



LET'S DO IT WORLD

ANNUAL REPORT **2020**



Written & Compiled by Anneli Ohvril, Heidi Solba, Ingrid Nielsen and Raimo Oinus

Contents

● Message from Let's Do It World President.....	1
● Values, mission, vision	2
● Impact 2020	4
● Theory of Change	6
● Our story	8
● The Board	10
● Governance and Membership	14
● Communication	16
● Programmes and Projects	20
● Campaigns	29
● World Cleanup Day 2020	33
● Partners	49
● Funding	53
● Thank you, Partners!	54
● KPIs	55
● Appendix I: Financial Report	57



Photo: Let's Do It Ghana - World Cleanup Day

Message from the Let's Do It World President



To our global family of leaders and teams, and to all our partners around the world, I want to express my deepest gratitude for your continued support towards our common goal — a world without waste.

The year 2020 has been an extremely unusual one for individuals, organisations and governments alike—giving a new depth of meaning to vulnerability, uncertainty and global challenge.

It has also given us the opportunity to be more still—to observe, re-evaluate, rethink and redesign the way we live and act.

There is a saying that “there are two sides to every coin”. I really hope that the positive side of the past year will be an opportunity to rethink the way we live—to be more in harmony with nature and with each other.

It has been a miracle that our Let's Do It World network has been so active despite the challenging global situation—always seeking opportunities to overcome difficulties in positive and meaningful ways. These efforts have shown our true commitment to pursuing our goals and standing up for what we believe in. I would like to express my admiration for the way in which we come together to act as a huge global family. Now more than ever, we need FAITH, BELIEF and INSPIRATION.

As the largest environmental family on this planet, just imagine how much we can do for nature and the whole world if we act together! By being smart, and making good and ethical decisions, we can influence change with our work on the frontline—alongside all of our supporters and our partners.

One thing is for sure—we have the collective will to create the fundamental change that is needed in the world. Even our organisation's name, “Let's Do it World”, signifies our enthusiasm, motivation and power to create change. Let's continue to act together in positive collaboration for a better world.

Thank you all for your individual commitment to the protection of the environment and our mutual home, Earth.

Heidi Solba

President & Head of Network

Values, Mission, Vision

Let's Do It World stands for

COOPERATION, PEOPLE and POSITIVITY.

These are our organisation's core values.

Photo: Let's Do It Syria

We work to support the natural world and everything in it, by bringing about a great shift in humanity's awareness and behaviours! We need to engage everyone—people, organisations, governments and corporates. We all need to work together to build the solutions that will keep our world waste-free—engaging all levels of society at every step of the journey.

To influence this societal shift, we bring our positive energies and mutual trust into all forms of cooperation and collaboration. We welcome everyone and anyone who has the desire to work on the necessary solutions. Everyone who wants to make a difference!

In Let's Do It World, we strongly believe that change can be achieved only by acting together with others in positive collaboration.



MISSION

Let's Do It World is a global movement that tackles the solid waste crisis by mobilising millions of positive-minded people into coordinated local and global actions.

VISION

A clean and healthy waste-free world.

VALUES

COOPERATION

Acting Together.

POSITIVITY

We take action instead of pointing fingers.

PEOPLE

Change happens in people and through people.

Impact 2020

Despite the difficult global circumstances,
we still made a huge impact in 2020:



11
million
volunteers
participated in
World Cleanup Day



166
countries
participated in
World Cleanup Day



43k
tonnes
of waste
collected on
World Cleanup Day

33
million
volunteer
hours

picking up
trash



12
million
cigarette butts
picked up

12
billion
litres of water
saved from
being polluted



156
billion
times
people saw
our messages

The Impact on Raising Awareness of Waste Pollution

An excerpt from the Country Leaders WCD 2020 survey results.

How strong was in your country the impact of World Cleanup Day on raising awareness of waste pollution?

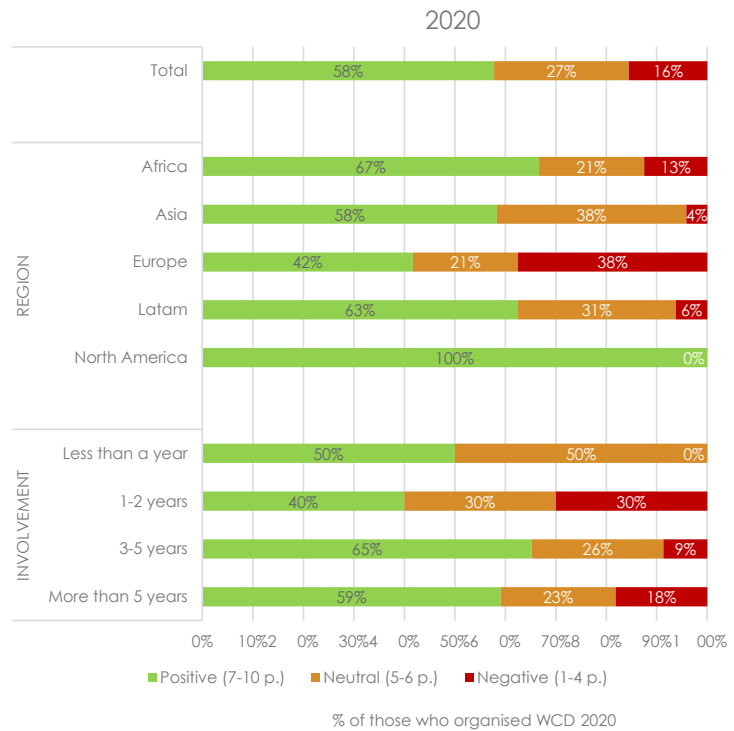


Photo: World Cleanup Day France

Photo: ORCAA Peru



Humankind created 2.12 billion tons of waste in 2020. The majority of our waste ends up in landfill or in the natural environment. Let's Do It World works to overcome these problems with an ultimate vision of "a clean and healthy waste-free world".

Theory of Change

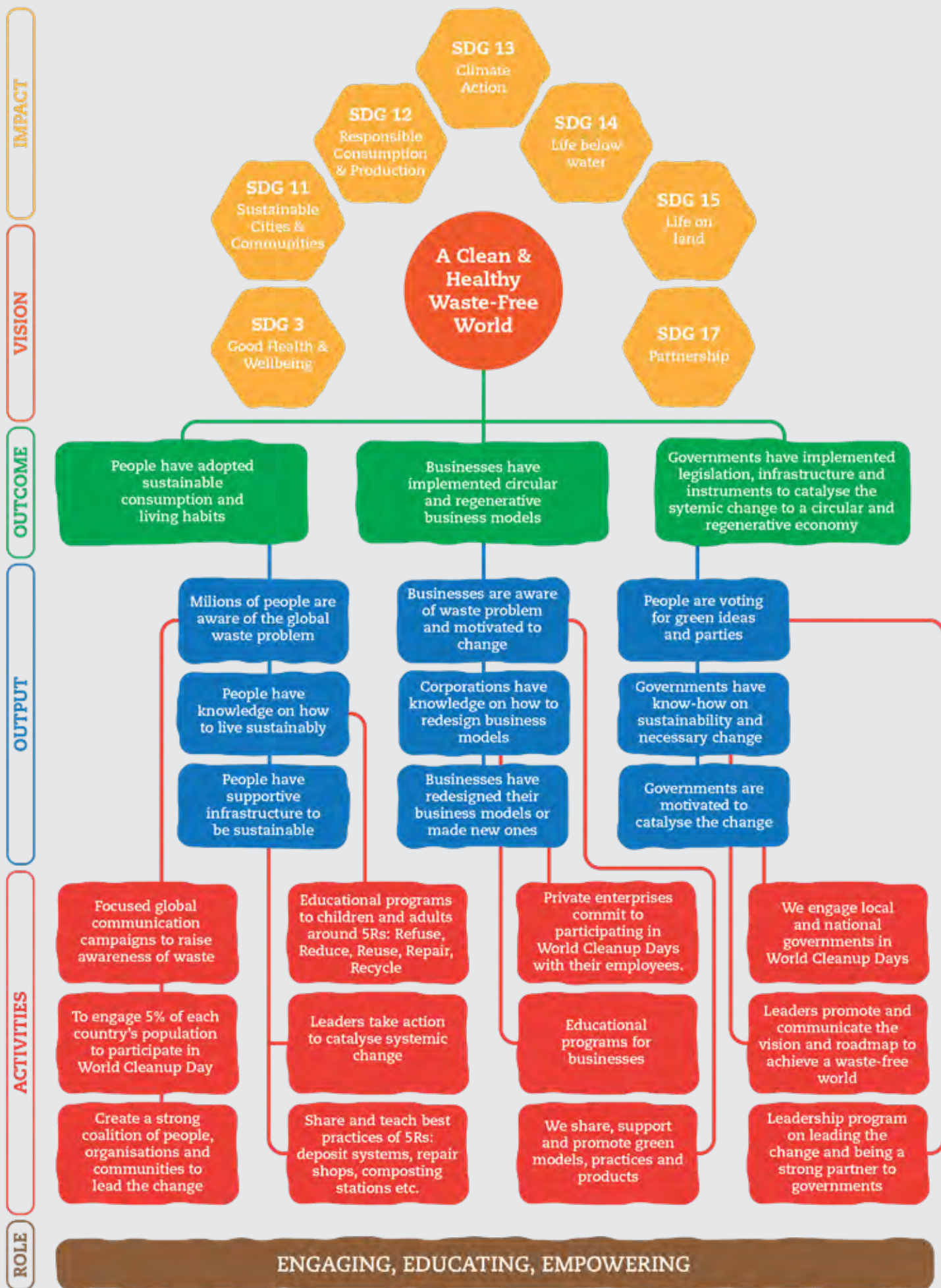
Let's Do It World's Theory of Change defines the vision of our organisation and maps out the necessary path and preconditions to achieve it.

We can achieve this by acting as a catalyst for systemic change, engaging all three sectors of society—civic, public and private. All three sectors must take a role in creating the necessary shift in society. People have to adopt a sustainable lifestyle, businesses have to implement circular and regenerative business models and governments need to adopt supportive and nudging legislation for a circular and regenerative economy.

We see the role of Let's Do It World as:

- 1. Creating awareness and grassroots involvement** around the issue of waste by: engaging 5% of each country's population in World Cleanup Day, running awareness campaigns and bringing sectors together.
- 2. Educating children, adults and businesses** about the environment and the need for change.
- 3. Empowering and educating the new generation of future leaders** around the world to lead the transformation process in society required to reach our ultimate goal—a waste-free world.

All our work is embedded within our "three Es": **Engaging, Educating** and **Empowering**.



Our Story

Across the three years we've been running World Cleanup Day so far, a total of 50 million people have participated in the event. Countless more have also come out to clean up their communities in the 364 days in between.

The Let's Do It World movement is now twelve years old, and growing stronger with each passing year. It started in 2008, when 50 000 people came together to clean up the entire country of Estonia in just five hours. On that day, a global bottom-up civic movement was born. It wasn't long before the idea of cleaning up one's country in just one day started to spread like wildfire around the globe.

In 2011, the Let's Do It World movement was officially founded by members of the initial Estonian Cleanup Day team—Teeme Ära (Let's Do It! in English)—along with many other inspired people from all around the world. The

Let's Do It Foundation was created to coordinate World Cleanup 2012, which aimed to promote country-wide cleanups all around the world to take place within a six month period—from March 2012 to September 2012.

The success of these actions gave birth to an even more ambitious idea—to clean up the whole world in just one day. On 15 September 2018, 17.6 million people from 157 countries took part in World Cleanup Day—the biggest ever peaceful civic action against waste in human history. In 2019, 21.2 million volunteers from 180 countries came out on 21 September for the second World Cleanup Day.

Ten years after its birth, the simple idea of cleaning one's country in a day has grown into a global movement with millions of volunteers led by dedicated leaders. The simple act of cleaning has become a force that binds together groups, individuals and organisations that would otherwise never dream of working towards the same goal.

Let's Do It World NGO

By 2018, the civil society network behind World Cleanup Day had become strong and powerful. It was time to make the bonds even stronger by becoming a collaboratively-governed organisation. The new membership-based non-profit organisation, Let's Do It World, was founded on 26 February 2019.

Let's Do It World organises World Cleanup Day and coordinates a network of organisations which, besides cleanups, also organise educational programmes and sustainability initiatives, raise awareness about waste issues, and promote the Keep It Clean Plan, circular economy and zero waste principles in society. The organisation enables, inspires and empowers Let's Do It World country leaders to become global change-makers.



