

An underwater scene with a sea turtle swimming on the left and a plastic bottle floating on the right. The water is blue and clear.

# How to Organise a Cleanup Campaign?

- Survey the cleanup location first
- Form a team of like-minded friends
- Assign Duties and responsibilities: You might need
  - ✓ Someone to get the permissions if need be, from authorities / people for cleaning up identified locations.
  - ✓ Someone creative, one who can do good art work and develop posters and collaterals
  - ✓ Someone who writes well and is a good communicator to invite participants for the cleanup and connects with all relevant partners.
  - ✓ Someone to arrange for supplies such as garbage bags, gloves and so on to conduct a clean up campaign
- Assess the type and volume of Litter or Trash
- Develop a plan of action – Decide on the day and the time
- Decide on the number of participants for the cleanup based on volume and kind of litter or trash
- Communicate with the expected participants via email/ letter or through Social media well in advance of the campaign.
- Do not forget to mention in the communication that all participants must bring their water bottles and caps when they come to join the clean up
- For emergency do ensure that you have some water supplies just in case some participants forget to bring the bottle – Avoid using plastic water bottles
- Give a catchy theme/ slogan to your Cleanup Campaign.

- If possible, develop posters/ messages on the Catchy theme for example,
  - ✓ Plastics a Silent Killer
  - ✓ Keep our waterways clean
  - ✓ Our coastline needs your help.
  - ✓ Plastic harms life and our health
- Disseminate the poster/ messages digitally to all the participants in advance
- You can also take just a couple of print outs of the posters designed to place it on locations where clean up would be conducted.
- You are now ready to conduct a cleanup campaign.

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## **ON THE DAY OF THE CLEAN UP ENSURE THE FOLLOWING INSTRUCTIONS ARE COMMUNICATED TO ALL PARTICIPANTS**

- Ask all participants to register their names with a teammate – who can set up a registration desk if possible, with a chair and a table
- Ensure all participants wear gloves, caps and most importantly their own water bottles.
- Ask the participants to move around for the cleanup in groups of at least 5- 7 persons, issue each group at least 5-6 garbage bags
- Instruct the participants that they are required to segregate the trash they collect into Plastic, Glass, and Metal, paper, organic and any other toxic waste that they may see into separate garbage bags during the cleanup. This should be based on your initial survey of the location while planning for the cleanup.
- Ensure that participants do not put all kinds of waste in the same garbage bag.

- Ensure that participants do not fill the garbage bag to the top so that it becomes difficult for them to carry as it may start tearing otherwise.
- Ask all participants to estimate the weight of each bag they collect. This could be done by using a bathroom weighing scale if it can be arranged or participant may simply guesstimate.
- Ensure one member of the team notes down all the weights and calculates the trash collected into segregated categories.
- If possible, get a Doctor or some one from the medical profession to be a part of the team or a participant. This is just in case of some emergencies like cuts or bruises.
- Ensure that participants are protected from the sun by asking them to bring their own cap / sunglasses.
- Do not let young children/ participants to pick up glass waste/ pathogenic waste or any other corroded material which may injure them.
- Communicate your success and lessons learnt from the campaign widely to participants as well as in the media if possible.