

Clean Up the World 2006



Dear Partner,

Thank you for joining Clean Up the World & becoming part of a global community sharing a common goal - to clean up, fix up and conserve our world's precious environment.

Clean Up the World is one of the most inspiring & effective international environmental campaigns in the world, attracting more than 35 million volunteers in over 100 countries each year.

By joining Clean Up the World your local actions to assist the environment are taking on global significance.

Sincerely,

JREDS's Team



CAMPAIGN'S HISTORY & OBJECTIVES

Held in conjunction with the United Nations Environment Program (UNEP), Clean Up the World is a not-for-profit, non-governmental, apolitical organization that unites nearly 700 Members in over 110 countries with a shared vision of a cleaner and healthier environment.

Clean Up the World members mark a decade of participation in the global environmental campaign, now in its fourteenth year.





Clean up the World history

Seventeen years ago a solo-yachtsman and builder had a simple idea to make a difference in his own backyard – Sydney Harbor.

In 1987, Ian Kiernan AO competed in the BOC Challenge solo yacht race and as he sailed around-the-world he was shocked by the pollution he continually encountered in areas such as the Sargasso Sea in the Caribbean. Having waited years to see the Sargasso's legendary long golden weeds, Ian's anticipation turned to anger and disappointment when he found them polluted and tangled with rubbish.

Ian recalled. "I can't overstate the disappointment I felt when I found this sea of magic and myth littered with rubbish from discarded thongs, plastic buckets and disposable nappies, to toothpaste tubes and plastic bags."

Once back in Sydney, Ian enlisted the help of friends and held Clean Up Sydney Harbor Day (1989) which motivated 40,000 volunteers to remove rusted car bodies, plastics of all kinds, glass bottles and cigarette butts from the harbor.

Ian and his committee believed that if a city could be mobilized to take action, then so could the whole nation. Almost 300,000 volunteers turned out on the first Clean Up Australia Day in 1990 and that involvement has steadily increased over the last 16 years.



The next step for Ian was to take the concept of Clean Up Australia Day to the rest of the world.

After gaining the support of the United Nations Environment Program (UNEP), Clean Up the World was launched in 1993. The uptake of Clean Up the World globally (an estimated 35million people in over 100 countries now participate each year) has demonstrated that this simple Australian idea has universal appeal and the health of the environment is of concern to people worldwide.

In 1998, Ian was awarded the prestigious United Nations Environment Program Sasakawa Environment Prize. The honor was awarded for "mobilizing tens of millions of people around the globe to take responsibility for their own environment." Ian has also been named a Global 500 Laureate while Clean Up the World's ability to bring communities and individuals together has been honored by a Building World Citizenship Award from the World Association of Girl Guides and Girl Scouts.

In 2004 a record number of nations united to Clean Up the World. Over 600 Members, ranging from individual groups working independently in their local community to organisations coordinating activities across entire nations cleaned up in 121 nations!

Clean Up the World 2006



■ Clean up the World Campaign aims

To bring together citizens from every corner of the globe in simple activities that will positively assist their local environments.

To share with all nations and cultures information and practical experience Clean Up Australia and other environmental organizations have developed.

To raise the awareness of governments, industries and communities about local environmental issues, particularly waste minimization, recycling and waste management.

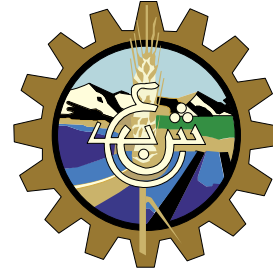


Clean Up the World 2006



2006 Campaign Primary Sponsors

Major Sponsor Arab Potash Company



شركة البوتاس العربية

Co-sponsor Aqaba Special Economic Zone (ASEZ)



AQABA
SPECIAL ECONOMIC ZONE
AUTHORITY

Ayla Oasis Development Company



نبكر لشواطئ العقبة سحراً جديداً...

