



LET'S DO IT WORLD

ANNUAL REPORT **2021**



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Photo: World Cleanup Day, Ghana

Message from the Let's Do It World President

Another year has passed... And the way our global network has overcome this challenging year makes us both humble and proud at the same time!

Our network of “let’s-doers” from East to West, and from North to South, is the world’s biggest family—united by their dreams and actions. How unique it is to be bound together across oceans and borders, despite the cultural, political or religious differences. It has ONE face—the face of the human, the human who knows. We know that we have to continue to grow and spread

the vibe of positive thinking followed up with positive action. Positive action to serve nature, the environment, and all society.

It is a huge miracle to be bound together as the biggest global environmental family for a healthy planet, in these days in which humanity is having to live among restrictions and isolation. We know that in a crisis, we have to adjust ourselves—adjusting the ways in which we observe and understand, how we adapt and act, and eventually how we grow and use the best of what we’ve learned. Lack of certainty on the outside is turned into clarity on the inside—with clear minds and actions and the understanding that “I can make change happen”. Even by taking minor steps we create a constructive energy for change.

It is important that we inform ourselves and take actions in our own lives. We need to manage the problem first at our own individual level, and then at a societal level. We must play a strong role in improving the life-cycle of waste—to reduce, reuse, recycle and remove our own waste.

Being aware of the limitations, we scoped and reshaped our activities and found ways to create awareness and impact, despite the pandemic restrictions. It is inspiring to be part of multiple green projects at the national and regional level, catalysed through World Cleanup Day and led with cross-sectoral collaboration.

And surely—despite the technological solutions, science, and promising innovations—the human touch is, and always will be, present! We therefore must keep growing this positive-minded network of ours, with collaborative partnerships and government engagement, to spread the “let’s do it” vibe and enhance the pattern of mutual synergy that we are creating.

With ongoing inspiration toward our global network and partners, we will continue to grow and make change happen! Let’s Do It!



Heidi Solba

President & Head of Network

Messages from the Board and Executive Director



Bill Willoughby

Regional Director for North America

Cleanups can inspire everyday citizens to work together with one another for a great cause and engage with their community leaders. World Cleanup Day is important not only because it helps tackle the issue of mismanaged waste across countries, but also because it can spark important policy discussions regarding waste management and plastic pollution.

Our core belief is the notion that people want to do the right things; all they need is a little encouragement or incentive. We believe that people are naturally responsible; if we encourage them to care for their favourite places, to pick up after themselves and others, then our outdoor spaces will become self-sufficient, clean, and more enjoyable.

Just think... what would happen if everyone picked up at least one piece of litter?



Anna Gril

Regional Director for Europe

2021 has hardly been kinder to us than 2020. But our societies are now reorganising and reinventing themselves. And so are we. The work of our network is, now more than ever, important to the world. In difficult times, individuals are more and more prone to closing their doors to others, curling up on their couch, and feeling sorry for themselves. Maintaining the momentum of movements like ours, with positiveness, enthusiasm and extended love for others, has now become of utter priority.

Going through this massive crisis, we have learnt and grown as an organisation. More territories have joined the Let's Do It dynamic. More partners have mobilised their members, employees, and stakeholders. More projects have been developed, including Digital Cleanup Day which invites the World to adopt more responsible digital practices.

I am amazed to see the beautiful energy that has been deployed in such a complex context to mobilise, this year again, millions of volunteers. I am proud of our network and its strength. Whatever happens in the coming months, our responsibility is to uphold this drive and keep working together in the same direction. Our board is getting ready for an in-depth renewal. I am confident its future members will bring on fresh ideas, keep up the good work, and make our network even stronger.

Together, let's keep believing in a planet with no litter. Let's keep being inventive and optimistic. Let's keep striving for a healthier, smarter, and more circular economy.



Sovann Nou

Regional Director for Asia

Serving two terms as a Regional Director/Board member for the Asia Region of Let's Do It World has been a huge privilege for me. The role is an opportunity to contribute strategically to strengthening not only the regional, but also the global, network—as part of our mandate.

Despite the challenges around the world—including in Cambodia where I am based and which has been hit hard by the Covid-19 pandemic—with the collective strength built from our common vision and values along with our experience, strategies and preparedness at the global, regional and country levels, we were unbeatable. We overcame all forms of challenge that we came across and turned them into key drivers for success.

Millions of volunteers join World Cleanup Day every year, participating in different forms of activities to clean up waste in nature, in public spaces, in parks, streets and schools—picking up tons of plastic waste, mixed waste, cigarette butts, as well as some countries joining the digital cleanup and providing a virtual educational campaign.

This year brings the end of my role on the Board, but I'll continue to do whatever I can to support Let's Do It World. I wish my successor all the very best to continue to play this important role to serve the Asia Region and the world.

Together for a clean planet!



Pal Martensson

Regional Director for Oceania

The connection between Let's Do It World and Zero Waste is a natural one—aiming for zero waste means designing products and packaging with reuse and recycling in mind, to keep it all in the loop. It means closing the gap between landfill/incineration prices and their true costs. It means making manufacturers take responsibility for the entire lifecycle of their products and packaging. It means Extended Producer Responsibility, deposit systems, re-design and a truly sustainable approach to every product produced. It also means a more holistic view of our lifestyle, more green jobs, and less meaningless consumption—saving money, resources and Mother Earth. Instead of managing waste, we will manage resources and strive to eliminate waste. Which means 'no Burn and No Bury'!

By participating in World Cleanup Day, you're proving that you take the waste problem seriously and are ready to be part of the solution! Join us 17 September 2022 for a worldwide event, World Cleanup Day—all welcome!

**Mauro Borsella***Regional Director for Latin America*

I would like to congratulate us all, as we have carried out World Cleanup Day during very difficult times for the second year in a row. We continue to position ourselves as the largest environmental organisation in the world, and one which brings about massive change for our planet's health.

Finding our place in the environmental world, as leaders and doers, gives us all a great level of responsibility which will lead us to be better people, with a deep understanding that there is no such thing as the person-nature duality. We are one and the same, intimately integrated.

That is why I am sending these words to encourage you to be better than yesterday, to not betray your ideals, and to know that we are all living a constant learning process when it comes to the environment. Let us work together, united, in order to reduce the amount of waste that we generate daily in our beloved Gaia.

“Land and water, the two essential fluids on which nature depends, have become garbage cans.” Jacques-Yves Cousteau (1910-1997)

**Stephan Senghor***Regional Director for Africa*

As my mandate as Africa Director comes to an end, I would like to salute the commitment and determination of African leaders and their teams. These three years have been rich in lessons for me and I would like to express to each of you my deep gratitude. To my fellow board members, it's been an honour to work with you all.

Year after year, our large family has demonstrated that it is possible to move things forwards in the right direction. You must be proud of the work that has been done so far. However, the challenges we face remain immense—in Africa and around the world. The emergencies we are facing are multiple and demand more ingenuity, more creativity and more long-lasting action.

We are starting 2022 with SEEP, the Sustainability Environmental Education Program. By promoting experiential learning in schools and communities, it will mobilise the transformative energy of thousands of young Africans eager to improve—on their own scale, and on a daily basis—their corner of the world.

I am confident that through this program we will increase knowledge capital, deepen our partnerships and increase our collective impact.

I wish you all a happy and healthy 2022.



Anneli Ohvri

Executive Director

Scientists say that we have around eight years to change the course of climate change—after that we can only adapt to what comes. Most of us have already witnessed first-hand the impacts of climate change and biodiversity loss. Older people often say that they haven't seen such temperatures, such strong storms or such silence in nature. We hardly hear the birds, bugs, or bees anymore. Fishermen return empty-handed. Farmers have nothing to harvest.

Waste is just like a symptom of a disease—like those we get as humankind. But I'm not talking about COVID-19 here—waste is a systemic failure, in which we fail to see how by destroying the environment we are actually destroying ourselves.

I've been told that cleanups are not a real solution to the global waste problem. Of course, I agree—but it is a necessary first step to bring people together to build a new and sustainable society. It's a powerful tool to clean up our heads of the wasteful habits that no longer serve us. It's the first step in the long and much-needed journey toward a waste-free world.

Sometimes it is hard to keep faith in the idea of a clean and waste-free future. Sometimes we ask ourselves, are we doing enough? Most probably not, but we are doing our best—and this encourages others to follow our example. Faith will bring us further. Faith in ourselves, faith in healing, faith in people, faith in a waste-free world. Faith keeps us going. Let your faith be bigger than your fear. Faith will help us to make the next steps even if we can't see the whole path. We just have to trust that the destination we dream of is waiting for us.

I believe a waste-free world is possible and I do my best to make that future a reality. I already see a wave of innovation for clean technologies, new norms and values to support them. Together we are invincible.



Photo: Dominican Republic

Values, Mission, Vision

Let's Do It World stands for

COOPERATION, PEOPLE and POSITIVITY.

These are our organisation's core values.

We are working 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 corporations. 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.

Photo: Let's Do It Georgia



VISION

A clean and healthy
waste-free world.

MISSION

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

VALUES

COOPERATION

We can tackle global
challenges only together.

POSITIVITY

We take action
instead of pointing
fingers.

PEOPLE

Change happens in
people and through
people.

Theory of Change

Let's Do it World's ultimate vision is a waste-free world. For us, it's not just a nice-sounding vision for an environmental organisation. For us, it's a real vision—our goal and our path. Our Theory of Change explains how, by working together all around the world, we are going to achieve this. It also shows everyone what role you can play in the coming transformation.

A waste-free world
—let's do it!

A waste-free world is only achievable if all three sectors of society play a part in creating the necessary shift. Individuals 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 an engager, an educator and a catalyst for this transformation.

As a global network, we organise World Cleanup Day every year with the aim of engaging at least 5% of the population of every country. 5% is the tipping point needed to create change and speed up the transformation to a sustainable society.

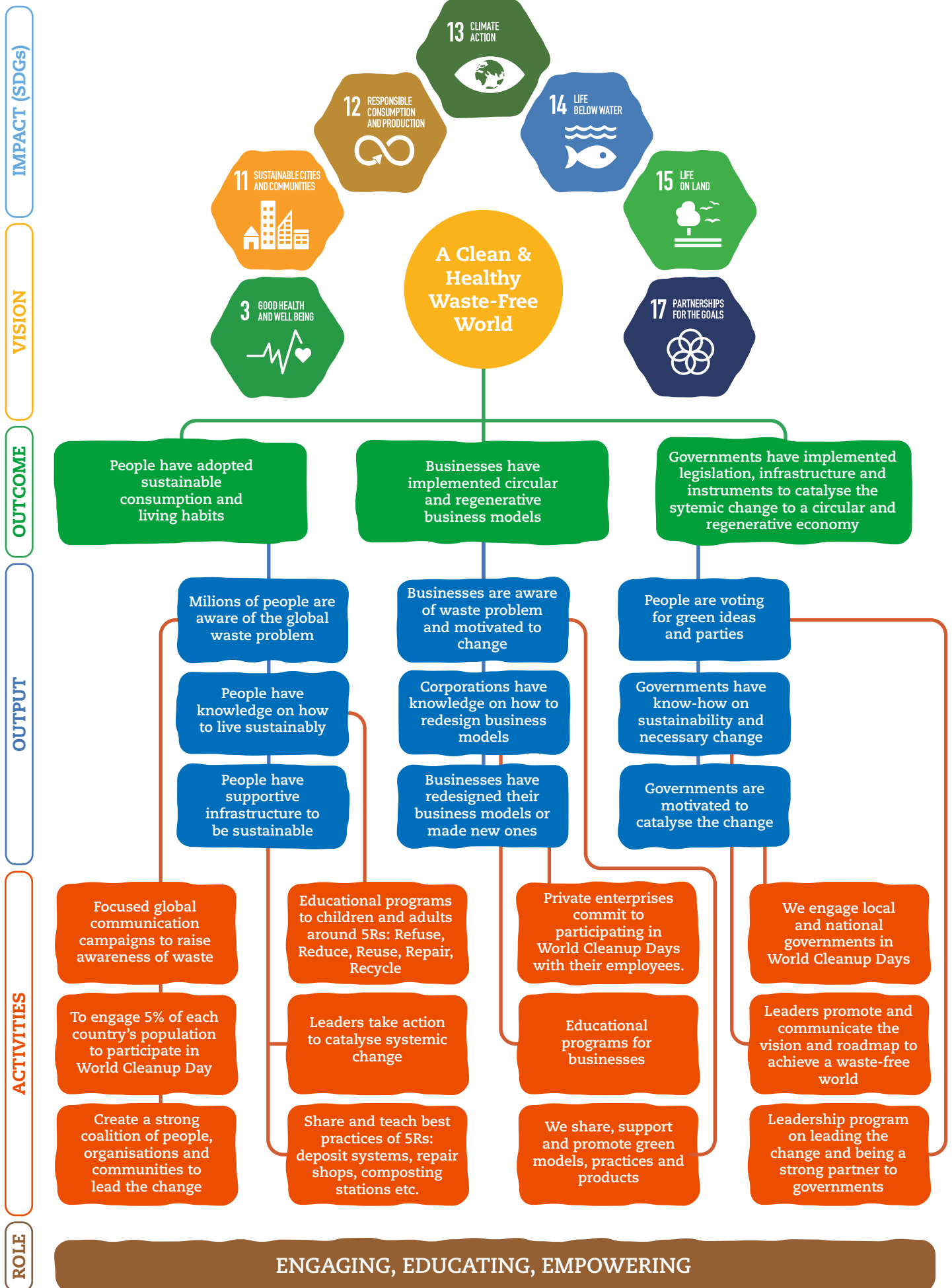
We see our role as an educator through creating awareness and bringing a holistic approach to environmental issues. We show that we can be sustainable only if we see ourselves not as consumers of nature, but an integral part of it.

Let's Do it World is a unique network of passionate leaders and teams in 164 countries. We see our role to empower and educate—educating the new generation of future leaders around the world to lead the transformation process in society required to reach a waste-free world.

A waste-free world—let's do it!

