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| **Name of the Local event:**  Keep Sweden Clean / Let’s clean up Europe  Nordic Costal Day | | **Contact:**  Eva Johansson  Gästrike återvinnare  [Eva.h.johansson@gastrikeatervinnare.se](mailto:Eva.h.johansson@gastrikeatervinnare.se) | |
| **Period:**  4 May – Nordic Costal  Day  16 May – Keep  Sweden Clean  17 May ‐ Plogging | **Target group:**  Gästrike återvinnare  Municipal workers  Open public event | **Objective:**  The goal of the first event was to clean‐up the coastline in Gävle and set a good example of Gästrike återvinnares commitment in this world wide problems.  To engage people in the municipality to gather for a good cause.  To gather people in the active challenge of picking litter as you jog, namely “plogging”. | |
| **Programme**  4 May  13.00 Gathering at Gästrike återvinnare  13.00‐16.00 Picking up litter along Gävles coastline  16 May  13.45 Gathering at Utmarksvägen  14.00 ‐15.00 Picking up litter  15.00 Reassemble and weighing the litter  17 May  18.00 Gathering at Gavlehov  18.00 Lecture with Erik Ahlström the founder of the plogging movement.  18.30‐19.15 Plogging  19.15 Reassemble and time for photos | | | |
| |  | | --- | | **Partners involved in the organisation:**  Gästrike återvinnare, Eva Johansson, Project Leader and Sustainability Teaching Manager  Håll Gävle Rent, Karolina Pehrson, project leader Keep Gävle Clean | | | | |
| **Implementation context** | | |  |
|  | | | **Brief description:**  Picture number one is from the event on 16 of May,  our CEO Tomas Nylund and Head of Development  Michael Wagner is out picking litter with a group of  20 people from Gästrike återvinnare.  Picture number two is the plogging event. An open  event that attracted 50 citizen that both listened to  the lecturer Erik Ahlström (in the middle of the  picture) and participated in the plogging.  The last picture is from the Nordic Costal Day in  which 3 employers of Gästrike återvinnare spent one  afternoon cleaning up along the coast of Gävle. |
| **Impacts/opportunities for local partners – participants - territory :**  These events regarding littering and plastic in the ocean need to be highlighted and brought to public awareness in a much broader perspective. As a municipal company working with waste and recycling it is important to be a role model to others. Together with other European countries that also contribute to the “Let clean up Europe” we make a significant impact being outdoors making a change for real. During May we also had lectures in schools regarding littering and waste being thrown outdoors and in the water. | | | |
| **Dissemination/visibility:**  The events were distributed and visible through; Press releases, Facebook pages, Webpages, Instagram, flyers, posters, education to schools, companies and organisations, articles and in a radio interview. | | | |