. An important message of the project was that it belongs to all the citizens of Slovenia and not just to a handful of coordinators. Slovenian Forest Service had an extremely important role in the mapping of illegal dumpsites, taking care of one third of all of the mapped dumpsites.



Pilot cleanup with the Slovenian Army (Foto: Žiga Šmidovnik)



Organisation was usually excellent inside the individual groups in a smaller circle of collaborators. The activities were rather scattered, decentralised, only the crucial communication elements of the project were unified for the whole of Slovenia. The positive side of this was a high level of autonomy of individuals and groups, openness for improvisation and organic growth of the organisational structure of workgroups; negative side was unclear identity of the group, uncertainty about the leading roles and responsibilities in the beginning, and duplicating work, doing unnecessary things, many misunderstandings and delays later on.

At the beginning of 2010 the identity of the project had become well defined, the primary goals, the principles of communication, the relations with the partners etc. This helped us to respond well to (very rare) attempts of abuse of the project for purposes which were in opposition with our basic principles. We were also able to better focus on the important matters and avoid wasting the energy on side issues.

All together around one thousand five hundred volunteers participated in the organisation of the project—sometimes in close cooperation with the fifty central organisers, sometimes having little touch with them. Approximately five hundred volunteers were active in the local organisation in individual municipalities, and there were also about one thousand people who were active in the mapping of the illegal dumpsites. On top of this more than three thousand volunteers took care of all the tasks at the meeting points on the cleanup day.

The organisational structure of the project was flexible. The most active members were often doing many other tasks, and not only those that their group was responsible for. This was most common when some task had to be finished in a very tight timeframe, particularly in the last two months.

Since only a few percent of people who offer help, actually go ahead with it, it is important to quickly respond to the offered help and to motivate and educate. We lacked a group of motivators, therefore the core organisation team remained small and overburdened.



Workgroups were changing in time. Some were very closely connected with other groups, some less. Sometimes certain tasks were done by a smaller group of volunteers in very loose cooperation with one of the workgroups. An example of this is the organisation of the fashion show. The event fits in the description of tasks of the awareness group, but instead it was organised by a few people independently; the communication for the event was supported by the communication group.

The communication group was overseeing all events. That was crucial for maintaining a coherent identity for the project, for adhering to the planned timeline, for keeping focussed on the set goals, and for ensuring that volunteers did not engage too broadly with activities and projects that were not closely related to waste handling (there were tendencies towards diverging to less related activities).



Part of the Maribor coordination team

We discussed all the important decisions at regular weekly meetings with the core leadership team. At the beginning the meetings were somewhat unorganised, but later we defined some rules and began writing efficient



minutes, in which it was clearly stated which persons had committed themselves to do which task by which date.

During the second half of the project the group for internal communication organised a system of filing short messages from the leaders of each workgroup, so that all leaders of all groups had a general overview of what was going on in other groups. This was particularly important because our activities were often overlapping, or were depending on one another.

For example: in order for PR group to compose the news release about the program of the Eco-tour in a particular town, the awareness group had to punctually gather all the information about all the events, participants, locations and other information; the finance group had to get all the logos of the sponsors of the Eco-tour and forward them to both groups. The municipality level organisation group helped by providing all the contacts of the municipal coordinators, and these coordinators helped with the organisation of the event locally.

The organisational structure of the project was not hierarchical, but concentric. In the centre were two leaders. Their task was to follow everything that was going on, officially representing the project, and taking urgent quick decisions when there was no time to wait for the meeting of the entire leadership group.

One of the leaders (Aleš Pevc) was overseeing the finance group, logistics and the party organisation group, while the other (Petra Matos) took care of the mapping group, the municipality level organisation group, and the awareness group. One more leader would be very useful to oversee the communication group, which took care of the internal and external communication, relations with all the partners, media, new releases, advertising, organisation of events and general promotion of the project.

The leadership group was comprised of the leaders of all the individual workgroups (sometimes even two or more members) and the above mentioned project leaders. Inside each group further division of tasks was va-



rying greatly. Some groups were small and unstructured, others were very big and branched, especially the municipality level organisation group and the mapping group. Group leaders were never chosen by voting, they simply surfaced themselves, showing great self-initiative in putting a lot of energy and time into the project and responsibly executing all of the needed tasks.

Most of the minor decisions were up to the members of the groups. Bigger decisions were first discussed on the leadership meeting, until we came to consensus. We practically never made decisions by votes. Many times the urgent decision was made by the two leaders of the project, but sometimes they didn't agree. In that case they brought up the proposal for discussion in the leadership team to decide about it.

Regular meetings of the leadership group, at least twice a month, were of utmost importance, since web communication doesn't ensure adequate integrity of the group. Additionally meetings were often carried out over Skype, the program for free internet talks.

The project was entirely voluntary, so there were no issues determining rewards or salaries for individual members. All the funds were used for the expenses of the project. Later on the volunteers had their travel and phone expenses refunded; most of them asked only for a part of the expenses, while some even renounced all the refunding. We managed to repay the municipal organisers only 50 EUR for their phone and travel expenses, this was more as a gesture, as we were aware that the expenses were in most cases much higher.

During the realization of the project there were regular announcements on the website about how much money was still needed, how much had already been spent and what for. The public and the media were responding very positively to the complete financial transparency of the project.

Within the organisation of the project we were faced with many challenges and problems. For most of us it was our first time being involved in such a big project. With the project *Let's clean Slovenia in one day!* many new



environmental connections were formed, as well as many new professional tools and communication strategies. At the same time the civil society was enhanced by a network of competent organisers.

The core organisation team consisted of:

Head coordinators: Aleš Pevc (logistics), Petra Matos (partners)

Communication: Pika Kofol (leader), Polonca Štritof (deputy leader), Pika Golob (internal communication), Nina Marolt (partners), Petra Arula and Martina Budal (Čist-e-novice e-newsletter), Sabina Ogrič (administration of databases), Metja Stritmar (text writer, coordinator of the contest Creative with waste), Doroteja Jazbec (text writer), Vesna Rems (text writer)

PR: Anja Vilotič (media relations), Rok Knafelj (ambassadors and VIP), Tanja Kverh (banks), Jana C. Lavtižar (NGOs)

Illegal dumpsite registry: Janez Matos (leader), Jaka Kranjc (GIS support), Lea Ružič (mapping, VIP meeting point), Mojca Velkovrh Slunečko (video instructions), Gorazd Drofenik

Municipal organization: Urša Zgojznik (leader), Dušan Komel (administrator), Matjaž Grum (regional coordinator for Dolenjska), Uroš Kozlevčar (regional coordinator for central Slovenia), Martina Erjavec (regional coordinator for Notranska and Kras), Pomurski Ekološki Center (regional coordinator for Pomurje), Jožica Lazar (regional coordinator for Goriška), Tomaž Dežman (regional coordinator for Gorenjska), Urška Čater (regional coordinator for Savinjska), Peter Cesar (regional coordinator for Koroška)

Technical support: Jure Šah (website), Miha Valenčič

Finances: Ingrid Vidmar (leader), Tina Vidjen, Anita Novak, Aleksander Batič, Katarina Klemenčič, Lana Mihele, Anže Kogovšek, Mitja Petovar, Sabina Ogrič, Špela Perne, Nataša Kušar, Miro Mihec, Drago Kušar, Metka Štergulec in Matjaž Grum



Awareness: Nara Petrovič (leader, coordinator of Eco-tour), Mircho H. Mavrin (general support), Urša Dolinšek (short videos), Polona Somrak (text writer of media articles), Marta Ivančič (organisation of Eco-tour), Andreja Palatinus, Lidija Živčič (strategy of the waste handling policies), Eva Celec (fashion show), Barbara Živčič (fashion show)

Party organization: Polona Klemenčič, Matjaž Šneberger

Accountant: Polona Klemenčič

Photographers: Žiga Šmidovnik (also the author of the photo exhibition in Bežigrad library), Jože Bedič

Photo contest: Ana Kovač



ORGANISATION ON THE MUNICIPAL LEVEL

How to reach every village

The preparation and organisation of the project aimed to involve people at the local level. Core goals of the group were to create an active network of volunteers that would carry the idea to the local community (municipality, residential quarter), and secure the efficient realisation of the event. The functioning of the group was particularly sensitive due to size, local specifics, vast varieties and the large number of local partners involved—municipalities, waste management companies, schools and kindergartens, associations and individuals.

WORK CONDITIONS AND WAYS

The first foundations of the group were established by Petra Matos. At the beginning of December 2009 Petra was assigned to one of the two project leader roles together with Aleš Pevc. From that point on Urša Zgojznik made sure that all the activities unfolded in all the municipalities; she brought all the needed information to the regional and municipal coordinators; she gave all the necessary support and answered all the questions in relation to the efficient execution of the project. Dušan Komel helped with administrative tasks, ensuring that communication amongst many municipal organisers proceeded smoothly and efficiently.

In each of the 210 municipalities there were a few municipal organisers, equalling around 500 all together. In eight out of thirteen statistic regions regional coordinators were helping with the regional coordination.



DESCRIPTION OF ACTIVITIES

The goals of the group were:

- finding an organiser in each Slovenian municipality and at least one or a few in residential quarters in cases of city municipalities (with the help of internet and promotion),
- establishing regional coordination.



Local organizers and other volunteers from Videm

The activities in each municipality, carried out by the municipal organiser, were:

- organising meeting with the municipality officials to garner their support as the main local partner,
- settling an agreement of cooperation with the waste management company,
- connecting with the existing organisers of the cleanup projects in the municipality and trying to establish an efficient organising team with them,



- presenting the project to kindergartens, primary and secondary schools, and inviting them to get involved,
- contacting the active associations in the municipality or residential quarter,
- inviting all the citizens and ensuring all conditions for realisation of the project,
- preparing the organisation and logistics of the project in detail (cooperating with the municipal mapper, determining meeting points and waste collection points),
- providing a key communication link inside the local community between the leadership of the project and all the aforementioned subjects in the municipality,
- contacting the local media.

The volunteers were very much spread out all over the country and the regional coordination was not very well established, therefore the communication was generally happening between the group leader and the municipal organisers, and rarely regionally. We mostly communicated through e-mail and phone, and each month we had at least one common meeting. We monitored the course of all activities on Google docs. At least half of the organisers communicated through the official e-mail name.surname@ocistimo.si.

INFORMATION DATABASES

The group was widely branched all over the country and included volunteers on many levels (municipal organiser – organising team – presidents of associations etc.). To keep the information uninterrupted the municipal organisers were asked to actively participate in monitoring and supplementing the central database. However, the volunteers were very heterogeneous, which consequently resulted in establishment of only a few Google group activities.

To have the work and communication unified we prepared standard documents for all municipalities that were then used by all municipal organisers.



DATABASES

- the document: Organisation on the municipal level (contacts, activity updates),
- the map with contacts of all municipal organisers, also published on Geopedia,
- frequently asked questions and answers about the organisation on the municipal level,
- PR tasks of the municipal organiser,
- fundraising directions,
- other internal databases.

DOCUMENT DATABASE

- protocol for organisers,
- protocols for communication with the municipality, waste management company, schools and kindergartens, and associations,
- letters for the municipality office, waste management, organisers of the existing cleanup projects, schools, kindergartens, and associations,
- the presentation of the project,
- presentations for the municipality, waste management, schools, kindergartens and associations,
- agreements for the municipality, waste management, organisers of the existing cleanup projects/events, schools, kindergartens, and associations,
- report forms.



RESULTS

The goals of the group were fully achieved as part of the total success of the project, which took place in all Slovenian municipalities with the cooperation of the waste management companies, the majority of Slovenian schools and kindergartens, and all of the key associations in each municipality.

Within the internal organisation there was a lot of strategic adaptation, a lot of changing and searching for better and more appropriate solutions, given the small number of volunteers in the leadership and administration of the project.



Meeting with the local coordinators (Foto: Žiga Šmidovnik)

During the course of organisation and final analysis new possible directions were recognised, that will improve the cleanup projects in the future, thus furthering the cooperation with our association and the department of wa-



ste handling. In this way we will enhance the efficiency of various measures in the local communities. These goals and interests are in part but not exclusively coinciding with future goals of the Ecologists Without Borders, and partially with waste handling issues on the level of the entire country.

The project was realised successfully in all municipalities. With the intent of participating in the common event, groups of volunteers gathered and collected waste. The participants saw the most important influence of the project to be the interaction and the social aspect of connecting people and raising national awareness of the responsibility of the state and wellbeing of the environment.

At the end of this chapter the results of the project are summarised in a table. The table was created on the basis of reports from the local organisers and waste management companies.

Precise results in numbers are hard to determine, since we didn't keep the record of all signatures of volunteers. Most of the results were collected by subsequent estimations. Regardless of the collected statements we are certain that indicated results were surpassed, since on the day of the event many people collected waste on their own. The total number of participants includes the participants in three municipalities where for objective reasons the event was carried out a week earlier, and also some schools and kindergartens that did the cleanup on the schooldays before the event. If no number is given about schools and kindergartens participating, this could mean we simply lack the data. This is also true about the number of involved associations.

In some cases we only received the estimation of the total number of participants and of the amount of collected waste in one unit. In the later case we used the 5.2 comparative factor between cubic meters and tons.

According to these data gathering principles the estimation of the participation in the event is 270,166 volunteers. According to the data available at



the Statistical Office of the Republic of Slovenia this was 13.2% of the total population of the country. The greatest percentage of the municipal population was reported from the municipalities of Ormož, Semič, Pivka, Kobarid and Kostel. In seven municipalities the participation exceeded 30%.

More than 86,000 children from 278 kindergartens and 533 primary, subsidiary and secondary schools and more than 3,700 associations were participating in the event.

The amount of the collected waste exceeds 14,800 tons or 78,000 cubic meters.



Local coordinators and other volunteers from Kranj after the event



MUNICIPALITY	Number of kindergartens		Number of children		Number of schools		Number of children		CHILDREN TOTAL	ADULTS TOTAL	ASSOCIATIONS	PARTICIPANTS TOTAL	PARTICIPATION in %	Amount of waste in m ³	Amount of waste in tons
AJDOVŠČINA	1	0	15	1508	1508	1861	47	3369	17,90	780,0	150,0				
ANKARAN*	0	0	1	300	300	350	15	650	21,78	300,0	57,0				
APAČE	0	0	1	26	26	346	9	372	10,28	180,0	4,3				
BELTINCI	1	345	4	0	345	678	37	1023	12,20	450,0	75,0				
BENEDIKT	0	0	1	250	250	300	13	550	23,36	90,0	14,4				
BISTRICA OB SOTLI	1	20	1	39	59	176	13	235	16,62	137,0	16,0				
BLED	2	120	3	588	708	712	53	1420	17,47	210,0	39,9				
BLOKE	1	3	1	12	15	67	5	82	5,25	30,0	8,0				
BOHINJ	1	36	1	202	238	860	43	1098	20,86	100,0	19,0				
BOROVNICA	1	80	0	0	80	377	7	457	11,60	170,0	16,0				
BOVEC	0	0	1	13	13	559		572	17,85	22,5	4,3				
BRASLOVČE	0	0	1	255	255	280	8	535	10,31	280,0	53,2				
BRDA	2	100	1	400	500	550		1050	18,47	238,0	45,8				
BREZOVICA	4	120	0	0	120	414	5	534	4,98	230,0	43,7				
BREŽICE	1	0	10	0	0	4000	35	4000	16,44	851,8	163,8				
CANKOVA	1	10	1	130	140	230		370	19,40	100,0	10,5				
CELJE	12	100	23	480	580	2365	60	2945	6,01	1146,0	217,7				
CERKLJE NA GORENJSKEM	2	49	1	699	748	948	56	1696	24,49	300,0	56,4				
CERKNICA	3	30	4	264	294	934	34	1228	11,04	190,0	36,1				
CERKNO	0	0	1	150	150	550	24	700	14,66	110,0	49,0				
CERKVENJAK	0	0	2	249	249	286	15	535	26,26	214,0	40,7				



MUNICIPALITY	Number of kindergartens	Number of children	Number of schools	Number of children	CHILDREN TOTAL	ADULTS TOTAL	ASSOCIATIONS	PARTICIPANTS TOTAL	PARTICIPATION in %	Amount of waste in m ³	Amount of waste in tons
CIRKULANE	0	0	0	80	80	165		245	10,67	206,0	39,1
ČRENŠOVCI	2	30	4	250	280	470	14	750	18,00	60,0	11,4
ČRNA NA KOROŠKEM	0	0	1	100	100	400		500	13,72	400,0	42,7
ČRNOMELJ	5	150	6	440	590	3120	79	3710	25,25	765,6	147,2
DESTRNIK	0	0	1	219	219	334	11	553	20,55	63,0	12,0
DIVAČA	2	40	2	200	240	476	25	716	18,56	358,8	69,0
DOBJE	1	0	1	30	30	102	4	132	13,84	250,0	47,5
DOBREPOLJE	2	50	1	290	340	360	15	700	18,29	170,0	66,6
DOBRNA	0	0	1	199	199	245	0	444	20,52	200,0	38,0
DOBROVA - POLHOV GRADEC	0	0	1	100	100	700		800	11,01	100,0	19,0
DOBROVNIK	1	40	1	77	117	207	25	324	24,29	170,0	14,3
DOL PRI LJUBLJANI	0	0	4	81	81	629	20	710	13,42	296,0	230,0
DOLENJSKE TOPLICE	0	0	1	90	90	452	19	542	15,90	30,0	8,0
DOMŽALE	9	182	6	556	738	2742	37	3480	10,40	500,0	132,0
DORNAVA	1	50	1	180	230	395	17	625	21,22	74,2	10,3
DRAVOGRAD	5	115	3	250	365	785	18	1150	12,64	303,1	58,3
DUPLEK	0	0	3	350	350	500	35	850	12,92	550,0	100,0
GORENJA VAS - POLJANE	0	0	2	500	500	760	21	1260	17,56	400,0	76,0
GORIŠNICA	1	22	1	250	272	330	24	602	15,08	52,0	6,2



