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Educational campaign Toaleta 2012.pl

Activities aimed at the improvement of the availability and standard of toilets are carried out as part of the campaign Toaleta 2012, which is organised by CWS-boco Poland for the fourth time.

The aim of the campaign is to make people aware how important the standard of toilets is and to what extent it influences the tourists' opinions about the country and individual locations in relation to the European football event. As part of the campaign, the Cleanliness Patrols have checked the cleanliness of Polish toilets in such places as hotels, restaurants and pubs, railway stations, airports, cultural facilities etc. The action included, among others, four cities hosting football matches¹. The first place in the general ranking of cities which summarises the activities of the Cleanliness Patrols was awarded to Poznań. The following places were given to Warsaw, Wrocław and Gdańsk.



The motto of the final edition: 2012 toilets for 2012!

¹ Cleanliness Patrols have also checked toilets in two other important cities which probably will be visited by numerous tourists (Kraków and Chorzów).

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Now, after three editions of visiting toilets by the Cleanliness Patrols, the organisers of the educational campaign Toaleta 2012.pl are encouraging to join forces in the fight for increasing the number and improving the standard of toilets in host cities. The action can be supported by signing petitions to the Mayors of cities which will host the matches, calling for the improvement of the standard of Polish public toilets. The Cleanliness Patrols collected 287 signatures in Gdańsk, 146 in Poznań, 283 in Warsaw and 382 in Wrocław, which gives 1098 signatures in total.

On February 6th, 2012, Hanna Domagała, EURO 2012 Office Director, and Konrad Gaja from the Roads and City Maintenance Administration in Wrocław, received the petition to the Mayor calling for the improvement of the standard of public toilets before EURO 2012. The petition was delivered by the organisers of the educational campaign Toaleta 2012.pl: Tomasz Andreasik from CWS-boco Polska and Alicja Wysocka, the spokesperson of the campaign. In Poznań, the petition to the Mayor was given to Michał Prymas, EURO 2012 Office Director, and Bożena Przewoźna, the Head of the Department of Municipal and Housing Administration. The petition was delivered by Mirosław Matuszewski from CWS-boco Polska and Alicja Wysocka on February 13th, 2012. On March 4th, 2012, a meeting with the Deputy Mayor of Gdańsk Maciej Lisicki was held, during which Mirosław Matuszewski from CWS-boco Polska handed over the petition to the Mayor, calling for the improvement of the standard of public toilets before EURO 2012. On the 1st of June, the petition in Warsaw was received by Jacek Starostka, Deputy Director of Infrastructure Department. The document was delivered by Arkadiusz Choczaj from CWS-boco Polska and Alicja Wysocka.

The organisers of Toaleta 2012.pl campaign organised also a competition for the best toilet in Warsaw, Poznań, Wrocław and Gdańsk, entitled **Moje miasto Moje toalety**, which was held on Moje Miasto portals. In Gdańsk, the winner was the toilet at Gdańsk Główny bus station, in Poznań – the toilet at Kaponier roundabout, in Warsaw – the toilet in Skwer, a branch of Fabryka Trzciny Art Center in Krakowskie Przedmieście Street, while in Wrocław – the toilet in Świdnicka Street. The awards for the administrators of all winning toilets were the equipment or services of CWS-boco worth PLN 3,000, while the participants who entered the winning toilets into the competition received FINEPIX S2960 HD FUJI cameras.

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Another possibility to take part in the common fight for a positive image of Polish cities during this huge football event is a form available at www.toaleta2012.pl, which can be used to recommend good toilets by clicking 'Poleć Toaletę dla Kibica'.

More information at www.toaleta2012.pl and www.facebook.com/Toaleta2012pl.