

LET'S DO IT WORLD

ANNUAL REPORT 2022



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Message from Let's Do It World President



Heidi Solba,
President and Head of Global Network

Everything in life is about the decisions we make. We, humans, create society with our decisions. As well as building our living environment, we create values and social norms. Every decision we make has consequences, and creates the reality of the world as it is today.

Being an environmentalist is also a decision. A decision that makes a huge contribution to the well-being of the world—helping secure a healthy environment and rich biodiversity. The way in which environmentally-minded people work outside of their comfort zone—trying to find ways to create a positive impact despite the challenges faced—is also a decision. The year 2022 will go down in the history books as the one with the greatest challenges for so many nations—as well as for the environment, and ultimately for the entire world. Our collective decisions, and united actions in the spirit of togetherness, give strength and support in times of great challenge: through wars, climate crises, and economic recessions.

Being a global and united movement—with 164 countries in the Let's Do It World network—gives us an enormous power and responsibility to create positive change for a waste-free world. Our flagship campaign, World Cleanup Day, is becoming more than just the biggest one-day action for the environment—it is becoming a symbol of collective action for hope, for the future, and for humanity. Let's Do It World network leaders and their teams are not only working on environmental action, but also leading by example in being a valuable part of society—people who can make change happen despite facing great challenges. Stepping up to do this has been a life-changing decision for them all.

Now, we need to expand global stakeholders' collective efforts—to contribute in every possible way to sustaining environmental organisations' efforts to work for the planet. It has now become critical to make the right decisions in each sector of society. Such as deciding to work outside of our comfort zones when needed, and deciding to work together collectively—and with a positive and open mindset. We must understand that in times of urgency such as now, we have to give more time, more effort and more of ourselves to secure the wellbeing of the planet. The world is changing, and we, humans, must change as well.

I hope that this New Year will bring a collective wisdom to work more together. And I hope the actions that follow will create new and healthier societal norms, and reshape our societies for the better: creating new innovations, new science, new models and a new us.

We must keep growing, and through collaborative partnerships and government engagement, spread the “let's do it” vibe everywhere—and enhance the patterns of mutual synergy.

Only together, through positive collaboration, can we deliver on our mandate for people and planet. Let's Do It, World!

Messages from the Board and Executive Director



Pal Martensson,
Regional Director
for Oceania

Oceania, this pearl band of islands that is the largest district in the World Cleanup Day puzzle. The giant Australia, the hidden New Zealand and tiny Tuvalu—all are important parts of our worldwide network.

We have communicated and forged new ties with several countries and welcome everyone; Australia is a new partner that we are extra happy to have on board. No More Butts is a fantastic NGO that specialises in cigarette butts—they do excellent work. Many cleanups have taken place throughout the year, thanks to all the great people who are a part and our base in the organisation—without you, we are nothing.

Samoa had a cleanup to collect baseline data that contextualises solutions and interventions to address marine litter and plastic pollution. Through a very important brand audit, they found that over 77% of the plastic counted could be categorised as single-use plastics. Out of this data came several recommendations that the Team Samoa WCD can

target to address marine litter, in order to improve waste management systems and the health of our oceans.

Kiribati, another tiny island, consists of 33 islands scattered over an area of more than 3.5 million square kilometres in the central Pacific Ocean. They now have a cleanup programme, waste management system and recycling points growing in the area. Local initiatives have provided incentives for cleaner villagers, such as through annual “tidy village” competitions. There is a need for more systematic, well planned longer-term public campaigns, in particular to raise awareness about segregating and recycling waste products. Logistics is hard in Oceania but there are many good projects going on, covering activities, relationships and materials. Activities includes collections, drop off, reuse and product take back. Relationships covers contracts, customers, vehicles, gear and equipment. And materials is sorting, storing, processing and sales. **There is never an away—especially not in the Oceania area :).**



Bill Willoughby,
Regional Director
for North America

COVID has cast a large cloud over groups of people engaged in supporting the environmental movement; this has been a challenge for the past couple of years. The post-COVID period has been a motivating and challenging experience for developing our cleanups. We have developed new strategies and technologies to further enhance participation by municipalities, businesses, institutions, and organisations that have not previously engaged in the cleanup movement.

By using new strategies and technologies to inform people, 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 around waste management and plastic pollution.