HSBC Bank – Jordan



بنك العالم المحلي

Supporters

- . Royal Yacht Club
- . Nestle
- . Port Authorities
- . Aqaba Gulf Hotel
- . Movenpick Hotel – Aqaba
- . Specialized Foundation for Tax & Financial Consultations
- . Trust Transportation Company
- . Romero Restaurants
- . Sariyah Express – Jordan Bus Company
- . Iris Guard Incorporation



Special thanks goes to our dear friend and supporter

Ms. Aroub Soubh, who has generously supported our Clean Up the World campaign for 3 years by being the campaign Master of Ceremony. Her presence had warmed up the events and gave a special flavor to the campaign.

From all of JREDS family, Thank you All

Clean Up the World 2006



2006

CAMPAIGN'S ACTIVITIES





Dead Sea Clean up

Date: 13/5/2006

Goal: to raise the awareness about the local environmental issues particularly the best-tourist-behavior and to promote the good management of public beach. In consequence, change people's attitude about dealing with beach.

Location: Dead Sea – public beach.

Number of Participants: 65 Students from 4 different schools including the Potash Township school.

This event was under the Patronage of Her Royal Highness Princess Basma bint Ali - JREDS Chairperson.

- The Arab Potash company sponsored this event.
- Mr. Brent Heimann – General Manager for the Arab Potash Company attended the event.

Details

- A brief was given to all participants about safety issues. T-shirts, gloves, trash bags and water were distributed.
- All teams were assigned an area on the beach to clean and were lead by a teacher from their schools.
- After 60 minutes of cleaning the area, approximately, 50 trash bags (a 50 gallons trash bag size) were collected containing different items; plastic, aluminum cans, glass, cloths & cigarettes butts.
- Each bag weighed approximately 5kg.
- Lunch was provided by The Arab Potash Company for all participants.





Awareness workshops

Date: 15/8/2006 - 13/9/2006

Goal: to raise the awareness about importance of the marine biodiversity and the role of public in sustaining the local environmental, moreover; to involve more public in Clean up the world campaign concepts.

Location: Aqaba City.

Number of Participants: 550 Students from different schools, Physically challenged Institution, Vocational Training Center, SOS, JREDS Volunteers & Youth Centers.

Details

- The workshops clarified Clean Up the World Campaign's objectives and the active role that should be taken by the local community in implementing this campaign.
- General environmental issues were tackled and discussed by the participants.
- The importance of a clean healthy beaches, sea and environment were also discussed and explained.
- The children with special needs got very involved and excited about the workshops. They expressed their wish in participating and volunteering in clean up their environment.
- Participants were asked to join the campaign's events.





■ “The Economical Value of the Marine Environment” Public lecture by Dr. Saleem Mughrabi.

Date: 29/8/2006 @ 18:30

Goal: Raise the public general knowledge about the economical value of the marine biodiversity and the importance of having sustainable development in order to keep a healthy environmental.

Location: Aqaba Gulf Hotel “activity sponsor”

Number of Participants: 100 people

Details

• **This event was under the Patronage of Dr. Bilal A I-Basheer - Deputy Chief Commissioner / Commissioner for Environmental Regulation and Enforcement.**

- Key attendees
 - Chief of Police
 - Navel commanders
 - Army Officers
- Key community people:
 - NGOs mangers
 - Maritime authority
 - Youth Centers
 - School & University Students
 - General Public



• Dr. Saleem Mughrabi – the Head of the Environment Impact Assessment department at Aaqab Special Economic Zone & Marine Biologist Expert – presented an informative 30 minutes presentation on different economical application of the environment.

• A Questions & Answers session followed the presentation for about another 30 minutes. Some questions were of importance for the audience’s general knowledge of the economical marine environment applications.



Clean Up the World 2006



Beach Clean up I

Date: 14/9/2006 @ 10:00

Goal: raising public awareness on the importance of a healthy beach – cleaning up the public areas.

Location: Public beach “Al Far”.

Number of Participates: 60 students & volunteers

Details

- Gathered at Revolution - Al Thawrah - Courtyard “the Aqaba public downtown” in front of the highest flag post in Jordan resembling the Great Arab Revolt, thus encouraging a feeling of national pride in the activity. After that, teams were distributed at different sites of the beach.
- A brief was given to all participants about safety issues. T-shirts, gloves, trash bags and water were distributed.
- All teams were assigned an area on the beach to clean and were lead by a teacher from their schools.
- After 30 minutes of cleaning the area, approximately, 50 trash bags (a 50 gallons trash bag size) were collected containing different items; plastic, aluminum cans, glass, cloths & cigarettes butts.
- Each bag weighed approximately 5kg.



