SPREP
PROE

Secretariat of the
Pacific Regional
Environment Programme

PO Box 240, Apia, Samoa
E: sprep@sprep.org
T: +685 21929
F: +685 20231
W: www.sprep.org

SPREP Circular

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To: SPREP National Focal Points
CROP Organisations
Collaborating Organisations
Institutional Focal Points

Subject: Clean Pacific 2012 Campaign Launched

It is my pleasure to advise you that SPREP's *Clean Pacific 2012* campaign was officially launched on 2nd February 2012, in conjunction with Samoa's commemoration of World Wetlands Day.

Clean Pacific 2012 was endorsed as a regional activity by SPREP members during the 21st SPREP Meeting in Madang, Papua New Guinea in 2010. The aim of the campaign is to galvanize actions at all levels for better management of waste and pollution throughout the Pacific region.

With this in mind, Clean Pacific 2012 has five objectives that have been endorsed by SPREP Member governments:

1. Increase awareness of, and capacity to implement good waste management and pollution prevention practices
2. Support grassroots actions for waste reduction and management, pollution prevention and/or hazardous chemicals management
3. Mainstream waste management and pollution prevention into national sectoral policies
4. Advance the ratification and implementation of relevant regional and international pollution-related agreements
5. Ensure effective implementation, broad awareness, and positive impact of the campaign

I invite you to peruse the attached Campaign Plan, which was developed in conjunction with country focal points.

If you would like support from the Secretariat to ensure a successful campaign in your country, then please do not hesitate to contact our Waste Management and Pollution Control Division on WasteTeam@sprep.org.

Yours sincerely,

David Sheppard
Director General

DS/er/ph

CLEAN PACIFIC 2012