Photo: Let's Do It Ghana





Impact 2021

Despite the difficult global circumstances, we still made a huge impact in 2021:



13.5
million
volunteers
participated in
cleanup activities



191
countries
participated in
cleanup activities



53
million kgs
of waste
picked up



10
million
cigarette butts
picked up



41
million
volunteer
hours
picking up trash



\$1.7
billion saved
based on volunteer
hours alone*



7/10
impact
on waste awareness
reported in participating
countries



81%
of countries'
governments
got involved in WCD

*Savings calculated by volunteer hours value published on independentsector.org

Our Story

Our movement started in 2008, when 50 000 people in Estonia—4% of the population—came together to clean up the entire country in just five hours. The model of cleaning up one's country in just one day started to spread like wildfire around the globe.

Today, we are the largest environmental organisation globally, with active members and teams in 164 countries. We are a unique network which is bonded together through our joint event, World Cleanup Day, which has already engaged more than 60+ million people globally.

In 2018, 17.6 million people from 157 countries took part in World Cleanup Day. In 2019, 21 million people from 166 countries joined the event.

In 2020 and 2021, we did something which sounded impossible until it was done. We organised World Cleanup Day in the middle of the COVID-19 pandemic. In 2020, during the first year of the pandemic, 11 million people from 166 countries participated in World Cleanup Day. It was challenging, but we did it! And it paid off—this year, 2021, World Cleanup Day participation reached 191 countries! We are proud that the challenging COVID-19 times have made us even stronger, and have nudged us to think outside the box.





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

Network and Membership

We are so proud to work towards our shared cause for our environment, and to do so together as the Let's Do It network.

The HEART of the Let's Do It World organisation is our global network! Entities from 164 countries all around the globe are running Let's Do It World programs, along with our flagship campaign—World Cleanup Day. Our network is what makes Let's Do It World such an expansive organisation, representing the local actions of environmental organisations worldwide, on both the national and global stage.

Let's Do It World is led by its network. There are 164 countries in our network, of which 66 participate as members of the organisation as part of the General Assembly. The inclusiveness of the General Assembly lies in the voting system, which allows members to elect the Board of Directors. General Assembly members also participate in the creation of organisational strategies, and are included in global partnerships and cross-regional environmental projects. The network organisations in the remaining 98 countries are associated members of the global network.

Let's Do It World is governed by a Board of Directors, representing the six regions of the network, which is re-elected every two years. The LDIW President and CEO of Let's Do It World are elected by the Board of Directors, also every two years.



Let's Do It World teams around the world are made up of an estimated 16 000 - 19 000 people, of which the majority are working on a voluntary basis. These teams are the biggest driving force behind the movement and World Cleanup Day. Not to mention all the 60 million people who have participated in World Cleanup Day over the last four years! All together, 180 million volunteer hours have been contributed globally in the last four World Cleanup Days! Beyond this, further volunteer hours have been contributed through the many additional projects and programs run by the Let's Do It World global network.

Let's Do It World is a people's movement and those people are irreplaceable! We need and want to involve everyone, bringing the whole world along with us to think global, act local—and act now!

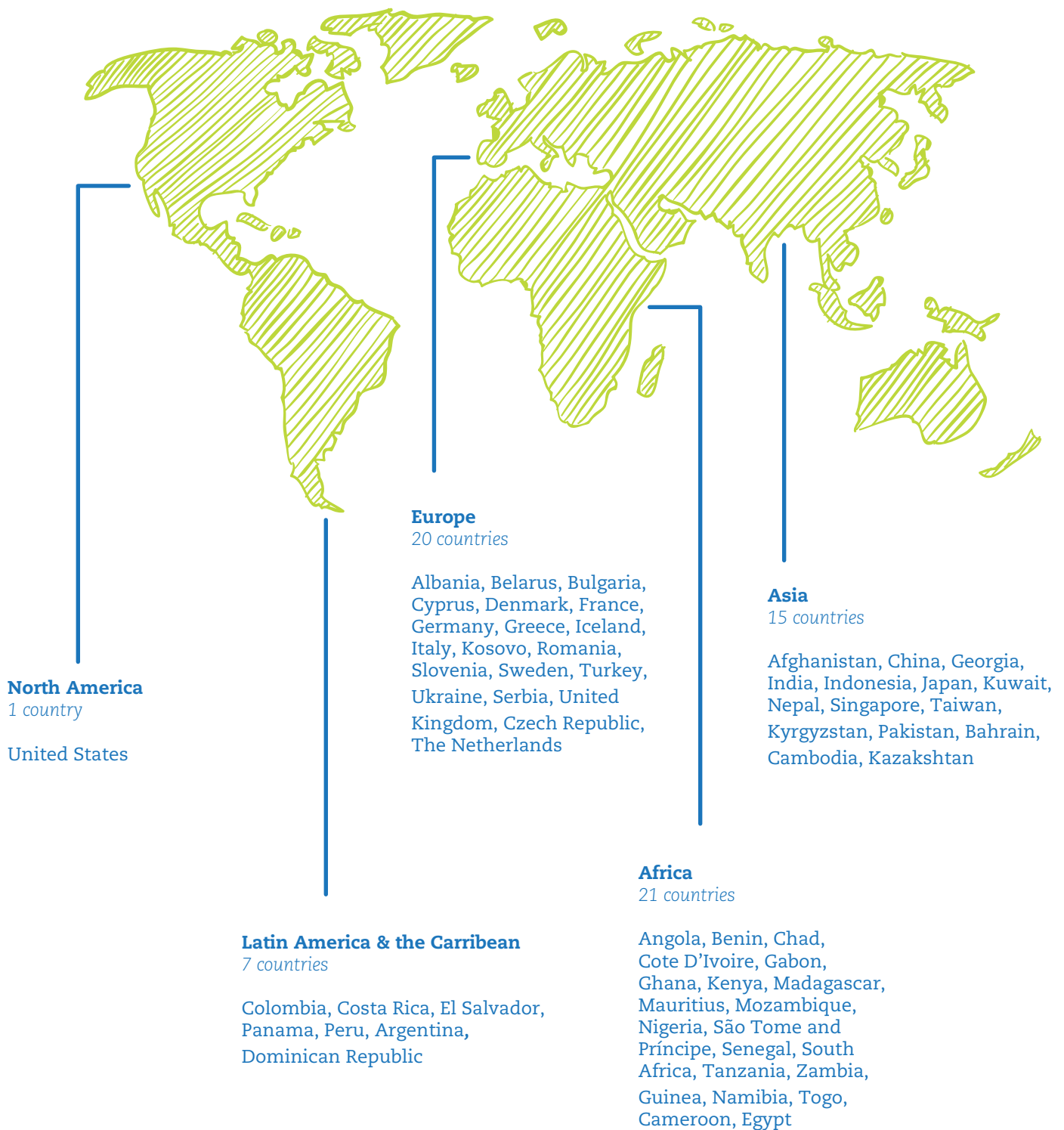
The Let's Do It World network is brought together through webinars, get-together events, Leaders Academies and the Let's Do It World Annual Conference. The Annual Conference brings its own unique momentum as a real-time gathering of the whole network—building global unity and 'Let's Do It family' energy, through the sharing of know-how and best practice, partners meetings and the General Assembly.



Photos (top and bottom): Annual Conference 2020

Network

Let's Do It World is led by its network. A total of 66 countries out of the 164 in the full global network are members of the organisation's General Assembly.



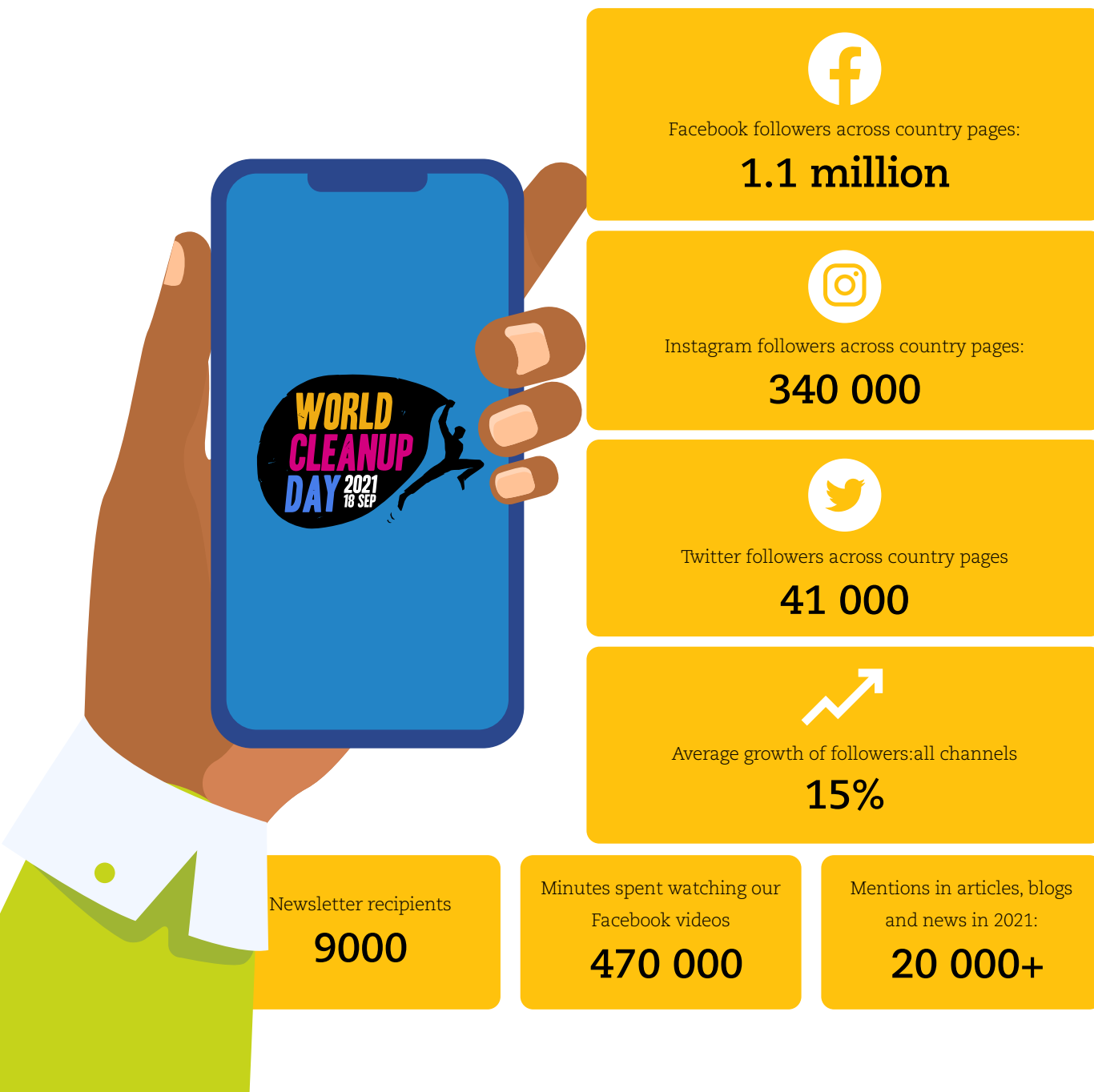


Communication and Marketing

Communicating environmental topics is no easy task. We battle against messages of doom and gloom daily—trying to keep up hope for volunteers while at the same time, being real with the facts. Acknowledging the efforts already made towards environmental protection, while also engaging new volunteers to join World Cleanup Day, is our primary goal.

Our network has once again done stellar work in communicating over social media channels, building presence on Twitter, Instagram, LinkedIn, Youtube or even on newer mediums like TikTok. The average growth

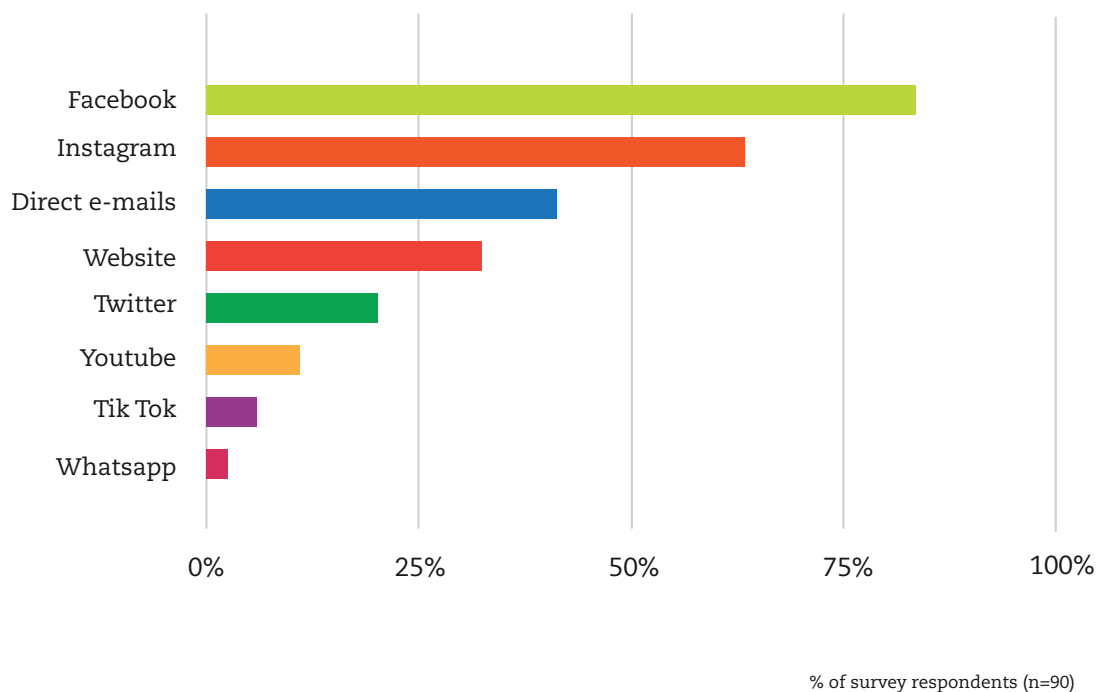
of follower numbers across all channels has been 15%, with significant Instagram and Twitter follower growth. Our newsletter database has grown by a whopping 150%, making it the winner of all channels.