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GORJE	1	50	1	13	63	390	22	453	15,67	84,5	16,1
GORNJA RADGONA	2	85	4	702	787	596	26	1383	16,04	349,0	47,5
GORNJI GRAD	0	0	1	135	135	245	15	380	14,32	182,0	47,0
GORNJI PETROVCI	1	8	1	45	53	232	18	285	12,90	230,0	26,5
GRAD	0	0	1	171	171	327	23	498	22,05	130,0	25,7
GROSUPLJE	1	436	3	247	683	1777		2460	13,05	942,7	181,3
HAJDINA	0	0	1	157	157	424	16	581	15,54	75,0	30,0
HOČE - SLIVNICA	1	0	1	600	600	710		1310	12,14	297,6	57,2
HODOŠ	1	5	1	18	23	74	3	97	30,31	10,0	1,9
HORJUL	0	0	1	180	180	280	4	460	16,01	120,0	22,8
HRASTNIK	2	30	0	0	30	892	42	922	9,11	750,0	142,5
HRPELJE - KOZINA	2	138	2	376	514	819	7	1333	32,04	1100,0	95,0
IDRIJA	5	91	7	600	691	1205	38	1896	15,93	562,8	100,5
IG	0	0	0	0	0	50		50	0,76	20,0	3,8
ILIRSKA BISTRICA	3	50	6	500	550	1450	100	2000	14,35	520,0	100,0
IVANČNA GORICA	0	0	3	1800	1800	1650	18	3450	22,79	1800,0	360,0
IZOLA	3	0	6	0	0	1200		1200	7,48	310,0	46,0
JESENICE	6	350	11	474	824	904	30	1728	7,93	509,1	97,9
JEZERSKO	0	0	1	25	25	65	4	90	13,53	40,0	7,6
JURŠINCI	0	0	1	200	200	425		625	26,81	130,5	18,0
KAMNIK	2	620	8	1585	2205	1183	37	3388	11,74	927,5	178,4
KANAL OB SOČI	0	0	2	600	600	827	33	1427	24,51	223,9	43,1
KIDRIČEVO	1	130	2	165	295	600	10	895	13,42	305,0	80,0



MUNICIPALITY	Number of kindergardens		Number of children		Number of schools		Number of children		CHILDREN TOTAL	ADULTS TOTAL	ASSOCIATIONS	PARTICIPANTS TOTAL	PARTICIPATION in %	Amount of waste in m³	Amount of waste in tons
KOBARID	6	35	2	220	255	1200	35	1455	34,73	303,9	58,5				
KOBILJE	2	34	2	61	95	62		157	25,74	19,8	3,8				
KOČEVJE	1	85	4	210	295	1551	47	1846	11,06	537,8	103,4				
KOMEN	1	60	1	0	60	540	5	600	17,09	450,0	60,0				
KOMENDA	1	5	1	60	65	630	10	695	13,32	200,0	115,0				
KOPER	2	90	12	2687	2777	3000		5777	11,13	360,0	65,5				
KOSTANJEVICA	0	0	3	53	53	214	15	267	11,05	200,0	35,0				
KOSTEL	0	0	0	0	0	220		220	34,00	53,2	10,2				
KOZJE	0	0	1	45	45	234	20	279	8,60	400,0	76,0				
KRANJ	5	60	7	1780	1840	1970	35	3810	6,98	668,0	126,9				
KRANJSKA GORA	0	0	0	0	0	1001		1001	18,88	60,0	11,4				
KRIŽEVCI	0	0	3	55	55	554	21	609	16,19	220,0	22,5				
KRŠKO	2	50	8	1500	1550	1800	70	3350	13,03	1820,0	350,0				
KUNGOTA	0	0	0	300	300	150		450	9,55	120,0	22,8				
KUZMA	0	0	0	96	96	164		260	16,54	600,0	114,0				
LASKO	3	15	2	20	35	865	5	900	6,57	1200,0	300,0				
LENART	3	30	2	100	130	620	50	750	9,48	550,0	80,0				
LENDAVA	1	96	4	832	928	1117	9	2045	18,33	481,0	38,8				
LITIJA	3	105	3	301	406	1215	30	1621	11,07	700,0	133,0				
LJUBLJANA	0	0	0	0	0	13500		13500	4,85	4000,0	569,0				
LJUBNO	0	0	1	0	0	570	14	570	21,48	250,0	47,5				
LJUTOMER	1	2	5	0	2	1300	15	1302	10,98	327,6	63,0				
LOGATEC	1	130	3	400	530	1271	42	1801	13,90	312,0	60,0				
LOG-DRAGOMER	0	0	1	0	0	52	2	52	1,46	35,0	6,6				



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LOŠKA DOLINA	1	22	1	29	51	530	37	581	14,78	420,0	79,8
LOŠKI POTOK	0	0	1	150	150	80	14	230	11,39	100,0	35,0
LOVRENC NA POHORJU	0	0	0	70	70	145		215	6,88	126,0	23,9
LUČE	0	0	1	160	160	100	11	260	16,91	150,0	28,5
LUKOVICA	1	110	1	156	266	260	8	526	9,72	120,0	100,0
MAJŠPERK	1	0	1	240	240	750	15	990	24,07	72,0	13,7
MAKOLE	1	19	1	31	50	356	5	406	19,52	356,0	67,6
MARIBOR	0	0	0	4000	4000	5890		9890	8,78	1678,0	335,0
MARKOVCI	0	0	1	250	250	270	14	520	13,09	73,0	13,9
MEDVODE	0	0	0	100	100	900		1000	6,55	260,0	49,4
MENGEŠ	0	0	1	25	25	400		425	5,80	90,0	17,1
METLIKA	1	160	3	748	908	380	9	1288	15,24	150,0	50,0
MEŽICA	0	0	0	150	150	300		450	12,15	100,0	18,7
MIKLAVŽ NA DRAVSKEM POLJU	0	0	0	50	50	660		710	11,33	96,2	18,5
MIREN-KOSTANJEVICA	0	0	0	0	0	307		307	6,27	280,0	53,2
MIRNA PEČ	0	0	0	150	150	526		676	24,38	10,4	2,0
MISLINJA	1	50	1	300	350	456	18	806	17,19	300,0	57,0
MOKRONOG-TREBELNO	1	17	1	87	104	470	10	574	19,79	320,0	30,0
MORAVČE	0	0	2	597	597	399	15	996	20,47	150,0	50,0
MORAVSKE TOPLICE	0	0	10	86	86	407	47	493	8,18	500,0	95,0
MOZIRJE	1	100	1	300	400	683	33	1083	26,52	150,0	28,5
MURSKA SOBOTA	1	500	7	1356	1856	1094	100	2950	15,18	201,0	38,2
MUTA	0	0	1	189	189	227		416	11,77	117,0	22,2
NAKLO	0	0	5	754	754	726	30	1480	28,40	300,0	57,0
NAZARJE	2	50	2	230	280	360	16	640	24,79	107,0	20,3



MUNICIPALITY	Number of kindergartens		Number of children		Number of schools		Number of children		CHILDREN TOTAL	ADULTS TOTAL	ASSOCIATIONS	PARTICIPANTS TOTAL	PARTICIPATION in %	Amount of waste in m³	Amount of waste in tons
NOVA GORICA	2	500	6	700	1200	5850			7050	22,00	312,0	60,0			
NOVO MESTO	14	500	10	1500	2000	7030	60		9030	25,19	2000,0	350,0			
ODRANCI	0	0	0	150	150	135			285	17,00	50,0	9,5			
OPLOTNICA	2	30	2	50	80	380			460	11,68	260,0	50,0			
ORMOŽ	6	470	10	1750	2220	4100	15		6320	50,01	500,0	250,0			
OSILNICA	0	0	0	0	0	80			80	19,90	31,2	6,0			
PESNICA	1	54	3	508	562	485			1047	13,85	140,0	26,6			
PIRAN	5	420	8	440	860	940	38		1800	10,25	350,0	70,0			
PIVKA	2	175	2	504	679	1658	40		2337	39,12	1124,0	94,0			
PODČETRTEK	2	50	2	276	326	477	44		803	24,30	445,0	40,0			
PODLEHNIK	0	0	1	135	135	245	12		380	20,17	80,0	15,2			
PODVELKA	5	50	3	120	170	535	20		705	27,00	195,0	37,1			
POLJČANE	0	0	0	100	100	450			550	12,09	280,0	53,2			
POLZELA	1	100	1	200	300	1020	50		1320	22,38	800,0	152,0			
POSTOJNA	2	50	5	350	400	1800			2200	14,07	597,0	149,0			
PREBOLD	0	0	1	80	80	481			561	11,97	200,0	38,0			
PREDDVOR	1	0	1	115	115	345	22		460	13,38	98,0	26,9			
PREVALJE	0	0	1	315	315	600	11		915	13,46	239,2	46,0			
PTUJ	7	270	11	2227	2497	1225	12		3722	15,69	363,0	84,5			
PUCONCI	4	453	2	67	520	697	23		1217	19,82	318,2	61,2			
RAČE-FRAM	1	40	2	480	520	750	18		1270	19,26	250,0	47,5			
RADEČE	1	9	3	379	388	575	26		963	21,32	153,0	29,1			
RADENCI	3	80	3	290	370	810	40		1180	22,39	171,6	33,0			
RADLJE OB DRAVI	1	100	2	62	162	650	27		812	12,98	300,0	38,0			



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RADOVLJICA	2	297	5	921	1218	2086	30	3304	17,66	768,4	146,0
RAVNE NA KOROŠKEM	0	0	0	0	0	2457		2457	20,97	280,0	40,0
RAZKRIŽJE	0	0	1	50	50	130	7	180	13,33	60,0	5,0
REČICA OB SAVINJI	1	63	1	170	233	267	19	500	21,74	250,0	40,0
RENČE - VOGRSKO	0	0	0	250	250	420		670	15,63	100,0	19,0
RIBNICA	1	26	1	87	113	1570	35	1683	18,06	560,0	80,0
RIBNICA NA POHORJU	0	0	0	0	0	197	13	197	15,81	200,0	38,0
ROGAŠKA SLATINA	1	160	5	196	356	755	55	1111	9,96	520,0	100,0
ROGAŠOVCI	3	50	1	225	275	290	16	565	17,49	120,0	7,0
ROGATEC	0	0	1	38	38	252	22	290	9,25	123,2	23,7
RUŠE	0	0	2	586	586	488	5	1074	14,65	200,0	23,0
SELNICA OB DRAVI	1	50	1	150	200	322	22	522	11,44	110,0	20,9
SEMIČ	1	50	1	400	450	1050	30	1500	39,66	364,0	70,0
SEVNICA	1	0	12	1000	1000	1000		2000	11,33		
SEŽANA	1	100	3	400	500	1400		1900	14,81	676,0	130,0
SLOVENJ GRADEČ	1	50	9	1350	1400	1450	50	2850	16,98	550,0	100,0
SLOVENSKA BISTRICA	9	136	8	1503	1639	3962	29	5601	22,78	353,6	68,0
SLOVENSKE KONJICE	3	100	4	400	500	1540	40	2040	14,13	292,0	43,3
SODRAŽICA	1	0	1	235	235	173	4	408	18,84	85,0	16,2
SOLČAVA	0	0	1	28	28	74	7	102	20,00	96,0	18,2



MUNICIPALITY	Number of kindergardens		Number of children		Number of schools		Number of children		CHILDREN TOTAL	ADULTS TOTAL	ASSOCIATIONS	PARTICIPANTS TOTAL	PARTICIPATION in %	Amount of waste in m ³	Amount of waste in tons
SREDIŠČE OB DRAVI	1	0	1	100	100	258	6	358	16,64	150,0	45,0				
STARŠE	0	0	1	99	99	356	15	455	11,08	150,0	60,0				
STRAŽA PRI NOVEM MESTU	0	0	2	225	225	246		471	12,41	170,0	32,3				
SVETA ANA	1	6	1	6	12	200	6	212	9,03	100,0	19,0				
SVETA TROJICA V SLOVENSKIH GORICAH	0	0	1	54	54	429	9	483	21,71	370,0	52,4				
SVETI ANDRAŽ V SLOVENSKIH GORICAH	1	20	2	60	80	150	10	230	19,01	250,0	30,0				
SVETI JURIJ OB ŠČAVNICI	0	0	0	57	57	380		437	15,24	70,0	13,3				
SVETI JURIJ V SLOV. GORICAH	0	0	1	62	62	175	7	237	11,11	121,0	12,6				
SVETI TOMAŽ	1	20	1	50	70	400	7	470	22,27	120,0	45,0				
ŠALOVCI	0	0	0	0	0	200		200	12,50	150,0	28,5				
ŠEMPETER - VRTOJBA	0	0	3	822	822	250	15	1072	16,84	31,2	6,0				
ŠENČUR	0	0	0	70	70	630		700	8,37	350,0	66,5				
ŠENTILJ	0	0	2	158	158	773	36	931	11,05	550,0	152,0				
ŠENTJERNEJ	0	0	0	560	560	640		1200	17,84	6460,8	1242,5				
ŠENTJUR	8	70	7	440	510	880	20	1390	7,39	1107,0	179,0				
ŠENTRUPERT	1	15	1	130	145	215	14	360	12,73	250,0	70,0				



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ŠKOCJAN	0	0	6	300	300	350	15	650	20,17	200,0	60,0				
ŠKOFJA LOKA	2	110	7	2072	2182	1642	29	3824	16,85	750,0	90,0				
ŠKOFLJICA	0	0	0	0	0	112	2	112	1,31	120,0	12,6				
ŠMARJE PRI JELŠAH	0	0	0	300	300	1400		1700	17,01	950,0	180,5				
ŠMARJEŠKE TOPLICE	1	4	2	114	118	413		531	16,81	50,0	10,0				
ŠMARTNO OB PAKI	0	0	2	102	102	313	4	415	13,31	200,0	38,0				
ŠMARTNO PRI LITJI	2	0	2	300	300	720	11	1020	18,92	450,0	80,0				
ŠOŠTANJ	0	0	1	100	100	700	30	800	9,39	266,0	57,5				
ŠTORE	2	10	2	133	143	392	19	535	12,49	200,0	40,0				
TABOR	0	0	1	65	65	195	10	260	17,25	127,0	24,1				
TIŠINA	0	0	1	300	300	400	10	700	16,84	72,8	14,0				
TOLMIN	2	230	3	660	890	1840	40	2730	23,33	405,6	78,0				
TRBOVLJE	0	0	7	450	450	1250	40	1700	9,70	500,0	95,0				
TREBNJE	1	10	4	1299	1309	1643	51	2952	20,22	515,0	170,0				
TRNOVSKA VAS	0	0	0	90	90	110		200	15,26	70,0	13,3				
TRZIN	0	0	2	400	400	233	21	633	16,97	48,0	9,1				
TRŽIČ	4	0	2	399	399	761	13	1160	7,54	379,6	73,0				
TURNIŠČE	1	50	4	100	150	400	10	550	16,24	112,0	21,3				
VELENJE	6	819	13	2644	3463	3162	49	6625	19,89	600,0	91,6				
VELIKA POLANA	1	27	4	168	195	215	14	410	27,74	50,0	9,5				
VELIKE LAŠČE	1	3	1	25	28	545	21	573	13,90	425,0	85,0				
VERŽEJ	0	0	0	55	55	250		305	23,46	280,0	53,2				
VIDEM	1	0	1	80	80	748	45	828	14,81	246,3	34,0				
VIPAVA	8	120	4	212	332	968	12	1300	24,26	300,0	80,0				
VITANJE	1	10	1	10	20	180	15	200	8,71	31,2	6,0				



MUNICIPALITY

VODICE	1	170	1	111	281	353	19	634	14,11	90,0	17,1
VOJNIK	2	130	3	973	1103	350	31	1453	17,33	304,0	30,5
VRANSKO	1	10	1	46	56	237	13	293	11,25	150,0	28,5
VRHNIKA	0	0	0	130	130	1000		1130	7,06	700,0	46,0
UZENICA	1	50	1	250	300	300	18	600	21,78	150,0	28,5
ZAGORJE OB SAVI	0	0	0	1000	1000	1800		2800	16,38	1500,0	285,0
ZAVRČ	1	20	2	118	138	100	10	238	15,57	120,0	22,8
ZREČE	1	25	2	120	145	405	16	550	8,44	355,0	42,5
ŽALEC	0	0	3	750	750	990		1740	8,17	205,0	18,0
ŽELEZNIKI	2	100	2	50	150	550	30	700	10,33	120,0	22,8
ŽETALE	0	0	1	110	110	185	11	295	22,06	240,0	80,0
ŽIRI	0	0	0	260	260	300		560	11,41	300,0	57,0
ŽIROVNICA	1	125	2	371	496	368	22	864	20,15	100,0	10,4
ŽUŽEMBERK	0	0	3	460	460	723	17	1183	26,25	1084,0	206,0

TOTAL	278	12.097	533	74.135	86.232	180.802	3.731	267.034	13,06	78.924	14.884
ARMY						3132		3132			
TOTAL						183.934		270.166	13,21		

* The cleanup was carried out independently in the Koper Municipality



Cleanup in Žirovnica (foto: Dejan Mole)



COMMUNICATION

The unity of the project's identity

Soon after the founding of the communication group, at the second meeting on the 8th of September 2009, Pika Kofol became the leader of the group, and Pika Golob became responsible for the internal communication. From October Polonca Štritof was in charge of public relations, and she was also the leader's deputy. Gradually many other volunteers carried out communication tasks as well.

The number of participants in the project kept increasing and our inboxes were filling fast, exceeding fifty new messages daily. The communication among us organisers was incongruent, we therefore had to decide on the best way to ensure high efficiency of internal and external communication.

At the beginning we communicated through a forum and personal emails. Very soon, we realised this wasted too much time and correspondences became unclear, so within individual work groups we began communicating through the web tool Google Groups. Later on this method of communication was used only for the municipal level organisation, for which this method was most appropriate, since this way all local organisers could access the latest documents.

For internal communication the most important step was to establish a free email domain – @ocistimo.si – based on Gmail (one of Google's applications). Each member of the team got an email address name.surname@ocistimo.si. We also set up info@ocistimo.si address for general public correspondence.



For internal communication we set up email groups; pr@ocistimo.si (communication group), lokalno@ocistimo.si (municipal level organisation group), finance@ocistimo.si (finance group), popis@ocistimo.si (illegal dumpsite registry group), ozavescanje@ocistimo.si (awareness group) and vodstvo@ocistimo.si (all leaders of individual workgroups). This made it very easy to send an email to all the members of any given group and keep efficient correspondence with them.

We also introduced the use of Google Docs, which allows access, and editing of documents to many users. All documents for local organisation, communicating with partners, getting the newest information etc. were accessible to everybody who needed them. In our experience the possibility for many users to simultaneously edit the same document is extremely useful.

We determined a clear protocol of the priority for sending messages. Inside the group we sent messages only to those people whom the message was intended for. If anybody needed assistance or support, he or she sent a message to the entire group and then someone who had time and competence responded to the task. Sometimes the same tasks (preparing articles, answering interviews etc.) were done simultaneously by many people through the use of Google Docs.

To be better connected and informed about the project, weekly reports from group leaders were very important, spreading the information about the work of individual groups inside the core organisation team. Towards the end the pace of the project became so fast we discontinued the reports.

The core organisation team held meetings weekly and depending on the needs, meetings were held within individual workgroups frequently. Due to lack of time in the few months before the cleanup we communicated mostly through email and telephone.

