

Clean up the world

First Conference Clean Up The World 2009 Chile

On April 30th was held the first conference of the Australian NGO Clean up the World in the Santiago Marriott Hotel. The event started presenting the speakers and introducing a video of the Campaign Clean up The World 2008 (last year's Event held in Brazil), also worldwide images of the event; and the exclusive interview with the Clean Up The World Chairman, Ian Kierman.



Committee "Main-Table" at the First Conference Clean Up The World 2009 Chile. (From the left to the right: Mr. Sergio Couto of the Brazilian Embaixada Chile; Mrs. Soledad Ruiz, of BASF Chile; Mr. Peter Giacomini, the General Manager of the Santiago Marriott Hotel; and Mr. Bernardo Zentilli, president of CODEFF (Chilean national committee pro flora and fauna))

In the interview with Mr. Ian Kierman he spoke about the main problems caused by the trash and "micro-trash" (as cigarettes butts, etc), that make lakes, rivers, lagoons, beaches and oceans be polluted and killing sea animals; and how to get the solutions to its problem. Those solutions are being shown to all the world's communities; educating the children and, also, inviting the authorities, institutions, NGOs, and all the communities as a whole; increasing the number of environmental volunteers in all world.

After the Video Presentation, for more than 23 guests (employers, representatives of NGOs and institutions), the general manager of the Santiago Marriott Hotel, Mr. Peter Giacomini, gave the Welcomes to everyone, confirming the participation of the Hotel's Staff on Saturday 26th of September, (the Clean Up The World 2009 Campaign Date in Santiago of Chile). The first local chosen for the Clean Up The World Event will be at the Mapocho River / in Santiago - Chile (starting at the Plaza Italia until the "Sculpture Park" Parque de las Esculturas).



Mr. Giacomini also explained how the Santiago Marriott Hotel is taking care of the Environment, making the difference minimizing the quantity of trash; recycling and reusing it; he also talked about the water recycling machine that they've been using in the hotel to reuse laundry water 5 times before throwing it into the sewer, reducing gas, cost and emissions; and how the hotel take care for a better life's quality for the Hotel's Staff and visitors. The Clean Up The World global Event will join this noble action that the Hotel is being doing.

After this, Mr. Bernardo Zentilli, of CODEFF, also confirmed this NGO's participation at this wonderful and global Campaign; helping us to improve and increase the number of volunteers, and helping gathering new participants and contacts.

Mrs. Anna Turano is very happy to be implementing the Campaign Clean Up The World – CUW – 2009 in Santiago of Chile; under the Theme: "Communities united for the combat against the global warming", (according to the ONU / UNEP / Clean Up The World Australia). This Event occurs in more than 125 countries, gathering more than 35 million people worldwide. "Chilean's abundant Environment, its ocean and nature need to be preserved", says Anna.

The representative of BASF in Chile, Soledad Ruiz, showed at her Presentation, about the importance of using and create new technologies to create the biodegradable and

compostable – made by corn – plastic bags used at the CUW Campaign in Brazil; contributing with the Combat of the Climate Change due those bags disintegrate just in a couple of weeks. This same bag will be used at the Clean Up The World Chile 2009 Event, on 26th September.

The Brazilian Embassy at Chile, represented by Sergio Couto also was part of the Committee of the First Conference Clean Up The World. Sergio commented that the Embassy will be all opened and available to help for a better world; calling everyone – from Universities, Schools, etc – to be at the Event, giving new contacts and also helping supporting the Campaign's structure and logistics.

And, concluding, we had the presentation of one more Video – The Clean Up The World 2008 Campaign Brazil - directed and produced by the Coordinator of the Limpeza Na Praia – IEA, Hildon Carrapito. Hildon also talked about the strategic and logistics utilized at the event; explained how the Companies and Institutions can participate of this noble and worldwide Campaign, showing the promotional material that will be used – t-shirts, cartoons, folders, plastic and compostable bags; and also, how is the press work done worldwide.

After the Conference, in the afternoon, Anna Turano and Hildon Carrapito gave a Volunteering Course to the Santiago Marriott's Staff, letting them know how to proceed during the Campaign, and how to take care of the volunteer's groups. (This training is given to all Events' participants).



Anna and Hildon will also be at Chile on 26th September, helping with the logistics and structures of the Event.

The Clean Up The World Campaign – CUW - at Chile 2009 will also be recorded; and a DVD will be produced with the better images of the Event. Everyone is invited to participate; and new supporters and sponsors are invited to join this global Action.

A meeting with Press will be scheduled in August at the Santiago Marriott Hotel, inviting written, tv and radio press, to show them what Clean up the World is and how the work will be done during the cleaning day in September 26th. An invitation will be sent to everyone confirming his presence.

We are all available for more informations,

Best Regards to all,

Att.,

Anna Turano and Hildon Carrapito

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Las comunidades se unen para combatir el cambio climático