Beach Clean up II

Date: 15/9/2006 @ 10:00

Goal: raising public awareness on the importance of a healthy beach – cleaning up the public area.

Location: Public beach “Al Ghandour”.

Number of Participates: 400 Students from different schools, Physically challenged Institution, Vocational Training Center, SOS, JREDS Volunteers & Youth Centers.

This event was under the Patronage of Her Royal Highness Princess Basma bint Ali - JREDS Chairperson.

- H.E. Khalid Irani – Minister of Environment.
- H.E. Dr. Bilal Al-Basheer - Deputy Chief Commissioner / Commissioner for Environmental Regulation and Enforcement.
- H.E. Ali Mubaideen – Aqaba Governor.
- Mr. Ray Webber - Chief Executive Officer of HSBC bank Jordan.

Clean Up the World 2006



- **Key attendees:**

- Chief of Police
- Navel commanders
- Army Officers
- Civil Defense officers
- Environmental Police (Rangers)

- **Key community people:**

- NGOs managers
- Maritime authority
- Youth Centers



Details

- Gathered at Revolution - Al Thawrah - Courtyard "the Aqaba public downtown" in front of the highest flag post in Jordan resembling the Great Arab Revolt, thus encouraging a feeling of national pride in the activity.
- All teams were assigned an area on the beach to clean and were lead by JREDS volunteers to their spot. Each team was accompanied with a VIP or a key attendee to do some interaction, and more lobbying. This activity was held on a weekend, where many crowds were visiting the beaches, and watching the teams cleaning up in front of them. Different reactions were noticed; some were interested to ask team cleaning on reasons for this and others had no reaction.
- After 45 minutes of cleaning the beach, approximately, 230 trash bags (a 55 gallons trash bag size) were collected containing different items; plastic, aluminum, glass, cloths & cigarettes butts.
- Trash bags were collected by ASEZ responsible teams to be dumped in the right manner.
- A Mobile Internet facility was provided by Jordan Telecom and offered the public a chance to surf the internet for different kind of research on environmental issues, in order to build their knowledge on environmental topics.

HSBC Bank Team's Participation

- 72 HSBC bank seniors & staff participated in this event, this participation was enriching for the event. Aqaba local community welcomed the participation of people coming from different parts of Jordan to clean up their dear city.
- The positive attitude of the HSBC team gave JREDS the chance to promote the private-public significant relationship encouraging the win-win approach that we are looking for.
- After completion of this event, the HSBC team invited the children with special needs & all JREDS's volunteer for lunch. This gave a human flavor for the event, and was welcomed by all participants.



Clean Up the World 2006



Family Evening – in Partnership with Nestle

Date: 15/9/2006 @ 18:30

Goal: Awareness in a fun and amusing way & building bridges with the local community in order to be able to pass the environmental message.

Location: Revolution - Al Thawrah - Courtyard "public courtyard"

Number of Participants: around 1000

Details

- NESTLE team lead this event, where they brought some of their brand characters that are known for children. Very interactive matches were organized for the children.
- A professional MC and DJ with great deal of different music taste for all family members. The MC gave also Questions and Answers quiz for children and people attending and distributed give aways for winners.
- Face painting for children.
- JREDS's volunteers went around the public talking about waste problems and the benefits of the healthy environment.
- Awareness Publication were distributed:
 - Poster for underwater creatures.
 - Brochures about Trash.
 - Clean up the World 2006 Posters.
 - Other publications.
- A Mobile Internet facility was provided by Jordan Telecom and offered the public a chance to surfer the internet for different kind of research on environmental issues, in order to build their knowledge on environmental topics.





Clean up Dive

Date: 16/9//2006 @ 10:00 – 14:00

Goal: marine conservation awareness & cleaning up the site.

Location: "Al- Ghandour" Public Beach.

Number of Participates: 79 divers & 20 volunteers

This event was under the Patronage of Her Royal Highness Princess Basma bint Ali - JREDS Chairperson.

- H.E. Dr. Bilal Al-Basheer - Deputy Chief Commissioner / Commissioner for Environmental Regulation and Enforcement.

