

More than a million and half metric tons of waste have already been collected.



Kenya



VE and CLEAN UP THE WORLD

Join For



At the onset of the 2005 Clean Up the World campaign on July 6 at VE headquarters in Paris, Veolia Environnement Foundation reiterated its support for the NGO.

The Foundation provides CUW with material aid and VE employee volunteers from all over the world. Clean Up the World has attracted 35 million volunteers in more than 100 countries.

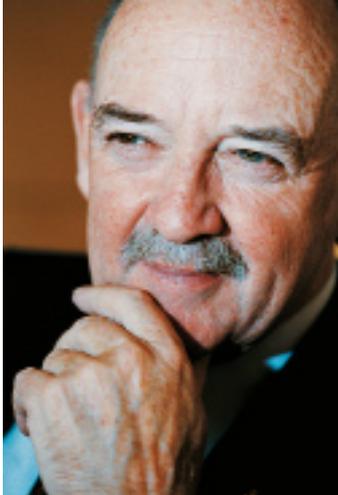
Above: Henri Proglia is flanked by Ian Kiernan and Klaus Toepfer, Executive Director of the United Nations Environment Program, on July 6, 2005.



Egypt



Kenya



Interview with **Ian Kiernan,** Co-founder of the Clean up the World Association

You're a former navigator. How did you become interested in the environment?

Ian Kiernan: Actually, the two are closely related. It was during my solo sailing days around the world that I realized how polluted our oceans are, even thousands of kilometers offshore. When I sailed across the Sargasso Sea, for example, which has such a romantic name, it broke my heart to see all the plastic bottles and other trash. It was very depressing. I decided to do something about it.

How did you get started?

I.K.: We began in 1990 with Clean up Australia. Three years later we went international by creating Clean up the World. So far, millions of volunteers have collected over a million and a half metric tons of waste, enough to fill the equivalent of 2,300 Olympic-size swimming pools!

How can your partnership with VE help support your projects?

I.K.: First of all, let me say that VE is an environmentally responsible company. It has helped create real awareness among its clients and the general public of the importance of effective, respectful environmental management. The initiatives VE is taking are vital. In the field of water, for example, where the need to take action has become critical, given the major challenge of managing resources.

And waste management, transportation, energy?

I.K.: Same thing. VE is using rigorous scientific methods to recover, dispose of and recycle waste. VE also manages "green" transportation and urban heating systems that are very environmentally friendly.

CUW had already worked with VE before it made its relationship with the Veolia Environnement Corporate Foundation official.

I.K.: True. VE was already a major sponsor of our local Clean Up Australia program. We liked the company's culture, the people who worked there and their attitude. But I think VE has also learned and will continue to learn a lot by working with us!

Where do you see the partnership going?

I.K.: Our organization is very pragmatic. As a former navigator, I know what the word means. Our partnership will result in more resources and more programs in the field.

For example?

I.K.: The very fact that VE employs more than 250,000 people worldwide is a huge factor. We expect employees to forward us proposals for joint projects, for example, during our "Green Cities, Green Communities" campaign. Millions of volunteers turn out for it each year during the third weekend of September. It's one example and I'm sure there'll be many others. I don't have a crystal ball. But I do know that, together, with our volunteers and employees, we're going to make our planet healthier and more livable. Is there a more noble cause than that?



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