Our core belief is the notion that people want to do the right thing; all they need is a little encouragement or incentive. **Just think what would happen if the Let's Do It World movement is able to further energise millions more people to engage in cleanups within their local communities.**



Leo Lin,
Regional Director for Asia

2022 was a tough year for our communities contributing to World Cleanup Day (WCD), but it also highlighted our resilience in Asia. In 2022, our Indonesia team maintained its 1.8 million volunteers for cleanups, our Japan team kept its 40% growth rate, and our Taiwan team innovated environmental education to motivate young WCD volunteers. These impressive achievements can be attributed to Asia WCD family's enthusiasm as well as support from HQ and other WCD regions.

What were the highlights for us this year? First, we understood our leaders' challenges and needs. After I started my role as board member, I collaborated with Agustina Iskandar, our Asia coordinator, to contact each country leader in Asia. We listened to everyone and understood their difficulties and needs.

Furthermore, we piloted a series of speeches titled ReLeaf to trigger potential fundraising for each country in Asia. I leveraged my network to invite 17 entrepreneurs and experts and had them share sustainability topics with our Asia leaders. Additionally, I facilitated some fundraising discussions. For example, a sustainable straw company met an Indonesian leader for potential cooperation.

Lastly, we maintained the engagement among our Asia leaders by hosting the Asian Leaders Academy. Agustina and I worked closely with our Taiwan team to host our virtual Asian Leader Academy in July which included volunteer teenagers with impressive talents, for example—composing a rap song about environmental awareness. In 2023, we will host the Asia Leaders Academy in Taiwan physically, and the in-person and virtual events will be facilitated by Heart Valley ESG Education Park, an influential NGO in Taiwan. **Please keep a look out for updates regarding Asia Leaders Academy 2023.**



Nima Zare,
Regional Director
for West Asia

Working with the amazing family of Let's Do It World (LDIW) is a part of my life that I am very proud of.

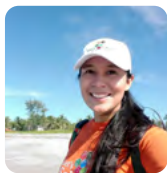
Not only because of its inspiring and motivating atmosphere, but also because it is a friendly environment where I have learned a lot of precious lessons from my international friends.

One of the most important lessons is that we should not underestimate the power of the public. We just need to show people what miracles can happen if they get together and move toward a common goal. Each one of us might only be able to do a small thing, but as a team, we will have a noticeable power to make real changes—and this universal synergy is what we are striving to build in the LDIW network.

I believe that our activities for LDIW can profoundly impact society and will positively alter people's behaviour in the long term by raising awareness around environmental problems. In every World Cleanup Day, I see a growing number of participants from various sectors of society who come to join us for cleanup events; and they are more willing to contribute to this kind of activity than before. It is a huge achievement.

We are witnessing an era in which technological advances have provided us with tremendous possibilities to eliminate or even end environmental issues. But to be successful in this battle, we have to do it together, all together!

We can do lots of good things not only for ourselves, but also for the next generation—as well as any living creatures that will be enjoying their life on this beautiful planet in the future. **So, my message to all people across the world is, "Join us and Let's Do It together!"**



Alejandra Rivera Santos, Regional Director for Latin America

Let's Do It in Latin America and the Caribbean began by following a direct invitation to act. They saw the waste problem around them, and immediately coordinated themselves to take action. Despite the social, political and economic difficulties in this region, the teams have the ability to come up with solutions—thanks to the attitude of their leaders—and share them with those around them.

I want to congratulate the Latin American and Caribbean countries for spreading the word all around them about how the waste problem affects the social, safety, health and economic development of the societies we inhabit. I especially want to congratulate those teams celebrating 10 years as part of the Let's Do It Network.

I also want to say thank you to each leader for the way in which they share the energy, enthusiasm and determination to continue in this initiative—renewing the strength, learning and building of the Latino and Caribbean community. Because after all, Let's Do It World exist because of the motor that each

leader has inside their chest—in the heart that connects them with the entire world and the living beings that inhabit it.

The year 2022 has been one of searching to find the balance after two years of COVID-19 pandemic. I know some teams have been working in survival mode, and others are now beginning to return their activities to what they were before the pandemic—or even improving them.

