

2021 / 2022

PROJECT REPORT

BALTIC CUP: CLEAN GAMES, DENMARK



SAVING RIVERS AND LAKES ORG.

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Photo taken during the Clean Games day in Aarhus, Denmark.

Clean Games Baltic Cup

In 2021, Saving Rivers and Lakes joined forces with the Clean Games Baltic Cup to organize International Clean-Up Day in Aarhus, Denmark. The initiative brought together students from Aarhus University and local volunteers for a day of collective action to clean and protect two emblematic natural areas: Brabrand Lake and University Park.

The goal was simple yet powerful — to raise awareness about waste, pollution, and shared responsibility for the environment, while creating a fun and engaging community experience. Even in a country like Denmark, where waste management systems are advanced, the project highlighted that prevention and awareness remain essential to preserving clean ecosystems.

What We Did

The event began with an energizing Zumba session, connecting movement, health, and environmental care — reminding everyone that caring for the planet also means caring for ourselves. Participants then took part in the Clean Games competition, an interactive format that turned the clean-up into a friendly challenge. Teams collected and sorted trash, found hidden “artifacts,” and earned points tracked in real time through a mobile app.

All participants received reusable gloves, masks, and eco-bags, as well as snacks and drinks to stay energized throughout the day. Flyers and local media promotion helped engage more citizens and amplify the message of the event.

Impact and Results

By the end of the day, a significant amount of waste had been collected and properly disposed of from Brabrand Lake and University Park. Beyond the visible results, participants gained a deeper understanding of the global impact of pollution and the importance of collective action in protecting freshwater ecosystems.

The initiative not only made Aarhus cleaner but also strengthened community ties and environmental consciousness among participants. Through creativity, teamwork, and joy, the event proved that sustainable change begins with participation — and that every small action adds up to a cleaner, healthier planet.

