

# Clean up the world

Relatory of the Event Clean Up The World 2009 Brazil

**Extraordinary, a Wonderful Pleasure....**

**The Event was, without a doubt, a big day at the Planet, for more than 5.000 volunteers. With a total of 32.257,7 kilos of trash and “micro-trash” collected, 6.011 volunteers participating; and with a big return of the Press was a very big surprise nationally.**

**The Limpeza Na Praia Project thanks all the supporters, partners, and in special, the Nature Lovers, for this such a beautiful Event; which celebrates its seventh edition!**

**At a gorgeous Saturday morning, 19<sup>th</sup> September, at all places together, million of people united, celebrating and distributing about 25.000 biodegradable and compostable – made by Corn – plastic bags, gloves, t-shirts, folders; the local coordinators oriented the volunteers's groups with an Environmental Class. Therefore, everyone put “the hands on”!**

## **Recife - PE**

**The Northwest of Brazil was represented by the wonderful capital of Recife, that, with 11 volunteers and 15 participants of Greenpeace, collected about 5,7 kilos of trash (that in its majority, were: cigarretes, and plastics)!**



## **Brasília – DF**



**The Capital of Brazil, Brasília, for the fifth consecutive time , has done the difference.. About 720 volunteers took out the garbage in more than 08 points at the Bay of the Paranoá Lake, having as a trademark the Cleaning of the Riacho Fundo river, and the river of “Urubu” – that goes to the Paranoá Lake. Instead of this, for the first time, were done a lot of other events, with the focus of the planting of 200 native trees. A total of 02 tons of garbage were collected!!**



## Belo Horizonte - BH

While this, in Belo Horizonte, was done a big Social / Comunitary Action at the Barragem de Santa Lúcia Lagoon; with the Chemtech and the Arco Hotéis Staffs.



## Cabo Frio – Região dos Lagos / RJ

In Cabo Frio, with a surprise, about 03 tons of trash were collected, with about 1.300 volunteers! This year, with a bigger number of volunteers and more beaches gathered the Event. Also, incredibly, a low quantity of trash were found – what demonstrate that the main objective of the Campaign is happening: citizens are being more conscious relating the trash discard.



- Praia do Forte
- Praia do Foguete
- Dunas do Braga
- Praia do Siqueira
- Praia das Palmeiras
- Praia Brava
- Praia do Però
- Manguezal do "Dormitório das Garças"
- Praia das conchas
- Praia da Calunga
- Praia de Unamar (2º distrito)
- Praia de Aquarios (2º distrito)
- Praia de Santo Antonio (2º distrito).
- Complexo da Boca-da-barragem e Ilha do Japonês



## Cubatão - SP

The city of Cubatão shows all its biodiversity and declares all its worry in behalf of a better Environment to all. In its first participation at the Clean Up The World – CUW – Campaign, this locality counted with about 350 volunteers, and collected about 12 tons of trash; according to the local informations.

The Campaign brought brilliant results and was a big success at Cubatão!



## Parque do Ibirapuera - SP



The Ibirapuera Park also was a focus of Clean Up The World Campaign 2009. This such an important green area of São Paulo counted with the participation of the Chemtech's Staff.

## Florianópolis - SC

In Florianópolis, at the South of Brazil, a Big Partnership was created with the Lagoa Social Institute. The Action happened with success, where the volunteers collected about 485 kilos of trash.

More than 100 people, instead of the volunteers, participated of the Event!



## Saquarema – Região dos Lagos / RJ



At the Surfing City, Saquarema, the Campaign counted, one more time, with the participation of local surfers, athletes and local people. More than 30 people participated, collecting about 220 kilos of micro-trash.

In Itacoatiara, Niterói / RJ, a big group of students, surfers, and environmentalists, started very early a huge Cleaning Action; and, after this, the local coordinator, Sérgio Bastos, coordinated the destiny of the collected garbage.

**Rio de Janeiro / RJ**

And, at the chosen city to hold the Olympic Games of 2016, Rio de Janeiro, the Event was a big party!

At Botafogo Beach, 35 volunteers collected about 150 kilos of micro trash.



At the Paquetá Island 22 volunteers collected about 800 kilos of garbage.



And, at Leme, a wonderful group of employees of Ipiranga have done the difference and were present until the Santa Clara street, at Copacabana!

Also, the Metro Rio's Staff has done a wonderful work from Rodolfo Dantas St. until the JW Marriott RJ.