It is clear to me that the teams in this region find the clean-ups to be an initial way in to talk with governments, companies and academia. They open up discussions on how improving waste management can transform reality, improve access to human rights, and generate opportunities for a better quality of life.

I know that there is still a long way to go—but I also recognise all that has already been done in each country, in each region, and around the world. Thank you, leaders, for walking this journey and sharing so much along the way. **May the light that each one of you emits remain renewed to your hearts. Thanks a lot.**



Christine Sayo, Regional Director for Africa

Sankofa: Looking back at the past year to plan for the future of Let's Do It in Africa

What a year this has been for the Let's Do It Africa team! Across Africa, we saw the Let's Do It movement continue to inspire millions across the continent to unite and act towards a clean Africa. We saw more countries sign up to join our ever-growing Let's Do It Africa family. All this was possible because of the hard work and passion of our leaders across the continent.

When I took up the mantle from Stephan in January, I had no idea how the year would pan out. Slowly but surely things began to take shape. We had our first ever tour of duty in

Estonia for Kenyan Government officials, organised by Let's Do It World in collaboration with Let's Do It Kenya. Then Let's Do It Namibia and the Government of Namibia successfully completed the Sustainable Environment Education Project, with tons of lessons to be learnt from the pilot as we think through scaling it to other countries to promote experiential learning in schools and communities. Let's Do It Ghana participated in, and was a finalist for, the Afri-Plastics challenge—for their community centred solutions to reduce plastic usage across Sub-Saharan Africa.

Sankofa is a famous saying from the Twi community in Ghana that states that for us to appreciate what's ahead, we must not be afraid to look back and borrow lessons from the past. We definitely will be borrowing lessons learned from the good work we did in 2022, and taking them through to 2023. **We're counting on you to continue to stand with us through it all.**



Holger Holland, Regional Director for Europe

It is really worrying that there has been a war of aggression in the Ukraine, while at the same time we must fight the climate and environmental crisis. However, it has been impressive to see how we stood together as the Let's Do It movement—even in this crisis—and it is important that we continue to do so. And most importantly, that we all continue to work together further to tackle the challenges we face. This does not only include the fight against plastic waste, which is a serious threat to our environment and our health, but also a united collaboration with peace organisations to make sure conflict situations, like the ones we are currently facing, will disappear.

It is important that we all do our part to bring about positive global change. It is equally important that we all work together to tackle the challenges of the climate crisis and the plastic waste problem. World Cleanup Day, Digital Cleanup Day and our school projects—such as the Waste Primer—are important projects that help to build bridges and protect

our environment—creating a cleaner, healthier, and plastic waste-free world for all of us.

The support of politicians like the President of the European Parliament, Roberta Metsola, or the President of the EU Council, Ursula von der Leyen, are crucial to ensure that our Let's Do It movement gets the attention and support it deserves and needs. Events such as the European WCD kick-off campaign that took place on 15 June at the European House in Berlin, or the WCD flag handover on 5 September to EU Council President Metsola in Brussels, were important key events to promote and expand networking and cooperation between civil society and politics. This kind of cooperation is crucial to ensure that together we will find effective solutions to the challenges of the climate crisis and the plastic waste problem.

I believe that civil society, the arts, politicians and businesses can manage to work together and find solutions to the difficult environmental problems of our time. **Together we have the power to transform the world into a clean, healthy and waste-free place. Let's do it, together!**



Anneli Ohvri, Executive Director

The year 2022 was frightening in many ways. All around the world, we saw unprecedented floods, severe droughts, heatwaves and powerful snowstorms. Not to mention wars and conflicts in a number of countries. These events are all signs that we no longer have much time to bring about change. The coming years will be decisive for us and for the world.

For the LDIW HQ, the year 2022 was challenging—as it was in many countries. The war in Ukraine, which started in February, made the HQ team quickly change plans and work together with the Ukrainian team as much as possible to organise humanitarian aid. We worked around the year on joint environmental programmes with the Georgian team

and on a sustainable environmental education programme with the Namibia team. We also hosted public sector delegations from Kenya and Brazil, worked hard to kick off the process of World Cleanup Day to become an official UN Day—in collaboration with UN-Habitat and the Ministries of Environment and Foreign Affairs of Estonia. More than in previous years, we visited high-level conferences to spread the word about World Cleanup Day as a proven tool to create change. Together with Germany, we put effort into corporate funding policy to help leaders to evaluate their partners and avoid greenwashing. We improved the global World Cleanup Day registration system to provide local cleanup organisers with a convenient tool for cleanups, and hosted the World Cleanup Day Call and Media Center in Tallinn. A lot of plans remain as plans, which has taught us to be in the moment and work in the flow to serve the network and serve the cause of a waste-free world.

