



World Clean Up Day 19 September

THROWN AWAY AND FORGOTTEN...

Happens everyday as we (as) consumers only bring up high effort to purchase something but not any further inproper disposal. Logical consequence: Cigarette bumps, glas bottles, plastic packages and many more litter end up in places they don't belong to. Our forests, rivers and oceans with all their wildlife suffer from our indifferent behaviour, causing longterm problems to our planet.

SOME SERIOUS ACTION IS NEEDED • JOIN THE CLEAN UP CHALLENGE

To coincide with International Clean Up Day, the ECRI Clean Up Challenge will start on 19 September 2020 and will be organised via the Litterati app.

Found some litter in inappropriate places? Normal we would pick it up and throw it away the next public waste bin.* Due to Corona we recommend to get creative and support the Litterati project to gather data of litter hot spots and turn the Litter Grabber into a Data Grabber. This app not only calls for litter collection but can also identify litter types and hotspots via the uploaded geo images. Litterati intends to use the collected data in cooperation with companies and organisations to find more sustainable solutions for materials, waste disposal or infrastructure. So just take a picture of the litter. This way the community can figure out litter hot spots and can take action, like talking to the responsible companies or city councils.

- Download the Litterati App and join the Clean Up Challenge [Code 254690]
- Found some litter? Take a picture a upload it
- We start on September 19th and try to collect 3000 pieces together until mid December
- For the 3 best collectors of the Challenge there is a surprise from the ECRI Merchandise Shop

**If you want to dispose the litter please be responsible and take full precautions before, during and after the activity. Here are some simple steps: Wear gloves and a mask • Do not touch exposed skin with your gloves • Remove the gloves properly • Wash and disinfect your hands after your litter picking.*

Find out more about this project and the Clean Up Movement

Litterati <https://www.litterati.org/about>

World Clean Up Day <https://www.worldcleanupday.de/about/>

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