



Resolution Earth

Topic

Pollution

Where was it implemented?

All around Croatia

Who made it possible?

Croatian media institution "Večernji list"



Link to the project

<https://rezolucijazemlja.hr/>



Brief description

Večernji list is media institution that launched the largest environmental campaign in Croatia with the aim of raising awareness of environmental protection and preservation in order to motivate every individual to actively engage and consciously participate in environmental protection.

Results achieved

In two years, the project organized 147 clean-up actions with 38,214 participants, collected 381,000 kg of garbage and recycled 750 tons of paper. In a short time it became the largest ecological project in Croatia.

Success factors

Various partners like associations, organizations, different cities, tourism communities and banks adopted the Resolution (although it is not an official legal act) and signed a social contract in which they expressed their point of view on the importance of caring for the environment and committed to each other that they would actually make a concrete and visible change.

People/organizations involved

First involved in the implementation of the initiative was project initiator Croatian media institution "Večernji list" and then together with partners a lot of various schools, kindergartens, citizens and individuals themselves got involved.

Replicability tips

Similar actions can always be held on a smaller local level, such as cleaning forests and underwater areas or planting trees. You can always get involved in this project itself and participate in their actions.