In February the first issue of weekly CI-e-news was published. It was intended to inform all involved in the project, but also to present sponsors



and partnering organisations. It was via this internet publication that we shared information about the project, asked volunteers for assistance, and prepared awareness raising contents on current subjects, depending on the activities of that week.

All the news was promptly published on the project's website www.ocistimo.si. Here we also published all media releases and announcements of upcoming events. By 17th of April 2010 we had published more than 130 news updates.

We posted 32 videos on <http://www.youtube.com/user/ocistimo>.

Due to time restraints, we failed to arrange the few additional large open meetings, which may have allowed new volunteers to get involved in the project more efficiently. The only large meeting was at the beginning of October, when the project was just getting started.



Promo materials (Foto: Žiga Šmidovnik)



COMMUNICATION WITH MEDIA

COMMUNICATION STRATEGY AND STARTING POINTS

The media communication group's task was carried out in accordance with the communication strategy of the overall project *Let's clean Slovenia in one day!* The strategy document was prepared in cooperation with the communication agency Pristop at the beginning of December 2009. Pristop supported us in setting up a strategic framework and plans for the communication support of the project. Creating the strategy is crucial in order to form good support and efficiently reach all communication goals, since it allows for effective and most importantly, synchronised communication on all levels. The strategy also defines protocols and demands precise division of tasks and responsibilities of individual groups in relation to the targeted audience. It also supports plain analysis of the results of the project. As the date of the cleanup was getting closer and the intensity of various activities increased, there was also less and less time left for planning, so the congruency with the strategy diminished and we had to rely on improvisation.

Communication strategy helped us define in detail the following areas:

- Starting points,
- Assessment of progress,
- Communication goals,
- Group goals,
- Communication principles and guidelines,
- Key contents,
- Communication activities (public relations and marketing communication),
- Efficiency assessment,
- Term planning,
- Financial assessment,
- Project team.



STARTING POINTS

Let's clean Slovenia in one day! is the largest volunteer project in the history of Slovenia. It will take place on the 17th of April 2010 under the wing of the Ecologists Without Borders Association; the idea is based on a similar project *Let's do it!* realised on the 3rd of March 2008 in Estonia.

Aims of the project:

- to carry out the largest mapping of illegal dumpsites to date,
- to clean up illegal dumpsites in Slovenia—close to 50,000 by some estimations—as well as hiking trails, mountain routes, areas surrounding schools, settlements, rivers and lakes,
- to involve 200,000 volunteers to participate in the realisation of the cleanup,
- to attract all umbrella non-government and environmental organisations, decision makers, relevant individuals and partners to support the project financially or with their infrastructure,
- to fit the project within the financial evaluation of approximately 700,000 EUR,
- to end the project *Let's clean Slovenia in one day!* with three concerts for all volunteers, in Ljubljana, Maribor and Nova Gorica.

PROJECT GOALS AND COMMUNICATION GOALS

Project goals were determined inside the core organisation team, while communication goals were determined later and were used to support project goals.

Project goals:

- to unite at least two hundred thousand volunteers on 17th of April 2010, in the largest environmental project in Slovenia so far,
- to create the first digital registry and national map with locations of as many illegal dumpsites as possible,



- to remove at least twenty thousand tons of illegally dumped waste from the environment,
- to unite all spring befalling environmental projects on the same date and with a common purpose,
- to raise awareness, educate and improve attitudes toward waste.

COMMUNICATION GOALS

Informing about the project:

- at least 90% of Slovenian citizens should hear about the project,
- encouraging all the targeted groups to join the project *Let's clean Slovenia in one day!*.

Positioning of the project:

- perceiving the project as the largest cleanup event in the history of Slovenia, of which everybody wants to become a part of continuous favourable opinion about the project by all target audiences,
- reaching awareness about the greater problem of waste handling (raising awareness),
- creating a basis for building a long term good reputation of environmentally oriented projects,
- creating a basis for fulfilling the long term goal: changing the habits of citizens and supporting a sustainable society.

KEY MESSAGES

Primary communication message:

Let's clean Slovenia in one day!

Supporting communication messages:

- *Let's clean Slovenia in one day!* project is an opportunity for Slovenia to clean twenty thousand tons of household waste in one day,
- there are fifty to sixty thousand illegal dumpsites in Slovenia, containing 400,000 tons of illegal waste (200 kg per each Slovenian citizen),



- illegal dumpsites have a negative influence on the environment and the quality of our life (climate changes, drinking water, living environment and animals),
- the project will unite 200,000 volunteers,
- the project *Let's clean Slovenia in one day!* will be supported by the largest mapping of illegal dumpsites in Slovenia,
- the project *Let's clean Slovenia in one day!* will be supported by renowned media personalities, experts and reputable advocates and partners,

TARGET AUDIENCE

The communication strategy defined the following target audience, of which media will be outlined below:

- internal public (broader team of organisers and volunteers),
- wider Slovenian public (potential volunteers),
- potential partners,
- potential honorary patrons and ambassadors,
- potential sponsors,
- media.

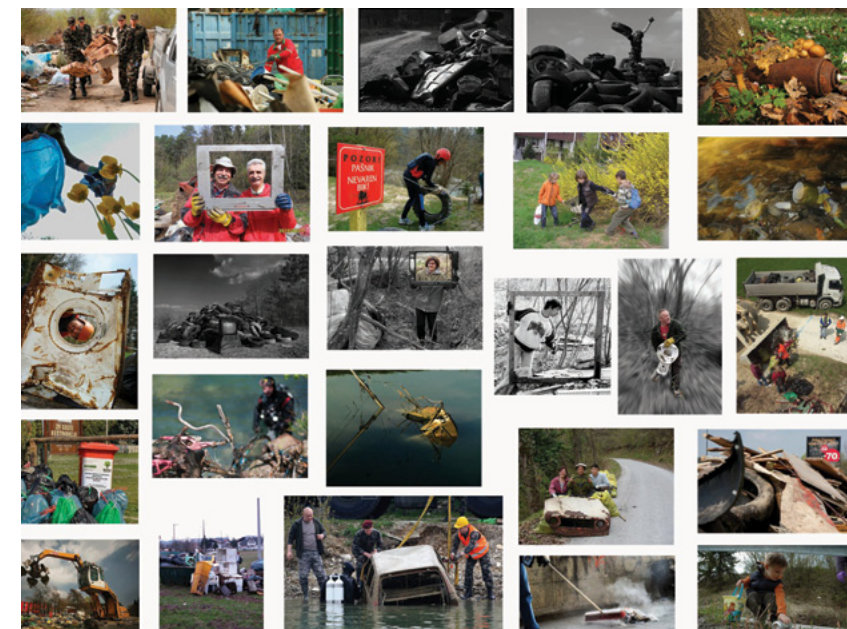
After the cleanup we found ourselves in a lot of communication with various interested experts including geographers, communicators, advertisers, ecologists and political audiences. This was due to both an interest in Ecologists Without Borders Association as well as other interests and was a direct consequence of the project's extent.

THE ROLE OF MEDIA AS TARGET AUDIENCE

The media played the role of information mediator to defined key audiences of the project *Let's clean Slovenia in one day!* We didn't want to leave the communication to the media at random. Journalists and editors often hold a status of public opinion trendsetters and are an extremely rich source



of useful information. This information helped us in identifying competent individuals in specific government agencies, which we contacted with our cooperation proposals. Simultaneously good relations with the media (meaning with editors and journalists) was important in case of crisis, and also when we had to launch important logistic and organisation messages about the project (for example the deadline for registering meeting points, the cancellation of the searching-cleaning event on the 13th of March, message about how to handle hazardous waste and directing the volunteers that didn't registry on the internet to call the information centre).



Photos submitted to the contest

In order to build long-term partnerships we had to acquaint the entire internal public with our communication principles, which aimed at fair relations among all links in the chain of volunteers and journalists. The most important thing for all to understand was a clear protocol of relations with journalists. When a volunteer gets a call from a journalist, he can be caught in confusion and not know whether to answer the question or not, what to



ask, whom to forward the question to etc. We didn't want the journalists to be left without answers due to a lack of organisation in our project, knowing we could miss crucial communication opportunities. As we intensified and broadened our communication with the media certain members of the organising team became referential experts in the field of waste management—first in the media and consequentially in the wider public too. We were aware of more competent institutions and volunteer organisations, like ZRC SAZU, ZGS, LZS, Alpine Association of Slovenia etc., therefore we referred and partnered with them.

We strived to form coalition with the media being aware of the importance of both formal and informal communication with them. As our project developed, most editorials of larger Slovenian media formed teams of journalists to report on the project. Personal relations were particularly important on the local level, because local media (mainly print and radio) are sources of choice for relevant information in certain population groups, so they had a particularly big influence on the positioning of the project as all-Slovenian.

The topic of waste became one of the central themes in the media from February to April 2010, which can be considered as an important success of the communication group. Improving the attitude toward waste is strategically important for Slovenia and its sustainable development both from the perspective of its citizens and the State.

MEDIA COMMUNICATION PRINCIPLES

The following were communication principles with media relations for the project *Let's clean Slovenia in one day!* as determined by the communication strategy:

- ensuring accuracy, relevance and clarity of information,
- continuous communication support to the project's activities,
- proactive and reactive communication,



- coordination of all communication activities (PR, marketing, digital media),
- establishing and maintaining good relations with all target audiences,
- regular follow up of the results of communication (following the articles in the media and other channels),
- brief response time when communicating with partners, especially with the media,
- communication openness and keeping the communication flowing in the case of both good and bad information,
- involving third persons as spokespersons (ambassadors) for the project,
- openness to all media.

COMMUNICATION TOOLS

It was necessary to establish an infrastructure for media relations first. This meant we had to set up tools in advance; these tools helped later on with the realisation of media activities. The infrastructure consisted of: clippings, media lists, media manual, identification of the project, questions and answers manual, media analyses, press centre on the internet, arranging speakers in the field, graphic design, the media list and media response forms.

We abided by the principle that goals determine the selection of the communication tool and not vice versa. Due to the extremely quick dynamics of the project, and due to a multitude of accompanying activities and daily reports that had to be delivered to the public, we had to use all the channels efficiently, investigating which information was crucial for a particular audience and which of the existing tools and channels are most appropriate. We didn't want to risk the media getting fed up with our reports, so we always tried our best to supply them not only with the bare report but also with a story or someone to talk to.



GROUP TASKS

The tasks of those responsible for media relations are delineated below. Communication with the media was conducted from the project's central office through the network of all Slovenian municipalities and to a certain degree through regions.

The tasks of the communication leader were:

- following the events of the project in all areas, gathering the latest statistics and informing local communicators,
- participating in crucial decision making that had the potential of influencing relations with key audiences (the leader had to be in a position from which she could comment on anything that could affect decisions in regards to important audiences),
- setting up and maintaining the communication infrastructure (clippings, media analyses, media lists, questions and answers manual etc.),
- determining and carrying out unified standards and processes of communication.
- training local communicators (e.g. speakers) in the field of media communication (forwarding the informative articles etc.),
- preparing the communication strategy (with all audiences) in cooperation with Pristop agency,
- preparing and carrying out short term communication plans for accompanying events,
- coordination of communication activities within the communication group in the absence of the coordinator,
- reporting about communication activities,
- proactive forwarding of information and contents that could be considered interesting to the journalists and editors (press releases, interesting events in Slovenia, interesting talkers for reporters etc.),
- reactive responding to journalists' inquiries (in cooperation with speakers),
- organising support and assistance to speakers who are replying to journalists' questions and when appearing in media; the leader of the group was one of the spokespersons for the project,



- establishing and maintaining relations with key journalists on the national level.



One of the billboards

COMMUNICATION ACTIVITIES

Throughout the duration of the project we sent thirty press releases to the media list. Towards the end these lists contained around 700 journalists and editors. We've written more than sixty informative articles for local magazines, internet portals and monthly magazines. We responded daily to journalists' letters and created the media form for this purpose. Google Docs system allowed many authors to write responses simultaneously, which was extremely important for prompt responsiveness. Communication with journalists over the phone was regular and it became more intense before important events or appeals from our side.



The project was supported continuously at all times by various accompanying activities, which intensified in March and April. Since we couldn't find appropriate human resources for event organisation, the leader of media communication, in collaboration with the leader of the communication group, intensely participated in organising these events.

Due to very high media interest in the project we were concerned that a reversal of favourable public disposition could occur. Saturation of media space with the project could have led to individuals being fed up with it. We had to be careful about the amount of information about the project and related activities that were being communicated, particularly when the communication was really intense. The success of communication support of events is reflected in graph 2 (in the chapter about results), which shows that the number of articles and newscasts increased with each event.

ECO-TOUR AS PROOF OF SUCCESS ON THE LOCAL LEVEL

To reach the goal of 200,000 participants on the cleanup day we had to encourage the citizens of Slovenia to participate locally—close to their homes. Therefore we carried out a large share of communication activities on the local level, simultaneously supporting these activities by communication on the national level, too. To raise public awareness the members of the awareness team toured 14 larger Slovenian towns. On the local level they informed people about the project and helped them with registration, whilst attempting to raise awareness about a more responsible attitude toward the environment—especially waste.

Eco-tour, which begun on the 6th of March, was particularly important to the local media. Local media were usually present at the reception in the Mayor's office but they were also invited to evening lectures, Roundtables and debates. At these events journalists could learn about problems with waste in their home environment first hand; in most cases debates were



attended by representatives of local authorities and representatives of local waste management companies. By integrating all the data we gathered we established an extensive collection of proposals for better waste management. In many municipalities waste management is not properly regulated.



Visitors of the project presentation in Ribnica

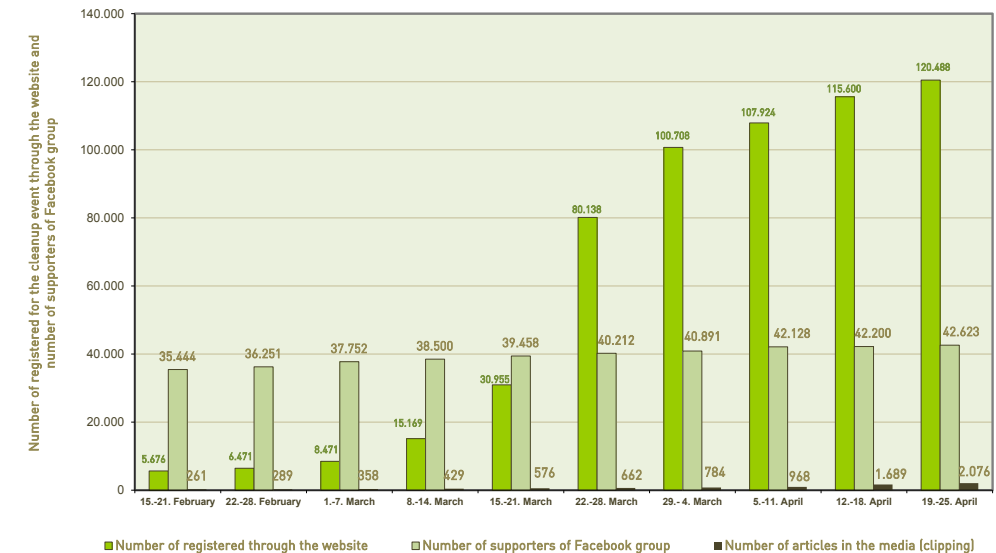
MEASURING THE EFFECTS OF THE COMMUNICATION CAMPAIGN

With the help of more than 1000 volunteers the first national digital registry of illegal dumpsites in Slovenia was created. 270,000 active volunteers participated in the cleanup event; they removed around 60,000 cubic meters (11,000 tons) of waste from illegal dumpsites. So the initial goals were surpassed. All Slovenian municipalities were actively engaged in the cleanup, the average participation was 13%. The project enjoyed intense



media support on the national as well as local level. From December 2009 to May 2010 clippings comprised of more than 2100 articles and newscasts about the project, but the actual number was higher by at least 1000, because the clippings didn't include local media, and it was narrowed down after 23rd of March because of insufficient funding. Facebook group Let's clean Slovenia in one day! exceeded 42,000 members throughout the duration of the project. Besides the number and contents of media content, the effects of the communication campaign are shown by the increasing numbers of website visitors, numbers of internet registrations for cleanup volunteers, numbers of marked illegal dumpsites and volunteers' calls to information centre.

The results of the public opinion research, realised after the project by GFK agency, showed that 99% of Slovenians heard about *Let's clean Slovenia in one day!* 93% of people recognised it as successful or very successful, 97% said they would participate again. 34% of participants retrieved most of the useful information from the internet and the project's website www.ocistimo.si. 17% of participants obtained the information from television with the same amount from local organisers (17%), and 11% got the information from printed media. One of the reasons why the project was so successful, and why so many individuals actively engaged in voluntary work for a common goal, can certainly be attributed to the current social situation and to the fact that the communication campaign wasn't carried out by a corporation, but instead by a civil movement. This civil movement detected the problem and acted upon it, utilising the State and its mechanisms as services.



Graph 1: number of people registried for the cleanup, of Facebook group supporters, and of media articles and newscasts for the duration of the project

CLIPPINGS, MEDIA MONITORING

Sending desired information to journalists wasn't the end of the communication process. We had to keep track of agreed articles to check whether they were actually published and in what way. It was important to monitor media content because it allowed us to quickly react to possible untrue, misleading or unfavourable articles.

We should mention that extensive media monitoring was partially discontinued on the 23rd of March, because the organisation team lacked the finances to cover clipping expenses. The number of articles and newscasts was very high, thus raising the expenses. From the 24th of March we decided we would monitor only the biggest national media. The precise analysis of media articles and the number of newscasts was thus rendered impossible or at least difficult, because we simply couldn't keep track of exact numbers. Media monitoring ended in the first week of May.



MEDIA ANALYSIS

To analyse media relations proactively and realise them efficiently and professionally, we have to be able to also monitor their effects. This can be achieved not only with regular monitoring of selected media, but also with media analysis. With media analysis we can:

- better estimate state of affairs in the media, as it is relevant to us,
- prepare timely for the eventual crisis situations,
- analyse media contents from the point of view of their authors, speakers involved in the newscast, themes, disposition etc.,
- assess the work in the field of media relations and facilitate planning of future activities.