Photo: The first ever Let's Do It cleanup, Estonia, 2008

The Board



Heidi Solba

Head of LDIW Board and Global network

We cannot control or lead the creation of the world, but we can nurture, serve and protect it.

The only thing we, as humans, can do is to conduct ourselves well—taking care to observe how we think, how we behave and how we act.

We humans are truly succeeding if we can treat ourselves and each other well. That alone is already a huge achievement!

When we become better as humans and more caring as humanity, we start to live in balance with the universal energies—with nature. We are entering into an era of wisdom, consciousness and care. And this how nature itself treats us in return—with care and love. I am thankful to serve our leaders and teams, who are already walking this meaningful path. Let's be stronger, smarter, and more focused.

Let's Do It World, and let's do it TOGETHER.



Stephan Senghor

Regional Director for Africa

Making our planet waste-free, and building better opportunities for tomorrow.

I am so grateful to be part of this family that aims to change the world by making it waste-free.

We dare to dream of a healthy, clean and just society where each of us billions of humans is aware of the good they can do to make our lives better.

Clean the planet: what a mission!

No matter where we are, no matter where we come from.

No matter what we do or have, we are in the same boat.

Let's be better in what we do, better for one another, better for our planet. Together we can, let's do it!



Sovann Nou

Regional Director for Asia

It has been a huge honour to be part of the Let's Do It World family. In early 2018, I was trying to find something useful to do with my time, fulfill my vision and at the same time contribute to my country. I chose "waste problems" as my first challenge to address. Eventually, I found Let's Do It World. The stories we created together are short, simple, inspiring, and epic. And yes, I started to believe—it's doable!

From there on, I had found my flock, and even though I didn't have the skills to fly, the LDIW team helped me through. I successfully led World Cleanup Day 2018 in Cambodia which brought together 330 000 volunteers. In 2019, 800 000 participants collected hundreds of tons of trash from streets, parks, rivers and beaches together with high level government officials, Ambassadors and the EU Minister to Cambodia. It was mind-blowing for me to witness the beauty of our effort with support from so many people. If I were alone I wouldn't be able to organise such a large event. WE DID IT! By acting together can we go so far!

Asia Region is the largest continent with the largest population and the most severe pollution in the world. Asia represents 60% of the world's population overall. Since 2018, over 40 asian countries have been involved in World Cleanup Day, bringing about 70% of the total number of volunteers who have joined the cleanups globally. And most importantly, we have even more countries submitting applications to be part of the network.

Let's Do It Together!



Pal Martensson

Regional Director for Oceania

Waste prevention and reuse are far more effective at reducing climate change than recycling.

Participating in a cleanup is a hands-on action that gives you a fantastic sense of empowerment, a deeper understanding and good fun.

Cigarette butts, are they dangerous? Where do they end up? Together we are finding solutions and answers. Everybody matters in Let's Do It World and WCD.

If you are not for Zero Waste, how much waste are you for?



Bill Willoughby

Regional Director for North America

Study after study shows that the highest indicator that someone will pick up litter is if they witness someone else picking doing so. That's because peer group norms are more powerful than incentives, and when working in concert with each other, they can provide impressive behavioural change.

Our core belief is the notion that people want to do the right thing; all they need is a little encouragement or incentive. We believe that people are naturally responsible. We encourage others to go out and have fun while taking care of their favourite places.

So, take care of your environment, pick up after yourselves and others, and our world will become clean and more enjoyable.

Go, have fun, and make a difference. Let's Do It!



Anna Gril

Regional Director for Europe

We live in very troubled times and deciding to be part of the solution (and less of the problem) is more than ever of utter importance.

Because the world needs to reinvent itself in its reconstruction. Because we cannot let the same mistakes be made over and over again. Because our beautiful planet does not need us, humans, but we need her. Yes HER, Gaia, Mother Earth, the mother of us all.

Cleaning our planet relentlessly, striving to raise awareness, making talking about waste reduction sexy and fun, is the one and only battle. Our battle.

So let's keep fighting! Let's be the change we want to see in the world! And, together, let's convince as many organisations, governments, schools, companies and citizens as we can that this is the way to go!



Mauro Borsella

Regional Director for Latin America

Born in Patagonia, Argentina (Trelew, Chubut in 1977), I have a bachelor's degree and a postgraduate degree in Environmental Management and am currently finishing my master's thesis.

My main passion is the study of microplastics (PM) in coastal environments and waste pollution in natural and urban environments. The waste crisis we are facing requires not only passion but commitment and action. In this regard, I believe that it is extremely necessary to remove the blindfold (mentioning the famous global campaign of our organisation, "Trash Blindness") in order to move towards concrete and effective results.

The great work of volunteers around the world generates real change in the environment. LDIW is the best environmental platform to educate, change behaviours and obtain long-term results.

My main motto that motivates me to generate positive change on the planet is:

"Many of us wonder what we can do as individuals, but history shows us that everything good or bad begins because someone did something or, in fact, did nothing" (Sylvia Earle)



Anneli Ohvri

CEO of Let's Do It World

Our current system of a linear economy is not sustainable. For everyone to live a good life within planetary boundaries—and to sustain life on this planet—the use of resources must be dramatically reduced. The only way to sustain life for the future is through positive collaboration between governments, businesses and civil society. Everyone must act.

In nature, there is no waste, because every living thing serves a greater purpose beyond its lifespan—contributing to the growth of something else, once its time is up. Nature is our model.

We need a paradigm shift and a new mindset. The era of competition is over. It's time for cooperation and creating a global community on Earth—where no living being is left behind.

Let's serve the planet and life, and let our hearts, instead of our egos, lead us.

Governance & Membership

Our network keeps on growing, with 13 new members joining in 2020. We now have 65 country teams, across 5 different regions.





Communication

As a movement, Let's Do It World celebrated its 12th birthday in 2020, but as an organisation, we are only in our third year. It is therefore no wonder that our global communications and social media networks are still growing and developing. With almost 24 000 mentions in the media and our hashtags gaining traction on social media, we have noticed that participation in World Cleanup Day has moved into the individual sphere this year—with more individual cleanups than ever.

Social media

We carried out our annual **social media audit** on Facebook, Instagram and Twitter to determine Let's Do It World member countries' online activities. This helps us to create more focused strategies and publishable materials, and to provide help and education for different channels.

Webinars

We conducted **knowledge webinars** about social media. This included introducing the "5R: rethink, reduce, reuse, repair and recycle" social media plan, a tutorial on using Canva for social media designs, guidance on the cigarette butt campaign, and a webinar focused on Instagram marketing.

**Sharing our dream
of a waste-free world
with 1.35 million social
media followers:**

Visuals

As of 2020, the teams in our network have free access to the online design platform **Canva**. The Let's Do It World team has over a hundred predesigned templates and designs created by our network's volunteer designers. Available designs range from certificates to social media posts and can be freely modified. Free access to all Canva features and a pre-installed brand kit with updated logos, fonts and brand colours help to create own visual materials.

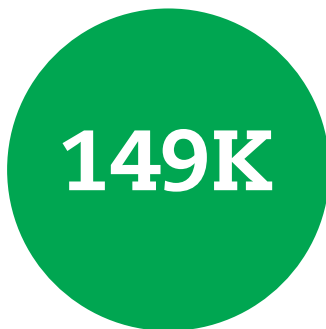
Campaigns

We continued issuing **newsletters**, a total of 20, to 2000+ recipients with news from the organisation, highlights of new partners, as well as links to resources, user guides, and upcoming events. We published five focused **social media campaigns** — communicating our annual **Let's Do It World Conference** in January, **Digital Cleanup Day** in April, **5R webinars** in May and June, **Cigarette Butts** campaign and **World Cleanup Day** communications from July to November, and an **advent calendar** concentrated around 5Rs in December.

Our Communications Impact

As a global organisation, most of our communication takes place online—more specifically through social media channels. We are immensely proud of the work our network has done this year in creating awareness with online campaigns. All the effort put in has been rewarded with a big jump in the number of social media followers.

Our network's combined follower numbers grew by 300% on Facebook, and by 70% on Instagram.



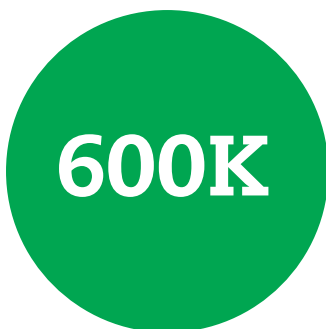
**Facebook
followers**



**Country
specific
Facebook
pages**

Facebook

Facebook is our main channel on social media and has the largest number of followers. Let's Do It World's official and central Facebook channel, [@worldcleanupday.global](#), had 149,000 followers as of 1 January 2021. In addition to the central Facebook page, there are now 171 country-specific Facebook pages, with over 1,000,000 followers in total. We have also seen many local and regional pages pop up and catch attention this year. Most of the pages frequently share global as well as local content with their audiences.



Twitter Reach

Twitter

In 2020, the follower count of our Twitter account [@letsdoitworld](#) grew significantly, with over 1100 tweets. The number of followers is now at over 600, with close to quarter of a million total reach.



Youtube Subscribers

Youtube

[Youtube](#) is our old, new channel. Just before World Cleanup Day, we reorganised the channel to better reflect our activities. We have over 9,000 subscribers to our channel. In 2021, we will continue developing content for Youtube.



Instagram followers

Instagram

The number of followers of [@worldcleanupday.global](#) at the start of 2021 is nearly at 50,000. Huge work has been put into publishing content consistently throughout the year. In addition to the global Instagram page, there are 30 new country-specific Instagram pages compared to a year ago, totalling 88 accounts, as well as many local groups. The total country page follower count has more than quadrupled, now reaching 200,000 followers.



LinkedIn followers

LinkedIn

This channel is primarily used to communicate with the corporate world and with our partners. The [Let's Do It World's LinkedIn page](#) currently has 623 people and organisations following it. The [World Cleanup Day account](#) has over 2,000 connections. In 2021, we are aiming to create a constant flow of content for these two channels.



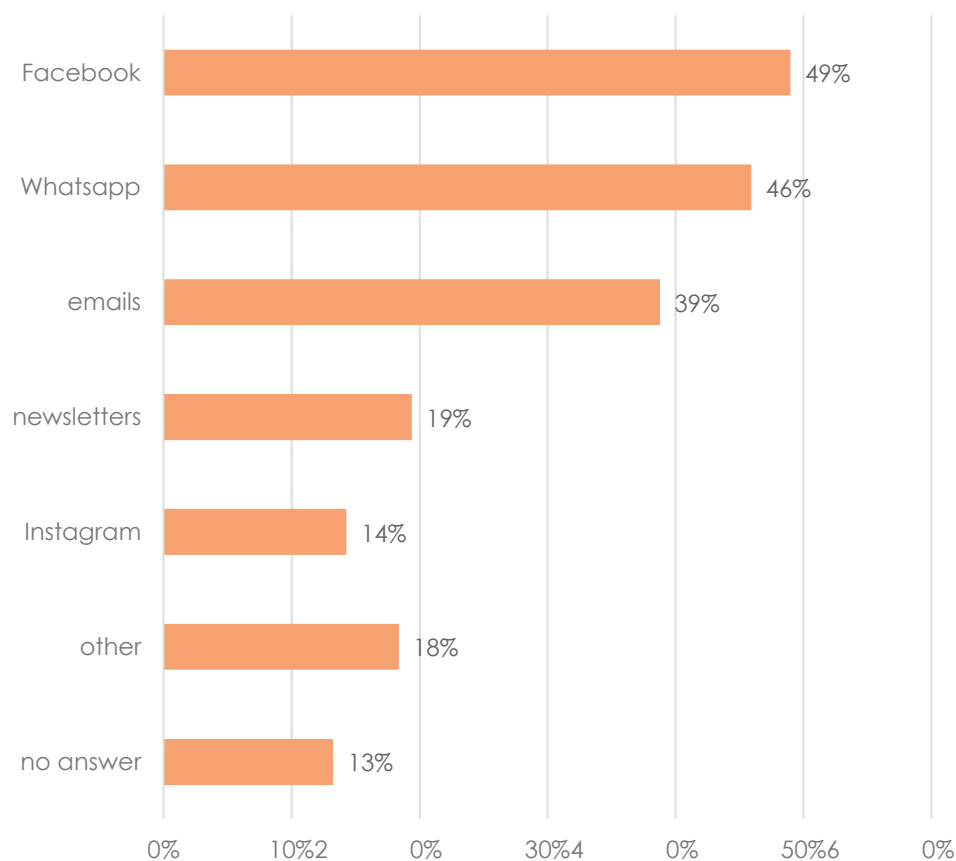
New website visits

Website

This year, our website www.worldcleanupday.org had a facelift — with updated registration options for the general public, and also a new registration system for event organisers. We created two separate subpages for the cigarette butts and digital cleanup campaigns. The central global website had more than 126,624 new visitors throughout the year. In 2021, we will continue enhancing the user experience on our website and reorganising the materials for ease of use.

