

## GOOD PRACTICE

**PROJECT NAME:** CLEAN CHALLENGE

**PROJECT IMPLEMENTER:** NGO ESPOIR ET CRÉATION

**WEBSITE:** <https://www.espoiretcreation.org/clean-challenge/>

### PROJECT OBJECTIVES:

CLEAN CHALLENGE IS A PROJECT THAT INVITES YOUNG PEOPLE TO CLEAN UP THEIR NEIGHBOURHOOD AND CHALLENGE OTHER NEIGHBOURHOODS TO DO THE SAME.

NOTING THE TENDENCY OF YOUNG PEOPLE IN SO-CALLED "SENSITIVE" NEIGHBOURHOODS TO CHALLENGE EACH OTHER ON SOCIAL NETWORKS, SOMETIMES LEADING TO VIOLENT CLASHES. THE FOUNDER OF ESPOIR ET CRÉATION, HIND AYADI, WHO INITIATED THE CHALLENGE, HAD THE IDEA OF TAKING ADVANTAGE OF THIS SPIRIT OF COMPETITION AND CONFRONTATION TO TRANSFORM IT INTO A CIVIC INITIATIVE THAT WOULD BENEFIT THE PLANET.

THE AIM OF THE INITIATIVE IS TO RAISE AWARENESS ABOUT CLEANLINESS AND RESPECT FOR THE PLANET, WITH YOUNG PEOPLE AS THE MAIN PLAYERS, AND TO GIVE A NEW IMAGE TO THE NEIGHBOURHOODS AND THEIR RESIDENTS, WHO MAY SUFFER FROM A NEGATIVE IMAGE BASED ON CLICHÉS AND STEREOTYPES.

### PROJECT RECIPIENTS:

YOUNG PEOPLE FROM THE NEIGHBOURHOODS ALL NEIGHBOURHOOD RESIDENTS



## PROJECT RESULTS:

- CLEAN UP A NEIGHBOURHOOD BY COLLECTING ALL THE RUBBISH TO MAKE IT CLEANER.
- CARRYING OUT AN ECOLOGICAL AND CIVIC ACTION WITH LOCAL YOUNG PEOPLE TAKING THE LEAD ROLE.
- GETTING YOUNG PEOPLE TO WORK COOPERATIVELY.
- TO INSTIL A SPIRIT OF CITIZENSHIP AND ECO-RESPONSIBILITY IN THE YOUNG PEOPLE TAKING PART IN THE ACTION: TO TEACH THEM NOT TO LITTER, TO SORT THEIR WASTE AND TO TAKE CARE OF THEIR ENVIRONMENT.

REDUCE TENSIONS BETWEEN YOUNG PEOPLE FROM DIFFERENT COMMUNES, BY TRANSPOSING THE CAUSES OF CLASSIC CONFRONTATIONS INTO A COMPETITION THAT REFLECTS POSITIVE VALUES (CIVIC AND ECOLOGICAL).



## CALENDAR/ACTIVITIES

THE CLEANING ACTIVITY GENERALLY TAKES PLACE ONLY DURING A DAY, DURING A COUPLE OF HOURS (AT LEAST ONE).

- ORGANISING THE COLLECTION AND CLEANING DAY BEFOREHAND;
- WASTE COLLECTION SESSION (IF THERE ARE ENOUGH PEOPLE, THE PARTICIPANTS ARE SPLIT INTO SEVERAL TEAMS TO COVER AS MANY PITCHES AS POSSIBLE);
- SORTING WASTE;

CHALLENGE ANOTHER NEIGHBOURHOOD TO KEEP THE MOVEMENT GOING.

## DETERMINE FACTORS

LAUNCHED IN 2019 IN THE ÎLE-DE-FRANCE REGION, IT HAS SINCE SPREAD TO SEVERAL FRENCH REGIONS AND SEVERAL OTHER COUNTRIES AROUND THE WORLD (BELGIUM, UNITED KINGDOM, UNITED STATES, CANADA, ALGERIA, SENEGAL).