Communication Channels

Our large network has created a vibrant virtual network connecting volunteers with team leaders in order to share news and reports about waste, organise and engage people for cleanup events, and showcase the movement's ability to connect "let's-doers" from around

the globe. In our annual survey, we ask leaders to report their preferred communication channels, to better steer marketing campaigns and help develop creative strategies for reaching out to a greater number of people.



Which communication channels do you use the most?

Good Practice Examples from National Marketing Campaigns

Turkey

At Let's Do It Turkey, we established our national team of nine young people in January 2021 to organise World Cleanup Day. Taking into consideration how important it is to be visible on social media before starting activities in the field, we conducted an analysis of our own social media channels. As a result of the analysis, we decided that we should actively use social media platforms such as Instagram, Twitter, Facebook, LinkedIn and Youtube.

For the second stage of our analysis, we examined Turkey's social media report and chose which channel to focus on as our main social media channel. Due to the fact that young people form a large proportion of the country's population, we decided to share content through Instagram which would be of interest to young people. In the process, we found that a study conducted in our country shows that

women are more sensitive to environmental problems than men. We changed our colour use and social media usage guidelines according to this research. We have tried to reach a wider audience by using lighter, plain and attractive colour shades.

We have made great progress towards reaching a wider audience with our Instagram account, in particular through awareness-raising content that encourages interaction. Together with our work and campaigns, we have managed to increase our social media follower count from 2300 to 17 500. One of the most important reasons for reaching a wide audience is to publicise the environmental problems occurring in the country to the rest of the population, and to share our relevant solutions. In order to help many more people to be

more environmentally-friendly, we aimed our content at a wide audience. We are continually moving forward by asking ourselves the question: “how can we improve and reach a wider audience?” Our goal is to be the most effective environmental movement conducted by young people in Turkey, and to raise awareness about climate change.

By actively using social media, we reached a wider audience and enabled both the announcement of World Cleanup Day and our name to become a brand throughout the country. The hashtag campaign—#DünyaTemizlikGünü—that we carried out on Twitter on September 18, 2021, showed how strong we are on social media as well as in the field, as a trend in Turkey's agenda.



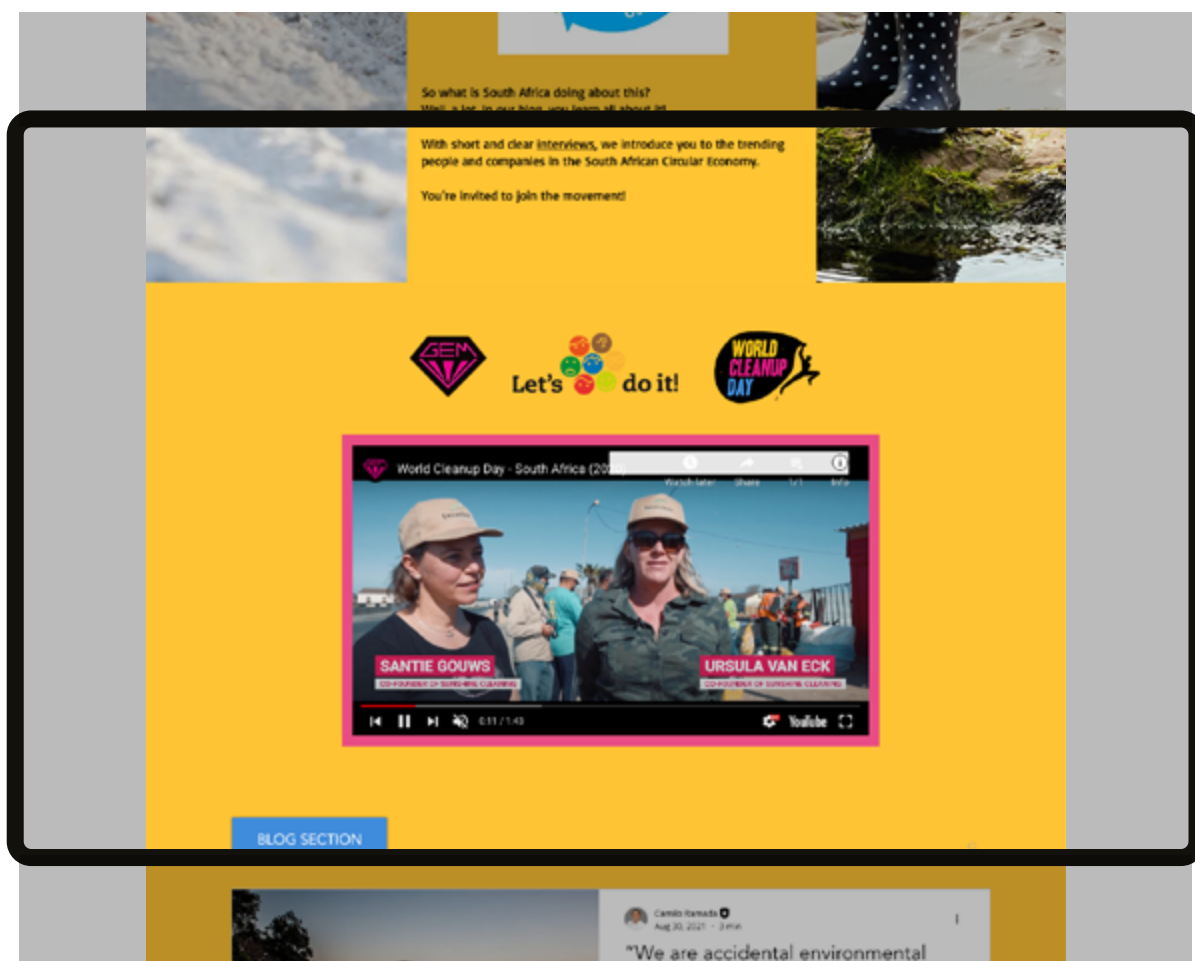
LDIW & WCD South Africa – digital presence

In 2020, [GEM – Going the Extra Mile](#) took the role as leaders for Let's Do It World and [World Cleanup Day in South Africa](#). We work together with Cleanup and Recycle South Africa, who have been organising and supporting cleanups in South Africa for 25 years.

This year, we worked hard to improve our digital presence. We launched a [website for LDIW South Africa](#). On this site, we had a blog interviewing key stakeholders in the circular economy. We signed up for Google Ads for Non-Profits, which helped us greatly in promoting the blog posts. We also launched the WCD South Africa website, which provides information about the World Cleanup Day campaign, and which integrated the registration portal from the global campaign. Next

year, we aim to invite guest writers to write on our Let's Do It World blog page, and we aim to create a blog on the World Cleanup Day page in which we will interview organisations that host cleanups the whole year round.

We have been very lucky that in both 2020 and 2021 we found budget to shoot a video of the World Cleanup Day. Both videos are posted on our [GEM YouTube page](#). The added exposure from these digital channels resulted in more attention from local and national press, and increased outreach for the campaign. Our aim is to firmly establish World Cleanup Day on the national agenda, so that everyone knows about it, and participates!



WCD Global website and registration platform

On July, our new website and registration system were launched. The website's aim is to both represent the efforts and work of all teams in the Let's Do It network, as well as to become a useful tool for country leaders to engage their volunteer base and forge meaningful collaborations with the private, public and civic sectors. For organisations—whether private or otherwise—joining the website allows them to show their commitment to sustainable practices and their participation in the global movement for a waste-free world.

The website allows visitors to easily learn how to organise cleanups, browse information about Let's Do It country teams' projects, watch live webinars and broadcasts hosted by Let's Do It, and register their participation in the global movement.

The year 2022 will see enhancements and development of more features for organisations and national teams alike—helping them grow their audience, lead change in their countries, and nudge the dream of a waste-free world towards execution.

Over **2500** organisations have registered themselves on our global webpage from over **180 countries**.

More than **5000** cleanup events were entered onto the global cleanup map for World Cleanup Day within a single month.

More than **200 000** new visitors visited the global WCD webpage between July and October.



Photo: China

Global Network Ambassadors and Patrons



Ursula von der Leyen

The President of the European Commission, **Ursula von der Leyen**, is the patron for World Cleanup Day.

"I am very proud to be the patron of World Cleanup Day. We need to change the way we treat our planet, be more mindful of its resources and preserve its biodiversity. Everyone and anyone can contribute to this."



Merle Liivand

In 2021, World Cleanup Day was represented by Global Ambassador **Merle Liivand**, a competitive swimmer, triathlete, and three-times Guinness World Record holder for monofin "mermaid" swimming. Merle is an avid spokesperson for ocean and marine conservation issues, and is especially dedicated to removing trash from water bodies.

"There is a clear sign that the world can not succeed alone. We need people and a will to make things happen. And I am so thankful that there is a Let's Do It World organisation that keeps us on our toes, while still making us feel part of the family! All these millions of people who are heading out in September are building a bigger and better WORLD!"

I am so thankful for everyone who is investing in a cleaner world and oceans. I, as a Mermaid and Professional Swimmer, have seen with my own EYES how the ocean has lost the habit of producing Oxygen due to pollution. This is a clear sign that we need ALL people to work together to save our Oxygen source and preserve the health of the marine world.

*Let's work towards success, and not drown in Plastemia (*plastic pandemic). Let's work things out in 2022! Let's get CLIMATE FIT, because it is cool to clean Trash in this day and age!"*





Kristjan Järvi

Ambassador of Let's Do It World, **Kristjan Järvi**, is a well-known Estonian composer and conductor who has led and directed many different music ensembles around the world.

"Let's Do It World is imperative because it creates meaning and gives an opportunity to take ourselves to the next level of humanity. All levels are involved in Let's Do It World's environmental actions—personal, local, and global! By taking responsibility for ourselves and our environment, we create a new reality. Mankind's attitude towards deciding what to do and what not to do has become decisive.

The movement that has grown out of Estonia into the world, is an eloquent story about the magnitude of the Estonian mindset, and its relationship with nature and itself. Let's Do It World is the super-contribution of all the world's citizens and an example of bringing the world together in a unified way of thinking".



Christine Figgenger

Ambassador of Let's Do It World, **Christine Figgenger**, PhD, is a Marine Biologist and Director of Science & Education at Footprint Foundation.

"As a sea turtle biologist, I have seen the pain and suffering that plastic pollution is causing to our marine wildlife for more than 15 years now. My already endangered sea turtles ingest the plastic, lose flippers and other body parts because of plastic, and often die a slow and painful death. While this is not the only threat sea turtles face, it is a threat that results from our human lifestyle, conveniences, and individual actions just as much as our consumption-centred economy.

Our plastic pollution crisis is a global problem. A problem that often seems overwhelming. A problem that cannot be solved by one person, but only collectively.

Naturally, it was a great honour to be named an ambassador for World Cleanup Day, giving my face to the global effort of mobilising and inspiring people to do their part. To go out on World Cleanup Day and repair some of the already existing damage and be role models for a plastic-free lifestyle and conscious consumption beyond that single day."



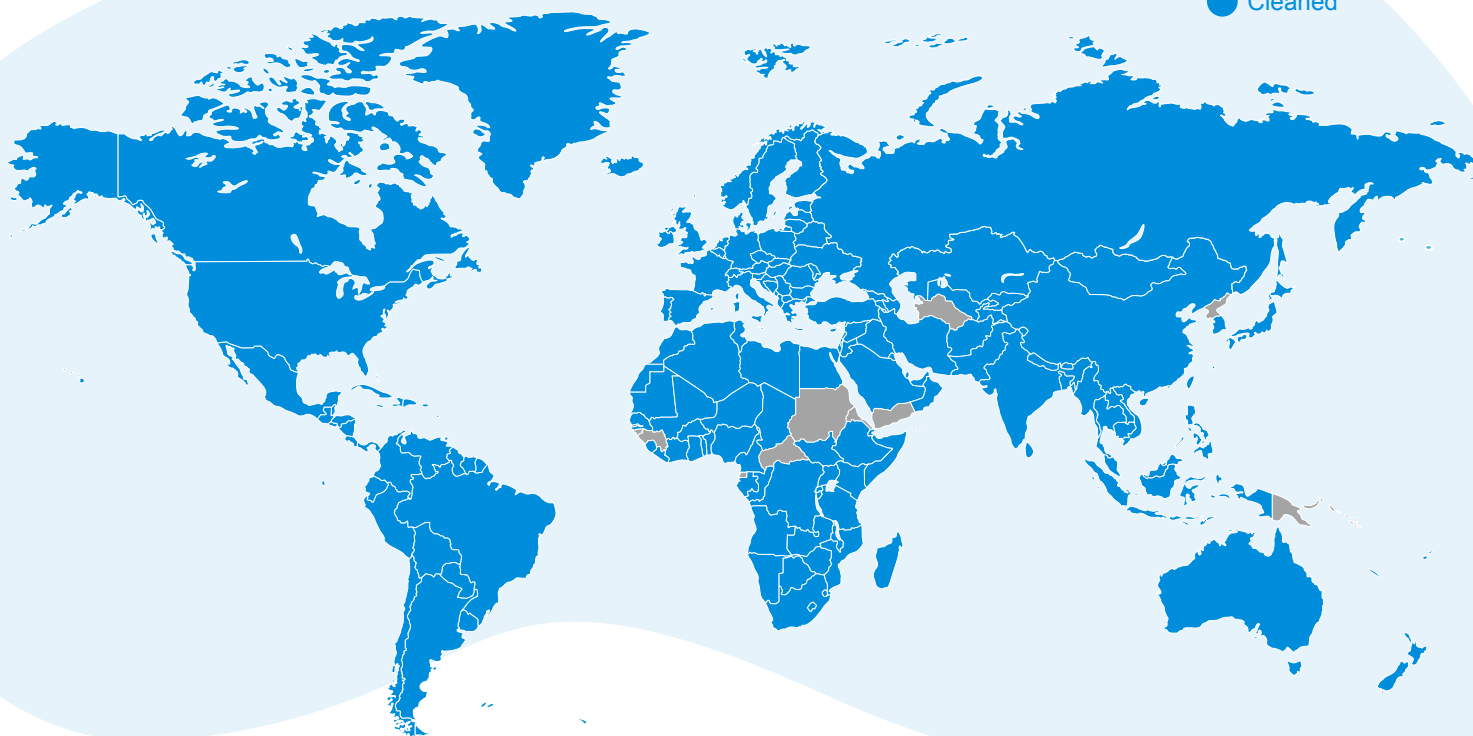


Photo: Ambassador Christine Figgenger at a WCD cleanup

World Cleanup Day



Cleaned



THANK
YOU



8.5 MILLION
VOLUNTEERS

FROM
191
COUNTRIES

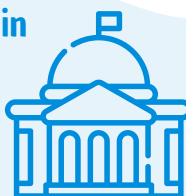
26
million
volunteer hours



33
million kgs
of waste picked up



Ministers in
36%



and municipalities
in 76%
of countries
participated

TOP TEN by % of population

Kyrgyzstan	7.87%
Latvia	6.36%
Saint Vincent and the Grenadines	4.87%
Maldives	3.33%
Estonia	3.15%
Faroe Islands	3.07%
Albania	2.81%
Cyprus	1.49%
Curacao	1.46%
Sweden	1.3%



