

WORLD CLEANUP DAY

20 September 2024



Roundtable One - “The Synergy Between Community and Professional Cleanups”

Date: 20 September 2024, Tromsø, Norway

Time: 10:45 - 12:15

Location: Longyearbyen (Main auditorium), Fram Centre

Main Objectives:

- Discuss the effectiveness of voluntary community-based cleanup activities.
- Emphasize the need for professional cleanups alongside grassroots volunteer actions.
- Showcase effective waste management strategies and financing mechanisms for community and professional cleanups.

Background Information

Currently, the world generates over 2 billion tonnes of municipal solid waste annually, of which almost half is mismanaged¹. This has significant consequences for public health, the environment, climate change and marine pollution. As such, cleanup activities, both voluntary and professional, are extremely useful means to make immediate strides in mitigating the severe impacts of waste on our health and environment.

The World Cleanup Day aims to mobilise people globally to participate in coordinated action, empowering collaboration, and raising awareness of the need to tackle the waste crisis. Further, it serves as a powerful reminder of the collective responsibility we share in preserving and maintaining a clean and healthy environment. Firstly, engaging local communities is vital, as their knowledge and participation are crucial for the success and sustainability of cleanup efforts. Secondly, multilevel cooperation and funding are essential to support such efforts. Lastly, professional cleanups can be essential for addressing waste pollution, as they bring expertise, specialized equipment, and organized efforts to efficiently manage and mitigate environmental damage. Such organized interventions ensure that cleanup activities are thorough and sustainable, preserving the biodiversity of affected regions.

In recent years, Norway has shown a strong commitment to tackling these issues by actively promoting and funding both voluntary and professional cleanup activities throughout the country. Since 2015, Norway has dedicated government funds to Keep Norway Beautiful, an umbrella organisation for voluntary cleanup activities. In 2022, it engaged more than 800,000 Norwegians in cleanups throughout the country (roughly 14 % of the population). Furthermore, starting in 2020, the Norwegian Retailers Environment Fund (NREF) developed and financed the Cleanup Norway in Time programme - Norway's first national professional cleanup programme. Between 2021 and 2023, the programme successfully cleaned 40 % of the outer coastline from macroplastics².

The roundtable will discuss synergies between professional and voluntary cleanups, showcasing good practices and inspiring stakeholders to develop and support cleanup activities in their contexts. The event will demonstrate effective strategies and funding mechanisms for cleanup activities, both professional and voluntary. Moreover, by bringing together community leaders, environmental experts, and other relevant actors, the event aims to explore ways to effectively leverage the strengths of both community involvement and professional expertise to successfully tackle the waste crisis.

Questions for discussion:

1. What role do voluntary community-based cleanups play in creating long-term sustainable waste management solutions?
2. What synergies can professional and voluntary cleanups achieve?
3. What lessons can we learn from Norway's combined approach of voluntary and professional cleanups to inform other national or regional strategies?
4. What role do local authorities and policymakers have in creating a conducive environment for both voluntary and professional cleanups?
5. What innovative funding models or partnerships have been successful in supporting both voluntary and professional cleanup activities?

Format:

Following a brief introduction of the session by the moderator, NREF will hold a presentation on their professional cleanup activities and unique funding mechanisms. Next, select participants will make their initial interventions (5 minutes). Then, the moderator will initiate an interactive discussion among the participants, including those from the floor.

Agenda:

1. Welcome and Introduction by the moderator (5 mins)
2. Presentation by NREF (15 mins)
3. Interventions by speakers (15 min)
4. Discussion rounds (45 mins)
5. Wrap up – key take-aways and next steps (5 mins)

Speakers:

Moderator: Cecilia Andersson, UN-Habitat

Speaker 1: David Eidsvoll, Norwegian Retailer's Environment Fund

Speaker 2: Heidi Solba, Let's Do It World

Speaker 3: Bo Eide, Tromsø Municipality

Speaker 4: Heidi Gromstad, Keep Norway Beautiful

Supporting documents:

Read more about Clean-up Norway in time - [Link](#)

Read more about Keep Norway Beautiful - [Link](#)

UN-Habitat (2023) Rescuing SDG 11.6.1 - [Link](#)

UN-Habitat (2022) Leaving no one behind - [Link](#)

UNEP (2024) Global Waste Management Outlook 2024 - [Link](#)

Notes:

1. UNEP (2024) - Global Waste Management Outlook 2024
2. Defined as any solid plastic particle or object insoluble in water larger than 5 mm (Source: https://resolutions.unep.org/resolutions/uploads/10072023_ciel.pdf)