THE PROJECT CAN BE CONSIDERED A SUCCESS IF:

- MANY YOUNG PEOPLE FROM THE DISTRICT TAKE PART IN THE CHALLENGE.
- THE DISTRICT IS CLEARED OF A LOT OF THE RUBBISH IT USED TO HAVE.
- YOUNG PEOPLE ARE MORE AWARE THAN BEFORE OF PLASTIC WASTE POLLUTION AND ARE MORE COMMITTED TO KEEPING THEIR ENVIRONMENT CLEAN.
- THE YOUNG LOCALS WANT TO REPEAT THE CHALLENGE THE FOLLOWING YEAR.

A CLEAN CHALLENGE IS ISSUED TO ANOTHER DISTRICT AND THAT DISTRICT RESPONDS IN TURN.

## BUSINESS MODELS

- SUPERVISION BY EXPERIENCED MEMBERS OF THE VOLUNTARY SECTOR.
  - INVOLVEMENT OF LOCAL PEOPLE IN THE PROJECT.
  - POSITIVE COMPETITIVE ENVIRONMENT AND TEAM SPIRIT.
- AN EVENT THAT'S EASY TO ORGANISE AND CAN BE REPRODUCED ANYWHERE



## BUSINESS PERSPECTIVE

IT'S A VOLUNTARY PROJECT THAT'S EASY TO REPLICATE ON DIFFERENT SCALES. ITS SUCCESS CAN BE SEEN IN THE FACT THAT THE PROJECT QUICKLY WENT VIRAL: STARTING IN A SINGLE CITY, THE CHALLENGE SPREAD TO FRANCE AND SEVERAL OTHER COUNTRIES AROUND THE WORLD. IT HAS ALSO BEEN NAMED ONE OF THE TOP 10 CITIZENS' ACTIONS FOR THE PLANET IN 2019 AND ONE OF THE 100 BEST ACTIONS WORLDWIDE BY READER'S DIGEST MAGAZINE IN 2020.

THE CHALLENGE HAS ALSO TAKEN CARE OF ITS COMMUNICATION: TELEVISION AND OTHER MEDIA HAVE COVERED THE CHALLENGES AND ISSUED REPORTS ON THEM.

AS PART OF THIS PROJECT, THE ESPOIR ET CRÉATION ASSOCIATION HAS ALSO FORGED PARTNERSHIPS WITH CELEBRITIES AND BRANDS. THE "MA CITÉ VA BRILLER" (MY CITY WILL SHINE) INITIATIVE AND THE #ENDPLASTICWASTE CAMPAIGN WERE LAUNCHED WITH ADIDAS.

## SUSTAINABILITY PERSPECTIVE

THE PROJECT IS HELPING TO MAKE NEIGHBOURHOODS CLEANER, RAISE YOUNG PEOPLE'S AWARENESS OF PLASTIC AND WASTE POLLUTION, DEVELOP THEIR CIVIC SPIRIT AND THEIR RESPONSIBILITY TO TAKE CARE OF THEIR ENVIRONMENT, AND EDUCATE PEOPLE TO CHANGE THEIR BEHAVIOUR IN TERMS OF CONSUMPTION, SORTING AND WASTE REDUCTION.

## CULTURAL VALUE

ON THE ARTISTIC FRONT, SEVERAL OF THESE CHALLENGES HAVE BEEN ACCOMPANIED BY RAP BATTLES BETWEEN PARTICIPANTS, NOTABLY INSIDE THE MA CITÉ VA BRILLER INITIATIVE. ON A CULTURAL LEVEL, THIS PROJECT GIVES YOUNG PEOPLE CONFIDENCE IN THEIR ABILITY TO TAKE ACTION TO CHANGE THEIR ENVIRONMENT AND TAKE PART IN THE FIGHT AGAINST GLOBAL WARMING AT THEIR OWN LEVEL. IT ALSO ENABLES THESE YOUNG PEOPLE TO PROJECT A DIFFERENT IMAGE OF THEMSELVES AND THEIR DISTRICT FROM THAT SOMETIMES PORTRAYED BY STEREOTYPES AND CLICHÉS (LAZY, VIOLENT, INCAPABLE OF DOING ANYTHING CONSTRUCTIVE, ETC.).