Press conference on the 17th of April (Foto: Žiga Šmidovnik)

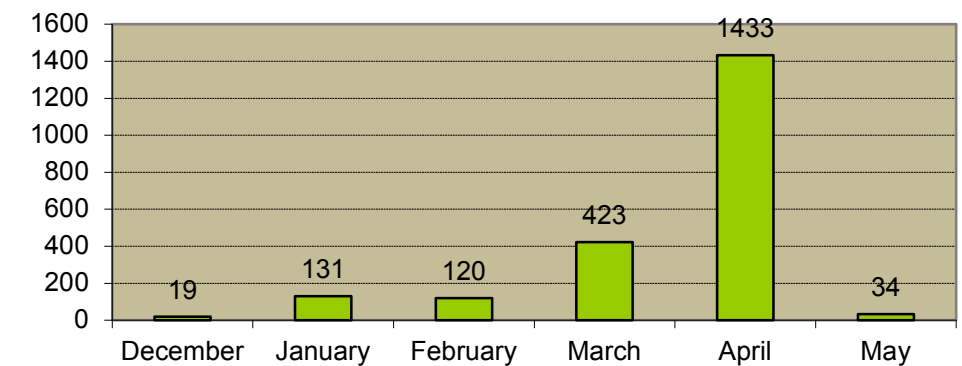


The effect of communication activities wasn't measured only by clippings and media analysis, but also directly through dialogues and responses of local organisers, through conversations with individuals on different LCSI-OD! events, and through responses of partnering organisations and companies (we also activated the members and employees). We monitored the presence of the project on the internet, through comments and posts on the internet portals and blogs and we kept intense communication on social networks like Facebook and Twitter. When the project ended a public opinion research was done which allowed us to retrieve relevant information about the effects of the project.

The period of analysis showed that the media dedicated 2,160 articles and newscasts to the project.

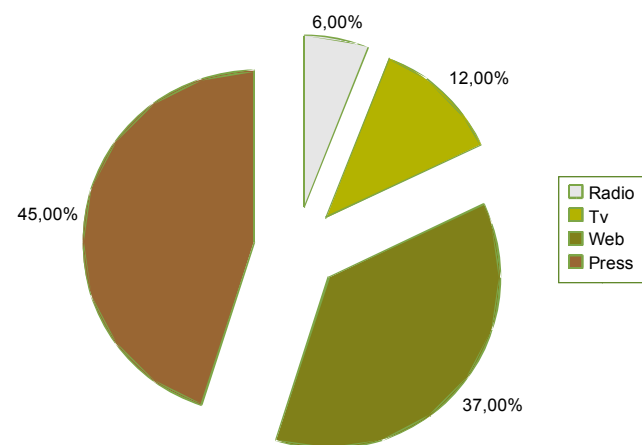
- The majority of these were tracked in the printed media.
- April 2010 saw the largest number of articles out of all the months.

Table showing number of articles and newscasts by months:

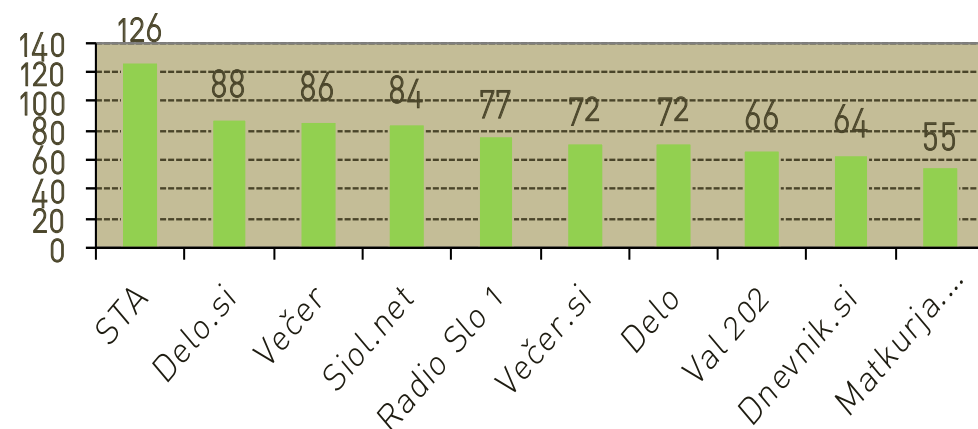




Number of articles and newscasts by media type:



Top 10 media:



The project *Let's clean Slovenia in one day!* was regularly followed from January to April by editorials of many media companies. They also prepared their own events for gathering volunteers. The following media companies published more than ten articles:

STA (126), Delo.si (88), Večer (86), Siol.net (84), Radio Slovenija 1 (77), Večer.si (72), Delo (72), Val 202 (66), Dnevnik.si (64), Matkurja.com (55), POP TV (54), TV Slovenija 1 (51), Dnevnik (50), Radio 1 (43), Primorske novice (41), Naš čas (34), Podpalmo.si (29), 24ur.com (27), Žurnal24.si (26), Štajerski tednik (24), Ljubljanske novice.si (22), Rogaške novice (21), Primorski dnevnik (20), Dolenjski list (20), Novi tednik Celje (19), Gorenjski glas (19), Žurnal24 (19), Finance.si (18), Naš časopis (17), Nedeljski dnevnik (17), Savinjske novice (17), Nedelo (17), Novice – Slovenske Konjice (16), Panorama (16), Primorska.info (16), RTVSLO.si (16), Slovenske novice (16), Kanal A (15), Celjan (14), Pomurje.si (14), Notranjsko-kraške novice (13), Lokalno.si (13), Dobrojutro.net (13), Šentjurčan (13), Posavski obzornik (13), 7 dni (12), Domžalski slamnik (12), Razglej.se (12), Vestnik Murska Sobota (12), Preprih (12), Arhivo.com (11), Jana (11), Žurnal24 Gorenjska (10), Radio Koper (10).

In listing the media coverage we must emphasise again that extensive media monitoring was partially interrupted on the 23rd of March, because the organisation team lacked finances and the number of articles was very large and consequentially the expenses too. We decided that from the 24th of March only the larger, national media coverage would be included in the clippings. Thus the analysis of media publications and their number was thwarted, or at least made difficult, since we couldn't obtain the exact numbers.

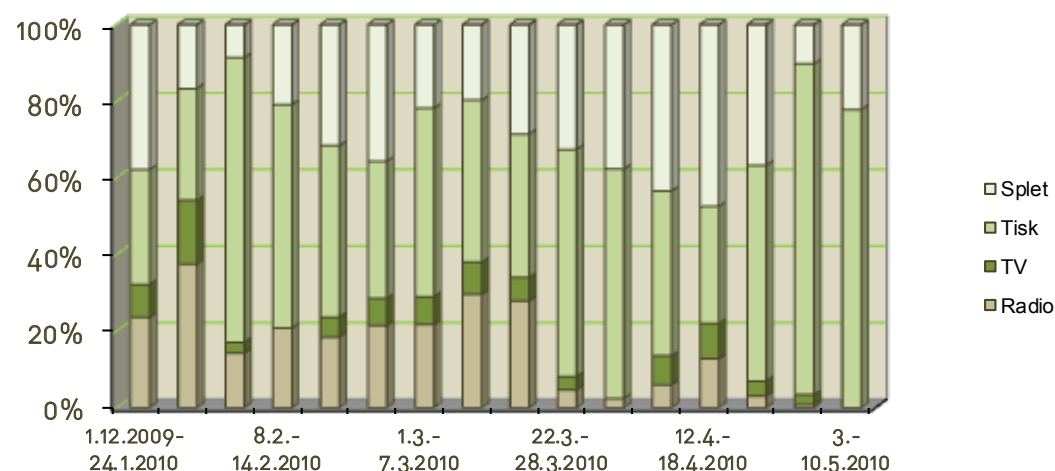
From the preliminary cleanup with the Slovenian Armed Forces, a week before the main event, the number of articles and news reports increased massively leading up to the 17th of April, reaching the peak three days after the event, and then gradually declined. The articles haven't stopped and the cooperation with journalists, covering our field, still continues.

THE MOST IMPORTANT MEDIA BROADCASTS AND ARTICLES

We reached all the planned publicity, or proactive stimulation of media newscasts and articles. Listed below are the most important ones that were the landmarks of our presence in the media:



- Polnočni klub (RTV SLO)
- Tranzistor (RTV SLO)
- Tednik (informative newscast of RTV SLO)
- Dnevnik (RTV SLO)
- Odmevi (RTV SLO)
- Alpe Donava Jadran (RTV Slovenia and partnering countries)
- CNN world report (CNN)
- Vodni krog (RTV SLO – youth documentary)
- Turbulenca (RTV SLO – educational TV broadcast for youth)
- Hri-bar (RTV SLO – entertainment show)
- Night program on Radio Slovenija 1 (contact broadcast of RTV SLO)
- 24ur (POP TV)
- Svet on Kanal A
- Preverjeno (informative broadcast on POP TV)
- Dr. Horowitz (contact newscast on Radio študent)
- Articles in Sobotna priloga, Delo MAG, Dnevnikov objektiv, Nedelo etc.

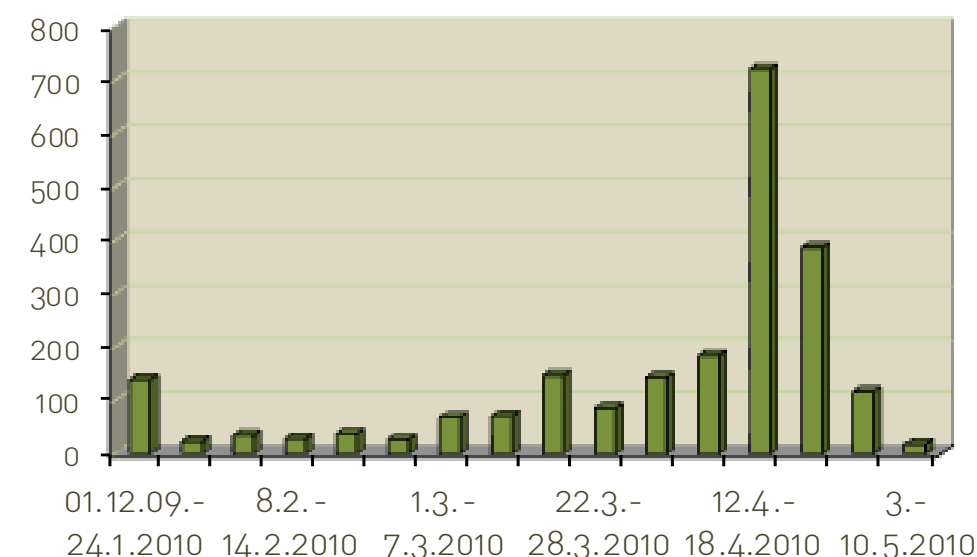


Graph 1: Timeline of articles and newscasts by percentage by the type of media



The graph showing the number of newscasts and articles shows that traditional media prevailed, despite predictions that media reports about the project would move to the internet. It was particularly encouraging that a large share of articles was the result of research journalism, giving the project and its results and effects additional value.

A notable interest in the project by the media can be seen in the second graph below. It clearly shows that the media responded regularly to our messages and invitations to events.



Graph 2: The curve of media reporting about LCSIOD!

Correlation between various events, listed in the timeline, and the media newscasts is proportionate. When the project was more active, media were more active too.



MEDIA REPORTING ON THE CLEANUP DAY

On the cleanup day media reports about the cleanup were comparable to that of reports on elections. As organisers we established a press centre in Ljubljana and from there we regularly informed the media about the newest information regarding the number of volunteers and amount of collected waste.

We sent three media releases to the media list—at 11.30, 14.30 and 19.00. At 17.00 we organised a press conference, announcing the last collected information for that day. All larger Slovenian media and press agencies sent their crews to report about the event all around Slovenia. The event was even carried out in some regions across the border with Slovenian minority, mostly around Trieste. Italian media reported on this. Both national television RTV SLO and commercial television POP TV dedicated more than a third of their broadcast time to the cleanup event in their central news.

It is important to mention here that in most cases we referred the reporters to appropriate locations. We foresaw well the needs of media companies and we prepared the information about the most interesting cleanup locations in advance—partnering organisations forwarded us all the information and local contacts.

In Ljubljana at Rudnik we organised a VIP dumpsite to which renowned personalities from Slovenian social, political and economical life were invited.



CRISIS COMMUNICATION

In the case that media reports weren't in accordance with our expectations we could've easily asked for rectification, thankfully this was never the case as information in media articles and newscasts was always correct, well researched and represented. Media analysis shows many examples of research journalism by reporters and editors from printed media. This was a great contribution towards citizens being better informed and consequently to reaching one of our goals—raising public awareness.

The media reported about the project in an exceptionally positive way so crisis communication wasn't necessary. In the weeks after the cleanup event this trend changed somewhat, but still wasn't negative, although a lot of waste remained on the side of the roads. Even then, the media didn't turn against the organisation team but instead helped us to press on the authorities to ensure the transportation of the remaining waste.

We monitored the comments on web portals, which allow commenting. There were negative statements about both the project and the organisers, however the people participating in the discussion often defended the project themselves and we didn't need to intervene. Even when intervention was necessary we acted on the principle of openness and positive attitude to everyone.

We noticed negative blog posts that typically offered subjective views on different themes and expressed personal standpoints. There was even a Facebook group I won't participate on *Let's clean Slovenia in one day!* Members of that group reproached the organisers of the project mostly for high populism, political affiliation, desire for self-promotion and financial benefits.



PARTNERS AND SPONSORS

We can do this only together!

One of the core messages, we kept repeating on all the events and in the media, was that we can clean Slovenia only together. We approached all the potential partners, sponsors and donors in that spirit.

PROJECT PARTNERS

Very early many key partners joined the project *Let's clean Slovenia in one day!* Without them the realisation of the project wouldn't have been possible. Project partners were:

- Tourist Association of Slovenia, being the initiator of the majority of traditional local cleanup events, invited all local Tourist Associations to participate,
- National Fishing Union invited all Fishing Associations to participate in the indexing of illegal dumpsites, to organise the cleanup on the local level and to participate by cleaning on the cleanup day,
- Mountaineering Association Slovenia sent the same invitation to all mountaineering associations and their members,
- Slovenian Hunters' Association sent the same invitation to all hunters' associations and their members,
- Slovenian Catholic Girl Guides and Boy Scouts Association sent the same invitation to all scouts,
- National Scout Organisation sent the same invitation to all scouts
- Slovenian Firemen Association sent the same invitation to all of their members,
- Olympic Committee of Slovenia sent the same invitation to all sport associations and unions,



- Kayak and Canoe Federation of Slovenia sent the same invitation to all kayak associations; the Federation also invited them to come to clean river banks on the cleanup day,
- Slovenian Diving Federation participated by cleaning up the waste from the waters,
- Non-government organisations—Focus, Umanotera, Cipra, Institute for Sustainable Development, Eco Vitae and many others—registered their own meeting points and invited their members to participate,
- EkoŠOU invited students to participate in the project and supported the cleanup by promoting it among students,
- Slovenian Birdwatching Association invited its members to participate in the project and to clean up the waste on the 17th of April; the Association gave its expert opinion about environmental effects of the cleanup in terms of birds,
- Slovenian Forestry Service took care of the indexing of illegal dumpsites in forests, and on the cleanup day helped by directing the volunteers,
- The Institute of the Republic of Slovenia for Nature Conservation indexed illegal dumpsites in the protected areas and joined the cleanup event,
- Farmland and Forests Fund of Slovenia helped with the indexing of illegal dumpsites, transporting the waste from illegal dumpsites to the waste collection points, and by joining the cleanup,
- General Police Directorate helped with the indexing of illegal dumpsites and by joining the cleanup, and by assisting the volunteers through ensuring security on the cleanup event,
- Association of Municipalities of Slovenia invited all municipalities that are linked through the Association,
- Association of Municipalities and Towns of Slovenia invited all municipalities that are linked through the Association,
- Ministry of Education and Sport supported the project and appealed to all schools to join in,
- Ministry of Defence offered support in mapping, adopting some large dumpsites, assisting the citizens in cleaning up difficult dumpsites, and helping with the coordination on the regional level,



- Office of Youth invited all youth organisations to participate in indexing of illegal dumpsites and in the cleanup,
- Slovenian Roads Agency assisted the waste management companies in transporting the waste,
- Slovenian Tourist Organisation helped with promotion of the project,
- company Sinergise, owning Geopedia (the interactive map of Slovenia) joined as a partner in developing the registry of illegal dumpsite and all necessary plug-ins for successful indexing and preparation of logistic plans,
- company Neolab developed the website of the project *Let's clean Slovenia in one day!*,
- communication agency Pristop offered support in planning and realising communication activities of the project,
- internet portal Sončeve pozitivke published news, provided office space for meetings and storing things, spread information and offered other support,
- Studio Mangart ensured the filming of both the cleanup and important events; the Studio made a short video and a longer documentary film,
- Institute Moja sošeska provided their multimedia bus for Eco tour,
- Photographic Association of Slovenia supported the photo contest,
- Red Cross of Slovenia,
- Karitas,
- University of Primorska,
- Association of Military Mountaineers.

SPONSORS OF THE PROJECT

The Finance group, which was in charge of acquiring sponsors and donors, consisted of approximately ten members and many external consultants. The leader of the group was Ingrid Vidmar. The necessary support in setting up the sponsoring strategy and looking for media sponsors was ensured by the company Pristop. Three promoters were active in looking for sponsors—they would get 5% provision for each sponsorship deal, however we got practically no sponsors with this approach.



The required funds for the realisation of the project were assessed at 700,000 EUR at first, but the estimation kept changing for a while. Once we subtracted material expenses we ended up with 70,000 EUR. This sum contained only the most necessary expenses. Ultimately we managed to collect a little more than 100,000 EUR, and after 17th of April we unexpectedly received another 45,000 EUR from the company Dinos and from the Ministry of Environment and Spatial Planning. Thus we reached our goal and even secured Ecologists Without Borders some funds for further activities.

The goals of the group were:

- to collect 100,000 EUR of finances, which were the estimated financial needs of the project at the time of setting the goal,
- to obtain necessary material means (rooms, printed materials, office materials, phones, promotional T-shirts etc.),
- to ensure advertising space in the whole of Slovenian media space (TV, press, electronic and other media, billboards).

To realise these goal we approached companies, individuals and media and appealed to them to become (media) sponsors, donors or supporters of the project.

Very soon we faced the dilemma of what kind of strategy to use for acquiring funds since the project was totally non-profit and we didn't have time for long negotiations. We had an option of using a classical sponsorship strategy based on packages for sponsors and "gratitude" packages for donors, although by the definition of donation we weren't obliged to do the latter. The second option was using so called empowered fundraising, which is based on the personal contact and gathering smaller amounts from a wide group of donors. The third option was a combination of both.

In the end we didn't use the empowered fundraising, except for a few elements of that approach. The sponsorship strategy with gold, silver and bronze sponsorship packages and three "gratitude" donation packages were complemented by SMS donations, collecting the donations from T-shirts with our logotype, and with greeting cards.



We contacted potential sponsors mostly through the list of approximately a thousand companies, which we believed might be interested to step in as sponsors or donors. We contacted them via e-mail, phone and then personally met them. On meeting them we negotiated on the basis of what we had to offer to each other.

Thus we ended up with four types of sponsors and donors (or supporters): financial, material, financial-material and media sponsor.