Communication Channels

An excerpt from the Country Leaders WCD 2020 survey results.



Which communication channels do you use the most?

Programs and Projects

Annual Conference



The Let's Do It World Conference 2020 took place in Tallinn, Estonia, from 23-26 January 2020. The conference brought together 260 Let's Do It World leaders, partners, governments and global organisations from around 80 countries.

The Conference was intense and inspiring, with 59 speakers and a number of ad-hoc meetings. The partners' sessions, and much more, were broadcast live on Facebook.

At the Conference, we looked at our movement's past and present and focused on creating a

strategy for the future—to steer the organisation towards a sustainable model.

As World Cleanup Day is a big part of our movement, we addressed the learning points from it, showcased the most interesting and powerful national movements and listened to how partners incorporated World Cleanup Day into their sustainability practice. The Conference focused a lot on partnerships and possibilities for ethical collaboration, with joint campaigns around waste prevention and management. We also talked a lot about the future, and many leaders were able to develop new ideas further with the help of international mentors at the new session in the Conference—the Impact Hack.

260

260 participants

80

80 countries

59

59 speakers



The objectives of the Conference were:

to unite all key stakeholders interested in sustainable environment

to discuss and agree on a roadmap to make the transition into a sustainable society based on circular economy and effective resource management

to seek opportunities for cooperation between Let's Do It World and our global network of organisations, partners and stakeholders

General Assembly

The final day of the Let's Do It World Conference 2020 was dedicated to the past and future of Let's Do It World as an organisation. The Conference gives an ideal platform to hold our annual meeting — to gather together the General Assembly of the organisation. The members met to elect a new Board of Directors, discuss the Annual Report and answer any pressing questions that needed to be decided collectively:

- North America was established as a new region in the organisational structure and all present voted for the leader of National Cleanup Day (USA) Bill Willoughby to become the Director for this region.
- As there are currently no official Let's Do It World members in Oceania, the quorum present at the conference voted for Pal Martensson to continue as Regional Director for Oceania.
- The full Board of Let's Do It World for 2020 was elected:
 - Sovann Nou** (Let's Do It Cambodia)
 - Stephan Senghor** (Let's Do It Senegal)
 - Anna Gril** (World Cleanup Day France)
 - Mauro Borsella** (Vamos a Hacerlo Argentina)
 - Pal Martensson** (Zero Waste Network)
 - Bill Willoughby** (National Cleanup Day, USA)
 - Heidi Solba** (Let's Do It World HQ)
- Anneli Ohvril (Estonia) was nominated as Executive Director of Let's Do It World.



Impact Hack

Let's Do It World has never been solely about cleaning up trash. Our vision is a clean and healthy waste-free planet. Therefore, Let's Do It World has started a new program, called Impact Hack, to help kick off new green ideas to keep the planet clean.

At the Let's Do It World Conference in January 2020, the initiators of eight brilliant green ideas had a chance to take to the stage and pitch their early-stage designs, then undertake a brainstorm with the network afterwards.

Five international mentors supported the owners of the ideas during the year. The mentors were Jop Blom from Mexico and Netherlands, Jelena

Žovnikova from Estonia, Cesar Jung-Harada from Hong Kong, Andrew Whitfield from the United Kingdom and Heidi Solba from Estonia.

COVID-19 brought complications to the development of this project. However, the first ideas will be launched after one year, during the Let's Do It World Conference 2021.

The chosen ideas were:

HEARTBEAT

by Yael

How might we make people litter less in public places by creating a positive experience in a much-loved national hiking trail?

HELP

by Stephan Senghor

How might we bridge the gap between awareness and action on environmental issues?

ADOPTED LAND

by Anastasis Stamatis

How might we keep people engaged in the long-term with the help of modern technology?

FOOD DELIVERY PACKAGING

by Nastja Nikulina

How might we reduce single-use packaging in food delivery by replacing them with alternative solutions?

YOUTH

by Sylvian Perrier

How can we involve young people in the global effort of solving the climate crisis?

CONNECTED

BINS by Team Mexico

How might we create smart waste management in public places in big cities with the help of modern technology?

WADE

by Kristiina Kerge

How can AI tool WADE be brought to local governments and municipalities to make data-driven decisions?

ECOINS

by Karla Chaves Brenes

How might we facilitate conscious consumers to have an active role in solving environmental problems in countries that lack an adequate system for waste separation, collection and recovery and create an attractive incentive?

Leaders Academy Latin America and Caribbean

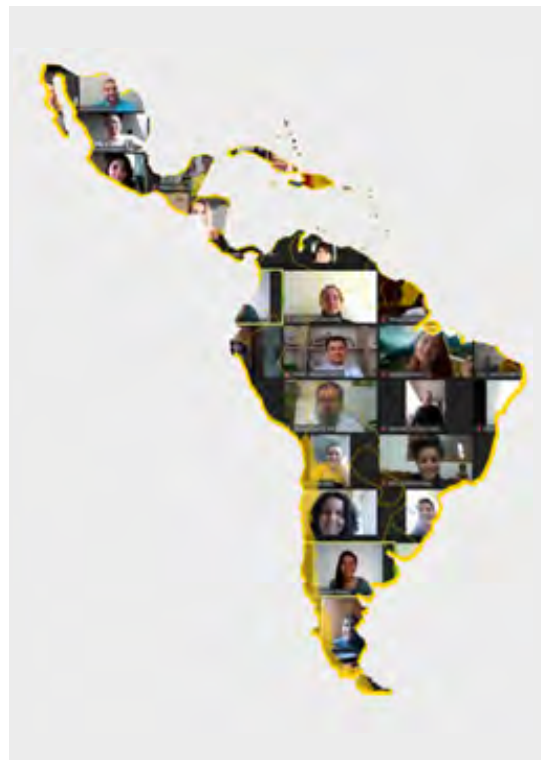
The Leaders Academy for Latin America and the Caribbean was held in virtual format, due to the COVID-19 pandemic. On 18 and 25 July 2020, more than 60 participants from 18 countries gathered on Zoom to share their knowledge and actions for environmental stewardship in three languages — Spanish, Portuguese and English.

During the academy, internal information about the global organisation was shared, regarding team-building, partnerships, zero waste, funding and — of course — WCD 2020. There was also a focus on waste management, composting, segregation and recycling projects. Several key speakers took part — among them Mr. Vishwas Vidyaranya from ISWA (International Solid Waste Association), as an expert in the field of recycling and composting.

Bringing everyone together was above all the most important achievement of the Academy — forging a strong link between all LDIW network countries in the region. The large presence of attendees from all over Brazil was also a notable plus point.

Each day, a reasonable amount of time was set aside for Q&A sessions in order for each participant to voice their thoughts or concerns.

On behalf of the LATAM Region, sincere gratitude is expressed to each Academy participant for their presence during both of these enriching days, which demonstrated that it is possible to come together across great distances, even during this very challenging and complex year.



The LATAM Region is grateful to all the organisers for organising this event:

Alejandra Rivera Santos (El Salvador)
the Regional Coordinator

Mauro Borsella
Regional Director (Argentina)

Ingrid Nielsen (Estonia)
Head of Global Communication

Farištamo Eller (Estonia)
Marketing Specialist

Külliki Kesa (Estonia)

Heidi Solba (Estonia)
President and Head of Global Network

Thank you!



Let's do it!

zoom

ASIA LEADERS GATHERING

SATURDAY, 29/08/20

07.00 AM (UTC), 14.00 PM (GMT+7), 10.00 AM (GMT+3)

Heidi Solba
President of LDI World

Anneli Ohvri
Exec. Director of LDI World

Ingrid Nielsen
Coor. Marketing of LDI World

Sovann Nou
Board Director of Asia

Agustina Iskandar
Coor. of Asia

Leo Lin
Partnership team of Asia

WE GATHER, WE SHARE, WE CARE
For the confirmation of your country representative
please contact us

TOGETHER FOR A CLEAN PLANET
www.worldcleanupday.org

Moderator
Andreas Pandu Wirawan
Co. Leader of WCD Indonesia

Leaders Academy Asia

The Asia Leaders Gathering was held on 29 August 2020 on Zoom. This activity is part of the program which replaces the Leaders Academy in Asia. The leaders gave an update on progress from each country regarding their preparation for WCD 2020. 56 leaders attended the gathering, from 21 different countries.

At the gathering, all the representative leaders had the chance to share their experiences and the challenges they were facing during the pandemic. They also shared how WCD preparation had changed in different countries as a result, regarding the concept and implementation of the campaign. The Asia Leaders Gathering was also attended by the HQ Team, who shared a presentation regarding the global campaign, partnerships and marketing.

Waterways Project

On 12 June 2020, our new global Waterways Project was launched by The President of The Republic of Estonia, Kersti Kaljulaid. The aim of the project is to raise awareness about plastic pollution in the rivers and oceans.



80% of pollution in the oceans arrives via rivers, originating on the mainland. To stop ocean pollution, we must first stop using our rivers as part of the natural waste management system.

The main partner in the Waterways Project is Tahe Outdoors, one of the biggest water-sports gear manufacturers in the world, producing gear for kayaking, stand-up paddle-boarding, surfing, kitesurfing, windsurfing and other non-motorised water sports. Tahe Outdoors was founded in 1989 in Estonia by two competition paddlers. “Tahe” means “willpower” in Estonian.

Tahe Outdoor produced 200 kayaks with World Cleanup Day branding, made from recyclable plastics. These kayaks are especially designed for picking up waste from the shoreline, rivers and lakes. The kayaks will be delivered to six countries in the Let's Do It World network — Cambodia, Indonesia, India, Kyrgyzstan, Mexico and Brazil. These countries were chosen because they have rivers, lakes or shorelines that contribute to ocean pollution, and are countries which have demonstrated their capacity to organise large-scale cleanups.

Tahe Kayak has been part of World Cleanup Day since 2018.



Photo: Waterways Project

SEEP - School and Environmental Education Project in the African region



Photo: SEEP in action

LDIW is developing and implementing an Environmental Education Project in African communities and schools. Aligned with the UN Sustainable Development Goals, the program will raise awareness on environmental topics, including waste reduction and climate change. This project will bridge the gap between awareness and action through experiential learning, global solidarity and civic engagement.

The program is providing guidance, information and tools to empower communities, teachers and students at a local level. This transformative approach mobilises all school stakeholders, as well as partners and communities, and empowers children and young people to play an active role in their schools, families and communities.

This is an ambitious project to convert 1000 schools into green schools. Through this project, we aim to teach sustainable living and circular waste management to the students. All aspects of sustainable living—from sorting waste into three different categories, to making the school's own

compost from the organic waste collected, in order to green the school playing fields—are captured within the activities, which once implemented can successfully transform a student's life.

The project has been trialled with 50 schools from 15 African countries:

Benin, Burkina Faso, Cameroon, Gambia, Ghana, Guinea, Kenya, Namibia, Mozambique, Madagascar, Nigeria, Senegal, Tanzania, Togo, Tunisia and Egypt. A pilot program will be held during 2021.

Sorting and Composting Project in LATAM

Let's Do It World's vision is a waste-free world, and to achieve this we need to take multiple actions—not just cleaning up but also preventing waste production, as well managing the waste effectively afterwards.

Every day Latin America generates 541 000 tons of solid waste, totalling 231 million tons per year. However, every day 35 000 tons of waste go unmanaged. This means that the natural world is exposed to this great quantity of waste. In turn, this increases the vulnerability of people living in poor conditions, such as those without access to health systems, water sanitisation or healthy

public spaces—leaving them exposed to danger around certain landfills.

In the Let's Do It World Latin America region we are working on designing a transformational model of solid waste management with LDIW members from the LATAM and Caribbean network. We are using educational tools about composting and segregating waste, and establishing continual communication in virtual community spaces around the continent to share experiences and ideas around the region. During the World Cleanup Day 2020, many countries held successful workshops on how to segregate waste as well on composting, planting, and more.



