

# Press alert

## First edition of Kaya Clean Event Friday 20 April 2012

On Friday 20 April 2012 the first edition of the Kaya Clean will take place in Liege. This event will be jointly organized by adventurer and explorer Louis-Philippe Loncke, the Jane Goodall Institute (JGI) Belgium and the youth of the school aid association Seuil. The teens will paddle from the Liège kayak club Mava to the Basse-Ourthe and collect rubbish along the way. The aim of the day is to make people aware of the waste that pollutes our waterways. The best way to achieve that goal is by giving nature a helping hand, by seeking out garbage and then cleaning it up. The desire to make an effort and understanding that everyone is able to bring about a positive change, is essential to build confidence, feel useful and to be able to grow up and become responsible adult citizens. The Kaya Clean Event will be a permanent part of the Roots & Shoots program.

### Louis-Philippe Loncke, Roots&Shoots ambassador

Louis-Philippe Loncke has been a Roots & Shoots goodwill ambassador since 2011. He traveled 600 kilometers in a kayak along the Belgian channels in an attempt to promote water conservation. The aim was to explore the beauty of the country, but also to demonstrate the presence of waste, especially plastic, which could potentially be consumed by fish, birds and humans.

### School Assistance Seuil vzw (Etterbeek)

Seuil is an organization that helps young people aged 12 to 18 years who for various reasons were fed up with school at an early age. Seuil serves as a temporary home and combines educational, social and pedagogical approaches. The framework within which the project takes place, the nature of the activities and relational configurations give young people a unique but transitory opportunity to gain experience. This experience develops their relationships and encourages them to get involved within the school. The service is available on request and with the consent of the teenagers.

### Het Jane Goodall Institute and Roots & Shoots program

Since 1977 the Jane Goodall Institute (JGI) protects wild chimpanzees, manages nature reserves in Africa and creates a safe place for our closest relatives. These refuge centers mostly welcome orphans whose mothers were killed by hunters. Without the refuge of JGI, they would be doomed. Since the start of the Roots & Shoots program, the institute has been training young people and encouraging them to become involved in projects involving animals, humans and the environment. More than ten thousand people in 120 countries are taking an active approach to problems in their community, organizing events, linking back to the network and sharing their knowledge to obtain a better world.

### ALTRAN Consultancy

This engineering and innovation consultancy was founded in 1982 and turns 30 this year. The company has decided to financially support the Kaya Clean Event.

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### More info :

**Club MAVA** [www.rmcsauheid.be/](http://www.rmcsauheid.be/) – Jean-Pierre Lespineux (0476/68.63.38)

**SEUIL vzw** [www.seuil.be/spip/](http://www.seuil.be/spip/) – Yannick Degardin (0486/24.15.56)

**Jane Goodall Institute Belgium** [www.janegoodall.be/](http://www.janegoodall.be/) – [www.rootsandshoots.org/](http://www.rootsandshoots.org/) – Kim Edou (0499/35.30.32)  
– Christian Michel (0472 /95.40.29)