In the beginning we had heated discussions regarding the question—should we allow the companies that are well known large polluters to become major sponsors? Finally we decided to first approach the companies that aren't environmentally controversial, and we dropped some of the largest polluters from the list of potential sponsors. Despite this we invited all employees of such companies to participate in the cleanup event. At first the sponsorship funds were coming in very slowly. One important reason was definitely global recession, which was at that time holding the world's economy in its grip.

For many companies there was a lot of distrust in this so far unknown non-government organisation. Many were convinced that the project couldn't succeed due to the extreme ambitiousness of it and due to certain specifics of Slovenian society. Once we started the national marketing campaign and the project gained support in all Slovenian municipalities, many companies showed a lot of interest to become a key (visible) part of the project with a minimal investment. Most companies, although we stressed the non-profit character of the project, approached us with a big marketing appetite and attempted to find opportunities for self-promotion through the project.

Rare companies donated funds without any expectations or demands. Sometimes certain companies wanted to be a part of the project with unrealistic proposals.



Children's drawings of our logo

In January 2010 we sent invitations for sponsorship and donations to addresses of more than 1000 Slovenian companies (which were the most appropriate in the opinion of the organisation team). Then we called them on the phone and had a meeting with them. We also invited all national, regional and local media stations from Slovenia to become involved. By March we activated donations through electronic greeting cards.

In March and April we were signing contracts with sponsors, donors and media sponsors, we activated 1 EUR SMS donations with all mobile operators and the option to donate 8 EUR or more for the T-shirt.

The media response was mostly positive. They wanted to help for free and to support the project—with advertising too. The competition wasn't present, as would be expected in the field of marketing. Smaller media companies were satisfied to be a part of the project, since LCSIOD! brand raised their reputation as a socially responsible firm. Some still approached us quite aggressively hoping they could get self-promotion in the Slovenian media market..

A big challenge was the lack of time and human resources. Companies usu-



ally need approximately two months to decide in favour or against big sponsorship. Successful marketing of sponsorship packages requires certain experience and preliminary knowledge. Due to the lack of knowledge and experience and because supervision of volunteers (especially promoters) was difficult, there were incidences of uncoordinated functioning of the finance group. In most cases the problems were “solo” activities by some individuals or a failure to follow the rules that were agreed upon earlier.

It was difficult to divide the sponsors on the national and local level and assign the funds appropriately. Sometimes the communication between volunteers that were in charge of getting in touch with potential national and local sponsors wasn't coordinated well enough, and thus we had double correspondence. This means some companies were contacted twice or more times in the name of LCSIOD! This didn't influence their decisions favourably.

Right from the beginning we were looking for ways to get free office space for meetings and free storage space. Ultimately we held most of the meetings in Okoljski center and in Slovenijales Congress Centre. We got the rooms for the logistic centre for the last days before the cleanup from the Quarter Community Polje.

STATISTICS/RESULTS IN OBTAINING SPONSORS

Despite all challenges and problems in carrying out this demanding and hastily organised project, we succeeded in obtaining:

- gold sponsor: 1 (KD skladi),
- sponsors: 5 (BTC city, Nokia, Sinergise, Sloveniales, XLab),
- donors I: 36 (Abanka, Adriaplin, Aktiva čiščenje, Alpina, Banka Celje, Banka Koper, Big Bang, BSH, Debitel, Duropack, ELCI, Eclipse, Formatisk, Garmin, Gorenjska banka, Log, Marles, Mobitel, MOL, Nova KBM, NLB, Odvetniška pisarna Miro Senica in odvetniki d. o. o., Nova panorama, Pekarna Pečjak, Raiffeisen Bank, Samsung, Simobil, Spar, Športna loterija, Tobačna Ljubljana, Toyota, UniCredit Bank),



- donors II: 18,
- donors III: 32,
- supporters: 8,
- supporters on local level: 70 (approximately; full data is not available)
- media sponsors: 13 (Delo, Delo.si, Dnevnik, Nedeljski dnevnik, Žurnal24, TV3, RTS, Radio Center, GeaTV, Radio 1, Europlakat, MTV, Najdi.si),
- media donors: 14 (7dni, Bluepointcity, Didakta, Forma, Gea 20, Gem, Izklop, Jana, Slovenia holidays, Sončeve pozitivke, Svet&Ljudje, Radio Europa 05, Verlag Dashöfer, Točka),
- media supporters: 18,
- sponsors of Eco tour: 2 (Honda, Ljubljanske mlekarne),
- sponsors of parties: 17 (ALLcomb, Dixi, Etika, Ekološki catering, Fructal, Glej, Nigrad, Pivovarna Laško, Pivovarna Union, ProZvok, Radenska, SAZAS, Soundbiro, Temma, Vivo Catering, Vino boutique),
- supporters of parties: 16,
- sponsors of the final event: 7,
- sponsors of awards for contests: 7,
- supporters of the fashion show: 7.

Klipping d. o. o. company was the sponsor of this final report.

We collected 102,503 EUR in total. The sum doesn't include 11,000 EUR, which we got from the Ministry of Environment, and 35,000 EUR, which we got from the company Dinos, since these sums weren't the credit of the finance group. The exact amount of material means we received from sponsors is hard to assess precisely. Approximate estimate is given in the financial report below. Larger Slovenian media provided media space worth at least 750,000 EUR. In this case exact numbers are not available either because much of the media was publishing advertisements and announcements made by their own accord in the last month, therefore their frequency is unknown.



THE NUMBER OF COMMERCIALS IN LARGER MEDIA

FROM 1st of March to 17th of April 2010

- Delo: 34,
- Delo Revije: 8,
- Dnevnik: 23 (+ 41 on the website),
- Žurnal: 16,
- Infonet: 828,
- Europlakat: 300 billboards,
- Najdi.si: for the entire period of the marketing campaign,
- Mladinska knjiga: 6.

We sent the prepared ads to other media companies on our list, asking them to publish these ads according to their availability of space and readiness to cooperate. These activities were carried out without the media plan due to lack of time.

CONCLUSION

We managed to cover the expenses of the project with contributions of financial and material sponsors, donors and supporters. We didn't succeed in getting many sponsors for large sums of money in the available period of time. Companies mostly decided to donate smaller sums of money and instead provide material sponsorship. Some funds remained for further activities of the association. The largest support to the fundraising success was our mass media marketing and publicity campaign.



FINANCIAL REPORT

Actual financial construction (real expenses)

Expenses of the leadership and of the national organisation (material expenses, phone calls, travel expenses etc.)	9,329 €
Awareness raising (Eco tour, printing the fliers, posters, design, promotion)	19,079 €
Expenses of the local organisation (material expenses, phone calls, travel expenses etc.)	12,176 €
Final party expenses (Ljubljana)	8,204 €
Final party expenses (Maribor)	5,589 €
Other expenses (awarding accolades, final report, hall rentals etc.)	3,710 €
Material expenses for the realisation of the cleanup event (bags, gloves, T-shirts etc.)	20,072 €
GPS devices	5,855 €
Insurance for children and the event	3,134 €

Actual expenses 87,148 €

Sponsorships and donations

Donors	112,503 €
Golden sponsor	25,000 €
Ministry of Environment	11,000 €

Sponsorships and donations 148,503 €

Material sponsorship

PR agency	49,000 €
Billboards	25,000 €
Media (advertising space)	750,000 €
Website and GIS	100,000 €



Eco tour (bus and three cars)			20,000 €
Rental of mobile phones	20	Value = 50 €	1,000 €
Rental of GPS devices	30	Value = 118 €	3,540 €
Material sponsorship			948,540 €

Specification of material expenses and evaluation

Organization

Leadership—other material expenses of the organisation (post, press, phone, travel expenses etc.)	12		3,600 €
Wider leadership—other material expenses of the organisation (post, press, phone, travel expenses etc.)	30		6,000 €
Municipal organisers—other material expenses of the organisation (post, press, phone, travel expenses etc.)	250		37,824 €
Attending the conference in Estonia (self covered)	9		4,185 €
Total			51,609 €

Bags and gloves	Amount	Price per piece (€)	Price total
Bags (LCSIOD!)	70,000	0.1	7,000 €
Bags (municipalities)	300,000	0.1	30,000 €
Gloves latex (LCSIOD!)	30,000	0.032	960 €
Gloves latex (municipalities)	60,000	0.032	1,920 €
Stronger gloves (LCSIOD!)	1.000	0.7	700 €
Stronger gloves (municipalities)	10.000	0.7	7,000 €



Transport and disposal of waste

LCSIOD!	60	100	6,000 €
Municipalities	15,000	100	1,500,000 €
Snacks			
Municipalities	50,000	2	100,000 €

Material expenses in total 1,705,189 €

Volunteers and work hours assessment

LCSIOD! leadership team	12	84,000 €
Wider leadership	30	45,000 €
Municipal organisers	250	500,000 €
Dumpsite mappers	120	182,220 €
Volunteers on the cleanup day	270,000	6,750,000 €

The value of volunteer work 7,561,220 €

Total evaluation of the project 10,470,580 €
Total sponsorship 1,097,043 €



HONORARY SPONSORS AND AMBASSADORS

The project was supported by famous personalities

As well as media sponsors, respectable public personalities also had a very important role in communication campaign and awareness rising activities. These personalities were playing the role of honorary sponsors and ambassadors. We decided to cooperate with them because we wanted to attract opinion leaders for various fields, knowing their support will allow our messages to have more influence and a wider reach.



Minister of Environment Roko Žarnić and Minister of Foreign Affairs Samuel Žbogar cleaned at Rudnik (photo: Žiga Šmidovnik)



The support of well known Slovenians who are considered opinion leaders was a crucial step in the communication strategy. The project was supported by the President of the Republic of Slovenia dr. Danilo Türk, the President of the National Assembly dr. Pavel Gantar, and the Prime Minister Borut Pahor, making the project important on the national level.

We also established cooperation with ambassadors of the project, particularly with musicians, entertainers, artists, athletes and politicians. Those were: Billysi band, Janez Dovč, Dalaj Eegol, Saša Einsiedler, band Katalena, Jure Košir, dr. Manca Košir, Rene Mlekuž, dr. Vlasta Nussdorfer, musical band Perpetuum Jazzille, Miranda Rumina, musical band Stroj Machine and Andrej Težak – Tešky.

We were honoured by the support and ambassadorship of dr. Janez Potočnik, European Commissioner for Environment.

Beside the above-mentioned ambassadors there were many others who voluntarily supported the project on individual events: Anja Tomažin, Boštjan Gorenc – Pižama, Vid Vodopivec, Alenka Oldrojt – Reza, Veronika K. Žajdela, Cultural-ecologic association Smetumet, mula.si, Anamarija Avbelj, Tjaša Ambrož, Tina Gaber, Tjaša Kokalj, Mirela Korač, Kristina Kurent, Ana Lakič, Iryna Osypenko and Rebeka Pevec.

The role of ambassadors was raising awareness, promoting and representing the cleanup event *Let's clean Slovenia in one day!* on public events and through their communication channels. They were very important in communication with the media. Their activities were diverse: concerts, participation on promotional events, recording the promotional video, demonstrating proper waste separation etc., and finally by attending the cleanup on the 17th of April.

We wanted the honorary sponsors and ambassadors to get the media attention on the cleanup day, and we also wanted them to cooperate, so we decided to assign a special dumpsite just to them. We picked an illegal dumpsite next to the shopping center Rudnik in Ljubljana. There were no



honorary sponsors on Rudnik, they participated elsewhere. The president of the country couldn't participate in the cleanup because he attended the funeral of the Polish President. Other famous personalities that participated on the 17th of April were Milan Kučan, the former President of the Republic of Slovenia, and Zoran Janković, the Mayor of the Ljubljana municipality. Many well known personalities responded to our invitation and came to the special dumpsite for ambassadors, while others decided to participate in the cleanup in their own town.

The coordinator of communication with the honorary sponsors and ambassadors was Rok Knafelj in cooperation with Polonca Štritof and Pika Kofol.

ACTIVITIES BY HONORARY SPONSORS AND AMBASSADORS

HONORARY SPONSORS

Dr. Danilo Türk, the President of the Republic of Slovenia, attended the reception, photo shoot and meeting on the 19th of March. Later he issued a public statement in the name of the Office of the President of the Republic of Slovenia. On the 9th of April he opened the exhibition in the National Assembly and delivered a speech. He couldn't attend the cleanup on the 17th of April due to important international obligations. The activities didn't end after the 17th of April; on the 12th of May the President received the organisers of the cleanup, and on the 5th of July we had a meeting with the President's advisor concerning future activities.

Dr. Pavel Gantar, the President of the National Assembly of Slovenia, delivered the opening speech at the professional debate Let's clean Slovenia—for ever! on the 8th of April in Ljubljana. He participated in setting up the exhibition in the entrance hall of the National Assembly and delivered a speech at the festive opening on the 9th of April. He also attended the cleanup on the 17th of April on Barje and in Ljubljana.



Borut Pahor, the Prime Minister of the Republic of Slovenia participated in the cleanup on the 17th of April. On the 29th of March his secretary Simona Dimic participated in the meeting with the President's cabinet.

AMBASSADORS OF THE PROJECT

Dr. Janez Potočnik, European Commissioner for Environment, had a lunch meeting with the head organiser Petra Matos. On the 17th of April he participated in the cleanup in Kranj.

Music band Billysi cooperated in shooting the promotional video along with other ambassadors. They came to the last press conference two days before the cleanup day and participated in a waste sorting game. On the 17th of April they joined the cleanup on Rudnik.

Janez Dovč had a musical performance at the exhibition opening in the National Assembly on the 9th of April and participated in the cleanup in his own town (Mengeš).



Children's artwork exhibition in the National Assembly (Foto: Žiga Šmidovnik)

Dalaj Eegol and Miranda Rumina participated in shooting the promotional video with other ambassadors and in opening the exhibition in the National Assembly. On the last press conference Dalaj Eegol and Billysi joined in for the game of waste separation. They both came to the cleanup on Rudnik, at ambassadors' dumpsite.



Saša Einsiedler moderated the opening of the exhibition »Creative with waste« in the National assembly, and the band Katalena had a musical performance at that event.

Jure Košir and Rene Mlekuž attended the exhibition opening in the National Assembly, and on the 17th of April they organised a running event Formaraton in Tivoli in Ljubljana, that simultaneously promoted *Let's clean Slovenia in one day!*

Dr. Manca Košir, along with other ambassadors, participated in shooting the promotional video and opening the exhibition in the National Assembly. She also came to the cleanup on Rudnik.

Dr. Vlasta Nussdorfer also cleaned at that location.



The Perpetuum Jazzile choir sang even during the cleanup (Foto: Žiga Šmidovnik)

Music band Perpetuum Jazzile participated in recording the promotional video and on opening the exhibition in the National Assembly. They participated on the preliminary cleanup in Vrhnika, a week before the main cleanup event. On the 17th of April they joined many other ambassadors at Rudnik, on the ambassadors' dumpsite.



Stroj Machine band performed at the final party in Ljubljana, and by the request of the organisers they made their appearance on the TV talk show Midnight club, that was aired on the 9th of April 2010.

Andrej Težak – Tešky moderated the fashion show on Čopova street in Ljubljana on the 26th of March.

The project also enjoyed the support of professionals in environmental research circles. Support was publicly expressed by prof. dr. Dušan Plut (Faculty of Philosophy in Ljubljana), dr. Marinka Vovk (Environmental Research Institute), dr. Vida Wagner Ogorelec (Umanotera), dr. Aleš Smrekar (Anton Melik Institute, ZRC SAZU), dr. Viktor Grilc (the Institute of Chemistry), Lidija Živčič (Focus).

Many renowned personalities stood for the project *Let's clean Slovenia in one day!* by their own initiative, thus contributing to us achieving and even surpassing our goal—by “viral” spreading the project's messages through many channels.

RESULTS

The ambassadors' contribution to the project reflected mostly in the favourable disposition of the general public and good public image of the project. Honorary sponsors and ambassadors gave the project credibility and they built the trust of the whole of Slovenia. Although their support didn't directly reflect in the practical realisation of the project they were crucial factors in encouraging the population to participate in the cleanup, creating various materials related to the project, and in raising wider public awareness about the importance of responsible waste handling.



AWARENESS

The key to long lasting changes

In order for the results of the cleanup project to be more permanent and to reduce the commonness of dumpsites, we decided to accompany the cleanup project with awareness raising events. These events acquainted the general public with the benefits of improved waste handling. The goal was, however, not only to spread awareness from the coordination team to the public, but also to bring feedback about the situation in local communities from the public to the coordination team.

To the latter goal we dedicated two elements of the project:

- treasury of ideas: individuals were sending us their suggestions on improving waste handling, and also broader ideas (the email was: zakladnica@ocistimo.si)
- Roundtable discussions and professional debates

We covered the first goal with many activities:

- Eco-tour around Slovenia,
- writing a suggestion for waste handling strategy to be handed to the relevant authorities,
- writing articles for monthly and weekly magazines,
- preparing short awareness raising films and other video contents for the internet as well as the Eco-tour multimedia projection,
- publishing a flyer with informative awareness raising contents,
- professional events (Roundtables, professional debates, lectures, fashion show, installations, art and photo exhibitions etc.),
- Smetris video game.



A glimpse of the fashion show in Ljubljana (Foto: Žiga Šmidovnik)

The importance of the awareness raising activities for the project can be understood by the activities being listed among the five fundamental goals of the entire project. Technical and political fixes alone can't ensure lasting solutions. To achieve permanent results the social climate and the awareness of individuals have to be improved. Some penalising methods are also necessary, for they are the only short term solution to stop unscrupulous individuals from polluting the environment.

Only then can we expect that new illegal dumpsites won't continue to pop up everywhere, and we'll be able to eventually clean up all the existing ones that are currently marring the environment and endangering the health of all living beings. In a matter of a few years Slovenia should be able to improve its [currently ghastly] 10% recycling rate of communal waste to at least 50%.



MEMBERS OF THE AWARENESS GROUP

Nara Petrovič was responsible for coordinating all activities of the group, arranging meetings, preparing the Eco-tour program, communicating with the leadership group, providing statements for the media (mostly on the Eco-tour) and moderating Roundtables. He also held a few lectures for both children and adults, and wrote a few articles for the monthly magazines.

Marta Ivančič was responsible for covering the technical side of Eco-tour: main scenario and reservations of all the event sites (she accomplished this in cooperation with local coordinators), arrangements with Naša sošolska Inštituta for the multimedia bus which we used on Eco-tour, communication with the local coordinators about various technical needs and locations, etc.

Polonca Štritof (from the communication group) was preparing the standard invitations for media and other invitees to the events on each Eco-tour.

Petra Matos accompanied the Eco-tour many times, she participated on the meetings and in decision making within the awareness group.

