

GOOD NEWS, MONACO

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Monaco residents launch World Cleanup Day initiatives



It was in 2008 that World Cleanup Day began when 50,000 people in Estonia came together over five hours to clean up their country. Today, the movement counts 50 million volunteers – from citizens to business to government – in some 180 participating countries.

The event is organised by Let's Do It World (LDIW) who appoint a leader or leaders in the capacity of volunteers, "from all walks of life – strong women defying societal boundaries, environmentalists fighting for a better tomorrow, organisations uniting concerned citizens."

LDIW relies on five principals: cooperation with the public sector, corporations and civil society who believe that waste does not belong in nature; Positivity in looking for solutions for "trash blindness" instead of pointing fingers; Leadership and empowering a new generation of leaders that aims to create a waste-free world; Technology by adding smart tech and engineering ingenuity to motivated volunteer power; and Fun in mobilising millions of people around the world to clean their communities and have fun while doing.

Also on Saturday, The Animal Fund (TAF) will be holding a beach cleanup in Villefranche-sur-Mer. "Come with your paddle, kayak, snorkel or diving gear to help clean up the sea or come along help us to clean up the beach," says TAF founder and Monaco resident Berit Legrand (pictured below right).



Rubbish bags and gloves will be provided and refreshments provided by partner Blue Coast afterwards. Meeting point: 9 am at the parking lot at the end of beach Marinières.

Legrand launched TAF in 2015. “It is important that we are aware of how our habits impact the ecosystem and how we can prevent further damage and danger to the ocean,” she explains. “Every minute a truck full of plastic enters the ocean and it takes thousands of years to break down. Plastic contains toxic compounds and pollutants that pose a serious threat to marine life and us and more than 700 marine species are in danger of extinction because of our plastic consumption.”

Photos: TAF Facebook.