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## **A large-scale environmental campaign - Keep Georgia Beautiful has begun**

**On Earth Day, we stand united to keep Georgia beautiful!**  
**#KeepGeorgiaBeautiful**

On April 22, the world celebrates Earth Day with a focus on mobilizing the world to **End Plastic Pollution**.

In Georgia, a large-scale environmental campaign, Keep Georgia Beautiful, will officially be launched on this day. The campaign intends to involve private companies, NGOs and governmental agencies in keeping the environment clean and green in the country. The campaign is implemented by CENN's WMTR II program, in partnership with the Ministry of Environment Protection and Agriculture, and supported by USAID.

The campaign has already joined forces with up to 15 representatives from the private, public and NGO sector, who will take responsibility for cleaning and maintaining a previously selected area.

On April 20 at 12:00, the press-conference will be held in the building of the Ministry of Environment Protection and Agriculture, where the Minister, Levan Davitashvili, the CENN Executive Director, Nana Janashia, and partner institutions will present the Keep Georgia Beautiful campaign to the public and inform them about activities planned for April 22.

The **devoted ambassadors** of the Keep Georgia Beautiful campaign are:

	<b>Territories that will be adopted:</b>
<b>Crystal</b>	Shida Kartli, Kareli municipality, territory near Dzami
<b>Deloitte</b>	Krtsanisi, Krtsanisi Park
<b>Grant Thornton</b>	Kaspi, territory near the village Igoeti
<b>Gvinadze &amp; Partners</b>	Tbilisi, Turtle Lake Running path
<b>Keda Local Action Group</b>	Adjara, Keda Municipality
<b>Khulo Local Action Group</b>	Adjara, Khulo Municipality
<b>Kolkheti National Park</b>	Samegrelo, Kolkheti Park
<b>Metro City Batumi</b>	Adjara, part of the Batumi sea coast
<b>Pasha Bank</b>	Krtsanisi, Krtsanisi park
<b>TBC Bank</b>	Kakheti, Telavi Municipality, Shuamta

<b>US Embassy</b>	Tbilisi, Digomi st.
<b>Well 3</b>	Shida Kartli, Kaspi Village Mikeltskaro
<b>Wissol Petroleum Georgia</b>	Kakheti, Kvareli, Near Ilia Lake

Become devoted ambassadors and friends of the Campaign by sharing information about the initiative to your virtual friends using the hashtag: #KeepGeorgiaBeautiful.

Together we will reduce waste in Georgia!



**About the Keep Georgia Beautiful campaign:**

*The campaign aims to reduce the amount of littered areas throughout Georgia and raise the awareness of the public. Keep Georgia Beautiful was inspired by Keep America Beautiful, a campaign that has been implemented in the US since 1953 and aims at keeping the country clean and beautiful through multi-sectoral cooperation. In Georgia, the campaign encourages private companies, entrepreneurs, local population and other stakeholders to support responsible attitude towards the environment in the country and implement various green activities in their everyday lives.*

*Within the campaign, any interested organization can become a devoted **ambassador of the environment**. Those willing to participate in the campaign can adopt any specific area, for whose cleanliness and further care they will take responsibility of. After an area has been identified, its initial clean-up will take place and an informational banner will be installed informing the public of the organization responsible for the cleanliness of the area. Adoption of an area by an organization means conducting monitoring of its cleanliness and repeating clean-up activities when necessary.*

**About the program:**

*The WMTR II program is assisting the Government of Georgia (GoG) to modernize the country’s waste management sector and support sustainable development and inclusive economic growth by the introduction of waste separation and recycling practices. The program is mainstreaming innovative approaches, applying new technologies, and streamlining strong partnerships, to achieve, sustain and extend set objectives and solve development challenges.*

*The WMTR II is implementing its activities in three regions of Georgia – Kakheti, Shida Kartli, Adjara AR and the city of Tbilisi in the following focus areas:*

- *Implementation of an Integrated Waste Management System*
- *Private Sector-Led Recycling*
- *Illegal Dumping Penalties and Tariff Policy*
- *Public Outreach*

*The WMTR II program is implemented by CENN with the support of USAID.*

*For additional information, visit our web-site: <http://environment.cenn.org/>*