Lidija Živčič prepared the draft of The Waste Handling Improvement Proposal and co-organised the professional debate on the 8th of April in Ljubljana.

Andreja Palatinus co-organised the debate on the 8th of April.

Urša Dolinšek arranged the production of short videos for the Eco-tour and for the website, and helped with hosting on the multimedia bus.

Polona Somrak wrote articles for the monthly magazines.

Mircho H. Mavrin co-organised Eco-tour in Ribnica and cooperated closely with Vojko Anzeljc in securing teams, materials and locations for shooting



video footage, which are going to be used for a documentary film. He also promptly responded to many smaller or larger urgent tasks, and brought many important partners to the project.

Two other awareness raising activities were the fashion show (organised by Eva Celec and Barbara Živčič) and photo exhibitions by Žiga Šmidovnik, but both were organised independently of the awareness group.



Round table about cleaning Slovenia forevermore! (Foto: Žiga Šmidovnik)

By the end of May more than one thousand photos were sent to our photo contest. The photos were taken on the cleanup day, during the preparation for the cleanup and during the final events that followed the cleanup. The best photos were awarded at the final event we organised on the 17th of May. Initially our idea was to involve famous personalities in the awareness raising events. Unfortunately it didn't really work out. A few ambassadors of the project participated only on the last stop of the Eco-tour in Ljubljana.



OVERVIEW OF ACTIVITIES OF THE AWARENESS GROUP

VIDEO CONTENTS

For Eco-tour we needed some short films to be shown in the multimedia bus. These videos were also uploaded to our portal on YouTube, and the links to that portal were set from our website and from our Facebook page. We invited a few local and internet studios to be our partners. Finally we recorded a twenty minute broadcast about best practices with Gea TV. The film presents six good Slovenian practices of efficient waste handling:

- Mirna peč municipality,
- waste management department of Vrhnika,
- Gorenje company,
- primary school Sostro,
- kindergarten Ribnica,
- Matos family.

<http://www.youtube.com/watch?v=x2yl4iuYCCg>
<http://www.youtube.com/watch?v=f5h4nZptMoE>

Later on Filtnet studio recorded three short films. We used them for reaching out to the youth. The first film shows a teenage couple spreading out a blanket on a meadow in many places and trying to sit on it, but always being disturbed by a piece of waste under the blanket. The other two films are playing with the abbreviations, which are used a lot among young people when they communicate with text messages.

<http://www.youtube.com/watch?v=Ykf70UsZLXc>
<http://www.youtube.com/watch?v=9mlxdsVSo0c>
<http://www.youtube.com/watch?v=Fc8uawmYrVU>



Beside these videos we were also showing:

- the Estonian five-minute video,
- twenty-minute documentary "The Story of Stuff" with Slovenian subtitles (the subtitles were kindly given to us by the Sophia's Lovers Association),
- the videos with statements by Petra Majdič, the medalist of the Winter Olympic Games, and Mateja Pintar, the medalist from Special Olympics; the statements were prepared by the Olympic Committee of Slovenia under the slogan "Nature, the largest sport field in Slovenia".

The documentary prepared by Vojko Anzeljc at Studio Mangart will be very important in raising long term awareness. The studio gathered large amounts of video footage from local TV studios and from approximately fifteen film crews that were recording all around Slovenia on the cleanup day. Studio Mangart has produced a five-minute promotional video, and will later produce a longer documentary. We had originally agreed with Matevž Lenarčič to record footage from an airplane on the cleanup day, but due to the Iceland volcano eruption Slovenian airspace was closed for all air traffic.



Clothes exhibition in Kino Šiška (Foto: Žiga Šmidovnik)



SMETRIS VIDEO GAME

To raise awareness in the wider population (especially the youth) about the importance of proper waste handling, XLAB company created the video game Smetris for our project. XLAB also prepared the graphic design and provided the hosting. Aleš Pevc was the author of the idea and the coordinator of the realisation with XLAB.

The initial plan was for the game to be available on the website in January 2010, but due to the extent of project preparations the game was launched only a week before the cleanup day.

Smetris is similar to the classical game Tetris, but instead of geometrical shapes, images of waste were applied, and the player's task is to sort them into the correct bins.

In the week before the cleanup the game was played by over 33,000 players. Smetris contributed to people being better informed about the correct usage of bins for separate waste collection.

<http://smetris.ocistimo.si/>

Smetris game



THE ECO-TOUR

The Eco-tour was the heart of the activities of the awareness group. It consisted of four parts:

- reception at the Mayor's office,
- a stall or the multimedia bus, in or outside the shopping mall, or at the town square,
- programs for children (games, lectures),
- programs for adults (Roundtable, lecture).

Each Eco-tour was a story in itself and the general program was always adapted to the local situation.

The Mayor received us officially in all towns we visited except in Nova Gorica (where, on the other hand, the Deputy Mayor himself locally coordinated the project), Celje, Komenda and Koper.

Roundtables successfully took place in all towns except in Celje (where it was announced but unfortunately nobody came), Komenda (where we had only a small event at an agricultural fair), Kranj and Zagorje (where we held a lecture instead). Speakers at the Roundtables were usually the Mayor (or the Deputy Mayor), a representative of the waste management, a representative of the waste treatment company, a representative of a local association, The Institute for Nature Conservancy or someone with a similar background/position, and sometimes the local waste inspector.

Programs for children were always very well organised. The attendance was excellent in Kobarid, Dobre Polje, Ribnica and Zagorje ob Savi; a little less so in Murska Sobota, Maribor (despite excellent preparation in a shopping mall), Kranj (where there was great atmosphere in a tent, but the weather was bad and another event took place at the same location simultaneously), Novo mesto, Slovenj Gradec (in the last two locations there



were events for children on previous days where children made wonderful drawings for our posters), and in Koper.



Children playing and creating art from waste

Unfortunately the activities at **the stall and in the multimedia bus** didn't attract so many people, so they didn't have the desired effect. At many locations we spent hours just standing idly and talking to only a few people, therefore on the later stops of the Eco-tour this part of the program was mostly curtailed.

The Eco-tour was supported by a few **sponsors**; Honda (one or two cars out of the fleet of three sponsored cars were always available for the tour), Ljubljanske mlekarne (provided their dairy products for distribution to our visitors), Union (contributed bottled water, juices and soft drinks). Media sponsors were Žurnal 24, Delo, Dnevnik, Nedeljski dnevnik and Radio 1.



THE RESULTS

It is difficult to assess with certainty the reach that the awareness raising activities had, since the effect of each program was extensive. Even when the Eco-tour wasn't well attended, the media coverage was very satisfactory. Sometimes the reception at the Mayor's office was crucial for some positive shifts in the municipality, per example in Kranj. Lecture and games for children may give visible results in the up-coming years, and the same holds true for articles, media publications and video materials.

The most distinctive effect can be attributed to Roundtables, because they clearly stirred up municipal authorities. In some cases the Roundtable was an opportunity for them to get together after a long time and to openly discuss burning topics in the municipality or region (particularly concerning waste).

Our sheer positive attitude was the most effective in raising awareness. An important element of the general communication strategy was that we're not fighting against anybody or anything; we're simply endeavouring to improve the situation, as this is our common responsibility.



Multimedia bus



FUTURE ACTIVITIES

The work that was started by the awareness group hasn't ended yet. It continues with the finalisation of the current projects and by setting up new ones, so that efficient reduction of waste and increase in recycling rates can be achieved. The awareness group stopped operating after the 17th of April 2010, but the activities it initiated are now extending into many new projects with The Ecologists Without Borders Association.



Winning photography on photo contest (Foto: Marjana Papež)



LOGISTICS OF COLLECTION AND TRANSPORTATION OF WASTE

Impossible without a myriad of vehicles

We discussed the logistics of waste transportation with waste management companies, the Slovenian Roads Agency, their partners and companies dealing with recovery and recycling (Dinos, Slopak and Zeos) on two occasions: a meeting on the 16th of March and on the 6th of April.

THE WASTE WAS SEPARATED ACCORDING TO THE FOLLOWING SYSTEM:

- **Yellow or blue bag**—empty, clean packaging: plastic bottles, plastic wrapping, tetrapacks, cans, plastic bags...
- Waste that didn't belong in this bag: hard plastics, buckets, broken toys, garden furniture and other broken (plastic) gear.
- **Black bag**—all the other waste, which could not be collected separately or was too dirty: fabric, Styrofoam, ceramics, cassettes, CDs, windshield glass, diapers...
- **Green bag**—glass only.
- **Red bag**—only batteries, cartridges, toners, mobile phones, paint and varnish canisters, packaging of oils, biocides and cleansing agents, medicine, neon and halogen bulbs.

Waste that didn't belong in this bag: asbestos (roofing) plates.

The municipalities received the needed green and red bags and some black and yellow bags by the 12th of April, either indirectly from the local coordinators or by post.



On the cleanup day the waste was gathered on predefined waste collection points.

The municipalities were asked to synchronise the information about the Slovenian Roads Agency's collection points with their respective waste management companies to avoid needless transportation cycles.



Original signs on the back of a mapper's car (Foto: Urša Dolinšek)

THE ROLE OF INDIVIDUAL PARTNERS IN THE TRANSPORTATION OF WASTE FROM THE COLLECTION POINTS

Waste management companies were the primary actors of waste transportation. They mainly focused on the bulky waste and the coloured bags with communal waste. That also included the red ones, which were torn apart and further separated in their collection centres, before being sent to the recyclers.



The remaining packaging, glass and electronic gear fractions that weren't collected separately were recovered from the mixed waste, their amounts separately noted; then everything was taken to Dinos. Waste management companies were obligated to do so within five working days—by 24th of April. It was also possible to take separated fractions (yellow and green bags, metals and electronic gear) directly to Dinos' processing warehouses (working until 20:00 on the day of the cleanup).

In several municipalities **Slovenian Roads Agency** helped transport the waste to disposal companies. They defined and managed over 150 waste collection points in municipalities that asked for their aid. The deadline for these requests was 26th of March. Any later applications had to be rejected due to logistic planning needs.



Children learning how to collect waste separately



They helped to transport the collected waste only on the day of the cleanup. The municipality or its waste management company was responsible for the removal of any remaining waste. To help them and increase the amount of immediately removed waste, the collection centres and disposal sites were open for an extended period of time that day, until at least 4 p.m. (usually later).

The municipalities, which authorised the Slovenian Roads Agency to transport the waste directly to their collection centres, also had to inform waste management companies about this in an effort to avoid needless conflicts and delays.

Dinos company cooperated with one hundred trucks which gathered metals and electronic gear from waste collection points and centres in all municipalities, including the ones without the Slovenian Roads Agency's assistance. The company was also the receiver of packaging waste, but had no role in its transportation. The sole exception was the case where packaging waste was brought to a waste management company that could not transport it to them. The company also made a commitment to donate the equivalent value of the collected metals to the cleanup project and the Ecologists Without Borders association. They followed through and also donated the stronger green bags used for the collection of glass.

Slopak company received packaging waste and tyres from 135 collection centres. They sorted and recycled it at their own cost. They also prepared random sifting analyses to estimate the type and amount of packaging waste and tyres collected during the cleanup.

Zeos company received electrical and electronic gear, halogen bulbs and various batteries, ensuring their proper handling.



THE SYSTEM OF WASTE TRANSPORTATION ACCORDING TO WASTE TYPE GROUPS:

SLOVENIAN ROADS AGENCY SYSTEM FOR COMMUNAL WASTE

The contractors of the Slovenian Roads Agency transported the communal waste gathered in black bags, and depending upon agreement also some of the other waste fractions. However, they did not take any bulky or hazardous waste (red bags). For transporting the separated fractions to the collection centres, the agency sought help from Dinos, Slopak and Zeus.

SLOVENIAN ROADS AGENCY SYSTEM FOR PACKAGING AND GLASS

The appropriately bagged packaging and glass waste was transported to the closest Dinos warehouse or to the local waste management company, if the latter was closer. Slopak recovered such waste free of charge.

SLOVENIAN ROADS AGENCY SYSTEM FOR TYRES

The gathered used tyres were transported from the waste collection points to the local waste management companies, where Slopak recovered them free of charge. (Tyres were not transported to Dinos warehouses.)

DINOS AND SLOVENIAN ROADS AGENCY SYSTEM FOR METALS AND ELECTRONIC GEAR

As often as possible, this waste was recovered by Dinos directly from the collection points. In certain areas, Slovenian Roads Agency also helped with the recovery, using the same system as in the case of the packaging waste.



Volunteers did their share too, transporting the waste directly to Dinos warehouses. Both Dinos and Zeos recovered the metals and electronic gear free of charge.

COOPERATION AGREEMENT FOR THE RECOVERY OF WASTE AND THE DEFRAYAL OF EXPENSES OF RECYCLING WITH DINOS, SLOPAK AND ZEOS

The cooperation agreement was signed only with the companies Slopak and Zeos, plus their chosen subcontractor Dinos, which also had all the necessary waste handling permissions. Consequently all the municipal waste management companies were asked to accept waste only from the aforementioned trio of authorised recoverers. The goal of the project was to collect as much separated waste as possible and to send it for further processing and recycling.

SCATTERING AND UNAUTHORISED TRANSPORT OF WASTE

One of the goals of the logistic planning was also to prevent unauthorised scattering and browsing of the waste. In order to mitigate this problem, we asked volunteers to wait for proper transportation, help the drivers load the trucks and only then return to the dumpsites.

GATHERING FIELD DATA ON THE CLEANUP DAY

Gathering data from the field was one of the final tasks of the logistics team. It was crucial for both internal and external use, since we had to keep the public informed. For efficient communication we needed both up-to-date and easily accessible data.

We envisioned a two tier data gathering system:

- Via SMS messages which were sent by the coordinators of the meeting points for the volunteers:
- at 9:30 (to get the first numbers on participation),



- and at 14:00 (to get the first numbers on quantities of gathered waste).
- Via the call centre which was manned by twenty volunteers. They called all the local coordinators from the 210 municipalities to get the field data:
- at 9:30 to get the first partial official participation numbers,
- at 14:30 to get the first partial official numbers on gathered waste quantities,
- at 16:00 to get the partial official results.

Data gathering with SMS messages was made possible by telecommunication company Debitel.

All the SMS data was automatically aggregated in a table, while others were added separately. Together the data was also visible in visual form, overlaying two maps of Slovenia. Each municipality was colour coded depending on the number of participants (first map) or collected waste (second map). The intensity of the colour was proportional to the respective quantity.



A glimpse of a base camp from Day Č (Foto: Žiga Šmidovnik)



Data verification was done later by asking local coordinators for detailed reports and final data, which they sent by e-mail. The aggregated data was then checked for inconsistencies and gross mistakes.

AMOUNT OF GATHERED WASTE

In total almost 15,000 tons of waste was gathered. An accurate assessment is not possible, since some of the waste was put directly into bins, some remained untouched for over a week (many people left it where it was convenient instead of at the predefined collection points) and a notable amount of the valuable waste (metals) was stolen.

The unsorted waste was deposited by the waste management companies. While we don't have conclusive data about it, this much is certain—the goal of 70% waste separation was not reached. Tyres, bulky, waste and metals were well separated, but couldn't compensate for the bad results of other fractions. One of the reasons for low separation is definitely the intermixed and dirty state of dumped waste, which makes the separation harder or even impossible. It was also partly our own fault, since we sent the emails and leaflets with instructions too late, reaching too few. This is definitely something we need to address in the future.

Important documents:

- Instructions for volunteers (leaflet),
- List of Dinos warehouses and their contacts,
- List of collection centres for packaging waste and tyres.

CONCLUSION

The organisation of the collection and transportation of substantial amounts of waste during the cleanup event was a big challenge. Coupled with



the lack of time, the results are very satisfactory, even though we did not reach all of our goals. It is worth noting that in total 63 waste management and related companies took part in this effort.



A glimpse of the event for local coordinators (Foto: Žiga Šmidovnik)



ILLEGAL DUMPSITES' REGISTRY

It's not always clean when it's green

For efficient realisation of the cleanup we first needed to determine the locations of illegal dumpsites and their characteristics. The mapping of illegal dumpsites was therefore one of the core activities of the project, since a national registry of illegal dumpsites didn't exist before the project *Let's clean Slovenia in one day!* The task was so much more difficult because we had to obtain the data for the entire country and make it uniform.

The mapping group was in charge of:

- mapping as many illegal dumpsites as possible,
- establishing the first Slovenian digital registry of illegal dumpsites,
- searching for volunteers to do the mapping.

The main aim of the group was to map as many illegal dumpsites as possible all around Slovenia. The mapping didn't involve just marking the points on the map but also entering detailed information, which were later used to facilitate the organisation of the cleanup. After the mapping was done the next task of the group was to take care of processing and preparing all the necessary data. This facilitated the organisation and logistic planning of the cleanup event for municipal organisers, for volunteers in charge of individual dumpsites, for leaders of meeting points for volunteers, for leaders of waste collection points, and for waste management companies.



Goals of our work were:

- to map around 10,000 illegal dumpsites; we picked this number based on both the experience from the Estonian project and by real estimations of the number of illegal dumpsites in Slovenia,
- to find one mapper per municipality (more of them in larger municipalities) who would carry out the mapping in their municipality,
- to involve as many people as possible in marking randomly spotted illegal dumpsites into the registry,
- to get exact data (as much as possible) for each illegal dumpsite: location, position, area, volume and types of waste, including photos wherever possible,
- to assign the appropriate number of illegal dumpsites to each meeting point and to each dumpsite adopter (companies and organisation were given an option to "adopt" an entire dumpsite and take care of cleaning in up with their collective),
- to create maps for each illegal dumpsite, each meeting point and each waste collection point for the needs of logistics.



Mapping information resources diagram



ABOUT THE MAPPING GROUP

The leader of the group was Janez Matos. He coordinated the group, created the rough concept for the mapping and looked for partnering organisations. Jaka Kranjc led all activities related to GIS (Geographic Information System). Lea Ružič took care of finding new mappers, as well as Gorazd Drogenik. All of them stayed in touch with volunteers, assisting them in case of problems, answering their questions etc. The group cooperated very closely with Mojca Velkoverh Slunečko and the company Sinergise (Grega Milčinski), who took care of the technical realisation of the mapping and setting up the digital registry of illegal dumpsites on Geopedia.

METHODOLOGY

The mapping was carried out in more steps, on different levels and with different collaborators. In the first phase we had to create mapping methodology and the mapping form. The form was a list of items that had to be filled in about each illegal dumpsite found by the mapper.

The mapping form was designed after studying former mapping events and modelled by the methodology of the Anton Melik Institute of Geography of ZRC SAZU. In 2006, in the region of Ljubljansko barje, the institute realised the most comprehensive mapping in Slovenia so far. This methodology adopted from the Anton Melik Institute was extensively modified and adapted, making it appropriate for mapping in all geographic regions of Slovenia. At the same time we tried to make the mapping form simple enough for all volunteer mappers.