Photo: Let's Do It El Salvador

Campaigns

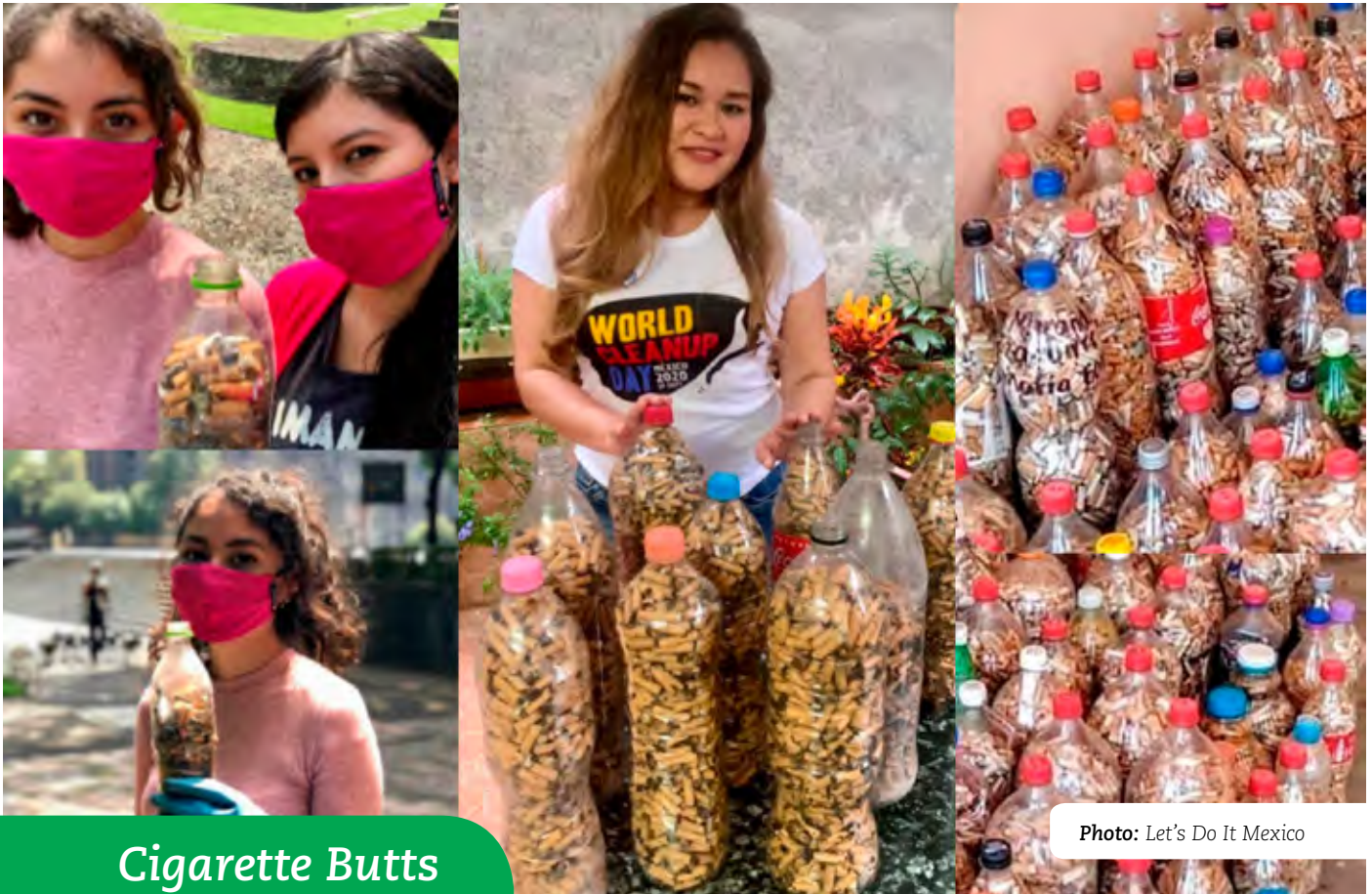


Photo: Let's Do It Mexico

Cigarette Butts Campaign

A special focus of our campaigns in 2020 was on cigarette butts—the single most common toxic piece of waste around us. There are 6 trillion cigarette butts produced each year, and 4.5 trillion of them end up in natural habitats and water bodies.

The effect is devastating to our natural resources—one cigarette filter contains more than 150 extremely poisonous toxins, capable of ruining 1000 litres of water, and taking 15 years to disintegrate. Since cigarette butts are made of plastic, decaying filters contribute massively to the micro-plastic problem the world faces today.

During the 2020 campaign, volunteers reported picking up tens of millions of cigarette butts from natural environments. The biggest impact of the

cigarette butt campaign is increased knowledge, awareness and improved social norms. Millions of people came together to say out loud: “Stop the cigarette butt littering!”.

The cigarette butt littering problem is mainly about lack of awareness, social norms and social hygiene. City streets, bus stops and the pavements in front of bars are often covered with cigarette butts. As rainwater is often collected from the streets without any cleansing, many of the cigarette butts get washed into the natural environment.

As well as increasing awareness, we are also about to introduce portable ashtrays as an everyday companion for every single smoker's pocket. The biggest impact of the cigarette butt campaign is not cleaning up the millions which have been dropped, but preventing billions of new ones from dropping to the ground in future.



Digital Cleanup Day

The first Digital Cleanup Day, took place on 22 April 2020 for Earth Day, and engaged hundreds of thousands of people around the world, despite its short notice.

The success of this initial pilot encouraged us to add digital cleanups to the activities available during World Cleanup Day. Digital cleanups worked especially well for countries which were in lockdown, and for target groups who were at high risk in the COVID-19 pandemic.

The idea of organising a coordinated global digital cleanup, instead of traditional cleanups was proposed because of COVID-19 restrictions, as

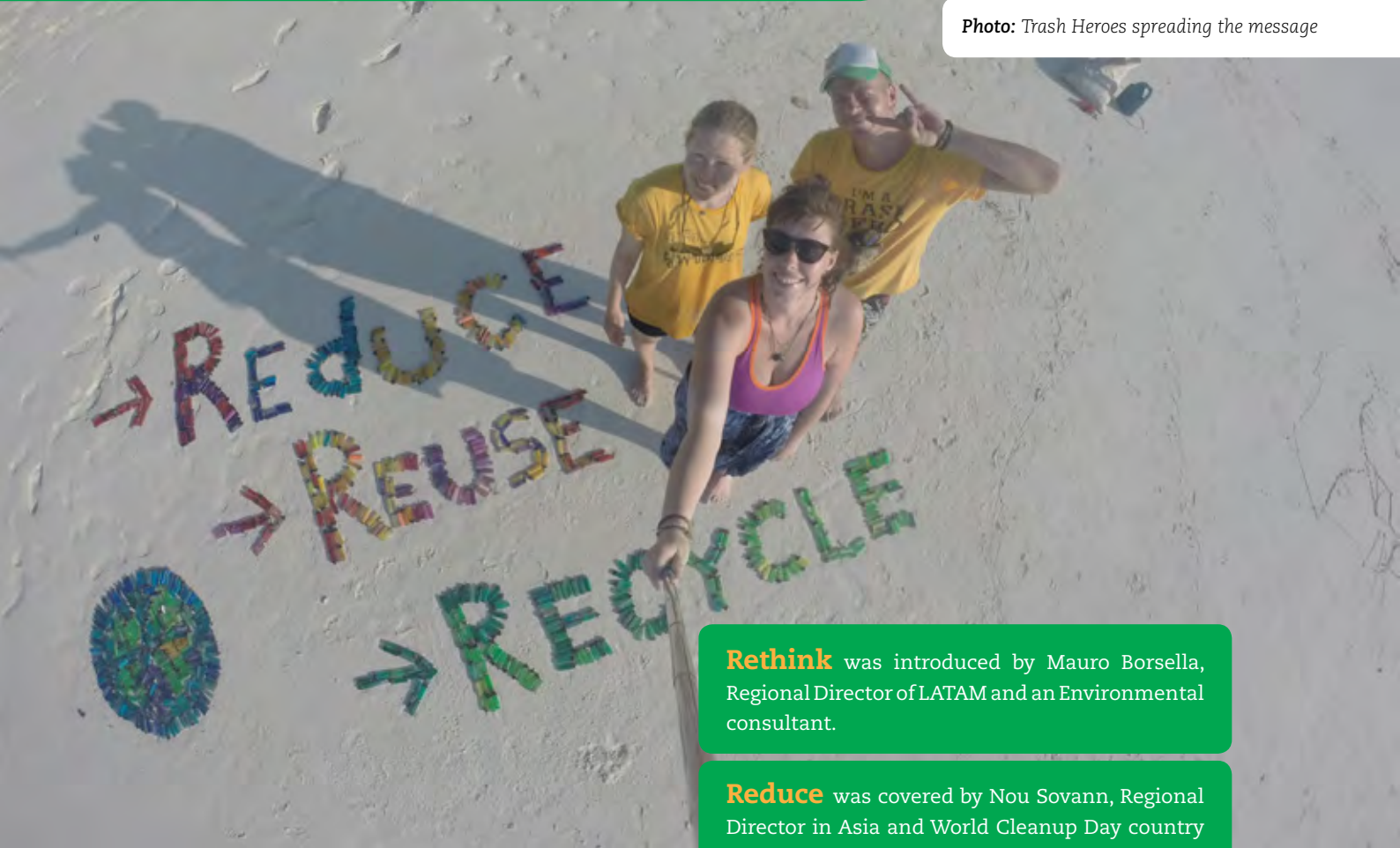
well as the growing ecological footprint that our digital lives bring about.

Why Digital Cleanup? We used to think that the digital world exists separately from the “real world” and has little impact on the environment. Unfortunately, moving data or storing it on servers causes significant energy consumption and has a direct impact on the environment. Every email you receive, every file you send out, every picture and video you take or video you stream—all these activities contribute to the production of CO₂. While these individual activities may seem to have a low impact, when combined together their impact is huge.



5R: Rethink, Reduce, Reuse, Repair and Recycle Awareness Campaign

Photo: Trash Heroes spreading the message



With the aim of bringing the Keep It Clean Plan (KICP) into public awareness on an individual level, we launched the 5R social media campaign. The messages of the campaign are built around the concepts presented in the KICP, but translated into individual actions to help create a deeper understanding of waste issues and the need to take personal responsibility for them. The 5Rs are now integrated into all of our campaign messages throughout the year.

From May to June, we ran five webinars on Facebook Live which explained the main concepts of each of the five keywords.

Rethink was introduced by Mauro Borsella, Regional Director of LATAM and an Environmental consultant.

Reduce was covered by Nou Sovann, Regional Director in Asia and World Cleanup Day country leader for Cambodia.

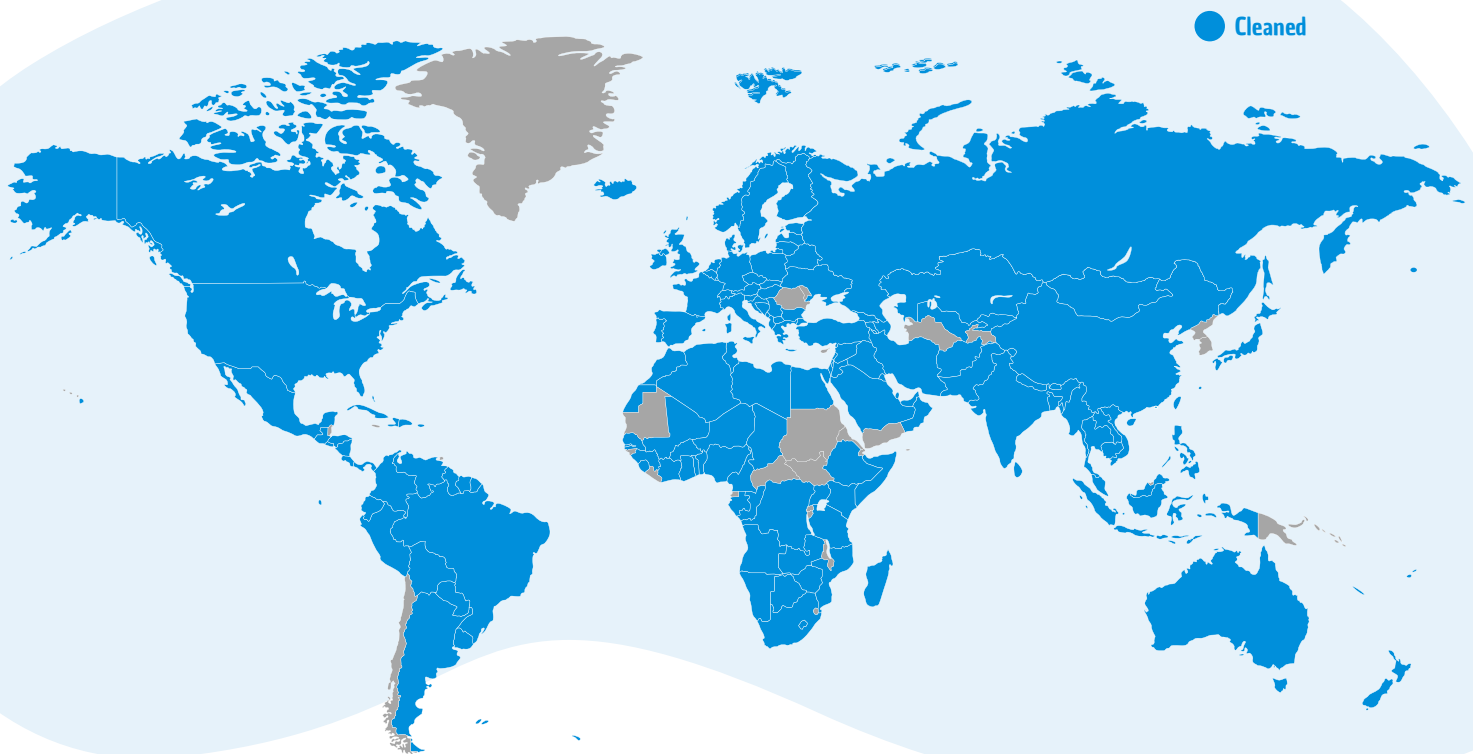
Reuse was led by Pal Martensson, Regional Director of Oceania and a Zero Waste coordinator.