- H.E. Ali Mubaideen – Aqaba Governor.

- Key attendees:

- Chief of Police

- Navel commanders

- Army Officers

- Civil Defense officers

- Environmental Police (Rangers)

- Key community people:

- NGOs mangers

- Maritime authority

- Youth Centers



Details

- Total dive time was 30 minutes at a maximum depth of 15 meters.
- 6 dive centers participated in the dive together with their volunteers.
- 79 divers participated in the clean up.
- A brief was given on safety issues and dive details.
- Each team was assigned an area for cleaning.
- 50 garbage nets were collected. Each weighed around 6kgs-7kgs.
- Garbage separation was done to analyze the garbage nature.
- This event took place during the weekend and in public beach so people can see for themselves the impact of garbage from the beach on the sea. 80% of garbage found in the sea originated from the land.





Awarding Ceremony

Date: 16/9/2006 @ 19:30

Goal: Sponsors' awarding ceremony and promoting building bridges with the local community to facilitate our mission in sustaining Aqaba environment.

Location: Revolution - Al Thawrah – Amphitheater

Number of Participates: 2000 people

This event was under the Patronage of Her Royal Highness Princess Basma bint Ali - JREDS Chairperson.

- H.E. Dr. Bilal Al-Basheer - Deputy Chief Commissioner / Commissioner for Environmental Regulation and Enforcement.
- H.E. Ali Mubaideen – Aqaba Governor.
- Representatives from Army – Police forces – Navy – Civil defense & Environmental Police (Rangers).
- Mr. Brent Heimann – General Manager for the Arab Potash Company attended the event – campaign major sponsor.
- Preventative from Ayla Oasis Development Company – campaign co-sponsor.
- HSBC Marketing manager and a marketing representative – campaign co-sponsor.
- Mr. Peter Hoesli General Manager– Movenpick Hotel – campaign sponsor.



Details

- The event started by a presentation on JREDS's 4-year-strategy & its programs.
- Another presentation on CUW 2006 and its activities was delivered.
- A local musical band played cultural music from Aqaba.
- Sponsors & participants awards were presented by the event's Patron HRH Basma bint Ali.
- Ms. Aroub Soubh – a popular TV producer & presenter – was the Master of Ceremony and she also facilitated the interactive environmental questions and answers session. Questions were about environment in general and marine environment is specific. Many prizes were distributed.

4500 people participated in this year's campaign

THANK YOU ALL



Media Support

- Jordan Television covered all campaign's activities, which had a positive impact on extending the campaign's message and allowed better media coverage. Over two days, a designated reporter covered the activities and 2 reports were broadcasted at the 6 o'clock news - which is well seen news segment. In addition to covering the activities, Jordan TV had conducted many personal interviews with HE. Khaled Irani, Minister of Environment, HE Dr. Billal Bashir, Vice chair for ASEZ, HSBC CEO, some volunteers in addition to Fadi Sharaiha JREDS's Executive Director.
- Al Qala' - Aqaba Local newspaper – published a detailed report about the campaign.
- Al'Rai & Al Ghad paid ads by JREDS before & after campaign.



المحافظة العامة
للموارد الطبيعية والبيئة البحرية

نظفوا
العالم

حملة نظفوا العالم

العقبة ٢٠٠٦
١٤ - ١٦ أيلول





شاركونا

بتحبوا العقبة؟ ... ساعدونا نحفظ بحرنا لأولادنا وأولادنا
"تعالوا معنا"

الموقع	التاريخ	الفعالية
شاطئ الفار	الخميس ٩، ٢٠٠٦/٩/١٤ صباحاً	حملة تنظيف الشاطئ
شاطئ الغندور	الجمعة ١٠، ٢٠٠٦/٩/١٥ صباحاً	حملة تنظيف الشاطئ
ساحة الثورة	الجمعة ١٥، ٢٠٠٦/٩/١٥ مساءً	الأمسية البيئية العالمية
شاطئ الغندور	السبت ١٦، ٢٠٠٦/٩/١٦ ظهراً	حملة تنظيف جوف البحر
مدرج ساحة الثورة	السبت ١٦، ٢٠٠٦/٩/١٦ مساءً	أمسية تكريم شركاء الحملة



قريشي الرئيسي
شركة البترول العربية

للمزيد من المعلومات يرجى الاتصال بالجمعية الملكية لحماية البيئة البحرية:
عمان: ٥٦٦١١٧٣ (٠٦)، الفطية: ٢٠٢٢٩٥٠ (٠٢)



البحرية




البحرية




HSBC


Clean Up the World 2006






Clean up the world 2006







Will u give us a HAND


80% of marine pollution comes from land-based activities.