Right from the beginning a rough methodology for mapping the whole of Slovenia (which had never been done before) was created. We decided to try to get the information from a multitude of resources.

We used the digital ortophoto images (the property of the Surveying and



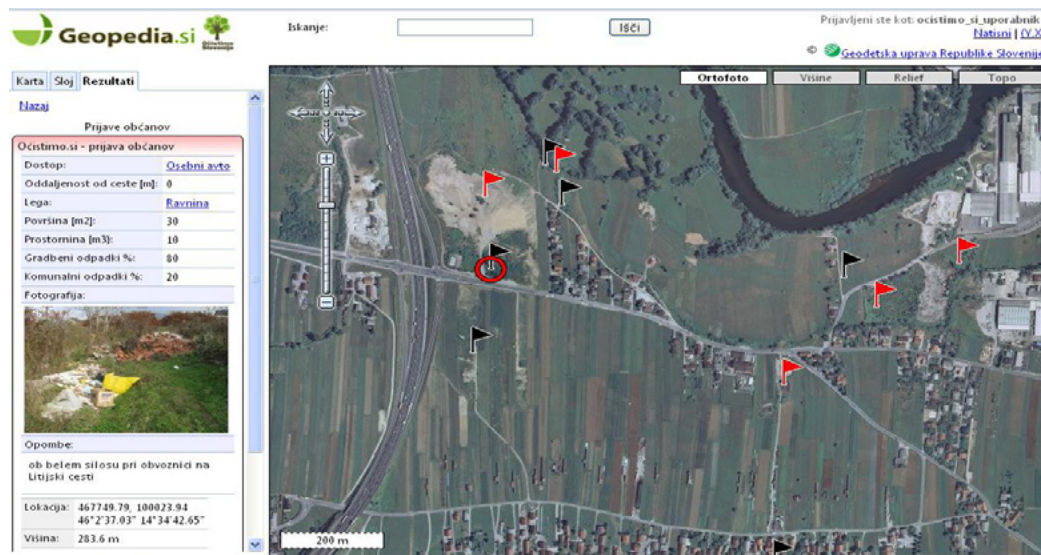
Mapping Authority of the Republic of Slovenia) first to initially locate potential illegal dumpsites. The basic concept was to first check the entire area of Slovenia on the aerial photographs, on which illegal dumpsites can be spotted with a certain amount of certainty. After marking out the potential locations the next step was to check them on the field. Using this approach we narrowed the area that needed to be checked. We used the internet atlas Geopedia in which volunteers created their own layer of potential locations, and then the same or some other volunteers checked these locations on the field and created a new layer of confirmed locations of illegal dumpsites.

Unfortunately this method was less efficient in areas that were overgrown with trees and bushes. We entrusted such areas to the Slovenian Forestry Service who engaged all their district foresters to examine the wooded areas in which they are usually in charge of and already knew very well. This was their contribution to the mapping of illegal dumpsites.

In March we organised search events involving volunteers to systematically check the areas that weren't included in the mapping via ortophoto images, nor in the mapping by the foresters. Those areas usually had many illegal dumpsites, being in most cases overgrown (and thus invisible on aerial photographs); simultaneously they are not considered as forest—banks of rivers and creeks, badly maintained areas by the railroads and highways etc. Ordinary citizens also added a large number of entries to the registry. They contributed to the layer of confirmed dumpsites with those sites they already knew of or they discovered incidentally while the project was running.

WORKING CONDITIONS

The illegal dumpsite registry group, due to the nature of the work, did most of the work over the internet. Meetings took place once a month on average, and more frequently towards the end of the project.



Illegal dumpsites displayed on orthophoto imagery

RESULTS

Out of the goals the group set, most were achieved, one was fulfilled partially while some were even surpassed.

STATISTICS OF THE REGISTRY ON THE 14TH OF APRIL 2010

We mapped 9,376 illegal dumpsites on aerial photographs, and the registry consisted of 11,394 confirmed illegal dumpsites. This means we surpassed our goal of 10,000 dumpsites. 3,944 dumpsites were entered by foresters and 7,450 by other volunteers.

We reached the goal of obtaining as much data as possible about each illegal dumpsite. At the same time it has to be remarked that many entries could be inaccurate, as they were created by volunteers without sufficient



knowledge and equipment. Still, the data was good enough for approximate summary of the current state.

The total area of illegal dumpsites was 451,0 ha, and the total cubature was 663,712 m³.

The average cubature was 58.3 m³. If we consider only the types of waste which we cleaned up (bulky and household waste) the numbers change to 14.0 m³ and 1.5 m³ (median), and 159.692 m³ in total. The Estonian team estimated the average density of waste, excluding the tires, at 200 kg/m². This means we most probably exceeded 20,000 tons of located household and bulky waste. The share of bulky waste was 63% of this number, the rest was household waste.

45.6% of illegal dumpsites contained hazardous waste. The share of construction waste inside the total amount of waste was 56%, and the share of illegal dumpsites containing only construction waste was 7%. Most commonly the position of illegal dumpsites was flat land at 53%, and the most common accessibility was by car at 64%. 233 locations were difficult to access. The average distance from the road was 73 m.

These statistics give a good framework inside which the state of illegal dumpsites in Slovenia can be assessed. In the case of the majority of illegal dumpsites we had sufficient data to carry out the cleanup, even though the mapping was done by volunteers and not by specialised inspectors.

Although a vast number of illegal dumpsites was confirmed, still approximately 25% of dumpsite "packages" (computer generated information databases each containing detailed data and maps of 50 potential locations found on the orthophoto images) remain unchecked. This goal was thus fulfilled only partially, leaving more work for the mappers in future.



In total 2,024 meeting points were registered; 993 regular, 651 for scattered waste, 19 for mountain routes, 6 for caves, 4 for underwater cleanup. There were also 141 adopters of illegal dumpsites. We assigned each one an appropriate number of illegal dumpsites, prepared accurate maps (topographical and ortophoto maps) for better orientation, and sent them along with the instructions to the organisers.

USAGE STATISTICS OF THE DIGITAL REGISTRY

A large number of volunteers got involved in the mapping—foresters, field mappers, municipal mappers, ortophoto image mappers, and other random mappers.

The dumpsites on aerial photographs were mapped by 227 people. 1,464 users registered with the mapping portal. The layers were edited by 493 users registered on Geopedia. There were also 2,339 anonymous entries (by citizens), thus the total number of all mappers was 2,832.

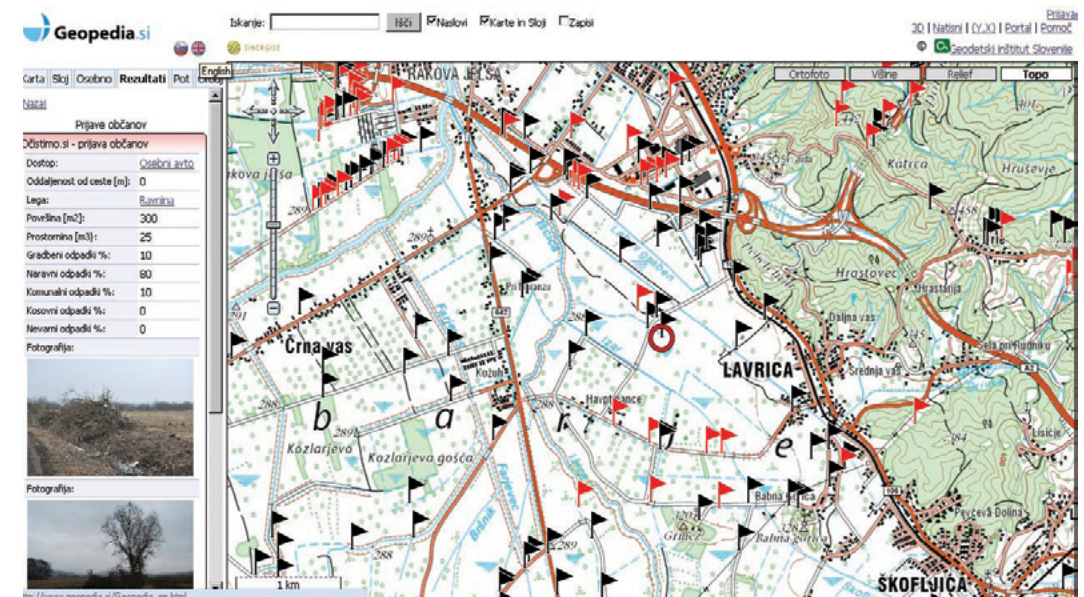
SUMMARY

The main aim of the group was to map as many illegal dumpsites as possible in the whole of Slovenia, and to do it as well as possible, thus creating the first national registry of illegal dumpsites. We set many goals, and we achieved more or less all of them.

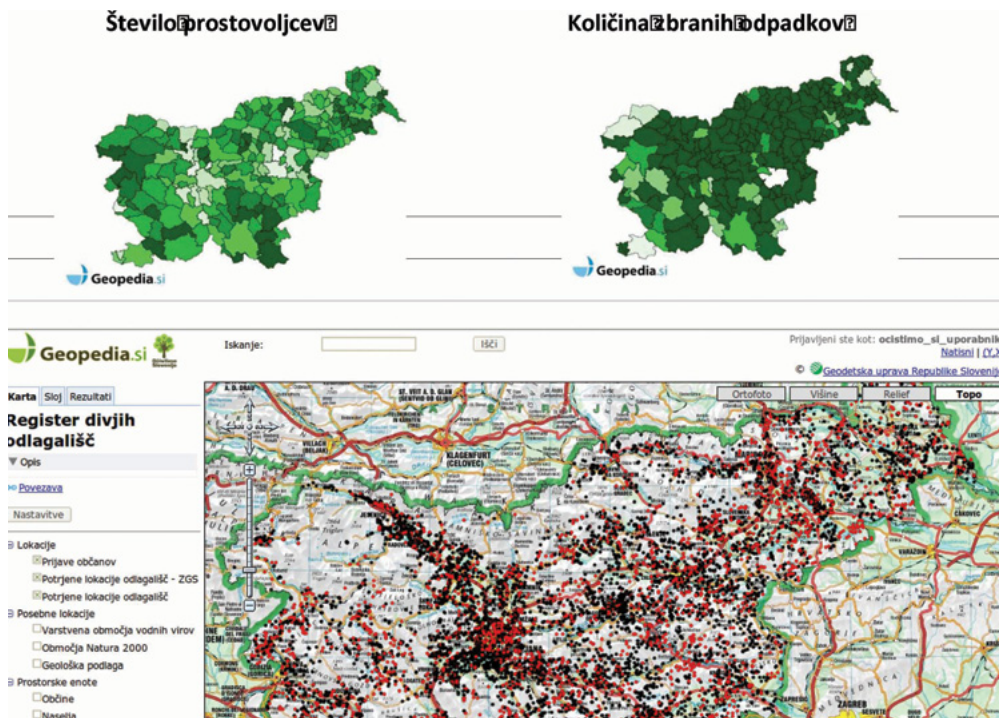
We used various methods for finding illegal dumpsites, of which the most important were: searching on aerial photographs with subsequent field check up, search events, entries by citizens, and searches conducted by foresters on the wooded areas. By 17th of April we mapped 11,394 illegal dumpsites with the total volume of 663,712 m². More than 2,800 volunteers participated in the mapping, and the number of visitors of the mapping portal was just above 50,000.



The national registry of illegal dumpsites that was created by the project *Let's clean Slovenia in one day!* will continue to be complemented and updated. This is our contribution to the regulation of the problem of illegal dumping of waste in Slovenia.



Illegal dumpsites displayed on a general map



Results per municipality and the countrywide illegal dumpsite registry



Proof that mapping was fun :-)



ORGANISATION OF PARTIES

To celebrate after the successful cleanup event

Following the Estonian model we also organised final parties to happen right after the cleanup. The initial idea was to organise one central party in Ljubljana, but on the initiative of the local coordinators from other regions we decided to organise three larger parties: in Koper, Maribor and Ljubljana. Later on Koper dropped out and the party was instead organised in Nova Gorica. The parties were meant to be a token of gratitude to all volunteers who came to clean Slovenia on the 17th of April.

Polona Klemenčič and Matjaž Šneberger were in charge of the organisation of parties. All the usual procedures for public events had to be carried out, which turned out to be a whole project inside the project. In Ljubljana the party took place on Pogačar's square, in Maribor on Snežni stadion and in Nova Gorica on Bevk's square.

Due to being overburdened with work we didn't dedicate a lot of time and energy to the organisation of the parties, this resulted in insufficient media publicity, and even the well known musicians didn't attract as much crowd as we were hoping for.

Organisation of the party in Ljubljana required the following tasks:

- We received permission to temporarily exceed the permissible noise levels from the Ljubljana municipality office,
- we notified the local community centre about the party,
- we filed an application for a public event with the Administrative unit,



- we filed an application for setting up movable objects with the Ljubljana municipal office (department of urbanism),
- we had a meeting in the archdiocese regarding the party,
- we filed an application to the Ljubljana Marketplace to obtain free use of Pogačar's square, for free parking and the application for free use of four stands,
- we asked the Ljubljana Health Centre for free medical care at the event,
- we sent a request to the governing board of SAZAS (Union of composers and authors for copyright protection),
- we selected the most appropriate catering provider, VOMI d. o. o.,
- we sent a request to Raiffeisen bank to allow the electric cables to be laid down passing their bank's office,
- we ordered electricity with Elektro Ljubljana,
- we sent a request to Ljubljana municipality office for the public lights to be turned off during the event,
- we ordered the public lights to be turned off,
- we ordered mobile lavatories,
- we ordered security services,
- we acquired a catering sponsor,
- we acquired a sponsor for drinks, Pivovarna Union,
- we ordered food according on the musician's requests,
- Pivovarna Union secured all the drinks, we later ordered a refrigerator for backstage from them,
- we adjusted the programme of the party to the ringing of the cathedral bells,
- we adjusted the programme to the shopkeepers on the marketplace,
- we adjusted the programme depending on how demanding the instrument changes on stage were,
- we adjusted the meals to the times of the musicians' performances,
- we secured additional drinks for the musicians,
- we arranged the accreditations for the party,
- we ordered additional security fences at the entrance points to the square,
- we set up the lavatories of the Vigred company,



- we set up the Allcomb company screen,
- we set up the tents and additional bags for waste,
- we brought the drinks to the location of the event,
- four individuals to monitor what's happening in the backstage, in Kolovrateater bar, around the stands and on the scene,
- we laid the cables to the stands,
- we had two sound engineers, two roadies and two people taking care of the parking lot,
- we took care of the logistics of the transportation of all equipment, food and other requisites to the scene,
- we ordered the public lights to be turned on again after the party,
- after the party we cleared the scene and the Kolovrateater bar,
- one security guard watched over the equipment and sound system over night until the 18th of April 2010,
- on the 18th of April we arranged for the lavatories, stage and sound system to be transported away,
- after the concert we sent the report to SAZAS,
- we settled travel expenses with the musicians.

The organisation of parties in Maribor and Nova Gorica was mostly carried out by local coordinators. However, the central team provided very important support. Besides these three larger parties there were smaller parties and picnics in many places around Slovenia. They were organised either by local communities and municipalities or within companies and organisations.

Although parties were not an essential part of the cleanup project, they rounded it up meaningfully, contributing greatly to the overall success of the project.



At the party in Ljubljana (Foto: Žiga Šmidovnik)



IMPROVEMENTS AND ADDITIONAL REMARKS

To establish the team we used some tools for enhancing the group dynamics, for leadership and team management. Due to so much rushing during the project we didn't use certain useful tools as much as we could have done. We saw the benefit of keeping standard minute forms and, to a certain degree, following efficient meeting principles that are used in modern green groups and non-government organisations:

- World Café was successfully used to start-up the project
- Individual members and groups used some elements of Open Space technology
- Dragon Dreaming and Participatory Strategic Planning made us aware of certain key elements of project organisation, but we didn't adopt the method fully
- Structured informal gatherings in the form of educative games, workshops, short meaningful dialogues etc. stimulated the collective atmosphere in the team.

It is important for members of the team to meet regularly (at least twice a month) and look at upcoming tasks, determine who is going to do what and by when. Meetings are important for strengthening the bonds and for more efficient problem solving involving the entire team.

If some people get paid it is necessary to keep all the payments transparent.



SUGGESTED IMPROVEMENTS FOR THE MUNICIPALITY LEVEL ORGANISATION GROUP

PREPARATION PHASE

- We should prepare accurate and prompt contact databases of: municipalities, schools and associations; later they can be simply moderated and updated.
- We should establish first contact with competent associations and individuals that can take on a lot of the organisation; organisers of local cleanup events are particularly important (when the organisation was carried by the municipality the response and cooperation were lesser).
- We should define precisely and demarcate the responsibilities of municipalities, waste management companies and the government.
- We should define precisely the role of partnering organisations (they could be better involved)—we should prepare the contracts more carefully.
- We should better define the benefits for sponsors and determine in advance who will take care of the contracts.
- We should create communication workshops for local organisers—for better selection.
- Greater stress should be given to cooperating, connecting, and looking for solutions within local communities.

REALISATION PHASE

- We should set up stronger relationships between regional coordinators and secure the operative transfer of information and materials in both directions.
- Instructions and directions for local organisation leadership should be improved to include clear and short instructions; these should be sent only after being formulated in one final version.



- The situation in each municipality should be checked many times (to ensure that the local coordinator is responsive, that agreements are signed, and that municipality officials and waste management companies have responded etc.).

FUTURE EVENTS

- Consider earlier dates (many places are already too green in the middle of April).
- Give more emphasis to the separation of waste by fractions directly on cleanup locations.
- Separate the usual bi-annual collection of bulky waste (furniture, kitchen appliances etc.) from the cleanup event; it would be best to have the collection of bulky waste before the event.
- Prepare a strategy for cleaning illegal dumpsites that contain hazardous and construction waste.
- Establish efficient usage of the dumpsite registry and make a cleanup plan accordingly.
- Joint event on the level of the entire country raises the importance of all smaller cleanup events.
- Increase the involvement of schools and kindergartens.
- Long term goal should not be simply about increasing the number of participants each year who are cleaning up the same (or even larger) piles of waste each time, but instead about constant reduction of the amount of waste and the number of polluters.