We are all in this movement for a reason. With different backgrounds but with the same goal—together, we are the change.



Let's Do It World Ambassadors and Patrons



Elina Nechayeva
World Cleanup Day
Ambassador

Estonian soprano **Elina Nechayeva** is a rising star in the world of opera, performing on concert and theatre stages around the globe. Elina is a free spirit whose voice is unconstrained by gravity's force and whose charisma enchants both connoisseurs of classical singing and pop music fans. Elina represented Estonia at Eurovision with her song La Forza. In 2022, Elina released her new single "Planet B", in which

she expresses her painful feelings about the future of our planet. Through her music, she explains that we don't have a Planet B—another home somewhere far away in the sky—if we destroy this one. There is only one planet Earth! Let's take care of our beautiful green planet and each other, because WE ARE ONE! Elina is donating half of the income from this song to the success of World Cleanup Day.



Christine Figgner
World Cleanup Day
Ambassador

Ambassador of World Cleanup Day, **Christine Figgner**, 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 our marine wildlife over more than 15 years. Already endangered sea turtles ingest plastic, lose flippers and other body parts because of plastic—and often die a slow and painful death as a result. While this is not the only threat sea turtles face, it is a threat that results from our human lifestyles, conveniences, and individual actions, just as much as from 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. A great honour 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."





Faatiha Aayat

World Cleanup Day Youth Ambassador

Faatiha Aayat is an eleven-year-old sixth grader, presently living in New York, USA. Besides being a World Cleanup Day Youth Ambassador, she is a child rights activist and climate campaigner who regularly raises her voice against global warming, climate change, carbon emissions, fossil fuels etc. Additionally, she is the author of four published books and has pursued the professional development programme on “Becoming a Leader” from the University of Harvard’s Department of Continuing Education. At her

elementary graduation she obtained the “President’s Award for Outstanding Academic Excellence – Gold Certificate.”

Faatiha runs her own organisation named CHIL&D, where she works on climate, health, information, learning and development issues. She became a champion in “My Goal – For A Better Future”, organised by the UN Environment Programme. Her prototype of Space Rover Perseverance and Helicopter Ingenuity has been nominated for display in the Jet Propulsion Laboratory of NASA. She also received the Amazing Artist Award in the “Ocean Under Threat” category at the Advena World Art Competition.



Kristjan Järvi

World Cleanup Day Ambassador

Ambassador of World Cleanup Day, **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”.





Ursula von der Leyen

World Cleanup Day Ambassador

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

World Cleanup Day Ambassador

Merle Liivand is a national Estonian competitive swimmer, Model, aquapreneur, SWIMERA CEO, AMBASSADOR, Triathlete, International Spokesperson, and open water swimmer from Tallinn, Estonia. She is known mainly as a MODERN DAY LIFE MERMAID and ICE Princess who never stops exploring life and passion for the WATER WORLD.

She has changed Ocean-related laws, and the World Economic Forum named her the FRONTVOICE regarding climate change

and Ocean pollution. The Mayor of Miami Beach even named her birthday April 17th after her—as MERLE LIIVAND DAY. She owns four Guinness world records and continues her path as an athlete and Ocean Ambassador.

Last year she won an iHOLLYWOOD Short film award and was named by Hollywood a Global Influencer.

Her biggest Dream is to see every single side of the earth clean from PLASTDEMIA (her own term for the plastic Pandemia).

Values, Mission, Vision

Let's Do It World's core values are

**COOPERATION, PEOPLE
and POSITIVITY.**

In Let's Do It World, we strongly believe that much-needed change can be achieved only by acting together in positive collaboration. We all need to work together to build the solutions that will make our world waste-free once more—engaging all levels of society in the journey.

We bring our positive energies and trust into all forms of cooperation. We welcome everyone and anyone who has the desire to work on the necessary solutions. Anyone who wants to make a difference.