Major causes of coral reef decline: are coastal development, sedimentation, destructive fishing, pollution, tourism & global warming.

Nearly 60% of the world's remaining reefs are at significant risk of being lost in the next three decades.


Waste, 3 times the weight of fish caught annually, is dumped into the world's oceans.






Major Sponsor


Arab Potash Company



AQABA



ayla



HSBC

هاليات حملة نظفوا العالم

الوقت	المنطقة	الفعالية
14:00 - 15:00	المنطقة الشمالية	توزيع مواد النظافة
15:00 - 16:00	المنطقة الشمالية	تنظيف الشواطئ
16:00 - 17:00	المنطقة الشمالية	تنظيف الشواطئ
17:00 - 18:00	المنطقة الشمالية	تنظيف الشواطئ
18:00 - 19:00	المنطقة الشمالية	تنظيف الشواطئ
19:00 - 20:00	المنطقة الشمالية	تنظيف الشواطئ
20:00 - 21:00	المنطقة الشمالية	تنظيف الشواطئ
21:00 - 22:00	المنطقة الشمالية	تنظيف الشواطئ
22:00 - 23:00	المنطقة الشمالية	تنظيف الشواطئ
23:00 - 00:00	المنطقة الشمالية	تنظيف الشواطئ

Clean Up the World Activities

Activity	Date	Site
Awareness Programs	13/8 - 15/8	12 schools, Aqaba & Maqba
Environmental Public Awareness on the Environmental Importance of the Marine Life	Sunday 27/8 18:00 - 20:00	Aqaba Gulf Hotel
Schools Clean up Competitions	13/9 - 20/9	Aqaba 12 schools
Beach Clean up	Thursday 14/9 09:00 - 11:00	Al Far beach
Beach Clean up	Friday 15/9 10:00 - 12:00	Al Ghadoub beach
Environmental Family Evening	Friday 16/9 18:00 - 22:00	Al Thawra Courtyard
Dive Clean Up	Saturday 16/9 10:00 - 12:00	Al Ghadoub beach
Awarding Ceremony	Saturday 16/9 19:00 - 21:00	Al Thawra Amphitheatre



Clean up the world 2006





شاركونا

14/9/2006

15/9/2006

16/9/2006

17/9/2006

شاركونا

14/9/2006

15/9/2006

16/9/2006

17/9/2006



Clean up the world



Clean Up the world- Aqaba (14-17/9/2006)







Clean up Dive Waste Report



Clean up Dive Waste Report

General Findings

- Main types of waste found were; plastic & beverage cans - aluminum & steel - definitely coming from the beach.
- In comparison to coral reef, sand gulley seemed an easier place for trash to accumulate.
- Soft and hard coral growth was noticed on some of the cans which seemed to be there since a long time.
- At least 4 octopuses were found in aluminium cans.
- At least 4 Sea Urchins were found on tires.
- JREDS's marine specialist returned all marine species to the sea. Corals were transferred to a similar suitable environment.

Tables & figures Details

Table (1) shows main types of waste collected as per number of items & weight.

Figure (1) shows main types of waste percentages as per number of items & weight distribution.

Figure (2) shows plastic items percentage /m²

Figure (3) shows plastic items weight percentage /m²

Figure (4) shows different waste items collected /m²

Figure (5) shows weight of different waste items collected /m²

Table (1) main types of waste collected as per number of items & weight

Item	Total number 50 bags	Total weight in 50 bags/kg
Plastic bags	1000	22
Plastic bottles	1000	350
Plastic containers	1000	273
Plastic fragments	2500	327
Glass bottles	2000	1190
Glass fragment	500	252
Beverage cans	6000	725
Pipes	350	645
Ropes	200	82
Tires	3	93
Fishing nets	20	118
Fishing cages	40	35.2
Total	14613	4112.2