SUGGESTED IMPROVEMENTS FOR THE ILLEGAL DUMPSITE REGISTRY GROUP

The illegal dumpsite registry group did their best to reach the set goals but we can still point out a few things that could be improved in future. A few suggestions about how to keep the digital registry and improve the logistics of the upcoming cleanup events are listed:



DIGITAL REGISTRY OF ILLEGAL DUMPSITES

- It is necessary to establish a more user-friendly marking of illegal dumpsites—through a new website for citizens, serving solely for that purpose. To enter such a system there should be an option to registry with a username as well as anonymously. Registrations allow follow-up of the results and checking possible violations of the mapping rules.
- Locations mapped by citizens as well as all other locations placed in the registry will be checked in the actual field by the mappers twice a year outside the time of the greatest vegetation growth (for greater efficiency of the mapping).
- In each municipality we need to find volunteers to participate in the annual check-up of the mapped locations in the registry (in larger municipalities more people or organisations; in Maribor and Ljubljana by quarter communities)—around 250 people.
- Those checking the locations should get a title and a diploma—per example “Official mapper 2011”.
- We need sponsors to buy 180 GPS’s (Global Positioning Systems) and distribute them to the volunteers mapping the dumpsites. Volunteers could continue to use GPS’s throughout the year under the condition that they check the locations in the registry in their municipality/ quarter community twice a year. We would need to print stickers (Clean Slovenia) so we could identify and track all the GPS’s to ensure they don’t get lost or withheld.
- The locations marked by the official mappers should be officially reported to the adequate inspectors (develop automatic report).
- We should add the date of the last mapping to each item in the registry of the illegal dumpsites, and also keep an archive so we could see how each municipality deals with the illegal dumping problem.
- We should assess the environmental hazard of each illegal dumpsite (by the methodology we developed in cooperation with GIAM SAZU and Sinergise—based on knowing the characteristics of each illegal dumpsite and using the multi-layered information on sensitivity of the environment).



- We should rank the dumpsite on the municipal level according to the level of hazard, and add a link to the table of ranked dumpsites in each municipality (thus suggesting the priority order of cleaning).
- We should keep an archive of how the ranks of dumpsites in municipality are changing in time and how the sum of all ranks is changing for the whole country. In this way we’ll be able to identify the best practices in dealing with illegal dumpsites and award them (per example, each year the five best municipalities according to their improvement in percent). Their approach should be studied and suggested to other municipalities.
- We should add an option to click on a button in the registry to create a package with all the information about what is needed to clean a particular illegal dumpsite; in this way the citizens can get all the necessary information for the local cleanup events in one place.
- It will be necessary to partially change the mapping form:
 - car tires should be a separate category, they shouldn’t be listed among hazardous waste (being different from standard hazardous waste and not dangerous to those cleaning them up)
 - the line for the name of the mapper should be omitted
 - we have to decide whether to ask the mappers to give the time of each photograph or the ID (file name).

SUGGESTED MODIFICATIONS OF LOGISTIC ORGANISATION OF THE CLEANUP

Each mapped illegal dumpsite should be checked by a specially qualified person; if that is not possible the description from the initial mapping should be used, but as seldom as possible.

- The number of people registered at a single meeting point should be limited to 100. It should be arranged that the number of registered can be determined separately for each meeting point.



- Create information packages for waste transporters and information packages of illegal dumpsites. These packages should be sent to the municipal coordinators by email about fourteen days before the cleanup day. Simultaneously a parcel should be sent to them via regular mail containing a printed A2 sheet with the list of all dumpsites in the municipality, bags, gloves etc.
- It should be possible to registry meeting points up to seven days before the cleanup day (by internet or telephone to the municipal coordinator). Ten days before the event the leaders of all the registered meeting points should get an email with the number of volunteers and the vehicles assigned to their meeting point.
- Six days before the cleanup day (date and time should be set well in advance) there should be a meeting of all those that registered a meeting point and those that offered transport. At the meeting it should be decided who is going to clean what. Municipal coordinator should print the information on illegal dumpsites in advance and distribute it at the meeting (depending on available funds it might be possible to print them in the central office). All the information should be distributed through the municipal coordinator.
- At the same meeting bags and gloves should be distributed as well as instructions for the leaders of illegal dumpsites (these can be photocopied and shared among other leaders). Thus allowing seven days for the leaders of the meeting points to check out which illegal dumpsites are on the list for cleaning, and eliminate those that aren't suitable for cleaning.
- The supervision of waste collection points should be improved and secured with transport in advance. Ad hoc gatherings should be avoided, except under special agreement with the waste management company.



Pilot cleanup with the Slovenian Armed Forces



CONCLUSION

It is clear that the project of cleaning illegal dumpsites hasn't finished in one day. We won't stop as long as there is even one flag in the registry. We believe the systematic cleaning of illegal dumpsites will stimulate the development of various advanced ecological practices that will contribute both to the safety of the living environment and to reducing the factors which influence the climate changes.

The project continues on a global level. Slovenia will also join the project World Cleanup 2012. Even more—some volunteers from Slovenia are among the main organisers of the project on the global scale.

But who actually are “we”, doing all of this? We are you and me, him and her, and at the same time something beyond all of us, individuals. We are the all-present global civic society, we are everyone—therefore we are the only “group” that can set things right on our planet. If you are a human being, if you are alive, you can not not join us, you can only choose between two options: using your eyes for seeing, ears for hearing and hands for doing something; or deciding not to do so. After all I've seen in Estonia, Slovenia, Portugal, Romania ... the first choice doesn't give us only the feeling we're doing something good, it also fills us with exceptional joy and power. So the second option is out of the question, isn't it?



APPENDICES

ABOUT THE ESTONIAN CLEANUP

The project *Let's clean Slovenia in one day!* was modelled on the project Let's do it, Estonia! (Teeme ära!). On the cleanup day, on the 3rd of May 2008, 50,000 volunteers (4% of the population) gathered in Estonia, and they cleaned 10,000 tons of waste in five hours (under ordinary circumstances it would have taken the government three years and cost more than 22 million EUR).

The organisation of the Estonian cleanup brought together top experts in information technology, communication, management of non-government organisations and waste handling. Despite the support of prominent Estonian organisations, associations, government institutions and companies, it continued to be an independent, non-political civic initiative. The core of the team, leading the project, consisted of 133 people, and the entire project group consisted of more than 600.

Special programs, based on Google Maps, and mobile phones with GPS, allowed the volunteers to map 10,656 illegal dumpsites on nine mapping events. The team entered them in a special database and performed logistic planning. The financial cost of the project was estimated to be around 500,000 EUR



THE FIRST INVITATION BY ALEŠ PEVC, 11TH OF AUGUST 2009

In Slovenia, after hearing about the Estonian cleanup, we were thinking with our friends, that we could organise an event, similar to the one organised in Estonia, in which they cleaned—in one single day—more than 10,000 tons of waste. More than 50,000 volunteers participated (4% of the population).

The Estonian video inspired us so much that we decided to invite you to join us, so that we will together carry out Let's do it 2010 in Slovenia. We have experience with the organisation of similar activities, as we have been organising the event Everybody, get a bag of waste! for five years, with many groups, individuals, primary and secondary schools participating.

There is an opportunity hidden in this slightly "visionary" idea that something this great and inspiring can actually succeed. By joining the Let's do it World! community we'll be obliged to approach the project seriously and to accomplish it here, too.

The steps for a successful cleanup event are clear:

- we need to build up an excellent leadership team,
- we need to connect with the potential partners, media and VIPs,
- we need to create a virtual map of illegal dumpsites or environmental stains,
- we need to start up a communication and media campaign,
- we need to set up a system for registration of individuals and groups, who will be cleaning individual sectors.

We decided to begin with the organisation of the project Let's do it 2010. Everybody, who feels inspired by the video or by this invitation, is welcome to the introductory meeting on Wednesday, 2nd of September 2009, at 5 p.m. in Ljubljana.



If you are interested in the organisation or participation in the cleanup (everyone is welcome, regardless of your education, expertise and age), please join us by sending an email with the subject Let's do it 2010 and giving us your email address and your phone number.

We promise we'll reply to all of you. We're looking forward to cooperating with you, and to a much cleaner Slovenia!

We believe we can succeed, because Slovenia is an environmentally orientated nation aware of the beauties of our homeland.

Pozitivke Editorial



Two ambassadors enjoying the cleanup at Rudnik



THE IDENTIFICATION OF THE PROJECT

The purpose of the project: The largest environmental event in Slovenia

On the 17th of April 2010 the largest voluntary environmental event in the history of Slovenia will be organised.

Until spring the volunteers will be seeking illegal dumpsites all over the territory of Slovenia and marking them on the map. In the spring the cleaning event will be organised to clean these dumpsites of all the communal waste. Surrounding areas of schools, kindergartens, settlements and walking routes will be cleaned as well.

The event will be concluded with entertaining events in three larger towns. These events are intended for all participants, but also for everybody else.

Goals of the project:

- to unite at least two hundred thousand volunteers on 17th of April 2010, in **the largest environmental project** in Slovenia so far,
- to create **the first digital registry** and national map showing locations of as many illegal dumpsites as possible,
- to remove at least **twenty thousand tons** of illegally dumped waste from the environment,
- **to unite all spring befalling environmental projects** on the same date and with the common purpose,
- to raise **awareness and to educate** on improving attitude toward waste.



Role model: Let's do it Estonia 2008

The project *Let's clean Slovenia in one day!* was modelled on the project Let's do it, Estonia!, which took place in Estonia in 2008. On the cleanup day on the 3rd of May 2008, 50,000 volunteers (4% of population) gathered and collected 10,000 tons of waste in just five hours (under ordinary circumstances it would have taken the government three years and more than 22 million euros). More on the official website <http://www.teeme2008.ee/?setlang=eng>.

The project is spreading to other European countries (Portugal, Romania).

The organisers: Ecologists Without Borders Association

The project *Let's clean Slovenia in one day!* is non-profit and non-political. It aims at involving all the residents of Slovenia, regardless of their age, education, ethnic, religious or political background, and uniting the largest team of volunteers, experts, NGO members, companies and other leading personalities in Slovenian society so far. Legally and formally we are active under the Ecologists Without Borders Association, which was established in March 2009 with the intention to organise environmental projects.

Ecologists Without Borders Association

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THE RESULTS OF THE PUBLIC OPINION POLL

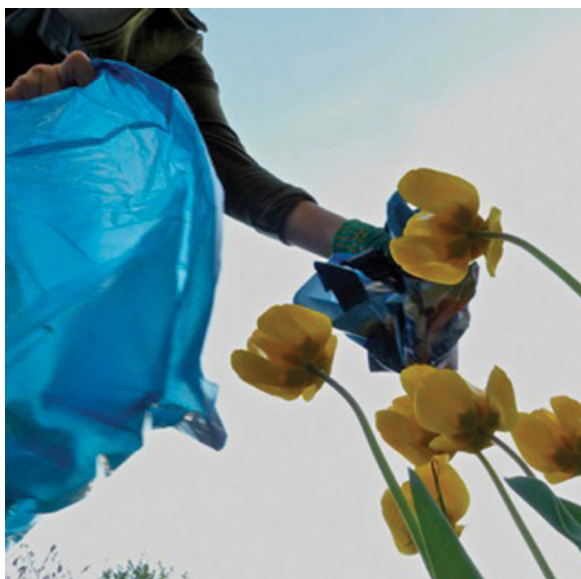
According to the results of the public opinion poll which was carried out in June 2010 by the GFK company, on a representative sample of 648 people, we can conclude the following:

- 99% of citizens of Slovenia have heard about the cleanup event, which is even more than the 90% goal set initially.
- Most people heard about it for the first time from the television (47%), secondly through the internet (15%) and then through radio and printed media (10% each). Intense media campaign was, therefore, crucial for the project to be acknowledged, as other possible answers had less significant percentages. Large billboards were not successful either, which is not surprising, for they were set up only in the second half of March.
- 31% of the people questioned replied that they participated in the cleanup on the 17th of April, 9% of them said they cleaned earlier or later too, 8% said they were cleaning for more days in addition to the official cleanup day. By the official data a little more than 13% of the population of Slovenia participated in the cleanup, so either the GFK sample wasn't broad enough, or many of the surveyed people felt guilty for not participating, so they replied positively, even though they didn't participate in the cleanup.
- Most of participants (73%) hadn't registered for the event or didn't know that they were registered. This percentage is certainly high, possibly due to anonymous group registration—on the website only a hundred thousand people registered (37% of the total participants), while positive answers to the question in the poll were given from only 19% of the questioned.
- 34% of the volunteers found most of the information on the internet, half that found the information from either television or the (local) organisers (17%), whilst 11% found the information from printed media. When asked about where they first heard about the cleanup, people answered radio as much as printed media, however in regards to



general information radio had a minimal share compared to other sources of information. As expected, this is true also in case of personal contacts (family, friends, co-workers) for the amount of information was large, it changed frequently and there were some local specifics.

- The majority of people (86%) didn't financially or materially support the project.
- Only half of those involved in the poll knew about the web map Geopedia, a quarter of them have used it, and only one in forty had mapped an illegal dumpsite there.
- Half of the people heard about the Estonian project Let's do it.
- The results to the question regarding attitude to mass volunteer events showed that almost everybody agreed that each person should cleanup after him or herself, and that there are social benefits to environmental projects. Two thirds thought there are too few volunteer projects in Slovenia, and half of them said they are participating in cleanup events in their home town, and that these events have a permanent effect. About 25% of answers in the last three questions were undefined, therefore we can consider the statements strongly affirmative.
- The response to the question regarding whether cleaning after others is a waste of time was very explicit—the majority didn't agree with it being a waste of time. In regards to the question, whether volunteer events mean carrying out the work instead of competent institutions, the answers were faint, with one third of people not having a defined viewpoint on this, and the rest symmetrically favouring opposite views. If we compare the answers of all the people from the poll with only those who participated in the event, there is a statistically significant difference for the question: "Do you participate on the local cleanup events?" A high percentage of those who took part in the event on the 17th of April, had taken part in the local cleanup events previously.
- 86% of people haven't attended the accompanying events. Final parties had low attendance too.
- 42% of people thought the project was very successful, 51% thought it was successful, 5% didn't know, and the remaining 2% thought it wasn't successful.



Second runner-up of the photo contest (foto: Lea Penšek)

CONCLUSIONS FROM THE DEBATE ON THE POSITIVE EFFECTS OF THE PROJECT *LET'S CLEAN SLOVENIA IN ONE DAY!*

The debate was organised by the Office of the president of the Republic of Slovenia, on the 28th of September 2010 at 12.30 in Brdo.

It was attended by:

- dr. Danilo Türk,
- ga. Barbara Miklič Türk,
- dr. Roko Žarnić (Minister of environment),
- dr. Ljubica Jelušič (Minister of defense),
- Jošt Jakša (Forestry Service),



- dr. Franc Lobnik (The Council for Environmental Protection),
- mag. Boris Balant (Administration for Civil Protection and Disaster Relief),
- mag. Kornelija Marzel (Human Rights Ombudsman),
- Albin Keuc (the advisor to the Minister of environment),
- dr. Dušan Plut (Faculty of Philosophy),
- Stojan Jakin (Communal Service Company Vrhnika),
- Sandi Hribar (Slovenian Catholic Girl Guides and Boy Scouts Association),
- Bojan Rotovnik (Mountaineering Association of Slovenia),
- Borut Jerše in Marko Koračin (National Fishing Union),
- Anton Koren (Slovenian Firemen Association),
- Srečko Žerjav (Slovenian Hunters' Association),
- dr. Marinka Vovk (EKO-TCE, The Center for Applicative Technology),
- National Scout Organization,
- Petra Matos, Polonca Štritof, Urša Zgojznik, Nara Petrovič and Aleš Pevc (Ecologists Without Borders Association),
- Aleksander Batič (INTERSO),
- Franc Hočevár (President's advisor).

The main purpose of the discussion was to strengthen the political will and the cooperation for a positive and holistic approach to solving the illegal dumping problem in the country. During the discussion it was frequently stressed there is a need to establish or strengthen the institutional mechanisms for appropriate responses to the initiative of the civil society.

Key messages of the discussion on the illegal dumping problem are:

- that such projects mustn't connive at the perpetrators,
- we need to take precautionary measures, through raising awareness and education,
- we need to be flexible and follow the flows of matter and people,
- we need to strengthen the cooperation and networking of participants—the civil society, media, local communities, government and other institutions.



Participants of the discussion expressed following proposals:

- to establish the national development-environmental think tank due to the extent of development challenges;
- to maintain and exert the pressure on political decision makers by using modern information technologies (per example: Internet jam);
- to strengthen horizontal functioning of the system institutions;
- to ensure the responsibility of the administrators of the national real-estate property;
- to strengthen the inspectional and social surveillance over what's happening in the environment—building upon the already existing supervisory networks (of hunters, foresters, fishermen etc.)
- doing away with the institution of “announcing” inspectional control;
- to establish the forms of cooperation between the national and the (inter)municipal inspectorates;
- doing away with the obscurities of competence over illegally dumped communal and construction waste, and of responsibility of the owner of the property;
- simplifying the legislation on construction excavations and construction waste in general, so that perpetrators would be stimulated to eliminate the waste in an environmentally appropriate manner;
- ensuring systemic and sustainable solutions of environmental interventions (like in the case of Barje wetlands, or with the lack of re-naturalization in the water stream management plans)

The Minister of Environment and Spatial Planning, dr. Roko Žarnić presented some preventive measures:

- Preparation of local plans for prevention of illegal dumping, which take into account the results of the local factor analyses—in cooperation with local inhabitants
- Strengthening the activities of supervision and sanctioning, or enforcing the regulations
- Taking measures to block the access to areas where illegal dumping of waste is common (physical obstacles etc.)
- Conducting the cleanup of the existing illegal dumpsites in critical areas



- Marking the areas of recurrent illegal dumping with warning and informative signs
- Offering citizens additional legal ways of waste removal: analysing the need for collection of bulky and hazardous waste in remote areas, and increasing the number of annual collections (more than two per year)
- Educating the local population on the consequences of illegal dumping
- Notifying citizens about possibilities of waste disposal within the existing legal disposal options, per example in disposal sites
- Giving special attention to three sorts of waste that are commonly dumped on illegal dumpsites in Slovenia: construction waste, used asbestos-cement roofing and tires.

At the end of the discussion the President of the Republic of Slovenia suggested to hold the next meeting in January 2011 to examine our progress.

Prepared by:

Albin Keuc

Deputy secretary, Cabinet of the Minister of Environment and Spatial Planning

RESOURCES AND LINKS

Short video about the Estonian cleanup:

www.youtube.com/watch?v=A5GryIDl0qY

Video portal on Youtube:

<http://www.youtube.com/watch?v=ZcDntGLS4ig>

<http://www.youtube.com/user/ocistimo>

Slovenian website: www.ocistimo.si

Website of the World Cleanup 2012 project:

www.letsdoitworld.org

Geopedia: www.geopedia.si

Estonian document in English: How we did it.

<http://www.letsdoitworld.org/files/Let'sDolt!manual.rtf>



FINAL REPORT OF THE PROJECT LET'S CLEAN SLOVENIA IN ONE DAY!

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