



Good practices in Italy

1/2018

Title: #trashchallenge
Owner: Associazione Vie d'Acqua, Legambiente Piemonte e Valle d'Aosta, Parco del Po torinese
Start date: 2019
Contact: <https://www.facebook.com/events/438933593526669/>

Description:

The #trashchallenge is an initiative promoted to clean up the dockings and the banks of the river Po from all kind of trash. The event focused on six dockings situated on the Po river section in the city of Turin. In 2016 they have been damaged by a tremendous flooding of the river and still today they cannot be used.

The #trashchallenge adds up to other medium and long term initiatives of active citizenship aimed at demanding for a plan of interventions on watercourses in Turin in order to give value to the relationship between the river and the city living on it. This relationship must be conceived in a sustainable way that enhances the surrounding area and the Collina Po Biosphere Reserve.

On last April there was the first edition of this event that involved a lot of people both private citizens and members of local organizations. The success of the event was due to a well-coordinated networking between those who organized the initiative in order to collect as much volunteers as possible. The format of the event was also engaging, combined with a widespread communication. It started from a challenge launched on social media platforms and soon went viral. The challenge's rule was to take a picture of the place before and after the cleaning activity of the volunteers to show the astonishing difference. That kind of activity is proved to be very efficient in raising awareness among people with respect to the neglect of some areas of public use.

Local authorities and administrations are addressed in this awareness process, too. The cleaning activities were conducted both on the shores, involving most of the volunteers, and canoeing in the river, where the garbage is more difficult to pick up. The collection of trash from the river was mostly conducted by volunteers from local rowing companies. An important contribution was also given by some cooperatives working with adults and children with mild, non-motor disabilities. They actively participated in the initiative, which was also an opportunity for knowledge and exchange between people who are doing a useful activity for the territory and the community.