Repair was delivered by Stephan Senghor, Regional Director of Africa and the founder of GS Écologie Urbaine in Senegal.

Recycle was introduced by Anna Gril, Regional Director of Europe and Waste Management Sustainability Expert.

To reinforce the 5R lifestyle, we created a 25-day Advent calendar campaign with useful tips on how to follow through and integrate the 5Rs into everyday practices. This was published throughout 1-25 December 2020. The 5R campaign will continue to be run and include more activities during 2021.

World Cleanup Day



Participant numbers 2018-2020

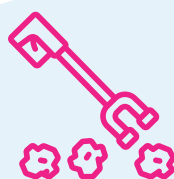


2018: 17.6 million
2019: 21.2 million
2020: 11 million



Key campaigns

Cigarette Butts
Plastic Bottles
Digital Cleanup



Types of cleanups

Group Cleanups
Individual Cleanups
Digital Cleanups

FUN FACTS & INTERESTING FINDS

Western hemisphere



FUN FACTS & INTERESTING FINDS

Eastern hemisphere



World Cleanup Day was most probably the biggest global live mobilising event of 2020: more than 11 million people from 166 countries participated in cleanups on 19 September.

Success despite the challenges

Due to restrictions imposed due to Covid-19, the organisers in all of the participating countries had to be flexible in order to carry out cleanups safely. People were invited to clean in small groups or individually, avoiding massive gatherings. For countries in lockdown or with severe movement restrictions, digital cleanups were proposed. Many countries also held different sorts of events to celebrate World Cleanup Day, such as composting and recycling workshops or waste webinars. One of the focuses in 2020 was the cigarette butt litter, in which millions of cigarette butts were gathered during World Cleanup Day—bringing attention to one of the most common and toxic kinds of waste found in nature.



Photo: World Cleanup Day Switzerland

Engagement in World Cleanup Day was at its highest in Latvia, the Faroe Islands and Estonia, involving ~2.5 % of their country's populations. When it comes to the number of volunteers, the stars of 2020 were Indonesia, Ethiopia, USA, Mexico and India.

The total amount of collected waste was 43 000 tonnes. If we distributed all the collected waste evenly in 5 kg bags around the Earth, there would be one bag to be picked up for every step we took.

A high profile

Among the millions mobilised, many world leaders also joined in on the day. Prince Albert of Monaco carried out a cleanup on the streets of Monaco with his family. In Belgium, the Prime Minister, Sophie Wilmes, joined a cleanup in Rhode-Saint-Genese. The President of Estonia, Kersti Kaljulaid, and the Prime Minister of Estonia, Jüri Ratas, both dedicated time to clean cigarette litter from public parks. Many environmental movements, such as Earth Day Network and Fridays For Future, as well as environmental activists, such as Greta Thunberg, participated in World Cleanup Day.

World Cleanup Day was the opening event for the United Nations Sustainable Development Goals Action Week and UNESCO launched its new environmental education program, #TrashHack, to celebrate it.

Cleanup events gained coverage in the main news channels of many countries. Based on media reach, we estimate that hundreds of millions of people followed the efforts of the largest civic movement in the world.

One of the many positive outcomes of World Cleanup Day is that it stimulates more effective communication between different stakeholders: local communities, municipalities, companies, waste management services and governments. This results in more effective regulations, improved behaviours and better waste and recycling legislation.

Impact

The impact of World Cleanup Day is largest in the countries where the system of domestic waste management is in place and working well. Experience in dozens of such countries proves that once the littered areas are cleaned they will remain clean, as the social norms and awareness about littering improves dramatically with a single one-day event involving the local community. As a result of the World Cleanup Day, millions of people have had a reason to think about their consumer behaviour, the waste they generate and the amount of resources they consume.

The strongest impact of World Cleanup Day 2020 was social participation. Despite worldwide Covid-19 restrictions, World Cleanup Day gave

millions of people a reason to come out and be part of a global movement. It proved that by acting together, we can turn the world into a better place.

Funders and Partners

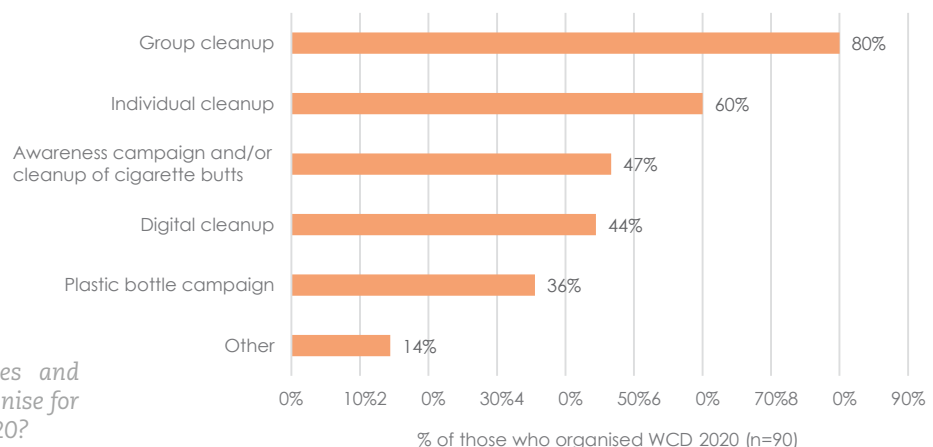
The global coordination of World Cleanup Day was mainly funded by the Government of the Republic of Estonia.

World Cleanup Day partners with the United Nations Environmental Programme, United Nations Development Programme, UN-Habitat, UNESCO, National Olympic Committees of Africa, AIESEC, Earth Day Network, Fridays for Future, Good Deeds Day, JCI and many more.



Activities and Campaigns Survey

An excerpt from the Country Leaders WCD 2020 survey results.



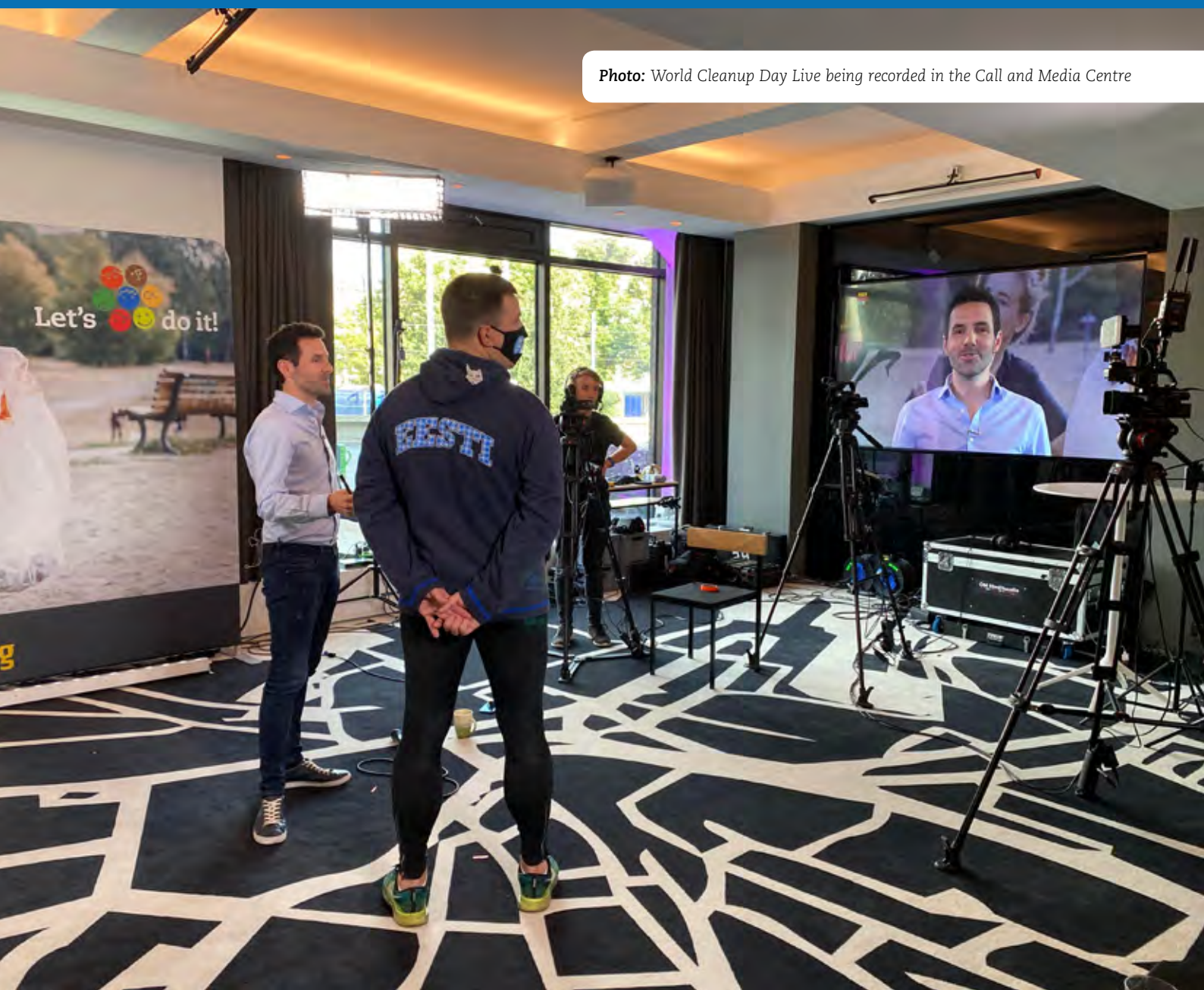
What kind of activities and campaigns did you organise for World Cleanup Day 2020?

The Call and Media Centre

The Call and Media Centre was hosted in Tallinn, Estonia in 2020. On 19 September, over a 24-hour period, volunteers contacted country leaders to hear the onsite cleanup news, collected data on ongoing cleanups, gathered participant numbers, provided information for the media and published social media posts and articles from all around the world. Over 100 people were involved in the Call and Media Centre, which was supported by Tallinn City Government.

During the live broadcast of World Cleanup Day, Facebook sessions hosted by Colm Flynn, international TV presenter, are estimated to have reached seven million people. The sessions included same-day recorded interviews with country leaders, as well as pre-recorded clips with partners and supporters. Ten 45-minute sessions were broadcast over 12 hours, featuring over a hundred interviews and video stories.

Photo: World Cleanup Day Live being recorded in the Call and Media Centre



WCD Success Stories



IRAN

Since joining LDIW in 2013, the Iran team have arranged various cleanups and environmental intervention projects across the country.

During these years they have faced many challenges, but have embraced these difficulties and succeeded in uniting people from all segments of society to tackle waste issues together. This has resulted in some of the most successful public movements in the country's history.

The country leader Nima Zare and his team organised a successful World Cleanup Day on 18 September 2020, and despite the tough situation caused by the COVID-19 pandemic, they still succeeded in involving volunteers from all 31 provinces of the country.

In addition to this, they also had great success in drawing politicians' attention to their activities. For example, members of the City Council of Tehran, which is the capital city and a metropolis with a population of about 10 million, joined them on WCD 2020—to officially start the event at 7.30 am, by cleaning up the longest street in the

Middle East, Valiasr Avenue. The avenue is about 17 kilometres long, running from the very north to the south of the city.