World Cleanup Day, Brazil

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.

Our Story

LDIW is the largest environmental organisation in the world, 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 71 million people globally.

LDIW started as a movement in Estonia, when 50,000 people cleaned up Estonia in just five hours on 3 May 2008. Since then, many countries have followed Estonia's example and joined the movement. The Let's Do It Foundation was founded in 2011, to coordinate an international cleanup project. In 2012, a series of cleanups took place in 96 countries under the name of World Cleanup 2012.

The first ever World Cleanup Day—a single day cleanup taking place simultaneously around the world—happened in 2018. On that day, 18 Million people from 157 countries came out to pick up waste! In 2019, the Let's Do It movement was reorganised and Let's Do It World NGO was founded as a collectively-governed organisation.

In 2019, the second World Cleanup Day took place in 180 countries, and engaged a record number of participants—more than 21 million people around the world. 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.

Today, World Cleanup Day has reached the majority of the world's countries—with people from 191 countries taking part across 2021 and 2022.





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

Impact Model

Let's Do it World's ultimate vision is a waste-free world. The transformation needed globally to tackle climate change, biodiversity decline and the waste crisis is a complex one. It will affect diverse stakeholders, with multiple factors and layers embedded deeply in the way society currently functions. World Cleanup Day—the flagship project of LDIW—can only have a long-term impact if it awakens everyone in society to step up and take action.

Our Impact Model explains how we expect World Cleanup Day and other LDIW activities to bring about a healthy and waste-free world. World Cleanup Day is a trigger for individuals, organisations and governments to take action. Our Impact Model shows how World Cleanup Day will have a long-term impact only if other stakeholders use the momentum to create systemic change. Individuals have to adopt a sustainable lifestyle; businesses have to implement circular

“We can only have a long-term impact if we awaken everyone in society to step up and take action.”

and regenerative business models, and governments need to adopt supportive legislation for a circular and regenerative economy.

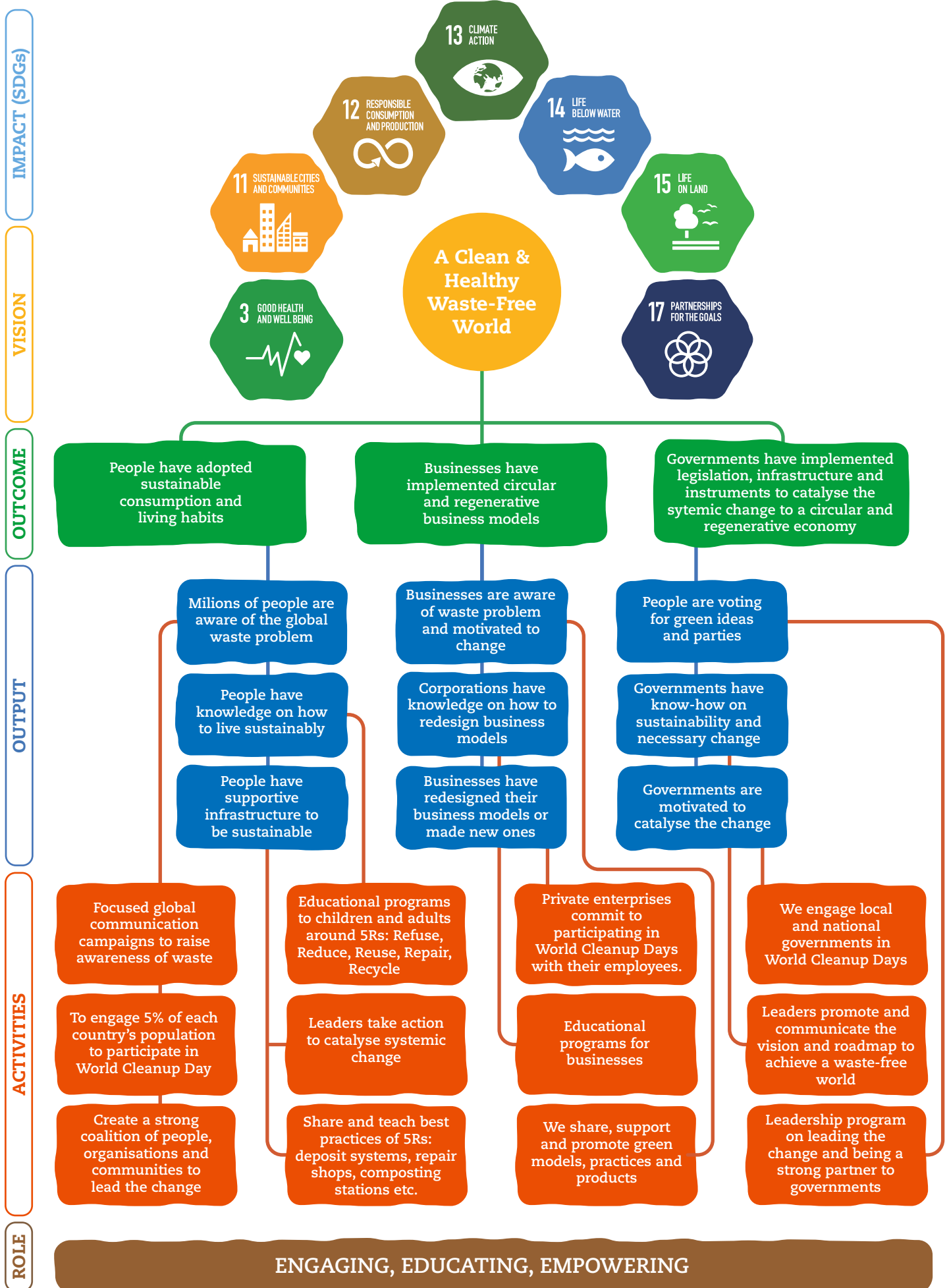
We see the role of Let's Do It World as engaging, educating and acting as a catalyst for this much-needed transformation. That's why we aim to engage at least 5% of each country's population. This is the tipping point needed to create societal change and speed up the transformation towards a sustainable future.