Athletes and employees of Chemtech and volunteers of the Greenpeace Brazil walked from Posto Seis until the JW Marriott RJ Hotel. It was a total of about 2.000 volunteers in Copacabana (between them: fathers, mothers, children, and students of the Tatuí Award), the JW Marriott's Staff, volunteers of the NGO Defensores da Terra, Group of the Staff of Banco do Brasil, the Scouts, and others.

Also, at Rio de Janeiro Coast were distributed about 1.000 plastic bags to people who work at the beach, from Ascolpra and Praiasa.

A very important thing happened also in Copacabana: the presence of one of the Clean Up The World's Ambassador, Céline Cousteau (the grandchild of the legendary Jacques Cousteau) – she came to Rio de Janeiro to celebrate the Campaign with us. In Copacabana, we counted too with the presence of the Environment Minister, Carlos Minc. At this Event, we had a big support of the Local Bureau of Rio de Janeiro – RJ.



**-At Copacabana Beach we had another record, where we collected only in this place, about 05 tons of trash!!**



**In Ipanema, the Fiocruz Group, with the participation of the NGO Pró-Saber, collected about 35 kilos of garbage with 11 volunteers.**

**At São Conrado Beach, the Staff and Volunteers of the Intercontinental Rio Hotel, on more time, have done a fantastic work there, with other Local Groups!!**



**At Barra da Tijuca Beach, one more time, the Lagoa Viva / Pacto de Resgate Ambiental NGO, with a lot of children of a lot of local schools, and with the Greenpeace Brazil people, collected thousands of micro trash!**



Instead of producing big Surfing Championships, the UFRJ Surf also has a noble mission to make people be conscious to maintain our Beaches Cleaned!!

At the Recreio Beach, fathers, mothers and students of Colégio Palas (the Palas School) were together with the Environmental Secretary of Rio de Janeiro. It was a total of 200 volunteers in this place. At the other side of Recreio Beach, the Gym Club named Viktor Gym, also joined its integrants to clean the beach after a big gym class there!!



Some integrants of the Macumba Beach also cleaned the place, and made the difference!

The Grumari Beach one more time was one of the Champions! About 45 volunteers collected about 500 kilos of garbage!





**One more time, Sepetiba raised its flag for a better Environment!! The wonderful local coordinator, Magali Jordão, joined a lot of people of local schools, church, etc, joined the Campaign!**



**The noble participation of the Diver's Group of Piratas do Mergulho have done, one more time, an excellent work with the local coordinator, Claudio Pinto at the Vermelha Beach.**

**This Campaign counted with the Big Support of the Secretaria de Meio Ambiente da Cidade do Rio de Janeiro - Prefeitura RJ; and the Support of: Chemtech, Outback, Secretaria de Meio Ambiente e Pesca de Cabo Frio, Caenge Ambiental, EcoAtitude, Instituto Lagoa Social, Wise Up, Secretaria de Meio Ambiente / Prefeitura do Recife / Emlurb, Metrô Rio, JW Marriott Hotel RJ, Ipiranga, Banco do Brasil, Secretaria de Meio Ambiente / Prefeitura de Cubatão - SP,**

**Sushi Carioca, Hotel Intercontinental Rio, Jeep Tour, Fun Dive, Ascolpra, Praiasa, Colégio Palas, Rede Marriott Brasil, Hotel Porto Bay, Viktor Gym, Hotéis Arco, Piratas do Mergulho, UFRJ-Surf, Revista Surfar, AL Technology, Gali Consultoria Ambiental, Lojas Aqualung, Basf, Antilhas, Produtora Supervídeo, Guarda Municipal, Greenpeace Brasil, Lagoa Viva, Defensores da Terra, OI FM, Governo Federal, Ministério do Meio Ambiente / Projeto Orla, Unicard, Agência Rio de Notícias, Videocliping, Amigança Produções, Programa Na Praia, Aqualittera.**

