

## WHAT IS THE CLEANING CAMPAIGN ABOUT?

The mission of the Municipality of Aleppo - Cleaning Campaign is to inspire and work with the community to clean up our city.

The team of the campaign includes Municipality Staff, a communication consultant from the CDS, and volunteers (groups and individuals). The team is headed by the Mayor of Aleppo.

## WHAT IS OUR CHALLENGE?

Aleppo City suffers from a notable rubbish problem. Rubbish is a challenge because it is generated in high quantities and in high concentrations, and it accumulates faster than it is collected, creating an eyesore and a health & environmental hazard.

People are not aware of the role that they play in Aleppo's growing rubbish problem, hence their responsibility for the problem is low. Most people recognize that rubbish is a problem of the government not the citizen. They see improved municipality clean up methods as the only solution.

## WHAT ARE OUR STRATEGIES?

The Aleppo rubbish challenge can be an overwhelming issue for an individual, at first. However, there are many ways in which every individual can get involved in simple and practical actions to reduce their environmental footprint.

We are looking to address the Rubbish Challenge through the following six strategies:

1. Educating our kids
2. Raising our awareness
3. Involving the society with clean up days
4. Improving the Municipality clean-up methods
5. Using the law
6. Developing the waste-economy

This manual provides the tools needed to implement the activities of first three strategies during this calendar year, 2009.