



LIMPEZA URBANA

Parceria para Cidades
· Inteligentes e Sustentáveis

Unveiling the hidden value of urban cleaning in Portugal

Filipa Cardoso

European Awards
28 November 2025





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About us

ALU – Associação Limpeza Urbana is a **network of municipalities and stakeholders** (public and private) with the aim of:

- **promoting urban cleanliness and its services;**
- **valuing its workers;**
- **fostering innovation, research and development of innovative and smarter solutions** for the sector.

Founded in **2019**, ALU promotes **synergies** between players, working as a **collaboration platform** that helps cities and other public entities responsible for urban cleaning services to design and implement **smart, sustainable and circular strategies**.



Our Mission

ALU acts as a voice of the national sector, defending its perspective and concerns next to the Portuguese Government.

TOP-DOWN APPROACH

- National Government
- Municipalities and Local Governments
- Public companies and other entities
- Private sector
- Citizens

Raise Awareness

Inspire Public Policies

Foster knowledge and innovation

Co-create solutions and strategies

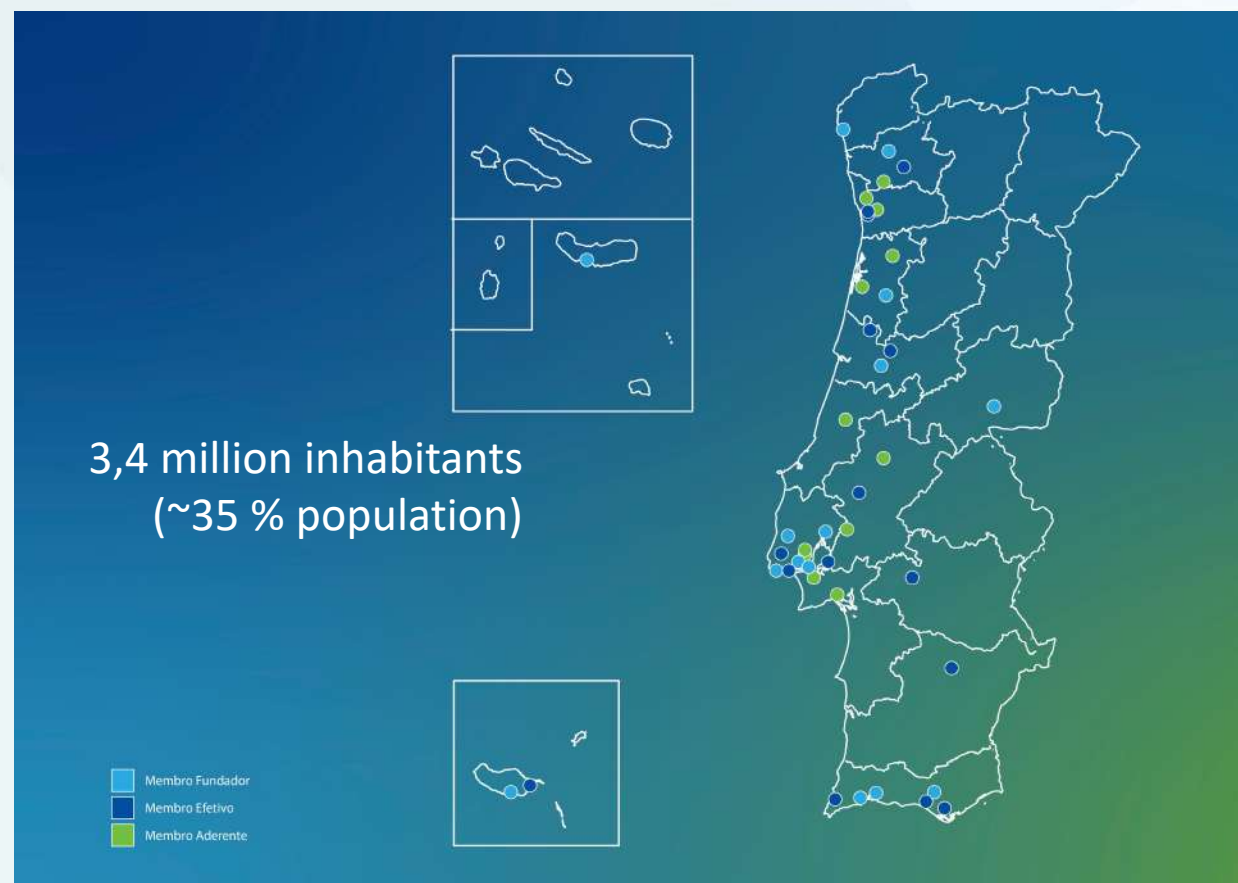
Change behaviours

ALU is a **non-profit organization**, its activity is funded by the annual fees of the members.

