

# WAKE-UP CLEAN-UP

Your guide



BRUXELLES-PROPRETÉ



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Be part of  
the movement  
**Wake Up Clean Up!**



By joining us, you're doing your bit for our city. We're thrilled to see that you've signed up for this adventure, where your commitment and enthusiasm will play a crucial role in making Brussels a happier and healthier Region for everyone.

### What is the Wake Up Clean Up movement?

This movement originated from a shared vision: that of a neighbourhood where each and every resident plays an active role in looking after their environment. By becoming an **Ambassador**, you become a key partner in achieving this objective.

### Your mission?

**Picking up litter**, of course, **but also inspiring and educating** those around you about the importance of a litter-free environment and sustainable attitudes. This initiative is based on a relationship of trust between you and us.

# Together,

**we have the power to make  
our Region a better place to live.**

It's your call! Put on your gloves, get your team together and start making a difference. **Every action counts.**

# Why launch this movement?

Because we've had enough of seeing litter spoil our beautiful Brussels Region. Because we deserve to feel pride in our city once more. Every resident should contribute to improving their living environment. The first step starts at your doorstep, where we can all make a difference. This project is crucial to:

## 1 Improve our quality of life

Imagine strolling through immaculate neighbourhoods, where the pride of its residents stands out around every corner. A litter-free environment isn't only pleasant to live in, it also boosts our mental and physical well-being and lends a sense of serenity and satisfaction to our daily lives.

## 2 Create a community

Clean-up campaigns also forge links between neighbours and friends. By rallying around a common goal, we get to know each other better and work together.



### 3 Educate and raise awareness

By becoming an Ambassador, not only do you pick up litter, but you also inspire those around you. Your commitment encourages those around you to do the right thing in turn.

### 4 Protect our environment

Every piece of waste left on the ground pollutes our air, our water and our soil.

By taking part in clean-up campaigns, you become a guardian of our planet. You make a direct contribution to reducing this pollution.



# Ready to take action?

## 1 Register

### As a Clean-Up Ambassador:

You'll receive a clean-up kit from Bruxelles-Propreté.  
You can organise clean-ups at any time and put together teams.

### Organise a clean-up using equipment loaned by Bruxelles-Propreté for the day:

Ideal for large groups of people, companies, schools, associations, etc.  
Once you've filled in the form, we'll lend you the equipment you need for your clean-up.

## 2 Plan a clean-up

### As a Clean-Up Ambassador:

#### 1 Clean up as an individual/family

Planning your clean-up on the platform is optional, but we encourage you to do so: planned clean-ups help our teams to collect the bags as quickly as possible. If you prefer not to plan ahead, you can go straight to step 3!

#### 2 Clean up as a team (max. 10 people):

Put together your team by filling in the form to plan a clean-up on the platform. Select a date and a zone and invite your friends to take part. If your friends are already Ambassadors, they already have their own kit. Invite them to join your team by sending them a simple link. If your friends aren't yet Ambassadors, they can join your team

without registering. The team leader will collect the kits for these participants. When you plan your clean-up, you can decide to put together an open or closed team:

**Open team:** Visible on the Bruxelles-Propreté calendar, all ambassadors can join your clean-up, up to a maximum of 10 people.

**Closed team:** Only people you invite can join your team, always with a limit of 10 people.

#### As a clean-up organiser:

Organise your clean-up on the platform by filling in the form.

## 3 Get your kit

### The Ambassador kit includes:

- a pair of gloves,
- a safety vest,
- a litter picker
- a roll of PMC bags,
- a roll of residual bags,
- a bag scale



It is important to respect the equipment provided by Bruxelles-Propreté. If there is something missing from your kit, please contact [waste-anim@arp-gan.be](mailto:waste-anim@arp-gan.be).

#### As a Clean-Up Ambassador:

Once you've registered on the platform and ordered your free kit, you'll receive a confirmation e-mail from your local authority. Your litter picking kit will be available **within 7 days of registering with your local authority's environmental service**. Go to [wakeupcleanup.brussels](http://wakeupcleanup.brussels) to check the timetable for your local area.