TOP TEN by participant numbers

Indonesia	1 260 000
India	1 200 000
USA	950 000
Mexico	600 000
Kyrgyzstan	513 000
Italy	450 000
Ukraine	310 000
Pakistan	300 000
Kazakhstan	298 000
Mozambique	250 000

Countries with RECORD LEVELS of participation in 2021

Germany	189 866
South Africa	60 000
UK	80 000
Latvia	120 000
Estonia	41 748
Ukraine	311 705
Switzerland	45 074
Kazakhstan	298 149
Maldives	18 000
Sweden	130 000
Madagascar	50 000
Cameroon	100 000
Chad	16 000
Austria	10 000



Fun Facts

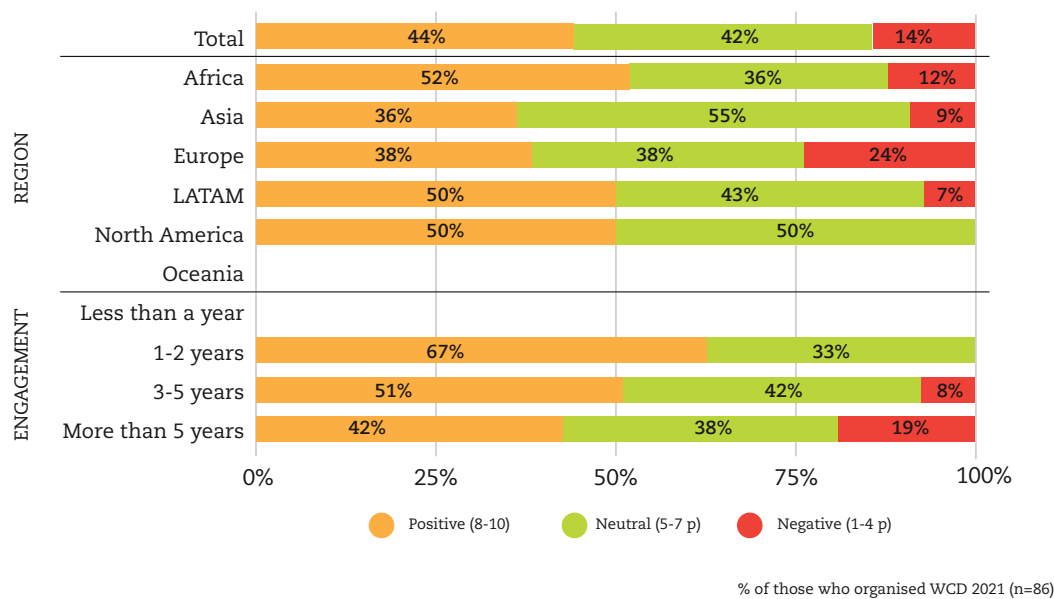
On World Cleanup Day, we had a team of volunteers tracking pieces of news as they popped up in various media channels. Coverage on both social media and traditional media clearly showed the green wave crossing the planet, as news of World Cleanup Day spread from timezone to timezone.





The Impact of World Cleanup Day on Waste Awareness

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



An excerpt from the Country Leaders WCD 2021 survey results.

The impact of World Cleanup Day has been largest in countries in which a system of domestic waste management is in place and working effectively. From the experience of participating countries, we know that once littered areas have been cleaned, they are more likely to remain clean. New social norms and heightened awareness about littering improves dramatically even with a single day event.

During World Cleanup Day 2021, everyone's main concern was staying safe in their respective Covid-19 situations. Governments had placed heavy restrictions on social gatherings in most countries, so many country leaders found creating awareness and engaging potential volunteers a challenge.

A significant increase in participation was noted among the younger generations, who despite the challenging conditions, were more eager than ever before to

participate in World Cleanup Day. In Mozambique over 200 000 participants were under 18s, and in Estonia nearly 80% of registered volunteers came from schools and kindergartens.

In light of the lack of positive news stories at the time, World Cleanup day events and country teams were reported to have caught the attention of traditional media more than in previous years. Country leaders identified this as a key component to creating mass awareness for the cause in their country. Radio, TV and newspaper coverage was considered as one of the most effective media tools, and was aided greatly by engaging governmental ministers to attend cleanup events in person.

On average, country leaders assessed the impact of World Cleanup Day on waste awareness in their country as strong.

COVID-19 impact

There is no denying that the Covid-19 situation dictated the events of World Cleanup Day for the second year in row. In only a handful of countries, pandemic restrictions and limitations were reported to have had no effect on cleanup events. The most reported restrictions were on the number of participants allowed to attend individual events, and the most followed precautions were the obligations to wear masks and keep social distance. Cleanup organisation was further complicated due to lockdowns, government hesitancy to allow public events, and a lack of resources and assistance from local governments busy battling with the effects of the pandemic.

Overcoming loss of morale was reported to be key for the successful organisation of cleanup events. Teams kept up motivation by organising regular virtual check-ins with team members and collaborators, getting inspired by the experiences of other countries, focusing on the bigger mission and supporting each other through difficulties. Thank you, Let's Do It World family, for being there for each other!

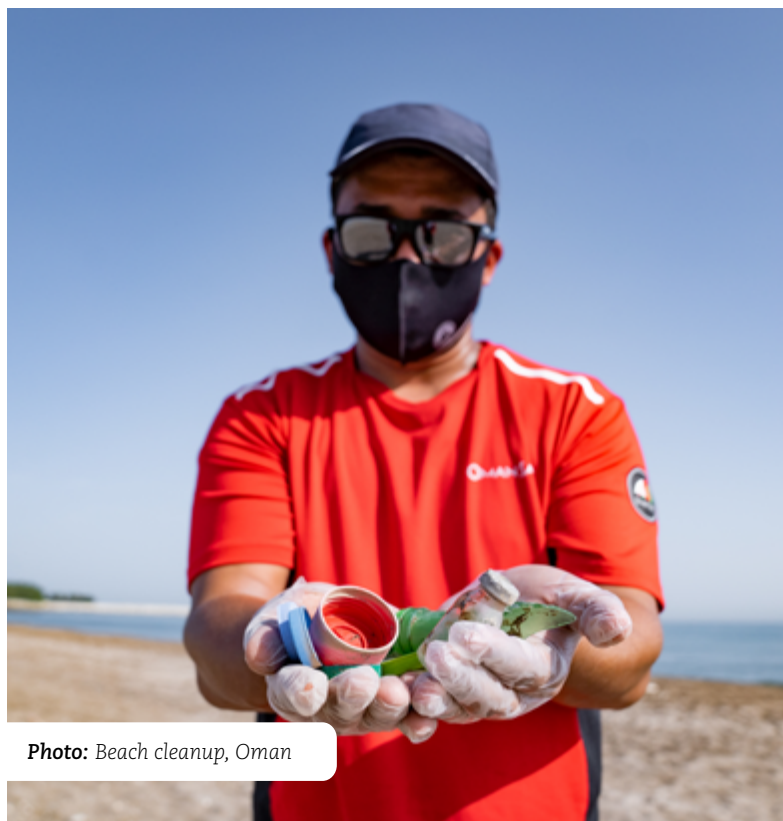
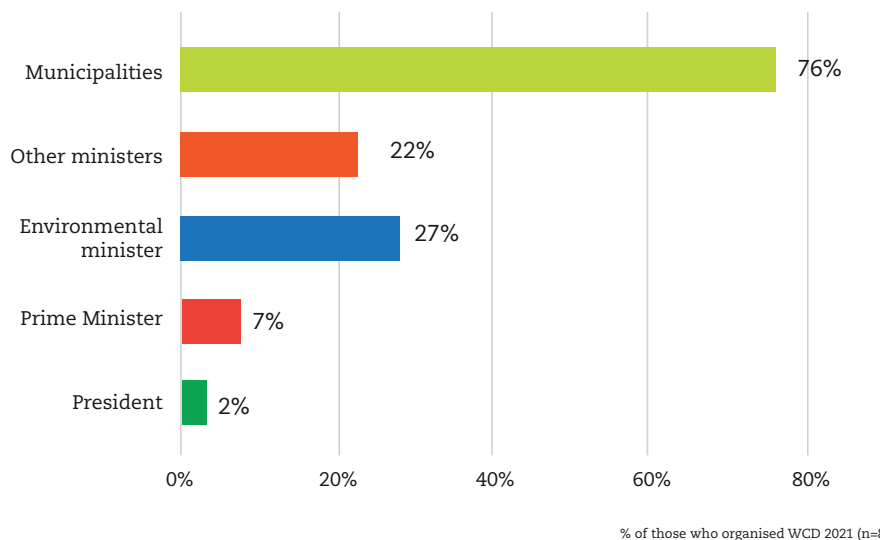


Photo: Beach cleanup, Oman

Government Participation in WCD

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



An excerpt from the Country Leaders WCD 2021 survey results.

Activities and Campaigns Survey

The annual survey filled in by country leaders asks teams to list both the type of campaigns they ran as well as formats of the cleanups they held. Since 2020, we have seen an increase in individual cleanups, while group events are taking the back seat due to health-related safety requirements being toughened

or restrictions being implemented. Besides regular cleanup activities, educational picnics, brand audits, trash mapping challenges, competitive and sportive cleanups, waste segregation and recycling events have also made their appearance on the varied list of World Cleanup Day activity types.

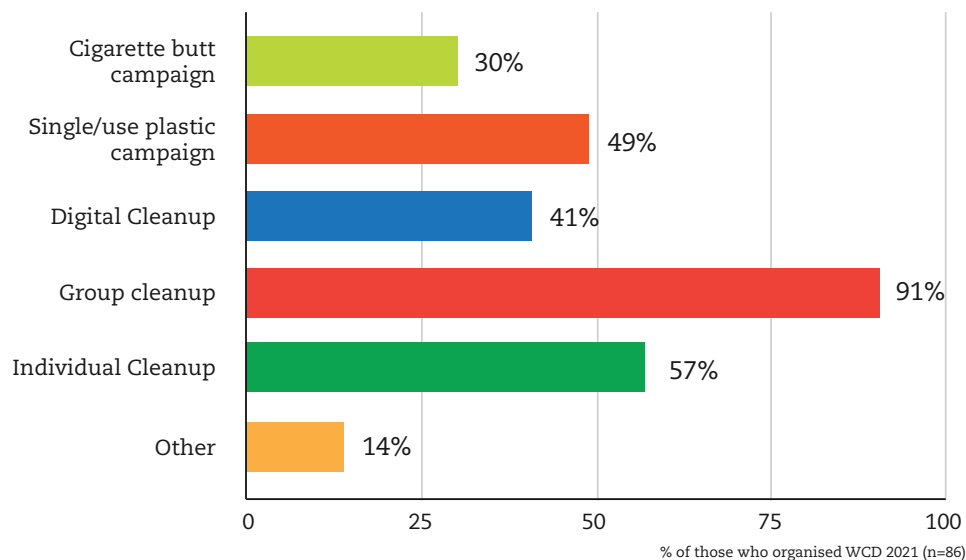


Photo: United States



Success Stories

CHINA

On September 19, Pickup China once again united with SEE Conservation, China Zero Waste Alliance, RiverWatcher, Rendu Ocean and many other domestic environmental protection public welfare industry leaders to jointly initiate the 2021 World Cleanup Day—one of the largest scale cleanup initiatives. The theme for 2021, “Trash Calling”, encourages the public to invite friends and relatives, take up their tools, and go out to clean up mismanaged waste. Over 210 000 participants joined this action and paid tribute to our beloved home.

Pickup China has been the national coordinator of World Cleanup Day in China since 2018. During the past four years, China has brought out over 750 000 people across the country, with over 1448 tons of waste collected. The total area cleaned has reached 115.45 km².

World Cleanup Day China 2021 is continuing to launch the City Plan—using the power of cities to mobilise more participation in good causes. A total of 34 organisations have signed up to carry out in-depth city mobilisation.

Because of World Cleanup Day, our Wuhan team has successfully transformed from a group of volunteers during the first Covid-19 pandemic in 2020, into a registered NGO focusing on environmental issues. The Wuhan team has become an important partner in China. In 2020, they gathered 10 000 people to participate in World Cleanup Day. This year, the Wuhan Municipal Management Committee was invited to join, and successfully increased participation—involving more than 1000 communities and 25 000 people.

Partners ranging from celebrities and major internet platforms to the media have also supported World Cleanup Day. Many celebrities, such as Zhang Junning, Ruan Jingtian, Zhu Jingxi, Ma Yinyin, and Fu Han—the lead singer of Queen Sea Sharks—have joined the Trash Calling campaign, calling attention to the waste problem the earth is facing. This World Cleanup Day has received widespread attention on public platforms such as Weibo and Tencent. On the day, Weibo topic discussions exceeded 15 million.

Cai Cai Wang, Country Leader of Let's Do It China, Pickup China

Yun Niu, Marketing and Communications at Pickup China





SOUTH AFRICA

In 2020, GEM—Going the Extra Mile—committed to taking responsibility for World Cleanup Day in South Africa. We did not need to start from scratch: various stakeholders have been organising inland, coastal, and river cleanups for years, particularly around the third weekend in September, which also coincides with the International Coastal Cleanup.