During this marathon, almost all major news agencies were present at the scene and even one of the most famous international news broadcasting companies, BBC Persian, made and streamed a TV report about the cigarette butts campaign in Iran on WCD 2020.

And it didn't end there, as the Chairman of the Cultural and Social Commission created a social challenge—inviting all Iranian politicians and officials to join the campaign and participate in subsequent events in the upcoming months.

"I believe that we are living in an era in which technological advances have provided us with tremendous possibilities to reduce or even eliminate environmental issues. But to be successful in this fight, we have to do it together, all together! So my message to everybody who does care about the environment is 'join us, and let's do it together!'",
Nima Zare says.

By Nima Zare, Country Leader, Let's Do It





INDONESIA

World Cleanup Day Indonesia was a success in 2020, with approximately 4.2 million volunteers taking part. A campaign called ‘Cleanup Action and Waste Segregation’ motivated millions of people to join the action during the pandemic. More than 4000 tons of waste were segregated and managed by waste banks, recycling companies and local municipalities.

The campaign was aligned with a program from the Ministry of Environment and Forestry in Indonesia, which brings more support from the national government to support local teams and leaders to work together with various stakeholders.

236 cities and regions joined the action, and 1 353 schools or boarding schools were involved. Since many schools were closed due to the pandemic, fewer schools were able to join WCD this year. However, interestingly the number of communities participating was higher than last year—3 430 communities in total, plus 176 universities.

“2020 has been a really hard year for all of us because of COVID-19, but we shouldn’t forget that we still have a mission nonetheless. How to keep our values and spirit alive? Start with ourselves and stay strong within the great big family that is our network. It’s a long journey — let’s support each other and share our collective faith in working towards a clean and peaceful planet”, Agustina Iskandar, leader of World Cleanup Day Indonesia.

By Agustina Iskandar

Country Leader, Let’s Do It Indonesia





TANZANIA

Tanzania participated in World Cleanup Day for the third year in a row, represented by a coalition of more than 250 organisations. Over the past three years, Let's Do It Tanzania has engaged more than 56 000 people, removing nearly 30 000 bags of trash from the environment (over 626 393kg of waste) and auditing almost 218 000 pieces of waste.

Despite World Cleanup Day having officially entered the environmental calendar in Tanzania, many people ask us why we continue to organise cleanups when cleanups are not an ultimate solution to the pollution problem.

One great reason to participate in World Cleanup Day is the meaningful opportunity it provides for engaging and mobilising people. The simplicity of getting people to come together and clean areas that they transit through every day, with their neighbours and family, is powerful and exciting.

While we frequently lose people's attention when we talk about more complex solutions to solid waste management, those same people tend to enjoy spending a couple of hours feeling that they are doing something powerful for their communities.

In addition to this, World Cleanup Day also allows us to collect data on pollution from across the country, with emphasis on plastic pollution. This is the most accurate data being produced in Tanzania on waste found in the environment — a very powerful advocacy tool. Waste and brand audits have taught us that about 75% of the waste found illegally dumped in Tanzania is locally produced. The audits have exposed the most harmful kinds of packaging being utilised in the country. Waste and brand audits give us a unique opportunity to build a common voice for environmental advocacy, highlighting the footprint that industries have on the waste management situation—as well as their responsibility to be accountable to communities and to give consumers less harmful choices when it comes to packaging.

By Ana Le Rocha

Executive Director, Nipe Fagi





NETHERLANDS

From citizen science to brand audits, our mission is to stop plastic pollution in the Netherlands.

On 19 September, together with citizens, schools, companies and NGOs, we joined forces to deep-clean the home of tulips, windmills and cheese: the Netherlands. The day was opened by Frans Timmermans, first Vice-President of the European Commission. He explained why plastic pollution is so close to his heart:

“I recently became a grandfather and realised that by the time my grandson is my age, there will be more plastic in the sea than fish. We can’t afford that!”

Around 40 000 individuals joined us that day in 2 500 different cleanups for a cleaner planet. We have inspired more than 150 schools to take action and have developed educational material especially for World Cleanup Day. We called on our ambassadors to spread the word to their fans, to join us and become part of the litter research.

Together with thousands of volunteers, we have registered 127 000 unique trash items in the Litterati app. This data helps us to identify the

problem and analyse which type of waste poses the biggest problems. Did you know the Dutch are the most active users of Litterati worldwide? A great example of citizen science!

Cans of Red Bull take the number 1 spot of all the brands found littering our environment. Marlboro is at number 2 and McDonald’s at number 3. The obvious “winner” of most frequently found items this year was the cigarette butt, followed by wrappers, cans and bottles.

Red Bull has taken the initiative to discuss the problem of plastic pollution with Plastic Soup Foundation and to work on solutions to end it. McDonald’s and Coca-Cola have done the same. Thanks to initiatives like World Cleanup Day, a deposit return system is expected for PET bottles in 2021 and for cans in 2022. And thanks to initiatives like World Cleanup Day, we can amplify our urgent call not to wait any longer and to start reducing our plastic consumption today.

On World Cleanup Day, we brought individuals together for a great purpose. We have to raise our voices to fight plastic pollution because together we can make a change!

By Robert Möhring

Campaigner, Plastic Soup Foundation





FRANCE

World Cleanup Day France was initially founded in 2018, as part of the first ever World Cleanup Day. The organisation has been growing ever since. The third annual event gathered 139 000 participants (i.e. about half the previous year's figures), which is still a fair success considering the dramatic worldwide health situation.

Three main highlights of the year are as follows:

Getting better organised to become an even stronger citizen movement. An efficient development of our volunteer network has enabled us to grow our team of ambassadors in the regions from 20 to 170. Bringing more structure to this network has allowed us to better support the organisers of the approximately 4000 cleanups held on WCD.

Cigarette butts as a secondary raw material.

As an emblematic item of waste, cigarette butts have been the focus of a dedicated task force that developed new partnerships with industrial players

who offer waste valorisation solutions. These new partnerships have lent more weight to the need for better waste sorting and opened up the field to more awareness-raising about the damage caused by cigarette butts. 5 million cigarette butts were picked up on WCD and a fair portion of them were treated and valorised (recycled or incinerated) via these partners.

Holding the first edition of the Cyber (Digital)

World Cleanup Day, adapting to the COVID-19 situation. The idea was initially envisaged during the first lockdown, with the idea of creating an alternative to traditional Spring physical cleanups and the corresponding communication. The concept also presented a good solution for employers (companies or institutions) that could not get their employees involved in group activities on World Cleanup Day. More than 100 organisations participated in this first edition, co-hosted by WCUD France and the Institut du Numérique Responsable (Green IT Institute), which led to the deletion of 15 million digital files.

By Virginie Delugeard-Guerin

Presidente, World CleanupUp Day France



KAZAKHSTAN

2020 was a year of shock and hope, a year of voluntary dedication and the heroism of medical workers and volunteers. I consider all of you heroes, defenders of nature who—despite all the circumstances and challenges of the pandemic—did not stop on the path to environmental excellence in their countries and regions.

My path to Let's Do It World began two years ago and continues for a third, and if you count volunteering, then I have been involved for about eight years now.

I had the opportunity to take part in the last two conferences in Tallinn, where I experienced a huge amount of positive emotions and made a lot of new acquaintances. Many thanks to each of you for the experience! Thanks to the central office for your support during projects and meetings!

This year, during the World Cleanup Day period, we mobilised our activists throughout the country as much as we could. Of course, quarantine measures were taken in connection with the pandemic, which made some adjustments necessary. However, in

general, the result of the event can be assessed as excellent, in terms of the number of participants and the amount of collected waste in general.

We involved 137 219 people, used 1000 pieces of equipment and planted 5 725 trees. We collected 6 020.9 tons of waste. Of this, glass was 1 084.5, plastic was 2 145.1, rubber was 373.5, paper was 407.9 and metal 890.2.

Of course, the personal support given to the event from the country's President this year, and the "Year of Volunteer 2020" which he announced, definitely played a positive role. We are also committed to the principles of Let's Do It World in our endeavours and take a constructive approach to issues related to our partners and colleagues throughout the country.

Many thanks to all of you, conservationists of your country and regions! Thanks to the central office in Tallinn for your support!

Thank you for accepting me into the LDIW family. Now I feel I have become a full member of the family.

By Shasalim Shagalimov

Country Leader, Let's Do It Kazakhstan





USA

We do this for the love of our country and the world, and encourage others to do so too. It is our mission to make our country as beautiful as it was in our youth.

Our plans pivoted from large scale cleanups to individual cleanups in 2020, due to COVID-19. We had over 671,000 signups by individuals, municipalities, and companies. While other non-profits and NGOs were constrained by COVID

restrictions in many parts of the world, we managed to thrive better than we anticipated.

Our National CleanUp Day promotes harmony with nature and the outdoors. We provided systems and support for individuals, municipalities and our partners to have a greater impact and a long-lasting effect. We respect the quality of life that comes from exposure to the outdoors. We believe it is better when it is as Mother Nature intended.

Go, have fun, and make a difference. Let's Do It!

By Bill Willoughby and Steve Jewett
National CleanUp Day, USA





MEXICO

“Everything is connected”. This message is for you, from a stranger who lives thousands of miles from your home. He does not know who you are or what you do in life, but he knows that you are fighting for a better world every day, with actions big and small. He knows that, although sometimes nobody sees them, you do them naturally because you love your planet.

Therefore, in the name of all those who cannot speak, of all the species that you have cared for and fed, of all the seas and rivers that have noticed your desire to keep it clean, of all the beings that inhabit the forest and all the forgotten magic that you reflect every day, **thank you.**

You are the hope for a better world and Life is grateful to have you.

I'll tell you a story. They say that to understand life you need four things: a bucket of water, an egg, a carrot and a coffee bean. Water in many cultures represents life, boiling water is life in motion.

Sometimes people are fragile like an egg, as when you put it into boiling water it hardens and explodes from so many problems. Sometimes people are like a carrot, very hard and firm, but when you put it in the boiling water, it becomes soft and breaks up. But there are people who are like a coffee bean—when they are put into boiling water, they retain their shape and size, but spread their essence throughout the water.

You are like that bean of coffee and I wish that all your goals be fulfilled in 2021. Remember—as I did when 615 000 people came out to clean up Mexico on World Cleanup Day—that you are not alone, and that together we can change the world. Let's do it!

By Jose Roberto Garcia Palafox

Country Leader, World Cleanup Day Mexico





ETHIOPIA

In Ethiopia, due to rapid urbanisation coupled with booming industrialisation and services, solid waste management (SWM) is becoming one of the key governance issues for municipalities. Most cities suffer from low availability of solid waste management services, with formal collection systems not picking up more than 50% of locally generated waste.

This year for the first time in Ethiopia, UN-Habitat Ethiopia initiated and co-coordinated the WCD 2020 event as a joint project with the Federal Ministry of Urban Development and Construction. The goal was bringing together everyone for a single positive cause—to make our cities clean.

The regional governments of Amhara, Oromia, SNNP, Somali, Gambela, Benishangule Gumuz, Sidama, and Harari and the city governments of Addis Ababa and Dire Dawa actively participated in the event. Tens of thousands of people across the regional capitals flocked to the streets and

neighbourhoods to partake in the cleaning activities.

UN-Habitat Ethiopia promoted WCD 2020 through Facebook, registering the events on the World Cleanup Day map, publishing brochures, distributing gloves, brooms and masks to the three participating cities where it has a presence—Addis Ababa, Hawassa and Bahir Dar.

In Addis Ababa, H.E Ms. Adaneche Abebe, Deputy Mayor of Addis Ababa, participated in the WCD 2020 event, and underscored her administration's strong desire to make Addis City clean and worthy of its name (New Flower) for its residents.

Solid waste management is one of the areas that UN-Habitat is focusing on in Ethiopia, and successfully implemented the Koshe/Reppie dump site rehabilitation project in Addis Ababa. The project was initiated after a UN-predictable humanitarian disaster happened—when a collapse of a substantial part of the dumpsite provoked by methane-induced explosions killed nearly 116 peoples.