<b>GENERAL TOTAL CLEAN UP THE WORLD BRASIL 2009</b>		
<b>Localidade</b>	<b>Volunteers</b>	<b>kilos of trash</b>
Sepetiba - RJ	70	220
Saquarema - RJ	40	600
Copacabana - RJ	2300	5000
Ipanema - RJ	11	35
Praia de São Conrado - RJ	130	120
Praia da Macumba - RJ	20	125
Praia Vermelha - RJ	9	40
Praia de Botafogo - RJ	30	150
Barra da Tijuca - RJ	350	2000
Praia do Recreio dos Bandeirantes - RJ	240	380
Ilha de Paquetá - RJ	22	800
Cabo Frio - RJ	1300	8000
Itacoatiara Niterói - RJ	30	30
Saquarema - RJ	30	800
Recife - PE	26	50,7
Brasília - DF	720	2000
Cubatão -SP	350	12000
Parque do Ibirapuera- SP	14	20
Florianópolis - SC	125	485
Belo Horizonte - MG	30	500
Cerca de 150 barraqueiros coletaram 1.000 quilos de lixo e 36 quiosques coletaram 450 quilos		
<b>General Total - 6.011 Volunteers e 32.257,7 kilos of trash</b>		

A part of the general garbage was reused by Local Cooperatives.

We thank deeply to all participants, who have dedicated and given efforts in one more Clean Up The World Campaign!!

Addition – International Expansion of the Event Clean Up The World 2009, via our Organization, to Santiago of Chile – Chile:





## Relatory Clean Up The World 2009 Chile / A Limpiar El Mundo

At 10 AM of the 26<sup>th</sup> September, a Saturday, volunteers got together at Plaza Italia, in Santiago of Chile, with the main objective to collect the garbage from the Pio Nono Street until São Cristóvan.



The Cleaning Action happened at the streets; and with the assistance and security of the Carabineros de Chile, with the command of Mr. Mirelli, our Group crossed the Mapocho River collecting a big quantity of micro trash. While walking, the most found item was the cigarettes (as usual); considered the most found worldwide.

Mr. Peter Giacomini, the General Manager of the Santiago Marriott Hotel gave a very important example noticing the trash located in little places of the streets, as: pieces of glasses, and others.

The Local CUW Coordinator in Chile, Jessica Nuñez, came with another Group with lots of plastic bags.

Our Groups were composed by the Santiago Marriott's Staff, youngs, children, Scouts; and also, lots of tourists and people who were walking on the street joined our Groups. We were in a total of 50 people participating, adding about 120 kilos of trash collected. A big part of the garbage found were: gums, bottles, pieces of glasses, papers, cigarettes, between others.

The Campaign happened until midday.

At this same day of 26<sup>th</sup> Sept., with a big surprise, Jessica Nuñez – the Local Clean Up The World (CUW) Member in Santiago of Chile – after the Campaign, went to Ñuñoa – a local district in Santiago – where she joined lots of kids, Scouts and youngs, that collected 2.300 pieces of cigarettes, 03 kilos of papers, 05 kilos of plastic in about 02 hours!





(Also, Jessica's picture with the 2.300 pieces of cigarretes was won the First Page of the Informative of Instituto Ecológico Aqualung NGO, in Brazil! This Informative is given to more than 12.000 people in cities of Brazil).

We would like to give special thanks to the Support and the Credibility of: Santiago Marriott Hotel, Antilhas, Programa Na Praia, Amigança Produções, GOL Linhas Aéreas, Instituto Ecológico Aqualung, Clean Up The World Australia, Nuevo Espacio Chile.

This was the first Campaign at this locality; and we give Big Thanks also to special people: John Shackley, Peter Giacomini, Michel Chait, Céline Cousteau, Rafael Cavada, Patricio Polanco, Embaixada do Brasil no Chile, Paola Escobar, Jessica Nuñez, Carabineros de Chile.

Congratulations to Everyone who participated with us at this such a noble and special Campaign in Chile. The Groups Really Made the Difference for future generations to come!!

We are all available for any additional information,  
Ecological Cheers,

Best Regards!

Att.,  
Anna Turano and Hildon Carrapito



Organization Clean Up The World Brazil - On The Beach Program (Programa Na Praia)  
MemberProject Cleanness In The Beach

Mobile - Telephone.: 55 21 2225-7387 (Telefax)

Nextel: 78483084 ID 81\*36746

Adress: Rua do Russel Street, 300 / 401, Gloria, Rio de Janeiro, Brazil.

CEP: 22210-010.

Website: [www.institutoaqualung.com.br](http://www.institutoaqualung.com.br)

(Project Cleanness In the Beach / Limpeza Na Praia)

E-mail: [limpezanapraia@institutoaqualung.com.br](mailto:limpezanapraia@institutoaqualung.com.br)