77 members: 34 from the Public Sector

Thanks to the territorial scope of our members, ALU represents the **great diversity of resources and challenges** in Portugal.

- Municipalities and Local Governments **CAN VOTE**
- Public Companies responsible for environmental services on behalf of municipalities **CAN VOTE**
- Private companies **CANNOT VOTE**





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43 Members from the Private Sector

A quick look at the Portuguese context

Before the creation of ALU, in 2019, urban cleanliness as a topic had no expression in Portugal outside the theme of waste collection.

Sub-topic of waste collection

Unawareness of its economic value and impact

Lack of recognition in environmental legislation and public policies

No specific discussion forums

No place at the debate on cities

Unveiling the hidden value of urban cleaning

Building Critical Mass + Critical Thinking



Dialogue platform

- Bringing together stakeholders from public and private sector



Co-creating knowledge

- Developing tools accessible to all (e.g. Urban Cleanliness Index)



Networking

- Learning from each others' experiences;
 - Partnerships.



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Unveiling hidden value of urban cleaning

New paradigm for urban cleanliness in cities



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More than a service

- Urban cleaning is an asset that enhances the value of territories, a structuring pillar of city planning and the design of public spaces.

The importance of urban cleanliness in cities

- In the face of new (and old) urban dynamics, highlight the importance of urban cleanliness in the urban environment and discuss urban cleaning from the perspective of cities.



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Unlocking the hidden value of urban cleaning

Engage citizens



Communication

Send a clear message about the importance of urban cleanliness in cities.



Raise awareness

Develop campaigns on hot topics, available to all members.



Participatory tools

Promote cleanup actions and explore the power of communities and participatory tools.

How does it translate into our work?

The voice of the Urban Cleaning sector in Portugal

Urban cleanliness is now part of the legislation

Conferences and other events covering relevant topics

Creating knowledge – Studies and other information

The Urban Cleanliness Index is under development

Training and working groups

Strategic partnerships

Trade fairs (IFAT Munich, Pollutec, TECMA, etc.);

International networks and other national associations – Clean Europe Network, Let's Do It World, AVPU;

Technical visits to our members

Sharing best practices and promoting the debate;



Our work



Cidade+ Awards

The **best urban cleanliness initiatives and projects**, in four categories:

- Innovation & Knowledge;
- Public Participation & Citizenship;
- Municipal Strategy for Sustainability;
- Happy Teams.

Winners receive an award and money prize of 5,000 € each.

Special Categories:

- Campaign of the Year;
- Product/Technology of the Year;
- Person of the Year.

+ Awareness

+ Recognition

+ Best Practices

+ Engagement

Our work

Urban Cleanliness Portuguese Conference (ENLU)

An annual and **unique** event held in Portugal dedicated to the topic of urban cleanliness that brings together **players from the entire value chain and speakers from all around the world**.

A **privileged stage** for stakeholders to **share** projects, experiences, information and knowledge.

The conference focus on how to address the **main challenges** of developing more attractive, sustainable and competitive territories through urban cleanliness.

Every two years, the event includes an **exhibition arena**, serving as a **showcase** for **new and innovative solutions and products**, joining those who need to solve issues (cities and other public entities) with those who can provide solutions (I&D, private companies, academia).





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Our work

5th ENLU: Urban Cleanliness at the service of people and cities – Conference + Urban Cleaning Expo & Showroom 12-14 December 2023 | Cascais

CASCAIS



6th ENLU: + Sustainable Urban Cleanliness + Environment + Economy + People
25-27 September 2024 | Funchal

funchal.pt
MUNICÍPIO



7th ENLU: Streets without litter: The cities we want

07-09 July 2025 | Porto





ENCONTRO NACIONAL LIMPEZA URBANA 2026

GUIMARÃES
8-10 SETEMBRO
SAVE THE DATE



YOU'RE ALL INVITED

8th Portuguese Urban Cleanliness Conference
8-10 September 2025 | Guimarães, Portugal