For 2021, we wanted to make the campaign wider than only the World Cleanup Day itself, so we started promoting the Circular Economy by publishing a [blog](#). We also launched the [World Cleanup Day South Africa website](#), and—together with our institutional partners—the [website Cleanup and Recycle](#). These websites included the signup page from the global campaign.

Thanks to all this, we got much more traction than the previous year. Many [national](#), [local](#), and even [continental](#) media featured the event! While we are still working on the final tally, we know that this year we had more than 300 cleanups in the country! For next year, our plan is to continue growing. We aim to add more writers to our blog and to establish a strong core team to coordinate the WCD 2022. For now, enjoy our [video](#) of WCD 2021!

Camilo Ramada, Country Leader of Let's Do It South Africa, GEM





Large and Small Cities Make a Difference for World Cleanup Day. A story about a new city in the United States.

Millcreek Utah was incorporated as a city just five years ago and has already made great strides in keeping its environment clean. The city's slogan is "Connected By Nature," and the dedication to keeping this connection is clear in the action taken by Millcreek's citizens and leaders.

Located just south of Salt Lake City, the town is home to residential neighborhoods, K-12 schools, and many businesses. The city meets up with the Wasatch Mountain range with its popular Millcreek canyon providing citizens opportunities to hike, camp, and get outdoors.

Millcreek's Mayor Jeff Silvestrini cares a great deal about keeping the city and surrounding environment clean. On Earth Day, earlier this year, volunteers came together to clean up Scott Avenue Park. The park offers wide green spaces, a small water feature, and a walking



USA

trail. These volunteer efforts allow others to enjoy what Millcreek has to offer, while also building community among those whose hard work keeps these parks clean.

For World Cleanup Day on 18 September, volunteers and city officials took part in a "Canoe Cleanup" along the Jordan River. The major Utah river runs along Millcreek's city boundaries leading all the way to the Great Salt Lake. Its contact with many communities across Utah has unfortunately led to debris in the water and along the shores. Luckily, Millcreek's citizens wanted to change this.

Armed with canoes and nets, volunteers paddled along the river collecting trash and other waste that found its way to the river. These efforts made by the city and its citizens are an excellent example of how we can use World Cleanup Day to keep our environment clean.

Bill Willoughby and Steve Jewett, Country Leader of Let's Do It USA, National Cleanup Day



TURKEY

Our story started with being a team. We started our work with the gathering of 9 young people who want to fight for a cleaner Turkey and be a part of the change. The fact that a cleanup movement was not organised throughout the country in 2020 due to the pandemic was a disadvantage for us. But we have developed ourselves to evaluate the conditions in Turkey well, and to carry out studies in this direction.

It was necessary to establish our own team in order to carry out a cleanup movement and raise awareness at every point across a fairly large geographic area. We have selected seven regional directors and organised training for their development. Our regional directors have created their own teams after gaining basic skills on things such as ecological problems, waste management and team organisation. By choosing 81 city representatives, we started the preparations for World Cleanup Day in cities.

While this was happening, we also tried to establish national partnerships. We cooperated with many government institutions, especially the Ministry of Youth and Sports. We contacted private companies in order to involve not only government institutions but also the private sector. More than 30 private companies have become partners in our struggle for a clean Turkey—helping raise awareness by supporting World Cleanup Day.

The work we carried out this year was just a small start for us in our path to creating greater awareness and ensuring the participation of five percent of the country's population.

Cengiz Kasak, Country Leader of Let's Do It Turkey



SWEDEN



World Cleanup Day is one of the major campaigns that Keep Sweden Tidy runs in order to reach citizens within the country. In 2021, more than 131 000 people participated, with an end result of 400 tons less litter in the Swedish nature, waterways and city areas. The purpose of the campaign is to engage people in the problem of litter and littering. Participating is considered to be eye-opening, but at the same time brings a very rewarding feeling.

The set-up was easy:

- 1) Compelling communication invites people to participate.
- 2) A possibility to order a free set of gloves and a branded (plastic) bag.
- 3) A request to report back the number of bags packed.

The hard part was to create the communication, to get the right media mix for the resources available, and to link together all the nationwide initiatives that were arising.

We wanted the communication to feel personalised and to reach people we don't ordinarily meet. We succeeded in this mainly because of a personalised thank you film and creating communications in several languages. We put a lot of effort into sending out the bags, approximately 15 000 of them. This had a huge impact as those receiving the bags like to tag them on Instagram and other social media—both when receiving the materials and after they have been out to clean. This is a truly simple way of creating a grassroots movement. The logo on the bag unites people in the same task and creates a feeling of togetherness—perhaps the most valuable word for World Cleanup Day and Keep Sweden Tidy.

To be able to host the World Cleanup day in Sweden is truly an honor, and we are happy so many participated. It holds promise for the future. Together we are changing the world. One piece of litter at a time.

Johanna Ragnartz, Country Leader of Let's Do It Sweden, Keep Sweden Tidy



UKRAINE



311 665 participants joined the World Cleanup Day in Ukraine. A total of 3945 locations in 24 regions, and 632 towns and cities were cleaned. 1022 tons of garbage were gathered, with 70 tons handed over for recycling. Schoolchildren, officials, celebrities and activists took part in the event. During the Digital Cleanup, participants deleted 55 865 Gigabytes of unnecessary files. Ukraine has broken the record for the youngest participant in the world—the first place was taken by Yesenia, a baby girl who was 8 days old at the time of cleaning. The Let's do it Ukraine Leaders Academy was held to prepare for the action, which gave an opportunity to find more than 700 leaders—organisers of the action in different regions.

We have launched the three-year all-Ukrainian project “Clean Beaches Together! Clean Beaches - Clean Water” to create a culture of cleanliness and proper waste management. Ecological expeditions, presentations, and expert working meetings have taken place on the focal beaches.

For International Earth Day we launched a National Map of Recycling Points—recyclingpoints.org. It contains information about reception points in all regions of the country, rules, and recommendations for sorting, labeling, debunking myths.

During the All-Ukrainian Forum of Interaction and Development, participants presented the best regional, all-Ukrainian and international initiatives, and shared their experiences. There were representatives of

government, business, experts in various fields and activists among the 640 speakers.

Together with the International Youth Movement “School Recycling World” we have created a schoolrecyclingworld.org/en/online-learning in two languages: Ukrainian and English. It contains training, recommendations for sorting, and excursions to landfills.

On 1 June, the Verkhovna Rada passed the Law on “Restrictions on the Circulation of Plastic Bags”. Dozens of broadcasts were held, and publications with comments by the President about the movement were prepared to help Ukrainians with the transition to environmental alternatives.

The movement's project activities are supported by a number of ministries and departments: Ministry of Youth and Sports of Ukraine, Ministry of Environment and Natural Resources of Ukraine, Ministry of Foreign Affairs of Ukraine, Ministry of Education and Science of Ukraine, Ministry of Development of Communities and Territories of Ukraine, Ministry of Social Policy of Ukraine, Ukrainian State Center for Extracurricular Education, the National Ecological and Naturalistic Center and many more.

We do not plan to stop here. The team is now preparing for capacity building next year. Onwards and upwards!

Iuliia Markhel, Country Leader of Let's Do It Ukraine



BRAZIL

I joined the Let's Do It movement at the end of 2019, as a coordinator of society engagement actions, carrying out cleanup task forces in the city of Campinas, in the State of São Paulo. We were also active in 20 of Brazil's other largest cities.

As I graduated in law and worked in tax, I was totally unaware of the reality of the garbage problem—in my city, in my country, and in the world.

With awareness of the “World of Garbage” and the fact that thousands of people in Brazil live from the waste which we discard and title as garbage, I've changed the way I see the world.

I decided to join the Limpa Brasil National team, stopped working as a lawyer, and started doing the best I can to alert society about the importance of cleaning our cities. And more than that, keeping them clean!

When the World Cleanup Day campaign began to unify the cleanup actions of all countries, we also experienced this unification here in Brazil. It

contributed significantly to the mobilisation of cleanup actions. Along with Teoria Verde, we managed to mobilise almost one fifth of the country's municipalities in the second World Cleanup Day. And even with the pandemic, we have continued to have very high numbers.

In 2022, we want to exceed all our expectations! The Limpa Brasil Institute is implementing a national council of leaders and ambassadors in order to increase the number of volunteers and find more efficient solutions for municipalities. We are also initiating the Jovens que Limpam movement, formed of teenagers between 10 and 18 years old. We want to achieve our goal of mobilising 5% of the population in the country. I'm very grateful to be part of Let's do It World and World Cleanup Day.

Edilainne Pereira, Country Leader of Let's Do It Brazil, Limpa Brasil



CHAD



The third World Cleanup Day, in 2021, took place in a particular context. All around the world we were experiencing the Covid-19 pandemic, and in our country we were in a transition period after the tragic death of Marshal of Chad Idriss Deby Itno, President of Chad.

Despite all these constraints, Chadians, aware of the threats from the proliferation of litter as well as from climate change, have demonstrated their firm determination to fight these phenomena together.

This year, in Chad, 15 provinces out of 23, 10 districts of the capital N'Djamèna, 352 Civil Society Organisations, and more than 16 000 people came out to fulfill their civic duty for our planet. A total of 3 600 000 people also heard about World Cleanup Day through media.

This result strengthens our conviction to make our country Chad free from litter by 2030. It will be a long process that will require the commitment of all, in line with the involvement this year of the highest authorities of the Republic, and the expressed commitment of our President of the Republic, the Prime Minister, many

partners, and the strong mobilisation of the population.

We are responsible and accountable vis-à-vis our planet and especially to the generations to come. We do not have the right to compromise their future through our negative and uncivil behavior towards nature.

Chad, our country, is committed. The Let's Do It Chad movement believes that it is possible to change things from university and school structures through to environmental education and permanently raising the awareness of the population.

"Yes, together it is possible," because beyond Chad this situation is universal.

May the fraternity, conviviality and ambiance which prevailed during 2021 World Cleanup Day remain our slogan and our virtues for a Clean World.

Roll on "World Cleanup Day 2022."

Casimir Yodoymman, Country Leader of Let's Do It Chad



GERMANY

The world's largest bottom-up citizens' movement to eliminate environmental pollution took place this year under the auspices of EU Commission President Ursula von der Leyen. Despite the coronavirus pandemic, World Cleanup Day 2021 was the most successful so far in Germany, with 3200 cleanups in total across the country. The participation more than doubled—from 83 000 people in 2020 to over 190 000 in 2021. We focused on individual cleanups and had really strong support in the main cities, including in Berlin, Cologne, Munich, Hamburg, Frankfurt and Erfurt. We also had good support from radio stations and media companies who helped activate families. Based on the good experience in 2020, a focus on individual cleanups was one of the main strategies in Germany this year—although there was also a positive involvement with large groups, with up to 200 people on average. It wasn't easy to organise large groups because of the local laws during the pandemic.

The second strategy in 2021 was to activate more schools. In our pilot project "WCD macht Schule", we have reached thousands of schoolchildren. We provided the kids with wooden pickers, safety vests and gloves. We also supported the teacher with teaching material.



The project was so successful that we will increase the number of participants here in Germany by at least more than 10 000 in 2022.

Plan number three in Germany for 2021 was to establish strong partnerships with the local municipalities and local governments, as it helps to engage even more people. In 2021, the cleanup took place in every county in Germany. Since 2018, an ever-increasing number of local governments have joined, reaching more than 800 municipalities in 2021—doubling the figure from the year before. We have set an ambitious target to activate at least five per cent of the German society in future cleanup campaigns—approximately four million people. We believe this is a minimum requirement to make a long-lasting change. It's good to have one cleanup day every year, but it's important to draw attention to the issues all year long. I am really happy with the local progress so far.

Let's Do It Germany e.V. was founded in 2018 by Holger Holland following his first contacts with the Let's Do It Leaders Academy in Albania in 2017. Holger is the president and driving force behind the German team.

Holger Holland, Leader of Let's Do It Germany





With the huge light that the planet has received since the existence of Let's Do It World, I can only say that joining the team has had a great impact on my personal life and that of my country. Like twinkling little stars, we country leaders have enjoyed the privilege of being the change-carriers to our different countries. For this, I remain grateful and determined to carry out the Let's Do It goal of a plastic-free world to the edges of my country.

In the 21st century, rapid growth of the population, urbanisation, industrialisation, modernisation and digitalisation have resulted in the increase of waste types such as domestic, industrial, commercial, mining, radioactive, agricultural, hospital, electronic, and more. Managing this waste is becoming a big problem in the world, and developing countries are suffering more from the effects.

Let's Do It World has sent a message to the entire world: to fight a common enemy we must come together—meaning COLLABORATION and COOPERATION (LET'S DO IT). An important element is bringing together the government, people and ORGANISATIONS to act together. This is an EMERGENCY CALL, that all nations must heed to in order to save the planet.

CAMEROON



Over the years, Cameroon has witnessed a great change in regard to the environmental crisis—not just atmospheric degradation but environmental peace has been tampered with. In order to fight the waste crisis, we begin with awareness-raising in schools and communities, and campaigns for cooperation and collaboration between organisations, government and individuals. As such, regional coordinators are prime actors—this is the secret of our success story.

It is often said: “teach a child to plant a tree and he will plant a forest”. Today our target is to instill this spirit of collaboration in the younger generation so that they may carry it further. With four successful World Cleanup Days, Let's Do It World is now a bold mark on the hearts of Cameroonians. This year's World Cleanup Dayday was remarkable: despite the Coronavirus pandemic, volunteers saw the need for a clean planet. More than 100 000 people took part, cleaning about 118 sites in close to 10 regions, with the government and media present. It has been such a sweet dream to be part of making global change.

Ngangnjoh Memunatu Riyuh, Country Leader of Let's Do It Cameroon





INDONESIA

Despite the Covid-19 pandemic and related lockdowns, World Cleanup Day Indonesia has been strategic in the creation of several tailored campaigns, such as ‘cleanup and waste segregation from home’ and decluttering, as well as the usual on-site clean-ups. These three campaigns were the main focus of World Cleanup Day Indonesia this year.