Figure (1) main types of waste percentages as per number of items & weight distribution

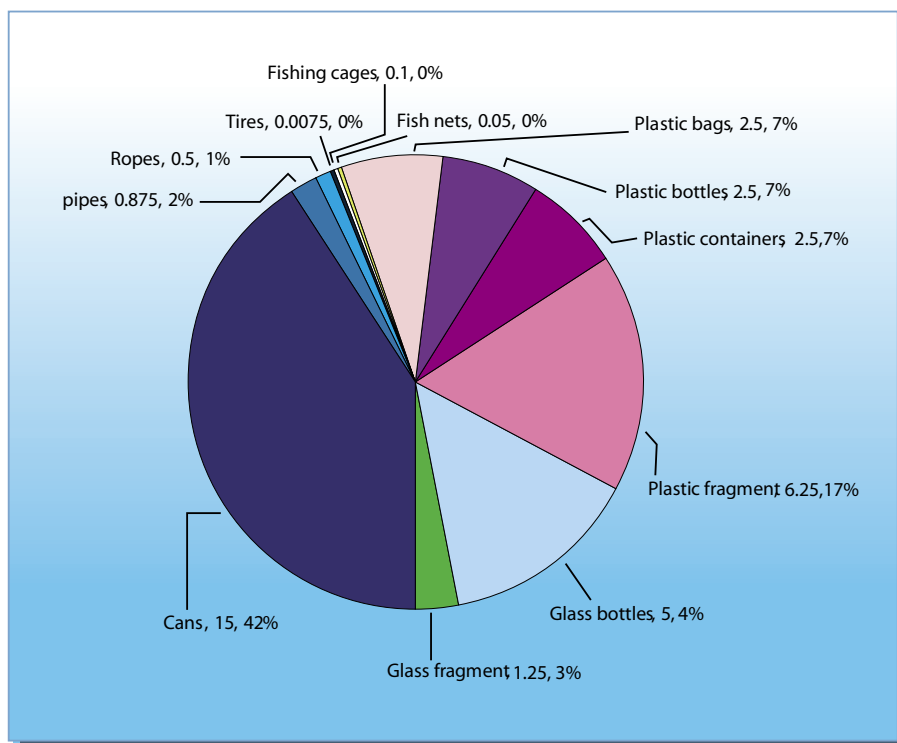


Figure (2) plastic items percentage /m2

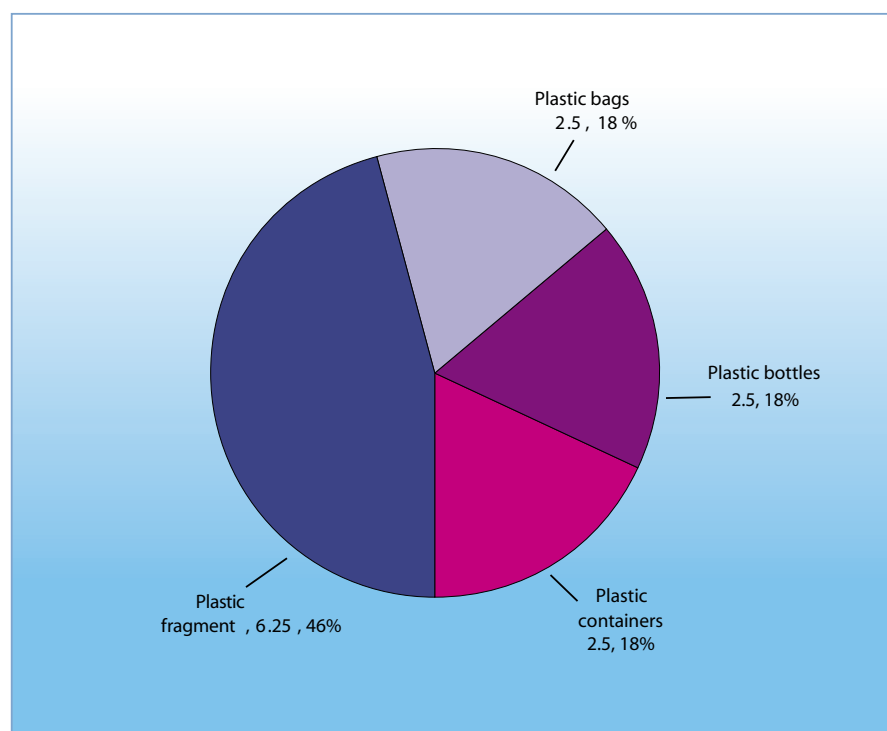




