



# SPECIAL BULLETIN

## “EARTH DAY 2005” CAMPAIGN

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HEALTHY CITIES OF THE CZECH REPUBLIC

## EARTH DAY 2005

*The Earth celebrated its own special day on 22<sup>nd</sup> April – its 35<sup>th</sup> celebration. Members of the National network of Healthy Cities of the Czech Republic (HCCZ) also celebrated this special day for the eighth time. This worldwide campaign was supported this year by a total of twenty six city halls of Healthy Cities and Towns, which is four cities more than last year. Residents could take part in a number of events with a common theme: ecology and the environment.*

**The following member cities and towns of HCCZ supported the campaign:**

Boskovice, Brno, České Budějovice, Chrudim, Hodonín, Karviná, Kopřivnice, Kroměříž, Kuřim, Letovice, Litoměřice, Litomyšl, Mladá Boleslav, Moravská Třebová, Orlová, Prostějov, Skotnice, Strašín, Telč, Třebíč, Uherské Hradiště, Valašské Meziříčí, Velké Meziříčí, Veselí nad Moravou, Vsetín and Zlín.

We offer you some snippets from events which took place as part of Earth Day 2005 in Healthy Cities and Towns. You can find a complete overview of activities for Earth Day 2005 on: [www.nszm.cz/dze](http://www.nszm.cz/dze)

### Brno: How it was at Veverčí

It has already become tradition for celebrations of Earth Day to last for almost two months in the South Moravian metropolis. During this period over 70 events took place. The Brno-Healthy City project benefited from the programme of activities of partners operating in the health sphere. The programme



included events such as excursions to wells in and around Brno, cycling trips, tours of parks with a guide and spring cleaning of the city. The campaign began with the **South Moravian Earth Day at Veverčí castle** under the catchword **“Healthy planet – healthy human being”**, attended this year by honoured guests. *“On Saturday we were graced by the presence of the Minister of the Environment, Libor Ambrozek, the Deputy President of the region of South Moravia, Ing. Václav Horák, the 1<sup>st</sup> Deputy*



*Mayor of the City of Brno, Ing. Jan Holík, and the Deputy Mayor of the Healthy City of Boskovice, Ing. Jaromíra Vítková. Honoured guests jointly designated one of the beautiful old oak trees in close proximity to the castle as a monumental tree. The day after the castle castellan planted the first maple in the renovated English park on the slope below the castle with the help of the Mayor of the City of Brno, PhDr. Richard Svoboda,”* said Ing. Dana Kellnerová from the Brno Home of ecological upbringing Lipka, which was the main event organiser, in describing the event. As part of the event the 1<sup>st</sup> Deputy Mayor of Brno and the Deputy Mayor of Boskovice spoke about **events in two of the Healthy Cities of the region of South Moravia.**

### Hodonín: Children cleaned the world and enjoyed themselves at the Zoo

The Week for the Earth in Hodonín began on Saturday 16<sup>th</sup> April with the **“Let’s clean the world”** event and from that day on

until Saturday 23<sup>rd</sup> April the merry-go-round of "Activities for the Earth" didn't cease. "During the "Let's clean the earth" event not only the grounds of all primary schools were cleaned, but also several public places too. Only in the forest near the ZOO did children collect 12 bags of rubbish. They were rewarded for their work with refreshments and a pleasant time spent surrounded by beautiful nature," said the Healthy Cities Project coordinator, Martina Pilková, in describing the cleaning event. On Thursday 21<sup>st</sup> April a **Mini eco-fair** took place in the centre of the city, where children from schools and interest organisations sold ecological goods made from a wide range of materials. Another event which took place on Friday 22<sup>nd</sup> April, with the participation of members of the Family Centre, was the cleaning of the banks of the river Morava cut-off. The icing on the cake of this year's Earth Day celebrations in Hodonín was Saturday's **entertaining afternoon at the ZOO**, which began untraditionally with a "spring walk for health".