The Indonesian team successfully gained support from four ministries. The Ministry of Coordinating Maritime Affairs & Investment, the Ministry of Environment & Forestry, the Ministry of Youth & Sport, and the Ministry of Women Empowerment & Child Protection were all supporting World Cleanup Day Indonesia. Along with the national government, four governors, thirty-four mayors, and all municipalities have been working together with the local community to create a successful event and make a bigger impact on our environment.

Education, action, and advocacy have been the three core elements of the strategy for World Cleanup Day Indonesia. We work closely with municipalities, using World Cleanup Day as the momentum for further

sustainable collaboration. The World Cleanup Day team was involved in collaborating with the government in implementing regional policy regarding waste issues, and the local government also allocated budget for the education program and World Cleanup Day.

The main online campaign for the national event ran from 12-24 September 2021. We held 53 Instagram live sessions and gathered 12 838 Instagram live audience viewers. 23 webinars also gathered 4645 participants and 57 webinar speakers.

For the nationwide action campaign:

5371 tons of waste (399 475 kg of plastic waste, 2370 tons of recyclable waste, 1024 tons of organic, and 1570 tons of residual waste) were collected;

This waste was managed by 1229 waste banks;

1 292 116 volunteers joined the cleanup in 7889 cleanup locations, including individual actions from home.

Let's Do It Indonesia was the organisation that led World Cleanup Day Indonesia. The core team organisations worked with 1229 communities, 103 universities, 64 companies, and 2945 schools. We are working to make sustained change—not only during September on World Cleanup Day but also throughout the whole year, through a variety of education programs, campaigns and actions. Regardless of any situation that we are facing now or in the future, action must continue until we make a waste-free world a reality!

Agustina Iskandar Crombach, Country Leader of Let's Do It Indonesia

Call and Media Centre

The Call and Media Centre was hosted in Tallinn, Estonia, for World Cleanup Day 2021. On 21 September, over a 14-hour period, over 50 volunteers dialled in to country team leaders to record interviews about on site cleanup news, collect data about ongoing cleanups, and find out participant numbers. They also provided information to the media by publishing social media posts, and collected articles about World Cleanup Day from all around the world.

Throughout the day, a total of 36 live interviews were broadcast on our Facebook page, and over one hundred interviews with country leaders were recorded—to be published over the month leading up to the ‘World Cleanup Day and Beyond’ broadcast show in October. The reach of the World Cleanup Day Live interviews is estimated to be over half a million contacts.

The interviews were conducted by volunteers and hosted by international TV presenter Colm Flynn. The Call and Media Centre was hosted at the headquarters of telecommunications company Telia.



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

World Cleanup Day Broadcast

To celebrate the extraordinary people organising and participating in World Cleanup Day, the 'World Cleanup Day and Beyond' Live show was broadcast on our webpage, Facebook page and Youtube channel on 23 October 2021.

The three-hour show was dedicated to sharing stories from across the globe about the extraordinary people and projects behind World Cleanup Day. The guests talked about how to make a waste-free world a reality and inspire change in people, organisations and governments—in solving waste problems, enhancing environmental education, and engaging youth in global environmental issues.

Among the noted speakers were Faatiha Ayat, young environmental activist and Founder of CHIL&D; Jüri Ratas, President of the Parliament of Estonia; Line Hestvik, Chief Sustainability Officer of Allianz Group; and Kristjan Järvi, conductor and composer. The Former President of Estonia, Kersti Kaljulaid, made an appearance as a hologram.

The show was hosted by Colm Flynn, an international TV host and reporter. The broadcast was staged against a virtual background with guests and interviewees either dialling in via video link or being hosted in the virtual studio itself. Technical production was led by Multicity TV and content curation was provided by Let's Do It World headquarters.

Funding

The global coordination of the World Cleanup Day Call and Media Centre and 'World Cleanup Day & Beyond' Live show was primarily funded by the Government of the Republic of Estonia.

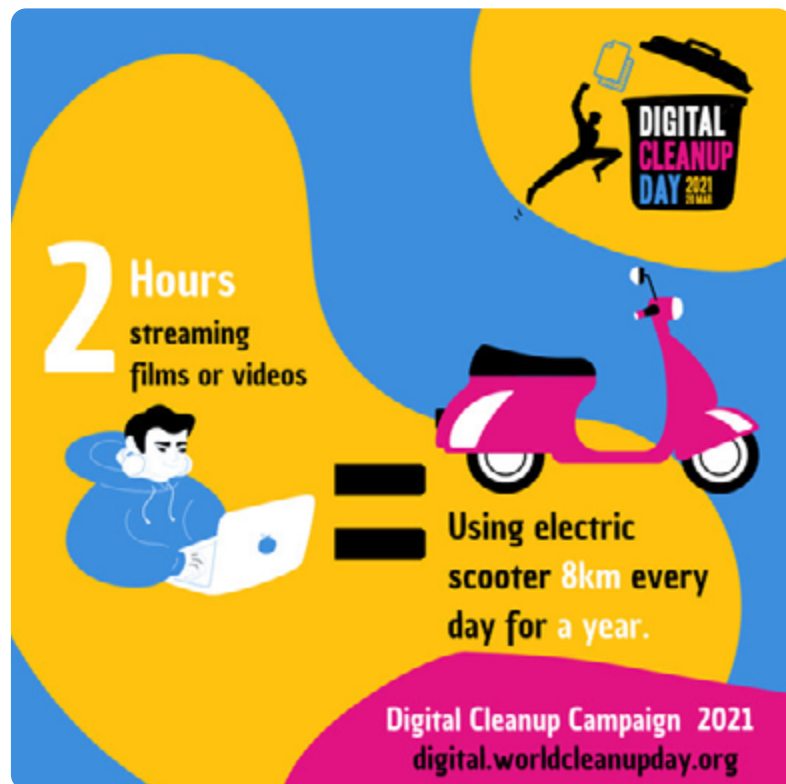


Projects and Campaigns

Digital Cleanup Day

Let's Do It World's new initiative, Digital Cleanup Day, took place on 20 March. Digital Cleanup Day and the following month-long campaign on digital waste awareness resulted in the deletion of over half a million gigabytes of unnecessary data by participants in 106 countries.

Over 500 companies worldwide organised digital cleanups from 20 March until 22 April. Considering that the estimated lifespan of a single digital file is a minimum of 5 years, an estimated 625 000 kg of CO₂ was prevented through the digital cleanup campaign.



Over half of the population on Earth uses the internet, but alongside its positive effect on our modern societies, it also creates its own waste. The internet and its supporting systems emit 900 million tons of CO₂ each year—more than the global airline industry, according to research. By 2030, the ICT sector is expected to be consuming as much as 20% of the world's energy production, with data centres, video and photo services being the major culprits.

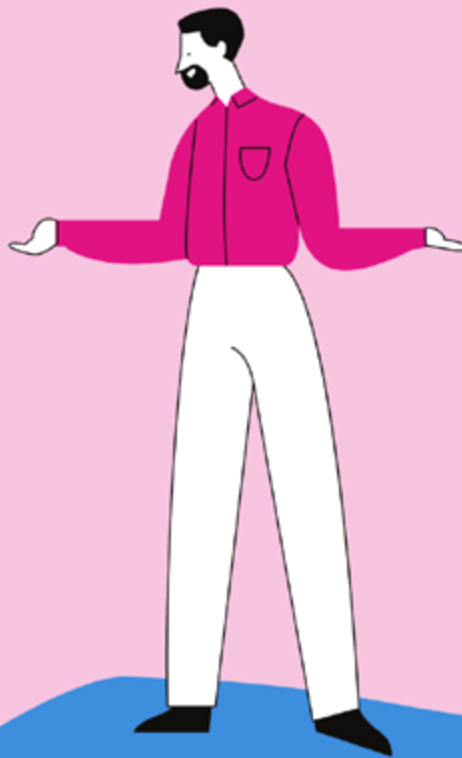
The Let's Do It World Network organised the first ever global Digital Cleanup Day on 22 April 2020, to celebrate the 50th anniversary of Earth Day. The idea of organising a coordinated global digital cleanup, instead of traditional cleanups was proposed in light of COVID-19 restrictions.

500 000+
gigabytes deleted

625 000 kg
of CO2 saved



**What is
digital
trash?**



20 MARCH 2021
www.digitalcleanupday.org

500
companies

106
countries



FRANCE

Digital Cleanup—virtually and materially with humans!

In 2020, when we launched the Digital Cleanup campaign during the Covid-19 lockdown, it was like a recipe to do at home—explaining how to keep your devices for longer, by being aware that the way you use it has an impact!

This campaign is a new way to inspire people to be active in the ecological transition, and can be done very easily by anyone who has a device! To address the issue of digital waste, we had the opportunity to work with experts on this topic in France, who co-hosted the program with us. This is a new step—cooperating with different people and different competencies. The Institute for Sustainable IT (ISIT) brings its knowledge

in sustainability in IT, and we bring the knowledge in mobilising and inspiring people to join the program.

As we used to do for World Cleanup Day, we developed toolkits to help companies and citizens to delete data, along with tips for the future with daily best practices. Through weekly webinars, we offered everyone the chance to get involved in the program easily, and to prepare their own activities—either during a virtual breakfast or by participating in challenges between different teams.

Our visibility has greatly increased—between 2020 and 2021 we jumped from 6500 to 38 107 participants, with 58 Gb deleted rather than 22 Gb. Many companies also used Digital Cleanup Day to launch sustainable IT programs in their companies.

Our next target is to get young people on board and participating in the Digital Cleanup. Moreover, we will also collect electronic devices as part of this campaign—a new way to discover new partners who can become ambassadors for the program.

Virginie Delugeard-Guerin, Country Leader of World Cleanup Day France



School and Environmental Education Project - SEEP



Let's Do It World's biggest region, the Africa Network, is focusing on promoting environmental education in schools through its School and Environmental Education Project (SEEP). The aim of the project is to transfer knowledge around environmental education and related activities to African schools, with knowledge and tools being shared on a specially designed digital platform. The platform has been created to meet Africa's needs and ensure the quality of the project overall. It allows schools to design and present their best environmental projects.

The most effective way to learn is by creating an engaging and healthy sense of competition between schools, and by collaboratively involving communities. In line with the UN Sustainable Development Goals, the program will raise awareness of environmental behaviour best practice, with a particular focus on solid waste, climate change and laying the foundations for the transition to a circular economy.

The first pilot project is currently taking place in Namibia, financed by the Estonian Ministry of Foreign Affairs out of development cooperation and humanitarian aid funds. The project will last until November 2022 and is led by the Let's Do It World and Let's Do It Namibia. Tanswell Roonaisie, Let's Do It Namibia leader: "The Sustainable Environmental Education Program (SEEP) is the beginning of the ultimate solution that we have been striving towards in the Let's Do It Network. This program will unearth and showcase the fundamental belief and potential for safeguarding and living in harmony with nature for the Namibian youth. SEEP is a deliberate strategic action with sustainable goals that will contribute to Namibia's ambitious NDP5 goals as well as the Harambee Prosperity Plan and the SDGs."

Following a successful pilot project in Namibia, the project is planned to be implemented in other Let's Do It World African network countries.



Photo: Let's Do It Namibia

Let's Do It World Conference 2021

The Let's Do It World Conference 2021 took place from 28-31 January 2021, and was hosted virtually from Munich.



Across four days, 30+ sessions, 96 speakers and more than 2000 participants from all over the world made this conference the largest conference of the Let's Do It World network so far. For the first time, the conference was carried out entirely online.

The aim of the Let's Do It World Conference was to share the latest experiences and findings from all over the world—to learn from one another, grow together, and pave the way for the future of the project. At the Conference, the participants looked at the past, the present and the future of the Let's Do It World movement. Together, we focused on creating a strategy for the future—steering our organisation and the world towards a cleaner, more sustainable, waste-free world. One participant summed it up as: “A well-structured and diverse program, charismatic and enthusiastic speakers, interesting and inspiring talks, and lots of

positive energy that really got the 'Let's do it!' theme across.”

The conference was hosted by Let's Do It Germany and was organised in collaboration with Let's Do It Indonesia and Let's Do It World HQ. A new digital platform was created for this conference. Holger Holland, the founder and president of Let's Do It Germany has also been an Information Technology consultant since 2000 and is a lecturer for project management and business administration. He dedicated all his expertise into the creation of this digital platform, utilising Google Workspace, Analytics, Wrike, Zoom, YouTube and more. As a result, this new conference and collaboration platform was launched.

The implementation of the conference in 2021 was also supported by the City of Munich and the neighborhood network [Nebenan.de](https://nebenan.de).

"The implementation of our first digital world conference was a complete success. As with World Cleanup Day 2020, we found a good way to make the challenges of our planet heard even in times of a pandemic. During the four days we discussed solutions for a clean, healthy and waste-free future with participants from all over the world."

Holger Holland, Host of the Let's Do It World Conference 2021 and President of Let's Do It Germany

"Due to the coronavirus pandemic, this conference unfortunately could not take place in our city as planned. This is regrettable, as Munich is considered to be one of the cleanest cities, and for that very reason would have offered an ideal location for it."

Dieter Reiter, Munich's Lord Mayor, the Patron of the conference and World Cleanup Day 2020 in Germany.

96
speakers

2000+
participants

30+
sessions

"With the Green Deal, we as the European Parliament have set ourselves the goal of becoming the first climate-neutral continent in the world by 2050. We can only do this together and therefore citizens' initiatives such as World Cleanup Day are an essential part of this. The great response to the first digital conference of Let's Do It World has shown me once again that we as the European Parliament are not alone on our chosen path."

Marion Walsmann, Member of the European Parliament

"Turning 30 this year, I am obviously well aware of the multitude of possibilities that the internet and modern media offer. Nonetheless, I caught myself thinking 'Wow! I'm sitting at my desk in Germany, watching and listening to an Irish session host who is currently in Rome as well as presenters in Iran, Tanzania, Indonesia, Estonia, America, Ethiopia and more—all sharing their experiences and efforts LIVE from their respective countries, while others ask questions from their home desks in Germany, Italy, France, Kenya, etc. What an age to be alive in!"