Figure (3) plastic items weight percentage /m2

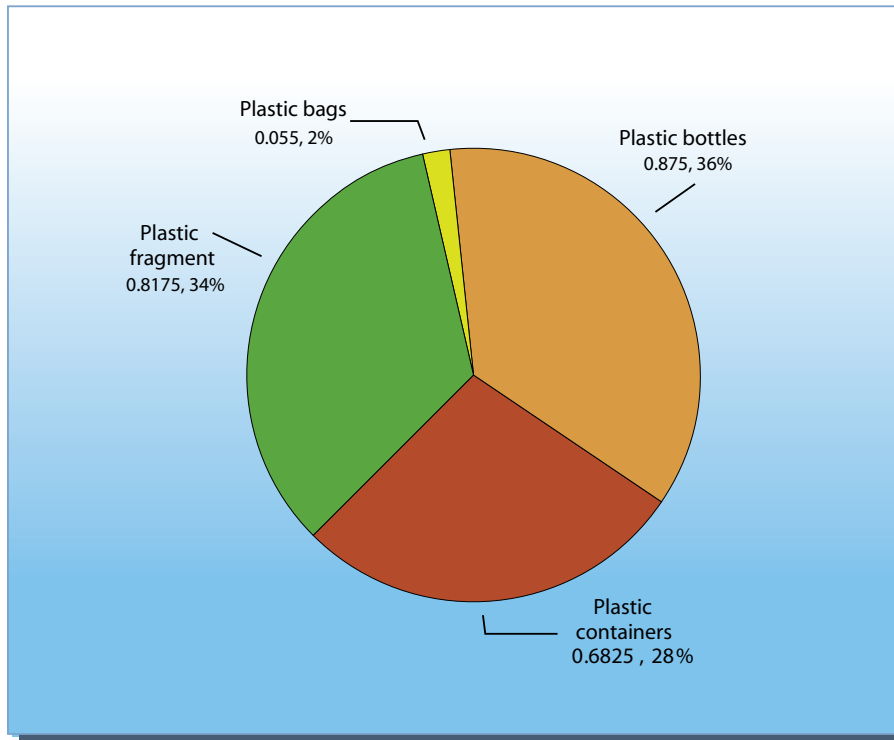


Figure (4) different waste items collected /m2

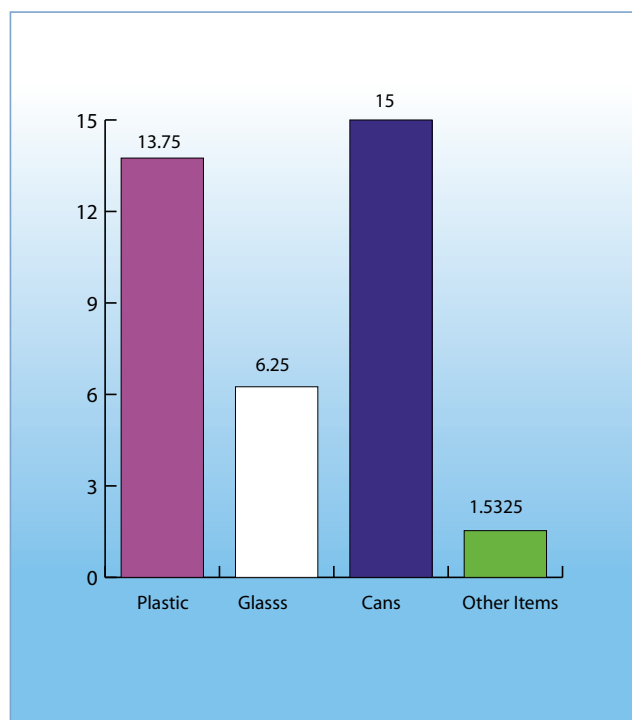




Figure (5): weight of different waste items collected /m2