#### As a group clean-up organiser:

Once you've filled in the form on the platform, you'll receive a confirmation e-mail informing you that the equipment is ready. You can collect the equipment for your group from Bruxelles-Propreté (12 avenue de Broqueville, 1150 Brussels, Monday to Friday).

## 4 Start your clean-up

To ensure your safety and that of your team during your clean-up, follow a few simple rules:

**Wear your Ambassador safety vest when you're out and about.** This will make you more visible to motorists and give your campaign more legitimacy.

**Wear your gloves** for your own hygiene and to protect yourself from injury.

**Use the litter picker** to pick up waste in hard-to-reach places, and to avoid having to bend over constantly.

Only pick up litter **in public places**. It is forbidden to venture onto private property.

Make sure you only use the bags supplied in the kit.



It is crucial that you sort the litter into the right bag.  
A little reminder never hurts:

## PMC BAG



### Plastic packaging, metal packaging and beverage cartons

NO Styrofoam or bottles containing or having contained hazardous waste such as motor oil or solvents.

NO aluminium foil or electrical wires! Avoid putting items that are too soiled (packaging filled with mud, liquid, rust, etc.) into the PMC bag. They will disrupt the sorting lines in the dedicated centres, making their recycling impossible. Use the residual bag for this kind of waste.

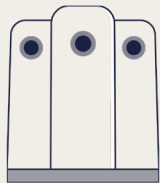
## RESIDUAL WASTE BAG



### Residual waste, i.e. any waste other than PMC

Paper and cardboard: paper and cardboard collected on the street is considered soiled; we therefore ask you to dispose of it in the residual bag, not in a yellow bag.

What about **glass packaging**? If the glass is in fragments, please pack them separately to avoid injury. Then place them in the residual bag. Or ideally, place them in a bottle bank, if available. Please note that mirrors, cups, drinking glasses and ceramic dishes are not accepted in the bottle banks.



### Beware

**Don't pick up bulky items and hazardous waste... but tell us where to find them. The same applies to illegal dumping.**

## 5 Register your bags

Once you've finished your clean-up, **weigh your bags** using the bag scale supplied in your kit. Then leave them near a public rubbish bin.

**Then register your bags by scanning the QR code** provided on the bin bags provided or by logging in directly to your personal space on the [wakecleanup.brussels](https://wakecleanup.brussels) website.

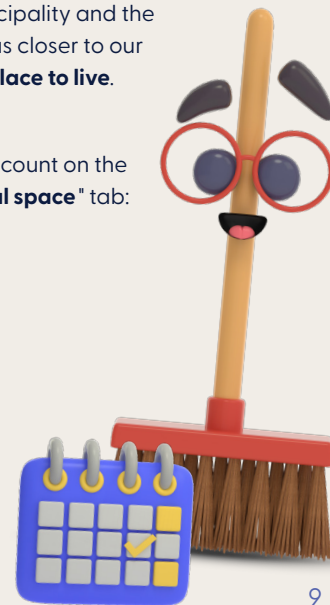
Here you can **enter the number of bags collected and their location** so that our collection agents can come and collect them. **If you're working as a team, only the organiser must register in the bags for the whole team.**

**By registering your bags, you can show the tangible impact of your efforts on your personal space and on the Ambassadors' homepage. Let's drive this figure up together!**

## 6 Celebrate and start again!

Once your clean-up is complete, share photos of your team in action on your social networks using the hashtag **#WUCU**. Don't hesitate to specify the number of bags collected, the name of your municipality and the number of people in your team. Every clean-up gets us closer to our goal: a **cleaner, more sustainable** city that's **a great place to live**. Then reorganise a clean-up!

To re-order bags (PMC and residual), log in to your account on the [wakecleanup.brussels](https://wakecleanup.brussels) website. Go to the **"Personal space"** tab: you'll find an **"Order bags"** button.