Conference participant

Leaders Academy Africa

The Let's Do It World Leaders Academy for the Africa Region was held on 7 and 8 July, 2021. Thirteen speakers were invited to share their experience and best practice across twelve countries and three continents. Seventy-six participants attended both days. The whole Leaders Academy was led in an online format for the first time by Let's Do It Nigeria. Olumide Coker, leader of the Let's Do It Nigeria, said: "Africa Leaders Academy is one of the most important and great cross-continent meetings of leaders, partners and volunteers for the African community. It has inspired us to spread innovative participation and engagement across Africa."

According to the feedback we gathered, the leaders academy was judged as a successful one—enhancing collaboration among participants from different countries and fields of research.

The event commenced with an opening address by the President of Let's Do It World, Heidi Solba, as well as LDIW Board Member for Africa, Stephan Senghor and Let's Do It Nigeria Country Leader, Olumide Coker. It was moderated by the LDIW Head of Global Communication, Ingrid Nielsen.

The following speakers presented their topics on the following subjects, with open debates and reflection from the participating leaders:



- World Cleanup Day, Let's Do It World, Campaigns and Partners by President of the Let's Do It World Heidi Solba;
- Waste management in Africa by Henry Bassey as founder of Green Hub in Africa;
- Waste mapping and audits and how to run a cleanup by Ana Rocha from Nipe Fagio, Tanzania;
- Cigarette Butts campaign in Kenya by Christine Sayo from Let's Do It Kenya;
- Environmental Education and sustainability from Ngangnjoh M. Riyuh from Let's Do It Cameroon;
- How to attract millions of volunteers by Andy Bahari from Let's Do It Indonesia;
- Partnerships, funding and governmental relations by Akshay Gwalani from Moondo4 Africa;
- Digital Cleanup by Kate Opoku from Let's Do It Ghana;
- Circular economy by Camilo Ramada by Let's Do It South Africa and Carlos Serra;
- Best practice on circular economy from Let's Do It Mozambique;
- Engaging kids on environmental protection by Chris Appadoo from Let's Do It Mauritius.

Let's Do It World Leaders Academy for the Africa Region gave out recognition to those involved at the closing ceremony of the event.

Olumide Ayodele Coker, Let's Do It Nigeria Country Leader



Photo: Let's Do It Peru

E-communities, Composting and Sorting in Latin America

Let's Do It World has a vision of a waste-free world. To achieve this vision we must carry out different kinds of activities—not just cleaning up, but also preventing waste from being produced in the first place, and managing the waste properly afterwards.

Every day, Latin America generates 541 000 tons of solid waste—231 million tons per year. Every day, 35 000 tons of this have no option for proper waste management, meaning huge quantities of waste are left unmanaged. This increases the vulnerability of people living in poor conditions without good access to health systems or water sanitisation. As a result of the waste, people are losing access to environmentally healthy public spaces and are being exposed to health risks in the areas around landfills.

In the Let's Do It World Latina Americas (LATAM) region we are working to design a transformational model

of solid waste management, created by LATAM & Caribbean LDIW network members. This model involves using educational tools to compost and segregate waste, establishing a constant flow of communication through virtual community spaces throughout the continent—sharing experience and ideas across the region. During World Cleanup Day 2020 many countries held successful workshops on how to segregate waste as well on composting, planting, etc. In 2021, the LATAM region held a special project involving eight countries to develop this project further with local communities.

“Act for the Environment!” in Georgia



Photo: Let's Do It Georgia

Together, Let's Do It World HQ and Let's Do It Georgia have initiated the project “For a healthy and waste-free environment! Environmental Cooperation Program” in Georgia. The project is financed by the Estonian Ministry of Foreign Affairs out of development cooperation and humanitarian aid funds. The Project will continue until February 2023.

The aim of the project is to prevent illegal dumping in the Khashuri and Kaspi regions of Georgia, through cooperation between communities and local governments. As a result of the project, awareness about the impact of waste on nature has increased significantly, and a new social norm of illegal waste dumping as unacceptable has been created. Green Clubs have been established to encourage cooperation between municipalities and civil society. Waste bins and cigarette butt boxes have been placed in waste hotspots identified in the regions so that they will be kept clean and waste-free even after the project has finished. As

part of the project, technology will be used for mapping waste. The end result of the project will be the creation of an effective and sustainable form of cooperation to address the problem of illegal dumping and prevent uncontrolled littering, which can then be implemented in other regions of Georgia.

Georgia launched the project with World Cleanup Day 2021, and the Georgian team is currently working on establishing Green Clubs. Together with communities, the waste bins will be established in the litter hot spots.

AXA Week for Good 2021 Cooperation Project

Let's Do It World is working in partnership with AXA. During the 'AXA Week for Good' in September 2021, we organised a waste cleanup action that brought about knowledge transfer on a global scale. Through the cleanups, organisation employees learned about the impact of waste on the environment. They also learned from Let's Do It World network leaders about waste types and materials, as well as zero waste principles. Across half a year, the project was developed, communicated,

implemented and maintained, with cleanup actions and training in 13 countries and online webinars in 15 countries. All regions of the world were involved. An educational model and a great relationship for collaboration towards a waste-free environment were established between both organisations, giving positive feedback and continuity for future programs at the national level.



Let's Do It World at EXPO DUBAI 2020

Let's Do It World is being represented at EXPO 2020 in Dubai from October 2021 until March 2022! The EXPO Estonian pavilion features an information booth which presents World Cleanup Day and Digital Cleanup Day. The Estonian EXPO 2020 program invites visitors, participating countries and companies to reduce their carbon footprint and improve the sustainability of EXPO by deleting unnecessary data from their devices. The culmination of the Estonian EXPO Digital Cleanup Challenge will be celebrated on 20 March 2022.



Recognition

UNEA Accreditation

Let's Do It World received accreditation for the United Nations Environment Assembly (UNEA) of UNEP in 2021. Accreditation provides non-governmental organisations with observer status at the assembly and subsidiary bodies of the United Nations Environment Assembly of UNEP. Let's Do It World therefore receives invitations to observe all public meetings and sessions of the United Nations Environment Assembly and its subsidiary organs.



UN-Habitat Scroll of Honor Award



Let's Do It World won this year's UN-Habitat Scroll of Honour award, one of the world's most prestigious prizes presented to those working on sustainable urbanisation. The prize was awarded for our organisation of three World Cleanup Days to tackle the global waste crisis and reduce carbon emissions. Many strong candidates were considered for this award, with over 170 nominations in total. The panel's unanimous opinion was that the Let's Do It World's global cleanup events have created an important shift in people's behavior and attitude towards waste. We were commended for extensive preparation in mapping waste, mobilising and coordinating volunteers, and securing leadership commitment. Let's Do It World President, Heidi Solba attended the ceremony and received the award on behalf of all LDIW networks.

CAF America Validated Organisation Status

Let's Do It World has completed CAF America's rigorous due diligence process and received the status of CAF International Validated Organisation. This credential proves that Let's Do It World is structured and operates as a non-profit entity, that funds provided to the organisation will be used exclusively for charitable purposes, and that LDIW has completed an extensive review to guard against the risk of fraud, money laundering, or other illicit activities. It also means that LDIW is eligible to receive tax-efficient donations in the United States.



Partners



The Government of the Republic of Estonia

The Government of the Republic of Estonia was the main funder for the global coordination of World Cleanup Day 2021. Estonia is the country where Let's Do It World was born. Since the beginning, the Estonian government has been a strong supportive partner for the Let's Do It World HQ and the movement overall.

UN-Habitat

UN-Habitat and Let's Do It World entered into a partnership in 2021, with the signing of a Memorandum of Understanding. Let's Do It World is working together in partnership with UN-Habitat to build inclusive, safe and resilient communities and cities. This collaboration includes activities around 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 and 2022.

UN SDGs



Let's Do It World was the Convening Partner for the UN Act4SDGs campaign. Along with Let's Do It World and other key partners, the Global Week to #Act4SDGs was held on 17-28 September and achieved its goal of 100 million actions from all over the world. These 100 million actions had a positive impact on efforts to accelerate the Sustainable Development Goals and make a difference for both people and planet. The UN SDG Action Campaign and Let's Do It World come together in regular strategy meetings to identify further areas where collaborative engagement could be optimised.

UNESCO

Let's Do It World and UNESCO have been working in partnership since the launch of UNESCO's new environmental education program, #TrashHack, which kicked off on World Cleanup Day 2020. During 2020 and 2021, six young leaders from different countries in Let's Do It World's global network—Indonesia, Tanzania, Greece, Martinique, Syria and Ukraine—produced blog posts on waste reduction for the UNESCO [Trash Hack Program](#).

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 a broader understanding of how to reduce waste in general. Through the project, Let's Do It World's six young leaders inspired other young people around the world to take greater responsibility and to stand for a waste-free future. Today, the youth movement from this small group has begun to grow.



Earth Day



Let's Do It World has been partnering with Earth Day since 2019. In 2021, Let's Do It World network ran a Digital Cleanup campaign starting on 20 March with Digital Cleanup Day, and concluding on Earth Day, 22 April. The campaign resulted in the reduction of over half a million kilograms of CO2.

Organisations in the Earth Day network have been part of World Cleanup Day events for three consecutive years. This year, around 16 000 World Cleanup Day participants from 56 countries were registered through the Earth Day network's platform.

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—and focusing on prevention rather than cure, while providing effective solutions. For several years, Let's Do It World has been partnering with [Break Free From Plastic](#) to tackle plastic pollution around the world together. As a result of this partnership, the Let's Do It World network has been participating in BFFP brand audits. We are grateful for everyone's collaboration in the Brand Audit 2021's.

#breakfreefromplastic

ACNOA

The National Olympic Committees (NOCs) of Africa are one of the biggest partners for Let's Do It World on the African Continent. In the past few years, the Association of National Olympic Committees of Africa (ANOCA) has come up with a strategy to celebrate and participate in World Cleanup Days in several countries across the continent. Activities have ranged from collecting waste, cleaning gutters, cleaning cities and beach cleans. These operations were all carried out by the NOCs, who joined forces with various government and civil society partners to ensure the success of the event across Africa.

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

World Cleanup Day has become part of the sporting tradition in Africa, with support from ANOCA. Despite the pressure brought to bear by the Covid-19 pandemic, activities took place in strict compliance with containment measures—with protective masks being distributed to the many participants. ANOCA braved the terrible pandemic to carry out these environment-friendly activities.



Trashpocket

The Trashpocket Campaign, "Let's Keep It Clean", is an environmental initiative aimed at smokers—providing them with a tool to prevent cigarette butts from ending up as litter on the streets and in nature.

The campaign brings together international environmental ambassadors to raise awareness that we must clearly all take care of our own litter. The ultimate goal is for Trashpocket to be available in every location that cigarettes are sold.



The "Let's Keep It Clean" campaign got off to a magnificent start this year thanks to work by Let's Do It Kenya who gained a lot of media attention and coverage, with workshops and distribution of Trashpockets. The campaign was also very well highlighted during Former President of Estonia Kersti Kaljulaid's visit to Kenya at the pre-World Cleanup Day 2021 meeting which took place with Hon. Tobias Tobiko, the Environmental Minister of Kenya at the Ministry of Environment & Forestry.

By building a strong brand with direct focus on cigarette butt litter as an unnecessary environmental problem, we are now moving into 2022 with streets and nature free from such litter!

Using the hashtag #BinTheButts when addressing the environmental problem of cigarette butts helps support the campaign. For more info, visit the website and online store at Trash-Pocket.com

Clean Games

Let's Do It World has been collaborating with Clean Games for several years—working together for a waste-free world by mobilising people to act. Clean Games run team competitions around the collection and segregation of waste using a gamified approach, working mostly with youth groups. They run a 'Clean Games Baltic Cup' as part of World Cleanup Day. In the Clean Games Baltic Cup, eight countries participated in cleaning up the natural areas around the Baltic Sea.



Good Deeds Day

Good Deeds Day is a volunteering network, gathering all kinds of doing good under one umbrella. Created in 2007, they operate in over a hundred countries. Let's Do It World and Good Deeds Day have partnered for the second year in a row, with Let's Do It World leaders and teams participating in the Goodstock festival organised by Good Deeds Day in March. Heidi Solba, LDIW President, was invited as a speaker. In September, Good Deeds Day released a newsletter dedicated to World Cleanup Day and its vision, and activated their network to participate in the global event. Throughout the year, support was demonstrated by participating in each other's events, with the majority of mutually supportive activities happening in the LATAM region.

River Cleanup

Let's Do It World and River Cleanup have been collaborating for the shared cause of a clean and waste-free world since 2019, working to jointly organise river cleanups around the world.

River Cleanup's mission is to take plastic waste out of our rivers and off our riverbanks—using both human hands and smart technologies—to effect behaviour change among policy makers, industry and individuals.

The River Cleanup network participated in World Cleanup Day 2021, and the results were beyond their expectations—over 100 events were organised along rivers, with more than 5000 people attending.



Allianz

Let's Do It World has been partnering with the Allianz group for three years, with World Cleanup Day providing a platform to work on a wide variety of environmental actions. During the three years, thousands of employees have been engaged around the world, with webinars being used to share knowledge among them.

It is a pleasure to cooperate with an organisation which is acting for future generations, while also leading and shaping the financial industry towards a sustainable path. World Cleanup Day's value lies in its inclusiveness, bridging differences between the local Allianz offices to create the shift at the local societal level, with a strong belief that societal impact happens locally.

Allianz Group is bringing the next generation to the centre stage! For example, 100 young employees at Allianz Romania cleaned up 35 hectares outside of Bucharest, and collected more than 3 tons of waste!

Alliance is also creating systemic change in office spaces. Several branches in Asia and the Americas have stopped using plastic cups, switched to reusable coffee capsules, are having meat-free lunches and many more such initiatives. Let's Do It World will continue the partnership with Allianz Group through World Cleanup Day and further cooperation towards sustainable societies.



Photo: Somalia



Photo: The Maldives

Funding

Public Sector Funders

The activities of the Let's Do It World Headquarters are primarily funded by the public sector. The biggest funder is the Government of the Republic of Estonia. Other key funders are the Estonian National Foundation of Civil Society, Estonian Environmental Fund and the Estonian Ministry of Foreign Affairs' funds for development cooperation and humanitarian aid.

