

Maas Cleanup: volunteers wanted to clean up the banks and tributaries of the Maas on 14 August 2021

The Maas and its tributaries have illustrated their unprecedented powers in recent weeks. Now that the water has subsided, a colossal amount of waste has risen to the surface. Schone Maas, Schone Rivieren, LIVES and Maas Cleanup are therefore calling on everyone to roll up their sleeves for an extra collective Maas Cleanup event on 14 August. There is a big job to be done and we need all the help we can muster to get it done.

However, the clean-up must be carried out in a safe way and without further damaging our nature areas. In consultation with national and provincial water management authorities, the safety regions, site management organisations and local authorities, an overview map has been drawn up of where and when clean-up work can take place. In this way, dangerous situations can be prevented.

Sign up

Would you like to help? Then sign up via the website for a clean-up event on 14 August or drop a pin on your own clean-up activities on the online map. You can find out how to prepare and sign up for your own clean-up campaign at www.maascleanup.nl

Maas Cleanup coordinator Noï Boesten: *"With many volunteers, in cooperation with companies and water management organisations, we will put our shoulders to the wheel and take up the fight."* Groups of friends, colleagues and families are encouraged to get to work to help Limburg and its riverside nature areas clean again.

World Cleanup Day 2021

On 18 September 2021 the worldwide clean-up campaign *World Cleanup Day* will clean up the planet simultaneously in 180 countries. On that day, Maas Cleanup will also organise a massive cleanup day in the Maas area called *Maas Cleanup Day*. You can also register for *Maas Cleanup Day* on 18 September via the Maas Cleanup website.

Make the Maas the first protected river in the Netherlands

To lend force to the clean-up actions, this year we are also tackling the problem at source by means of a petition asking for the Maas to become the first protected river in the Netherlands. With the petition 'Maas in de Wet', we call on politicians to make the Maas a legal entity, to grant the river 'environmental personhood'. By better regulating and entrenching the rights of the Maas, the Maas itself can stand up for its right to flow free of litter and other pollution. Sign the petition at maascleanup.nl/actie/petitie/. After *Maas Cleanup Day* in September, we will present the petition to the Lower House of The Netherlands.

Maas Cleanup

Maas Cleanup is a movement of companies, (nature) organisations, citizens and residents, united as one for the future of the Maas river. Instead of causing waste, we want to solve the problem together. By involving the business community in a cleaner environment, they can use their knowledge for sustainability. Moreover, Maas Cleanup stimulates organisations that participate to work more sustainably themselves. We want to tackle these problems at the source: to find a real solution to better protect our Maas.

Note to the press: for questions, please contact Eliza Marx, Maas Cleanup PR/communication at eliza@viastory.com