### Prostějov: Square covered by a giant mat made from the caps of PET bottles

On Saturday 23<sup>rd</sup> April an event for the public took place for Earth Day on the T.G. Masaryk square on the theme "What is troubling our Earth?" Anyone who wanted could visit



the stand of healthy food, participate in entertaining tests or stop at a number of boards for information about ecology. Children could expand their knowledge by taking part in the



competition "Ten points of domestic ecology". Meanwhile volunteers began putting together a **brightly coloured mat made from caps of PET bottles**, which gradually formed the word Prostějov together with the national flag and the date of Earth Day. "A total of 350,000 caps weighing approximately 900 kg were used to create the 8 x 33 m mat". The caps were then taken away to Nová Hradečná for recycling by a specialised company," informed Ing. Petra Mejzliková, Prostějov Healthy City Project coordinator. The Earth Day celebrations taking place as part of the Prostějov Healthy City Project were prepared, as per tradition, by the Czech union of conservationists and the IRIS regional association.

### Chrudim: Resselovo square was flooded with hundreds of adults and kids

The 8<sup>th</sup> annual competition of kids groups for the collection of aluminium, known as **Feed the aluminium eater**, began in Chrudim at the beginning of April! Children from Chrudim nursery schools and from the Mama klub maternal centre as well as primary school kids and young conservationists (Crows) took part in the competition organised in cooperation with the Healthy City by the Green House Eco-centre of the Czech union of conservationists. Last year the kids collected a total



of 643 kg of aluminium but this year they "fed" the aluminium eater even more – 725.5 kg! The results of the competition were announced on Thursday 21.4. during the celebrations





of **Earth Day on Resselové square**. *"I believe the event was a success; there were many visitors and the kids enjoyed themselves"* said Šárka Trunečková, Healthy City Project coordinator, in summing up the Earth Day event. The city Deputy Mayor, Mgr. Petr Řezníček also participated in the celebrations on behalf of the Healthy City.

## Vsetín: On an ill planet we too won't be healthy

This year's 16<sup>th</sup> Earth Day, held on 22.4. in Panská gardens in Vsetín went ahead in the spirit of the motto **"Healthy planet**



= **Healthy people**". The ALCEDO youth club – a partner of the Healthy City of Vsetín – organised the event. *"We cannot save the world, however, it is important that we curb activities that could ruin mankind"*, said Jaroslav Hlinský, organiser of Earth Day from Vsetín's ALCEDA. A varied cultural and educational



programme ran throughout the day. A summerhouse in Panská gardens was decorated with works of art from the **"Healthy planet"** competition organised for kids by ALCEDO. This year 176 works of art from students from 15 schools were entered into the competition. As this was such a large event visited by approximately 2500 adults and kids the following not-for-profit organisations helped out: Junák, union of scouts, Vsetín centre; A-TOM Vsetín; Masarykova public library in Vsetín; ADOREA – voluntary centre; Hope, Vsetín branch; ELIM Vsetín.

## Kopřivnice: Nursery schools exhibited artwork made from recycled material on the pedestrian zone

This untraditional eco-exhibition of artwork from kids from Kopřivnice nursery schools was visible to all people passing through the pedestrian zone in the centre of Kopřivnice on Thursday 21.4. As part of Earth Day kids exhibited works of art from recycled material. A globe from PET bottles, a butterfly from aluminium wire, and a goblin wrapped in caps or a swing made of advertising leaflets. *"It was a separate event organised by nursery schools who wanted to draw the public's attention to the issue of sorting waste,"* said Mgr. Radka Chalúpková, Healthy Cities Project coordinator. Each school chose a specific material and the city organised a place to exhibit and containers for separated waste. The creations didn't end up in the containers at the end of the event though. *"Schools decided themselves whether they wanted them back and those which were not taken back were used for another event connected to Earth Day – "Journey through a fairytale forest", she explained.*

## Třebíč: Students fought for clean air

During the Třebíč **"Week for the Earth"**, which began on Monday 18.4., a number of interesting events took place in and around Třebíč. The second annual event **"Let the city be green"** organised by the Student parliament of the city of Třebíč, a Healthy City partner, was behind all this. At the event



representatives from schools and the city hall met in the new industrial zone where they planted an alley of fully grown ash trees. The packed programme together with beautiful weather attracted several hundred visitors to Friday's **Earth Day on Třebíč's Karlovo square**. *"Partner organisations of the Healthy City Project who presented themselves on Earth Day had certainly grown in number this year. We had fourteen stands on the square which is the most we have had to date,"* said PhDr. Jindra Stříbrská, the Healthy City Project coordinator. The Třebíč **"Week for the Earth"** culminated in an extensive programme for kids and adults prepared by Healthy City partner organisations, the communal services department and the environment department of the municipal office in Třebíč.