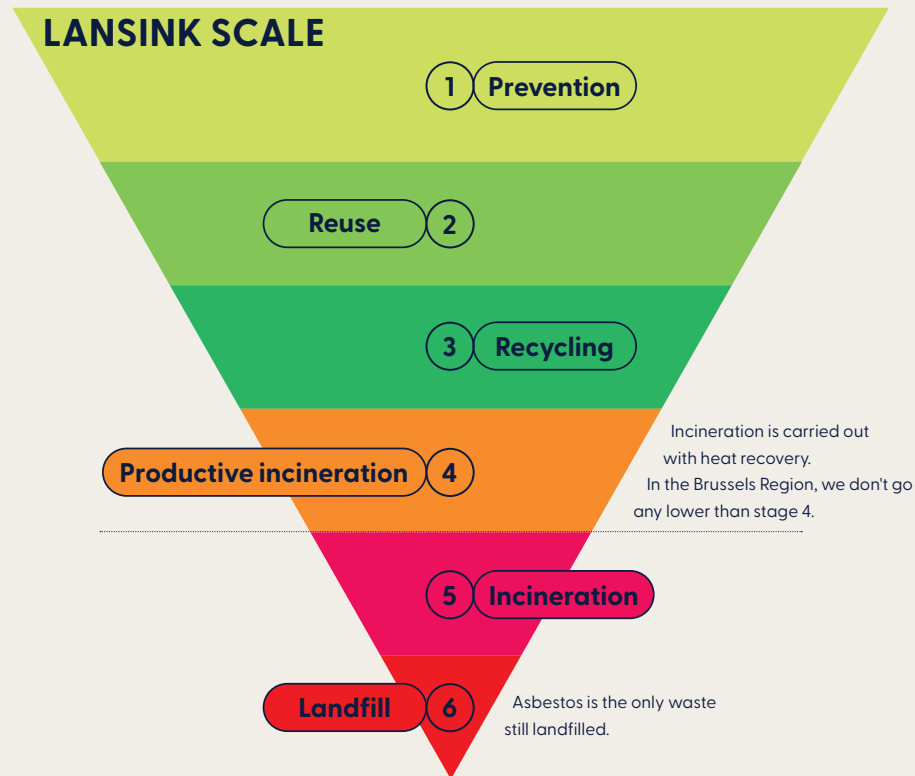


# Give your waste a second life

Imagine a world without waste, where every resource is used wisely. Although this is an ambitious goal, we can all contribute by adopting sustainable attitudes.

## Are you familiar with the Lansink scale?

This method guides us towards eco-responsible solutions, by encouraging prevention, reuse and recycling before considering incineration or landfill.



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| <p><b>1</b></p> <p><b>Prevention:</b></p> <ul style="list-style-type: none"> <li>· Consuming differently and buying less</li> <li>· Repairing</li> </ul> | <p><b>2</b></p> <p><b>Reuse:</b></p> <ul style="list-style-type: none"> <li>· Second hand</li> <li>· Recycling centre</li> <li>· Donation centre</li> <li>· Clothes banks</li> </ul> | <p><b>3</b></p> <p><b>Recycling and other recovery:</b></p> <ul style="list-style-type: none"> <li>· Blue, yellow, green and orange bags</li> <li>· Bottle banks</li> <li>· Neighbourhood compost</li> <li>· Individual compost</li> </ul> | <p><b>4</b></p> <p><b>Incineration with energy recovery:</b></p> <ul style="list-style-type: none"> <li>· White bag</li> </ul> | <p><b>5</b></p> <p><b>Incineration</b></p> | <p><b>6</b></p> <p><b>Landfill</b></p> |
|--|--|--|--|--|--|

## Degradation can take a loooong time...



# Thank you for making our Region cleaner, for a happier neighbourhood and a healthier planet.



Follow Bruxelles-Propreté and Fost Plus on **Facebook**, **Instagram** and **LinkedIn** to keep up with our day-to-day activities or on **arp-gan.be** and **fostplus.be**

**0800/981 81**  
[bruxelles-proprete.be/en](https://bruxelles-proprete.be/en)

Make those around you aware of the importance of a litter-free public space and the role we all have to play. Explain your initiative to your neighbours or any other person who might not be aware of the campaign, and be a role model.

**Together, we can keep our streets clean!**

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