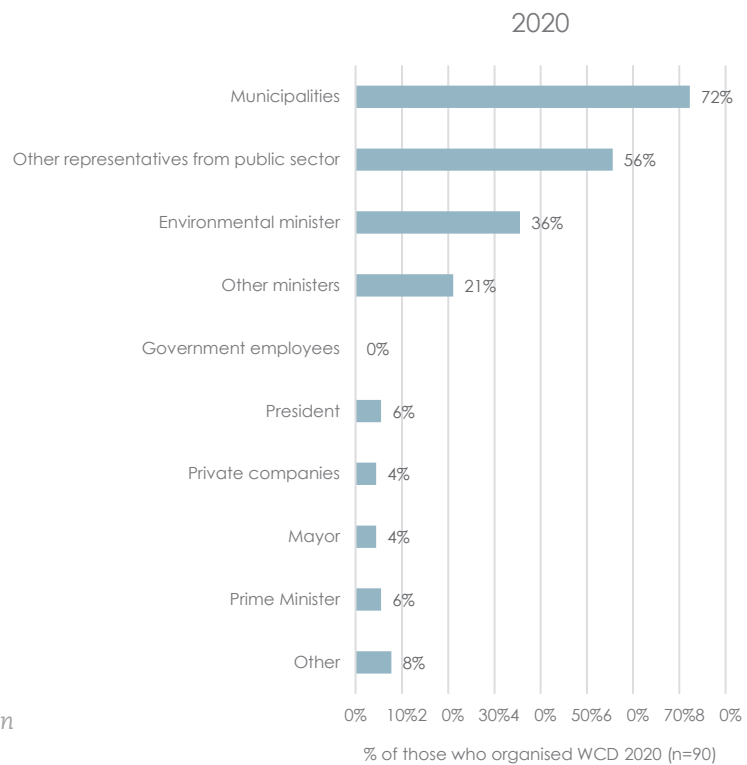
By Fitsum Melaku

UN-Habitat Ethiopia



Government Participation in WCD

An excerpt from the Country Leaders WCD 2020 survey results.



Did the government participate in World Cleanup Day in your country?

Photo: The Prime Minister of Kyrgyzstan, Mukhammedkaliy Abylgaziev, taking part in World Cleanup Day



Partners

*We worked closely with many different partners throughout 2020.
We are thankful to all our partners, among them:*



The Government of the Republic of Estonia

Estonia is the country where Let's Do It World was born. Since the beginning, the Estonian government has been a strong and supportive partner of the Let's Do It World movement and the execution of World Cleanup Day globally. The Government of the Republic of Estonia was the main funder of World Cleanup Day 2020. Prime Minister Jüri Ratas also sent out an invitation to other prime ministers around the world, encouraging them to participate in World Cleanup Day. Mr. Ratas himself participated by picking up cigarette butts on the beautiful Stroomi beach promenade in Tallinn on the day of the event.

UN SDG



Let's Do It World was the action partner for the Act4SDG campaign. Let's Do It World was given an honorary seat on the judging panel for the SDG Action Awards, beginning in 2021. Through this initiative, the UN SDG Action Campaign will promote the work and achievements of Let's Do It World through social media and during the annual SDG Action Awards Ceremony. Let's Do It World will contribute mentorship hours to winning nominees to assist them in bringing their initiatives to scale. The UN SDG Action Campaign and Let's Do It World participate in regular strategy meetings to identify further areas where collaborative engagement could be optimised.



TrashPocket

Together with TrashPocket we are introducing a small but handy solution to the problem of cigarette butt littering. We aim to reach out to cigarette smokers with a tool that inspires and makes it easy to “bin the butts” and “keep it clean”!

The project is a step in the direction towards a healthy world, promoting hygiene and clean surroundings for all. We will also reach out to people with influence in society, who may be willing to help promote TrashPocket as a solution to the problem of cigarette butt littering—to endorse it and the positive impact it creates when it reaches the smoker's hand.





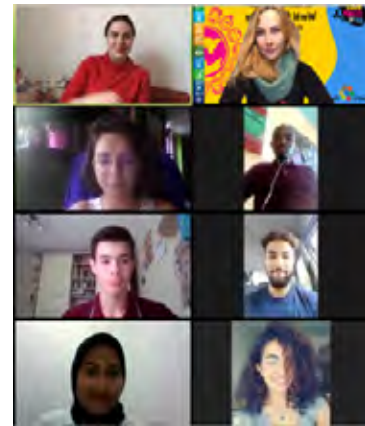
UNESCO

UNESCO launched its new environmental education program, #TrashHack during World Cleanup Day on 19 September. The Let's Do It

World network's six young leaders from different parts of the world—from Indonesia, Tanzania, Greece, Martinique, Syria and Ukraine—delivered blog posts on waste reduction for the Trash Hack Program from UNESCO: www.Trashhack.org

The aim of the blogs was to give readers different examples of how young people globally are “Trash Hacking” their lives, to inspire others to do the same and to give broader understanding of how to reduce waste in general.

LDIW's young leaders inspired other young people around the world to take on responsibility and stand for a waste-free future.



Tallinn City Government

The global Call and Media Centre of World Cleanup Day 2020 was located in the briefing centre of the Tallinn City Government this year, and the city government also supported World Cleanup Day in a number of other ways.

Tallinn has been shortlisted to be the European Green Capital 2022. Tallinn is very serious about achieving its green goals. The European Green Capital Awards aims to reward and highlight the achievements of Europe's greenest cities.



Earth Day

Let's Do It World has been partnering with Earth Day since 2019. As two large environmental organisations, we aim to work in collaboration towards the same aims, and to overcome the same challenges. We aim to grow the cleanup community worldwide and to run mutual campaigns—

strengthening activities and results in waste awareness, behaviour and trash-blindness— as well to promote reduce, reuse and recycling activities that will end plastic pollution.

The Earth Day network has been part of World Cleanup Day in both 2019 and in 2020. Let's Do It World network took part in Earth Day's 50th anniversary—creating the first ever Global Digital Cleanup to celebrate this great occasion, with the participation of 86 countries. Earth Day was the partner who had the biggest impact on mobilising participants to join World Cleanup Day 2020.



Fridays for the Future

Let's Do It World has been partnering with the movement of Fridays for the Future since 2019, supporting each other in communication and exchanging good practices. Greta Thunberg has been participating in World Cleanup Day and inspiring thousands of young people to follow her example.



ACNOA

ACNOA, the Association of African National Olympic Committees of Africa, is LDIW's biggest partner on the African Continent. This year, ANOCA came up with a strategy to celebrate and be part of the World Cleanup Day on 19 September 2020.

Activities ranged from waste collection and cleaning gutters, to cleaning cities and beaches. These ingenious operations were all carried out by the National Olympic Committees who joined forces with various government and civil society partners for a successful event in Africa.

The values remained the same for ANOCA—putting sport at the centre of environment-friendly activities and sustainable development, and raising awareness in African youth on the importance of a clean sporting environment.

World Cleanup Day became part of the sporting tradition in Africa with support of ACNOCA. Despite the pressure brought to bear by the COVID-19 pandemic, activities took place in strict compliance with containment measures. Protective masks were distributed to the many participants. ACNOCA braved this terrible pandemic and re-affirmed the importance of environmentally-friendly activities.



UN-Habitat

UN-Habitat's Waste Wise Cities has a vision for "a better quality of life for all in an urbanising world". UN-Habitat is working together in partnership with Let's Do It World to build inclusive, safe and resilient communities and cities.

The cooperation includes activities to work for sustainable waste management; encouraging a positive perception of waste; shifting mindsets from waste to resources; participation in local, national, regional and international events in support of Waste Wise Cities, and World Cleanup Day itself.

Let's Do It World was elected into Waste Wise Cities UN-Habitat Advisory Board in 2020, to give expertise in the field of global campaigns and community engagement activities. The status has been extended for 2021.



Earth Speakr

Let's Do It World partnered with Earth Speakr for the World Cleanup Day campaign, in order to reach the youngest of Europe's citizens. Earth Speakr was founded by Olafur Eliasson—a renowned visual artist—and launched on the occasion of the German Presidency of the Council of the European Union. It is an interactive platform for children, on which they can register their concerns about the environment. The Earth Speakr app encourages children to actively record their messages about plastic pollution in their neighbourhoods.



River Cleanup

Let's Do It World partners with River Cleanup to conduct river cleanups in many countries through which the River Rhine travels. This non-profit organisation makes people aware of the problem of littering, and activates both the young and the old to take action to clean up the river.



Trash Hero

Trash Hero is a partner organisation whose members in many countries—such as Thailand and Switzerland for example—are leading the movement of World Cleanup Day there. In other countries, Trash Hero volunteers are participating actively in the actions organised by others. Trash Hero is also one of the founding members of Let's Do It World.



Good Deeds Day

Good Deeds Day and World Cleanup Day collaborated in a successful cross-communication campaign. Good Deeds Day—held in March—included many cleanup actions, despite the fact that in the majority of countries real events were postponed or swapped with digital ones. In April, Good Deeds

Day supported our messages for Digital Cleanup Day, and in September they encouraged their network to join in on World Cleanup Day activities.

Break Free From Plastic



Break Free From Plastic (BFFP) is a global movement envisioning a future free from plastic pollution.

BFFP member organisations and individuals share the common values of environmental protection and social justice and work together through a holistic approach in order to bring about systemic change under BFFP's core pillars. This means tackling plastic pollution across the whole plastics value chain—from extraction to disposal—focusing on prevention rather than cure, and providing effective solutions.

For several years already, Let's Do It World has been partnering with Break Free From Plastic to tackle plastic pollution around the world. The Let's Do It World network has been participating in brand audits.

LDIW country teams who participated in a global brand audit in 2020: Tanzania, Ghana, Benin, Kenya, Colombia, Togo and Russia.



Funding

Public Sector Funders

The Let's Do It World global activities are primarily funded by the public sector. The biggest funder is the Government of the Republic of Estonia. Other public funders were: City Government of Tallinn, Baltic-American Freedom Foundation, Harmon Foundation, Estonian Development Fund, Estonian National Foundation of Civil Society, Estonian Environmental Fund, German Embassy in Estonia, Earth Day Network, Barclay de Tolly Club and the British Council.

Thank you so much for your support!

Corporate Funders

Let's Do It World has also received private grants from Dagcoin, Levercode, Mapri Ehitus, Siemens Gamesa, Paulig, Ösel Birch and Civitta.

Thank you so much for your support!

Private Donors

We are happy to recognise people who joined our big Let's Do It World donor family this year. They directly supported our work to protect our planet and build up a new and sustainable world!

Thank you so much for your support!

You are a true heroes:

Iveta Vanurova

Valeriia Bogutska

Tómas Knútsson

Mirona Coman

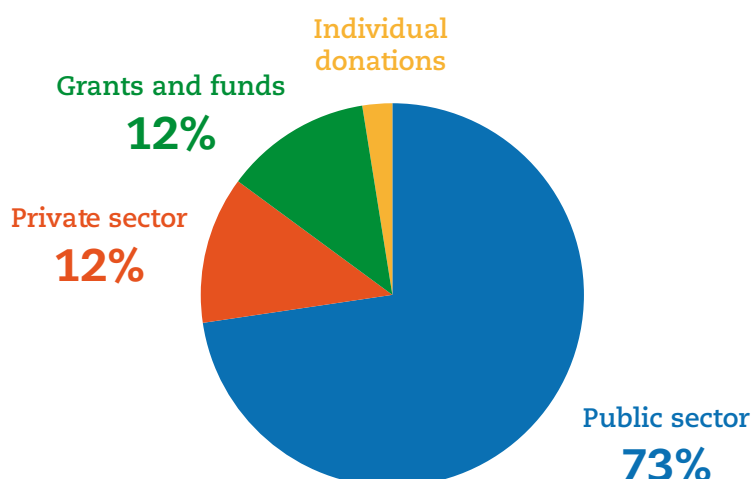
Ryan Storr

Silja Teege

Louise Røssell

Jutta Thielen-del Pozo

Blake Etienne



Thank You, Partners!

A great big thank you to all our partners:



Key Performance Indicators

Let's Do It World's Key Performance Indicators (KPIs) evaluate the success of LDIW and demonstrate how effectively LDIW is achieving its strategic objectives.

When reflecting on these KPIs, we have to take into account the uniqueness and challenge of the year 2020 due the COVID-19 pandemic situation.



