

The “Clean Sea for Clean City” environmental activity took place in Sochi this week. The Sochi City Administration spearheaded the event together with the, Sochi 2014 Organizing Committee, and The Coca-Cola Company, Worldwide IOC partner. The initiative was dedicated to the World Black Sea Day and the World Clean-Up Day. During the event an educational ECO-town was set up on Sochi’s central square. There were numerous schoolchildren, students and Sochi 2014 Volunteers who were involved in the eco-activities.

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The activity also saw an educational roundtable, dedicated to raising environmental awareness and culture. Nikolay Drozdov, Moscow State University professor and famous TV presenter as well as representatives of the Sochi City Administration, civic environmental organizations and business community all participated. The “Black Sea Box” education project was presented to the participants in the form of teaching materials prepared as a result of cooperation with the Black Sea Economic Cooperation (BSEC), World Wildlife Fund – Turkey (WWF-Turkey), United Nations Development Programme (UNDP) and The Coca-Cola Company. “The Black Sea Box’ is set to be introduced to classrooms across Russia and incorporated into various educational subjects at primary and secondary school level.

There were 16 Sochi 2014 Volunteer centers in 12 Russian cities that participated in The World Black Sea Day and the World Clean-Up Day. More than 3,500 volunteers across the country undertook clean-ups as well as a number of creative and social projects.