



The Great Cleanup

Topic
Waste

Where was it implemented?
260 towns in Wallonia (Belgium)

Who made it possible?

Citizens (sports clubs, youth movements, companies), local and regional authorities.



Link to the project

<https://www.bewapp.be/je-passe-a-laction/grand-nettoyage/>



Brief description

Every year since 2015, during a weekend, BeWapp invites thousands of citizens to take action and clean the streets of their towns with their family, their groups of friends, their sports club, their colleagues, etc.

Results achieved

The fact that the action is organised by regional authorities helps reach more people, which guarantees the success of the initiative.

Success factors

This initiative is successful because it is well organised. Each town has a local coordinator, whose role is to supervise the action. Participants can also choose the area they want to clean on a map.

People/organisations involved

The event was initiated by BeWapp, a non-profit created by regional stakeholders, and it relies on local coordinators and citizens to ensure its success.

Between 2017 and 2023, BeWapp noticed a decrease in the amount of waste collected. A sign that citizens are doing their best to keep the streets clean all year round.

Replicability tips

To implement a similar project, all you need is bags, gloves, and a group of motivated people.