Photo: Let's Do It Ghana

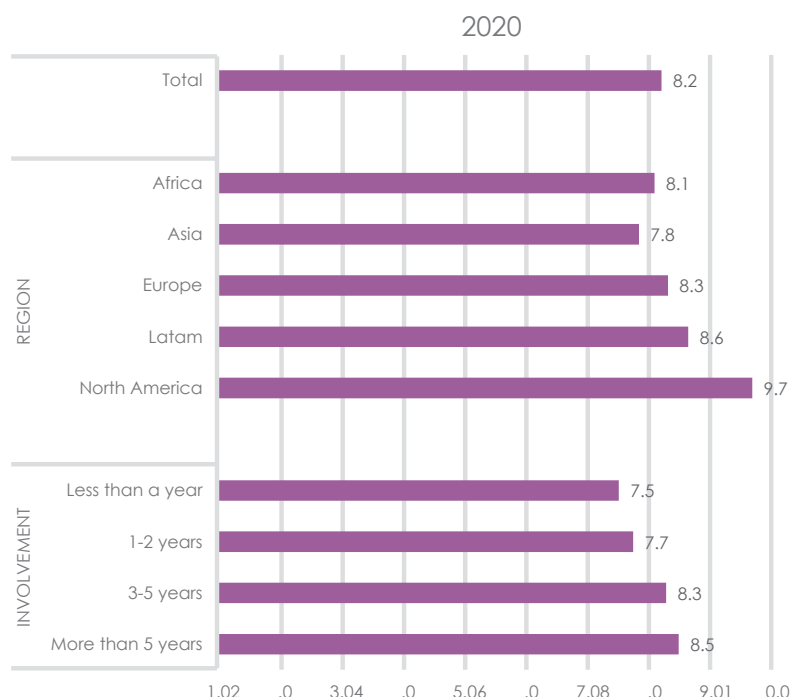
Happy Leaders Index

An excerpt from the Country Leaders WCD 2020 survey results.

Please rate how impactful and meaningful is the work you are doing as a leader in LDIW?

How strongly do you feel that you belong to LDIW movement and network?

How much deserved recognition do you receive for your work?



We evaluate the success of World Cleanup Day 2020 as follows:

Key Performance Indicator	Description	Method	Target for 2019	2019 results	2020 results
The number of people participating in World Cleanup Day	How many people came out to collect waste on 21 Sept in total.	Call center on 21 September and country reports.	5% of population of participating countries (17,8 mio in 2018)	21.2 million	11 million
The number of countries participating in World Cleanup Day	How many countries had people coming out to be part of the World Cleanup Day.	Countries in the Let's Do It World network, countries mobilised by the LDIW partners, report on WCD webpage.	158 countries	180 countries	166 countries
The amount of collected waste during the World Cleanup Day	How many tonnes of waste were collected during World Cleanup Day.	WCD 2019 Waste Report	1 000 000 T	100 000 T	43 000 T
The number of countries who engaged public sector organisations for the World Cleanup Day	The number of countries with public/government stakeholders participating in the World Cleanup Day on a national or regional level in terms of funding, cleaning up or communicating.	Network Survey 2019 Network Survey 2020	100 countries	Municipalities 73% Representatives 54% Environment ministers 32% Other ministers 25% of countries	Municipalities 72% Representatives 56% Presidents 6%, Mayors 4% Prime ministers 6% Environment ministers 36% Other ministers 21%
The number of followers in Social Media	Number of followers in total - including both local network channels and WCD global channels	Social media data analysis	10 million	FB main page: 136,749 followers Instagram: 60K followers Total in all pages: 0,5 million followers	FB main page: 149 810 followers Total Instagram: 200 000 followers Total FB pages: 1100 000 followers
The reach in digital media	each in World Cleanup Day social media and LDIW network countries in total.	Social media data analysis	100 billion	187 billion	156 billion
The number of countries who are working on the Keep It Clean Plan (KICP)	How many countries are working on the KICP	Waste report from WCD, Network survey 2020	40 countries	40 countries	Environmental trainings 65 Waste sorting 46 Other 23
The number of countries where teams are working with government on the KICP	How many countries are working with the KICP in cooperation with government	Waste report from WCD, Network survey	10 countries	10 countries	Was not measured
The happiness of leaders in the network	How impactful and meaningful is the work that leaders are doing, how strongly leaders feel they belong to the network & how much deserved recognition leaders receive.	Network survey	8 out of 10	8,4 (102 countries)	8,2 (98 countries)

Appendix I

LET'S DO IT WORLD

ANNUAL FINANCIAL REPORT **2020**

Beginning of Financial Year: 01.01.2020

End of the Financial Year: 31.12.2020

Business Name: **Let's Do It World NGO**

Register Code: **80562203**

Street, Building, Apartment, Farm: **Roosikrantsi tn 3**

City: **Tallinn**

County: **Harju**

Postal Code: **10119**

Telephone: **+372 5297557**

E-mail Address: **anneli.ohvril@ldiw.org**

Financial Report Contents

● The Annual Accounts	59
Statement of Financial Position	59
Statement of Revenues and Expenses	60
Statement of Cash Flows	61
Statement of Changes in Net Assets	62
Notes	63
Note 1 Accounting Policies	63
Note 2 Receivables and Prepayments	64
Note 3 Loan Commitments	64
Note 4 Payables and Prepayments	65
Note 5 Grants and Donations	65
Note 6 Business Income	66
Note 7 Direct Expenses of Projects Financed by Grants and Donations	66
Note 8 Miscellaneous Operating Expenses	67
Note 9 Labor Expense	67
Note 10 Related Parties	68
● Signatures	69

The Annual Accounts

Statement of Financial Position (In Euros)

	31.12.2020	31.12.2019	Note
Assets			
Current assets			
Cash and cash equivalents	59 067	15 071	
Receivables and prepayments	0	14 991	2
Total current assets	59 067	30 062	
Total assets	59 067	30 062	
Liabilities and net assets			
Liabilities			
Current liabilities			
Loan liabilities	0	30 000	3
Payables and prepayments	54 967	0	4
Total current liabilities	54 967	30 000	
Total liabilities	54 967	30 000	
Net assets			
Accumulated surpluses (deficits) from previous periods	62	0	
Surplus (deficit) for the period	4 038	62	
Total net assets	4 100	62	
Total liabilities and net assets	59 067	30 062	

Statement of Revenues and Expenses (In Euros)

	2020	26.02.2019 - 31.12.2019	Note
Revenue			
Fees received from members	0	250	
Grants and donations	404 965	43 740	5
Business income	21 270	18 261	6
Other income	11 105	0	
Total revenue	437 340	62 251	
Expenses			
Direct cost of projects financed by grants for special purposes	-418 916	-921	7
Other operating expense	-10 177	-61 231	8
Employee expense	-3 613	0	9
Total expenses	-432 706	-62 152	
Surplus (deficit) from operating activities	4 634	99	
Interest expenses	-600	-37	
Other financial income and expense	4	0	
Net surplus (deficit) for the period	4 038	62	

Statement of Cash Flows (In Euros)

	2020	26.02.2019 - 31.12.2019	Note
Cash flows from operating activities			
Surplus (deficit) from operating activities	4 634	99	
Adjustments for operating receivables and prepayments	8 991	-8 991	2
Adjustments for operating liabilities and prepayments	54 967	0	4
Interest received	4	0	
Interest paid	-600	-37	
Total cash flows from operating activities	67 996	-8 929	
Cash flows from investing activities			
Loans given	0	-6 000	
Repayments of loans given	6 000	0	
Total cash flows from investing activities	6 000	6 000	
Cash flows from financing activities			
Loans received	0	41 600	3
Repayments of loans received	-30 000	-11 600	3
Total cash flows from financing activities	-30 000	30 000	
Total cash flows	43 996	15 071	
Cash and cash equivalents at beginning of period	15 071	0	
Change in cash and cash equivalents	43 996	15 071	
Cash and cash equivalents at end of period	59 067	15 071	

Statement of Changes in Net Assets (In Euros)

	Accumulated surpluses deficits from previous period	Total net assets
Net surplus (deficit) for the period	62	62
31.12.2019	62	62
Net surplus (deficit) for the period	4 038	4 038
31.12.2020	4 100	4 100

Notes

Note 1 Accounting Policies

General information

The presentation of the financial statements of Let's Do it World NGO prepared in accordance with the Estonian financial reporting standard (hereinafter also the financial statement). Estonian financial reporting standard is a body of financial reporting requirements directed at the public and based on the internationally accepted accounting and reporting principles, which principal requirements are established by the Accounting Act and which is specified by a guideline of the Standards Board.

Income statement format is based on Accounting Act according to which an accounting entity may use an income statement format is justified by the nature of its business activities.

In recording cash flows from operating activities, an indirect method may be used

Financial statements prepared in euros

Cash and cash equivalents

Cash and cash equivalents contents cash on hand and at bank; deposits on demand;

Foreign currency transactions and assets and liabilities denominated in a foreign currency

A foreign currency transaction is a transaction that is denominated or requires settlement in a foreign currency. Foreign currency transactions shall initially be recognised at the spot exchange rate of the official currency of Estonia at the transaction date.

Receivables and prepayments

Receivables and prepayments contents Short-term receivables and prepayments made. Main groups: trade receivables, prepaid taxes and receivables for reclaimed taxes, other short-term receivables, prepayments for services, loans granted (at remaining term of up to 12 months).

Financial liabilities

Current liabilities contents Short-term (with a term of up to 12 months) loans and finance lease liabilities during the next year (i.e. within the

nearest 12 months) Main groups: trade payables, payables to employees, tax liabilities, other liabilities, prepayments received

Grants and donations

Grants and donations contents:

(a) A donation received by a non-profit association whose use shall be decided by the management of a non-profit association, shall be recognised as income when received.

(b) Budget revenue of a foundation which is financed from the state budget in case specific conditions have not been set up for their use shall be recognised as income at the time when they have been received or their collection is practically certain

Revenue recognition

Business income contains advertising sales and other services

Expense recognition

Expenses directly related to such projects that have been financed from the specific-purpose fees received from members of an association or other donations and grants intended for specific purposes.

Operating expenses incurred for administrative and other purposes

Related parties

(a) are a member of the management of the reporting entity, direct and control the entity's operations and who bears responsibility for it);

or

(b) has control or significant influence over the reporting entity

Note 2 Receivables and Prepayments (In Euros)

	31.12.2019	Within 12 months
Other receivables	6 000	6 000
Loan receivables	6 000	6 000
Prepayments	8 991	8 991
Deferred expenses	8 991	8 991
Total receivables and prepayments	14 991	14 991

Note 3 Loan Commitments (In Euros)

	31.12.2019	Allocation by remaining maturity			Interest rate	Base currencies	Due date
		Within 12 months	1 - 5 years	Over 5 years			
Current loans							
Private entity	30 000	30 000			0	Euro	2020
Current loans total	30 000	30 000					
Loan commitments total	30 000	30 000					

Note 4 Loan Payables and Prepayments (In Euros)

	31.12.2020	Within 12 months
Trade payables	54 796	54 967
Other payables	171	171
Other accrued expenses	171	171
Total payables and prepayments	54 967	54 967

Note 5 Grants and Donations (In Euros)

	31.12.2020	26.02.2019 - 31.12.2019
Grants and donations related to income	404 965	43 740
Total grants and donations	404 965	43 740
Provision from state budget	250 000	0
Provision from local government	5 000	0
KÜSK	9 941	13 347
Organizations and private persons	71 354	30 393
EAS	29 955	0
KIK	38 715	0

Monetary and non-monetary grants and donations	31.12.2020	26.02.2019 - 31.12.2019
Monetary grant	404 965	43 740
Total grants and donations	404 965	43 740

Note 6 Business Income (In Euros)

	2020	26.02.2019 - 31.12.2019
Advertising sales	21 270	18 261
Total grants and donations	21 270	18 261

Note 7 Direct Expenses of Projects Financed by Grants and Donations (In Euros)

	2020	26.02.2019 - 31.12.2019
Travel expense	0	921
Impact Hack	2 362	0
World Cleanup Day	250 813	0
Estonian Cleanup Day	43 094	0
Tallinn Cleanup Day	5 385	0
Let`s do it World Conference	117 262	0
Total direct expenses of projects financed by grants and donations	418 916	921

Note 8 Miscellaneous Operating Expenses (In Euros)

	2020	26.02.2019 - 31.12.2019
Leases	7 773	0
Miscellaneous office expenses	2 404	2 384
Travelling costs	0	33 481
Organizations of events	0	25 366
Total miscellaneous operating expenses	10 177	61 231

Note 9 Labor Expense (In Euros)

	2020	26.02.2019 - 31.12.2019
Wage and salary expense	7 125	0
Social security taxes	2 351	0
Unemployment insurance	57	0
Total labor expense	9 533	0
Thereof disclosed as direct expenses of projects financed by grants and donations	5 920	0

Note 10 Related Parties (In Euros)

Number of members by the end of economic year	31.12.2020	31.12.2019
Number of juridical person members	65	54

Related party balances according to groups

Purchases and sales of goods and services

	2020	26.02.2019 - 31.12.2019
	Purchases of goods and services	Purchases of goods and services
Founders and members	60 000	0

Signatures

This report is signed by:

Heidi Solba

The President of Let's Do It World



Anneli Ohvril

CEO of Let's Do It World



Thank you!

