

# I. SUCCESS STORY:

## 1. A Successful Campaign to Promote a Cleaner San Juan Festival

### THE GENERAL POPULATION ADOPTED GOOD PRACTICES TO MANAGE SOLID WASTE DURING THE SAN JUAN FESTIVAL



One of 20 banners set up during the San Juan awareness campaign

*“(...) This initial experience succeeded in bringing together private and state institutions with civil society to work together on the very timely issue of recycling during the beloved San Juan festival celebration”.*

—Javier Chaparro  
Manager, Corporate Affairs  
Backus – Eastern Region.

For many years now locals look forward to the concerts, contests and delicious treats at the San Juan celebration in Pucallpa. People attend in droves. The San Juan Festival certainly represents a key aspect of the Amazonian culture in Peru, but it also presents a number of problems. Crowds produce vast amounts of solid waste with negative impacts on health and sanitation, putting significant strain on public resources.

To mitigate negative impacts from the festival, authorities planned an awareness campaign entitled “**Toward a Cleaner San Juan Festival.**” The campaign focused on: a) promoting environmental awareness among the general population and encouraging good practices to manage waste; b) encouraging visitors to separate their organic and inorganic solid waste; c) providing visitors with clearly-labeled recycling bins, and d) collecting waste in a timely manner for recycling.

The USAID Prodecentralization Program provided technical assistance as the Provincial Municipality in Coronel Portillo and the district municipalities in Manantay, Campo Verde, Yarinacocha and Nueva Requena joined forces with Backus corporation to run the campaign from June 22-25.

The innovative campaign led to a number of positive results, including:

- ✚ The participation of 84 key actors, such as recyclers, waste classifiers, promoters, supervisors and volunteers –all actively working together to implement the campaign
- ✚ A total of seven tons of organic waste and eight tons of inorganic waste collected during the four-day celebration.
- ✚ The participating decentralized governments pooled five compactors, ten vans, four dumptrucks and 2,840 trash bags to supply the solid waste collection effort.
- ✚ A total of 11 zones benefitted from the campaign -- *Reloj publico, Tupac Amaru* (four zones), *Pucallpillo, Recreo El Descanso, La colorada, Cashibococha, Porvenir, Wiracocha, La Restinga, San Jose* and *San Juan.*
- ✚ Coordinators broadcast a radio spot where people congregated (markets, streets and plazas) and put up 20 banners in strategic locations.
- ✚ A week after the San Juan Festival ended, the riverbanks and city streets in Pucallpa, Yarinacocha and Manantay were litter free --showing every appearance of clean, healthy cities.