## Mladá Boleslav: Plant pots from mosaics and a snake from toilet rolls

Nursery, primary, and secondary schools attempted to get an **entry in the Guinness Book of Records**. "On the occasion of Earth Day we decided to try and build the largest mosaic of the Earth, from PET bottle caps, and the longest snake, from toilet rolls, in the Republic," explained Milada Vrbová, the organisers representative from the Main organisation of the Czech union of conservationists Klenice, partner organisation of the Healthy City of Mladá Boleslav. A total of 8797 kids, school children and students took part in the collection. The fun-education programme "Waste – and what to do with it?", during which the record was attempted, was visited on Saturday 23.4. by



several hundred participants. Two Czech records were broken on the day. "We more than doubled the original record held by a primary school in Břeclav" said Milada Vrbová with a smile. The second Czech record of making a snake from rolls of toilet paper was also broken. "We managed to put a snake longer than 4025m together" said Helena Bubnová, the Healthy City Project



coordinator. Besides the attempts to break the records people also became **familiar with possibilities for sorting waste** during the "Waste – and what to do with it?" event. Through a questionnaire the city hall managed to collect residents' opinions on the quality of the environment in the city. The results of the poll will serve as source material for activities of the Mladá Boleslav Healthy City Project, which organised the whole event together with the Environment Commission.

## Kroměříž: Kids competed today is collecting PET bottle caps

City residents could visit **meetings, exhibitions and events motivated largely by the issue of waste management** as part of the Earth Day celebrations. The celebrations began on Monday 18.4. with a meeting with conservationists in the Kroměříž Library, which was one of the partners of the celebration. The key point of the celebrations was an



entertainment programme which took place on Thursday 21.4. on Velké square. "This event usually focuses on the issue of waste management with emphasis on the significance of sorting waste. We try our best to involve kids because it is still possible to influence their habits and on top of that they are good at influencing their parents," remarked Kroměříž Deputy Mayor MUDr. Olga Sehnalová, a Healthy City Project politician. Each year the event is **connected with the competition to collect certain items of treated waste**. "In the past Kroměříž kids collected, for example, PET bottles, aluminium or drink cartons and this year there are also PET bottle caps," the Deputy Mayor informed us. School kids then made all sorts of pictures and even the Kroměříž emblem from the collected caps.





## Orlová: The Happening for the Earth went well

On Friday 22.4. the **“Open-air Happening”** offered inhabitants of Orlová exhibitions, competitions as well as art and handicraft workshops. People could try a range of untraditional crafts or



view an exhibition of products made from waste material or a **model of the Czech Republic measuring 2x3 m**, created by workers at the KOTVA Centre for free time. *“The model of the Czech Republic indicated places with the worst air and water pollution. Children were able to add to the model and obtain*



*information about sources of pollution,”* said Halina Zadubánová, Healthy City Project coordinator, explaining the point of the model. City hall representatives presented projects, such as the city waste handling system, which should improve the quality

of the environment in the city in the future and thus increase the quality of life for inhabitants. An “incentive bonus” was a speciality of Orlová Earth Day. Everyone who brought 5kg of bound paper to the happening received a 50 % cinema ticket discount. As a result of this 1480 kg of paper managed to be collected. Several local Healthy City partner organisations organised the “Open-air Happening” in cooperation with the Healthy City Council – VITA civic association; schools; KOTVA Centre for free time and respective departments of the Municipal Office.

## Telč: The city turned into a giant workshop

Hradecká primary school became the centre of Earth Day celebrations in Telč. Decorated classrooms and corridors were turned into a ZOO, a chemical laboratory or studios. Children from far and wide were able to have a go at **old and almost forgotten crafts**, such as basket weaving or fabric weaving. Kids from the Special school who made hand-made paper deserve the greatest recognition according to Telč’s Mayor, Mgr. Roman Fabeš. Besides many cyclists the afternoon **opening of the Greenway cycle path** attracted a number of distinguished guests – senator Mgr. Václav Jehlička, President of the Vysočina region RNDr. Miloš Vystrčil, Telč Mayor Mgr. Roman Fabeš or President of Telč golf club Tomáš Stöckel, who also took care of erecting the Prague – Vienna Greenways information board.



Friday’s successful Earth Day ended with a joust at Roštejn castle. *“I would like to thank everyone who helped out at the event. You prepared a very interesting and pleasant programme for us,”* said the Mayor in bringing Earth Day to an end.

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(The photographs were provided by the archives of HCCZ member cities, municipalities and regions.)