



**SCOUTS**<sup>®</sup>  
Creating a Better World

World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout  
Всемирная Организация Скаутского Движения  
Organización Mundial del Movimiento Scout  
المنظمة العالمية للحركة الكشفية

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**Circular N° 17/2009**

To: International Commissioners

July 2009

**Clean Up the World and World Organization of the Scout Movement Renew Allies Partnership**

Dear Scouting friends,

The World Organization of the Scout Movement (WOSM) has renewed its engagement with Clean Up the World as an Ally Partner for the 2009 campaign. The 2008 Clean Up the World Campaign was very successful and we would like to recognise the Scouts from Algeria, Australia, Bolivia, Bulgaria, Colombia, Costa Rica, Honduras, Malaysia, Mauritius, New Zealand, Nicaragua, Peru, Senegal and Turkey that registered for the Clean Up the World campaign last year. These efforts were highlighted several times in the 2008 Clean Up the World Campaign Report and can be accessed from the link below.

This partnership provides another tool to focus our efforts around the world in engaging in activities to clean up, fix up and conserve the local environment of National Scout Organizations (NSOs) and we encourage all NSOs to register as members to the Clean Up the World Campaign and actively engage in these activities. These are primarily focused, but not limited to, the Clean Up the World weekend in the 3rd weekend of September - the 19th & 20th September 2009.

Both WOSM and Clean Up the World have partnerships with the United Nations Environment Programme (UNEP) and see this as a further step in advancing the co-operative approach to caring for the environment.

We have been working with the Clean Up the World team to develop more Scouting promotional materials and tools to help showcase Scouting Clean Up the World project. These are available when registering with the Clean Up the World campaign. Please find attached the Allies Partnership overview between WOSM and CUW which outlines how to engage in this important campaign.

More information can be found on:

Clean Up the World: [www.cleantuptheworld.org](http://www.cleantuptheworld.org)

The World Scouting Website: [www.scout.org/cleantuptheworld](http://www.scout.org/cleantuptheworld)

Yours Sincerely,

Luc Panissod  
Secretary General



**SCOUTS**  
Creating a Better World

Clean Up  the World

# Clean Up the World Weekend

## 18-20 September 2009

Clean Up the World is one of the largest community-based environmental campaigns in the world. The World Organization of the Scout Movement (WOSM) has partnered with Clean Up the World as an Ally.

Held in conjunction with the United Nations Environment Programme (UNEP), an estimated 35 million volunteers from 120 countries are now taking part annually, including many National Scout Organizations (NSOs).



Participants in Clean Up the World organise and carry out activities and longer-term environmental projects throughout the year however the campaign culminates with a special focus on the **Clean Up the World Weekend September 18-20, 2009.**

In 2009, Clean Up the World asks NSOs and Scout Groups to join "communities uniting to combat climate change" and undertake activities such as protecting water sources and energy conservation, planting trees, reducing waste, and organising environmental education exercises to help reduce its causes and impacts.

NSOs are encouraged to join Clean Up the World and profile their environmental activities as part of the global campaign by visiting <http://activities.cleanuptheworld.org>

Register today to ensure your activities are counted as part of the global environmental effort on Clean Up the World Weekend (18-20 September).

Local Scout Groups who wish to participate should contact Clean Up the World and their NSO to register their interest and encourage them to join the campaign.



### To learn about Clean Up the World:

Email: [info@cleanuptheworld.org](mailto:info@cleanuptheworld.org)

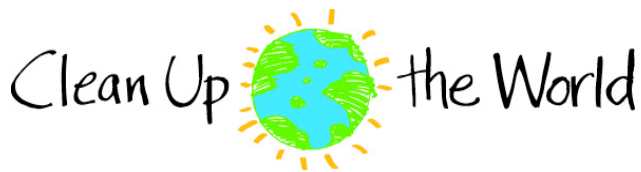
Visit: [www.cleanuptheworld.org](http://www.cleanuptheworld.org) and <http://activities.cleanuptheworld.org>

Call us on: +61 2 8197 3420

Post a letter to: PO Box R725, Royal Exchange, NSW 1225

### To learn about the Ally Agreement between WOSM and Clean Up The World visit:

<http://www.scout.org/cleanuptheworld>



## WHAT IS CLEAN UP THE WORLD?

Clean Up the World is a community based environmental campaign that inspires and empowers individuals and communities from every corner of the globe to make their environment a cleaner, healthier place to live.

