



## **National Spring Clean 2009 Campaign Overview**

National Spring Clean is Ireland's largest and most popular anti-litter initiative. National Spring Clean 2009 was the 11th annual campaign. The campaign encourages every sector of society to actively participate and take responsibility for litter, by conducting clean-ups in their local areas. The National Spring Clean is traditionally run throughout the 'spring' month of April, to kick start the national conscience and to highlight the problem of litter as summer approaches.

### **The key objectives of the 2009 campaign were to:**

- Encourage clean-ups throughout the whole month of April
- Promote personal responsibility for litter
- Heighten awareness of litter and waste issues
- Highlight the importance of Recycling and Re-use in the wider context
- Increase the number of events and participants

Spring Clean 2009 was successful in achieving these objectives. The number of participants in this year's campaign was up 12% on last year and there was an 8%

increase in the number of events.

Over 505,000 volunteers took part in some 5058 events nationwide. An estimated 1,596 tonnes of litter was collected. 35% of the total amount of waste collected was recycled.

Now in its 11th year, the partnership between An Taisce, Government, Local Authorities and dedicated commercial sponsors has proved to be a considerable recipe for success. The goal for the future is to continue expanding the campaign. This can be achieved by expanding and diversifying the volunteer base.

The real success of the Spring Clean is due to the effort and enthusiasm displayed by

those volunteers who give up their time to take part in their local events. The dedication of Local Authorities in facilitating these local events must not be overlooked either. The National Spring Clean has now become a fixed date on the school's and community/residents group's calendar and this on-going participation ensures the sustained popularity and success of the initiative.