This annual report presents only LDIW HQ funders. The activities of the member organisations of Let's Do It World, who organise country-wide cleanup actions, are funded separately and vary on a country by country basis.

Thank you so much for your support!

Corporate Funders

Let's Do It World has longstanding partnerships with many sustainable companies. In 2021, Let's Do It World received private grants from Mapri Ehitus, SmartSwap, TrashPocket, Kops, Kira, One, Wiigi Invest and Õsel Birch.

Thank you so much for your support!

Membership fee

Let's Do It World has a voluntary membership fee for network organisations.

Thank you Iceland, for contributing your membership fee!

Private Donors

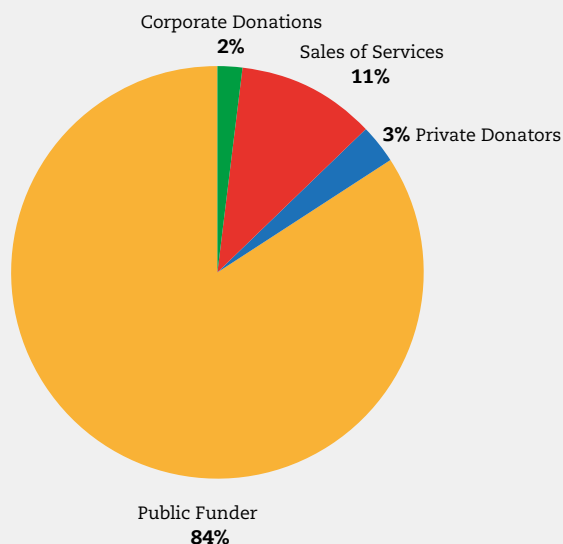
We are happy to recognise the people who joined our big Let's Do It World donor family this year. They directly supported our work to protect our planet and build up a new and sustainable world!

Thank you so much for your support!

You are true heroes:

Alari Aho
Safa Abdulla
Robinet Florence
Anis Berthold
Shannon Sophie Damgaard
Melanie Vanbelleghem
Shynggys Zharylkassyn
Ksenia Sein
Jose Matias Morini
Masato Akiya
Tómas Knútsson

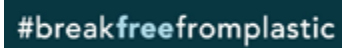
With special thanks to Blake Etienne, Alari Aho and Thomas Knutsson for long-term and continued support!



Thank you, Partners!

A great big thank you to all of our partners!

Global partners:



Supporting partners:



REPUBLIC OF ESTONIA
GOVERNMENT



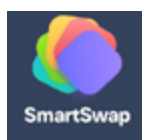
The Harmon Foundation



pipedrive



Take Outdoors



KIRA



ZAVOD



httpool



EuroPark

Mobilising partners:



#trashtag



Photo: A river cleanup, Switzerland

Key Performance Indicators

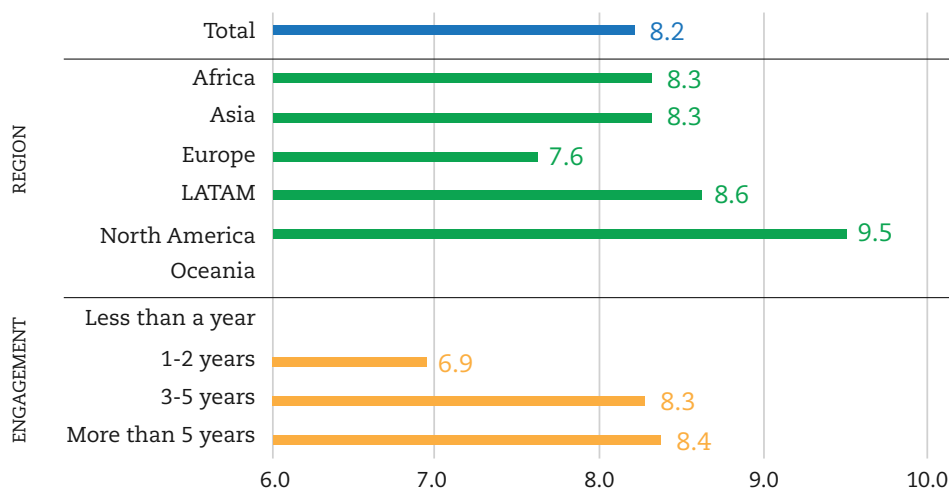
Let's Do It World's Key Performance Indicators (KPIs) evaluate the success of LDIW and demonstrate how effectively LDIW is achieving its strategic objectives.

When reflecting on these KPIs, we must take into account the uniqueness and challenges of the year 2021 due to the COVID-19 pandemic restrictions.



Happy Leaders Index

The Leaders Happiness Index is based on leaders feedback on how impactful and meaningful the work they are doing as a leaders in LDIW is, how strongly they feel they belong to the LDIW movement and network, and how much deserved recognition the leader feels they receive for their work.



We evaluate the success of World Cleanup Day 2021 as follows:

Key Performance Indicator	Description	Method	2021 results
The number of people participating in World Cleanup Day	How many people came out to collect waste on World Cleanup Day	Call center, country reports, individual queries, media monitoring	8.5 million
The number of countries participating in World Cleanup Day	How many countries participated in World Cleanup Day.	Call center, country reports, individual queries, media monitoring	191 countries
The amount of collected waste during the World Cleanup Day	How many tonnes of waste were collected during World Cleanup Day.	Waste report or an estimation (3,9kg per volunteer)	33 150 T
The number of countries who engaged public sector organisations for World Cleanup Day	The number of countries with public/government stakeholders participating in World Cleanup Day on a national or regional level in terms of funding, cleaning up or communicating.	Network survey	Municipalities: 76 % Representatives: 57 % Presidents: 3 % Prime minister: 8% Environment minister: 28 % Other ministers: 22 %
The number of Social Media followers	The number of followers in total - including both local network channels and WCD global channels	Social media monitoring	FB global page: 153 300 followers Instagram global account: 51 000 followers Total network's social media following: 1.5 million followers Average growth in social media followers: 15%
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	8.2 (93 countries)

Appendix I

LET'S DO IT WORLD

ANNUAL FINANCIAL REPORT **2021**

Beginning of Financial Year: 01.01.2021

End of the Financial Year: 31.12.2021

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

Register Code: **80562203**

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

City: **Tallinn**

County: **Harju maakond**

Postal Code: **10119**



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The annual accounts

Statement of financial position (In Euros)

	31.12.2021	31.12.2020	Note
Assets			
Current assets			
Cash and cash equivalents	144 923	59 067	
Receivables and prepayments	9 694	0	2
Total current assets	154 617	59 067	
Total assets	154 617	59 067	
Liabilities and net assets			
Liabilities			
Current liabilities			
Loan liabilities	6 375	0	3
Payables and prepayments	16 297	54 967	4
Grants with special terms	111 598	0	5
Total current liabilities	134 270	54 967	
Total liabilities	134 270	54 967	
Net assets			
Accumulated surpluses (deficits) from previous periods	4 100	62	
Surplus (deficit) for the period	16 247	4 038	
Total net assets	20 347	4 100	
Total liabilities and net assets	154 617	59 067	

Statement of revenues and expenses (In Euros)

	2021	2020	Note
Revenue			
Fees received from members	750	0	
Grants and donations	309 701	404 965	6
Business income	6 884	21 270	7
Other income	0	11 105	
Total revenue	317 335	437 340	
Expenses			
Direct cost of projects financed by grants for special purposes	-293 418	-418 916	8
Other operating expense	-7 730	-10 177	9
Employee expense	0	-3 613	10
Total expenses	-301 148	-432 706	
Surplus (deficit) from operating activities	16 187	4 634	
Interest expenses	-40	-600	
Other financial income and expense	100	4	
Net surplus (deficit) for the period	16 247	4 038	

Statement of cash flows (In Euros)

	2021	2020	Note
Cash flows from operating activities			
Surplus (deficit) from operating activities	16 187	4 634	
Adjustments for operating receivables and prepayments	-9 694	8 991	2
Adjustments for operating liabilities and prepayments	-38 670	54 967	4
Interest received	6	4	
Interest paid	-40	-600	
Total cash flows from operating activities	-32 211	67 996	
Cash flows from investing activities			
Repayments of loans given	0	6 000	
Total cash flows from investing activities	0	6 000	
Cash flows from financing activities			
Loans received	9 375	0	3
Repayments of loans received	-3 000	-30 000	3
Proceeds from grants with special terms	111 598	0	5
Total cash flows from financing activities	117 973	-30 000	
Total cash flows	85 762	43 996	
Cash and cash equivalents at beginning of period	59 067	15 071	
Change in cash and cash equivalents	85 762	43 996	
Effect on exchange rate changes on cash and cash equivalents	94	0	
Cash and cash equivalents at end of period	144 923	59 067	

Statement of Changes in Net Assets (In Euros)

	Accumulated surpluses deficits from previous period	Total net assets
31.12.2019	62	62
Net surplus (deficit) for the period	4 038	4 038
31.12.2020	4 100	4 100
Net surplus (deficit) for the period	16 247	16 247
31.12.2021	20 347	20 347

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). The 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, the principal requirements of which are established by the Accounting Act and which is specified by a guideline of the Standards Board.

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

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

The financial statements are 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 on the transaction date.

Receivables and prepayments

Receivables and prepayments contains short-term receivables and prepayments that have been made. The main groups are: trade receivables, prepaid taxes and receivables for reclaimed taxes, other short-term receivables, prepayments for services, loans granted (with a remaining term of up to 12 months).

Financial liabilities

Current liabilities contains short-term (with a term of up to 12 months) loans and finance lease liabilities during the following year (i.e. within the next 12 months). The main groups are: trade payables, payables to employees, tax liabilities, other liabilities, and prepayments received.

Grants and donations

Grants and donations contains:

- (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 the case of specific conditions not having been set up for their use, shall be recognised as income at the time of their receipt or when their collection is practically certain.

Revenue recognition

Business income contains advertising sales and other services

Expense recognition

Expenses directly related to projects that have been financed from 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 (who 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)

	31.12.2021	Within 12 months
Other receivables	9 694	9 694
Loan receivables	9 694	9 694
Total receivables and prepayments	9 694	9 694

Note 3 Loan Commitments (In Euros)

	31.12.2021	Allocation by remaining maturity			Interest rate	Base currencies	Due date
		Within 12 months	1 - 5 years	Over 5 years			
Current loans							
Private entity	6 375	6 375			0	Euro	2022
Current loans total	6 375	6 375					
Loan commitments total	6 375	6 375					

Note 4 Loan Payables and Prepayments (In Euros)

	31.12.2020	Within 12 months
Trade payables	15 867	15 867
Tax payables	273	273
Other payables	157	157
Other accrued expenses	157	157
Total payables and prepayments	16 297	16 297

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

Note 5 Grants with special terms (In Euros)

	Received	Recognized in statement of revenues and expenses	31.12.2020
			Liabilities
Grants for operating expenses			
Estonian Government Office	250 000	-250 000	0
KIK	38 715	-38 715	0
KÜSK	9 941	-9 941	0
EAS	29 955	-29 955	0
Tallinn City Government	5 000	-5 000	0
Total grants for operating expenses	333 611	-333 611	0
Total grants	333 611	-333 611	0

	Received	Recognized in statement of revenues and expenses	31.12.2020
			Liabilities
Grants for operating expenses			
Estonian Government Office	250 000	-185 037	64 963
Ministry of Foreign Affairs	73 262	-26 627	46 635
KIK	35 780	-35 780	0
KÜSK	6 206	-6 206	0
UNESCO	297	-297	0
AXA	44 250	-44 250	0
Total grants for operating expenses	409 795	-298 197	111 598
Total grants	409 795	-298 197	111 598

Note 6 Grants and donations (In Euros)

	2021	2020
Grants and donations related to income	309 701	404 965
Total grants and donations	309 701	404 965
Provision from state budget	185 037	250 000
Provision from local government	0	5 000
KÜSK	6 206	9 941
Organizations and private persons	11 504	71 354
EAS	0	29 955
KIK	35 780	38 715
Ministry of Foreign Affairs	26 627	0
AXA	44 250	0
UNESCO	297	0

Monetary and non-monetary grants and donations	2021	2020
Monetary grant	309 701	404 965
Total grants and donations	309 701	404 965

Note 7 Business income (In Euros)

	2021	2020
Advertising sales	6 884	21 270
Total business income	6 884	21 270

Note 8 Direct expenses of projects financed by grants and donations (In Euros)

	2021	2020
Impact Hack	10 623	2 362
World Cleanup Day	179 515	250 813
Estonian Cleanup Day	38 199	43 094
Tallinn Cleanup Day	0	5 385
Let's do it World Conference	0	117 262
Ministry of Foreign Affairs	26 626	0
AXA	23 044	0
KÜSK	4 170	0
UNESCO Trash Hack	299	0
EXPO	5 523	0
Interreg BSR	5 419	0
Total direct expenses of projects financed by grants and donations	293 418	418 916

Note 9 Miscellaneous operating expenses (In Euros)

	2021	2020
Leases	3 225	7 773
Miscellaneous office expenses	4 505	2 404
Total miscellaneous operating expenses	7 730	10 177

Total Office rental costs in 2021 were 12196 euros. 8971 euros of this covered by State Chancellery according to the project budget

Note 10 Labor expense (In Euros)

	2021	2020
Wage and salary expense	3 704	7 125
Social security taxes	1 222	2 351
Unemployment insurance	30	57
Total labor expense	4 956	9 533
Thereof disclosed as direct expenses of projects financed by grants and donations	4 956	5 920

Note 11 Related parties (In Euros)

Number of members by the end of economic year	31.12.2021	31.12.2020
Number of juridical person members	66	65

BOUGHT	2021	2020
	Services	Services
Management and higher supervisory body and individuals with material ownership interest and material influence of management and higher	56 125	60 000
Total bought	56 125	60 000

Remuneration and other significant benefits calculated for members of management and highest supervisory body	31.12.2021	31.12.2020
Remuneration	3 345	0

The accounting entity has calculated the remuneration for the management of the projects according to the project budget

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!