Now in its 17th year, Clean Up the World, held in conjunction with United Nations Environment Programme (UNEP), mobilises an estimated 35 million volunteers from 120 countries annually making it one of the largest community based environmental campaigns in the world. Scouts have been involved with Clean Up the World every year since its inception.

The campaign brings together businesses, community groups, schools, governments and individuals who carry out a range of activities and programs that positively improve local environments.

***Our mission is to inspire individuals and communities around the world to clean up, fix up and conserve their environment.***

## HOW DOES IT WORK?

Groups, organisations, businesses and communities around the world who wish to address an environmental issue by coming together to conduct an activity or project can join Clean Up the World. Membership is free and renewable annually.

Clean Up the World initiatives can include clean up events, climate change awareness and prevention activities, recycling projects, educational campaigns, resource recovery projects, tree planting, water reuse and conservation, competitions and exhibitions.

Whilst Clean Up the World initiatives can be undertaken at any time of the year, the campaign's flagship event is **Clean Up the World Weekend, 18-20 September 2009**. Participants are encouraged to organise clean up events around this weekend and celebrate their environmental achievements.

Clean Up the World provides a range of information, support and facilitation services aimed at assisting participants to organise and promote clean up events and other environmental initiatives.

By joining the Clean Up the World campaign, participants can share information and experiences with Clean Up the World's global network and positively change their local environment.

Clean Up the World profiles and promotes the achievements of its participating organizations through its extensive partner network, global, regional and national media coverage and its website.

**The campaign is coordinated and promoted by Clean Up the World Pty Ltd based in Sydney, Australia.**

## CONTACT CLEAN UP THE WORLD

Clean Up the World staff in Australia can be contacted easily via email, post, telephone or fax. The campaign materials are available in English, French and Spanish.

## SCOUT INVOLVEMENT

### INTERNATIONAL

- The World Organization of the Scout Movement (WOSM) has partnered with Clean Up the World as an Ally. WOSM will be promoting involvement in the Clean Up the World campaign to its National Scout Organizations (NSOs) and celebrating the achievements of their local Scout Groups.

### NATIONAL

- National Scout Organizations (NSOs) can choose to join the Clean Up the World campaign and register their initiative as - promoting awareness of, and involvement in, the Clean Up the World campaign to their local Scout Groups. They will also be responsible for coordinating national Scout participation in the campaign.
- Clean Up the World will support participating NSOs by providing them with information and resources about conducting environmental activities which can be adapted and translated to suit the national context.
- Clean Up the World will record and promote the initiatives of the NSOs to its partner network and the media and on its website and through the website of World Scouting [www.scout.org/cleanuptheworld](http://www.scout.org/cleanuptheworld) NSOs in Algeria, Australia, Bolivia, Bulgaria, Colombia, Costa Rica, Honduras, Malaysia, Mauritius, New Zealand, Nicaragua, Peru, Senegal and Turkey participated in the campaign in 2008.
- To learn more and join the campaign, [click here](#).  
To learn more about WOSM and NSOs participation in 2008, [click here](#).

### LOCAL

- Local Scout Groups who wish to participate in the Clean Up the World campaign should contact Clean Up the World and their NSO to register their interest and encourage them to join the campaign.
- Email Clean Up the World at: [info@cleanuptheworld.org](mailto:info@cleanuptheworld.org)
- Visit the Clean Up the World website: [www.cleanuptheworld.org](http://www.cleanuptheworld.org)
- Call CUW on: +61 2 81973420
- Post a letter to: PO Box R725 Royal Exchange NSW 1225 Australia.