The LDIW Impact Model acts as a guide to be built upon. Each country in the LDIW network has its own, country-specific Impact Model.

Let's Do It World is a unique network of passionate leaders and teams in 164 countries. In our role of empowering and educating, we are educating the new generation of future leaders around the world to lead the societal transformation needed to create a waste-free world.



World Cleanup Day, Estonia



Network and Membership

Being global and united—with 164 countries in the Let's Do It World network—gives us an enormous power to create positive change toward our mutual goal, the creation of a waste-free world! Acting together is the key value of Let's Do It World. After all, aligning our personal and global values is the spirit of the Let's Do It World movement. We know that working together through positive cooperation is inspiring and motivating—and will ultimately lead to success.

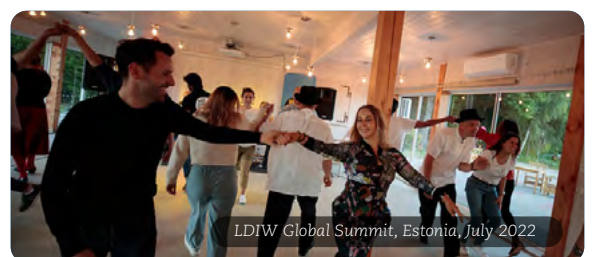
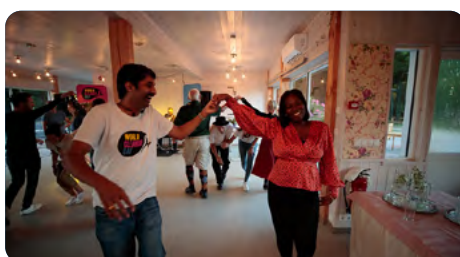
recessions, and wars? And lastly, how to keep motivation high while leading change in often severely challenging conditions?

The heroes in the network have proved that we are capable of finding solutions, and that acting outside of our comfort zone cultivates inner growth—not just as a great environmentalist or leader, but also as a human. Being a leader asks for tremendous willpower, and comes with a need to work collectively and set up mutual lines of support in all sectors.

Through LDIW's flagship campaign, World Cleanup Day, we are boosting change in society and creating a solid platform for the green initiatives—such as those led by the LDIW network. Many Let's Do It World activities, projects and programmes in schools, universities, municipalities and communities are helping to create better environmental education, build sustainable waste management processes, and find solutions together with communities. All of this has become a daily baseline of work for many Let's Do It World network teams.

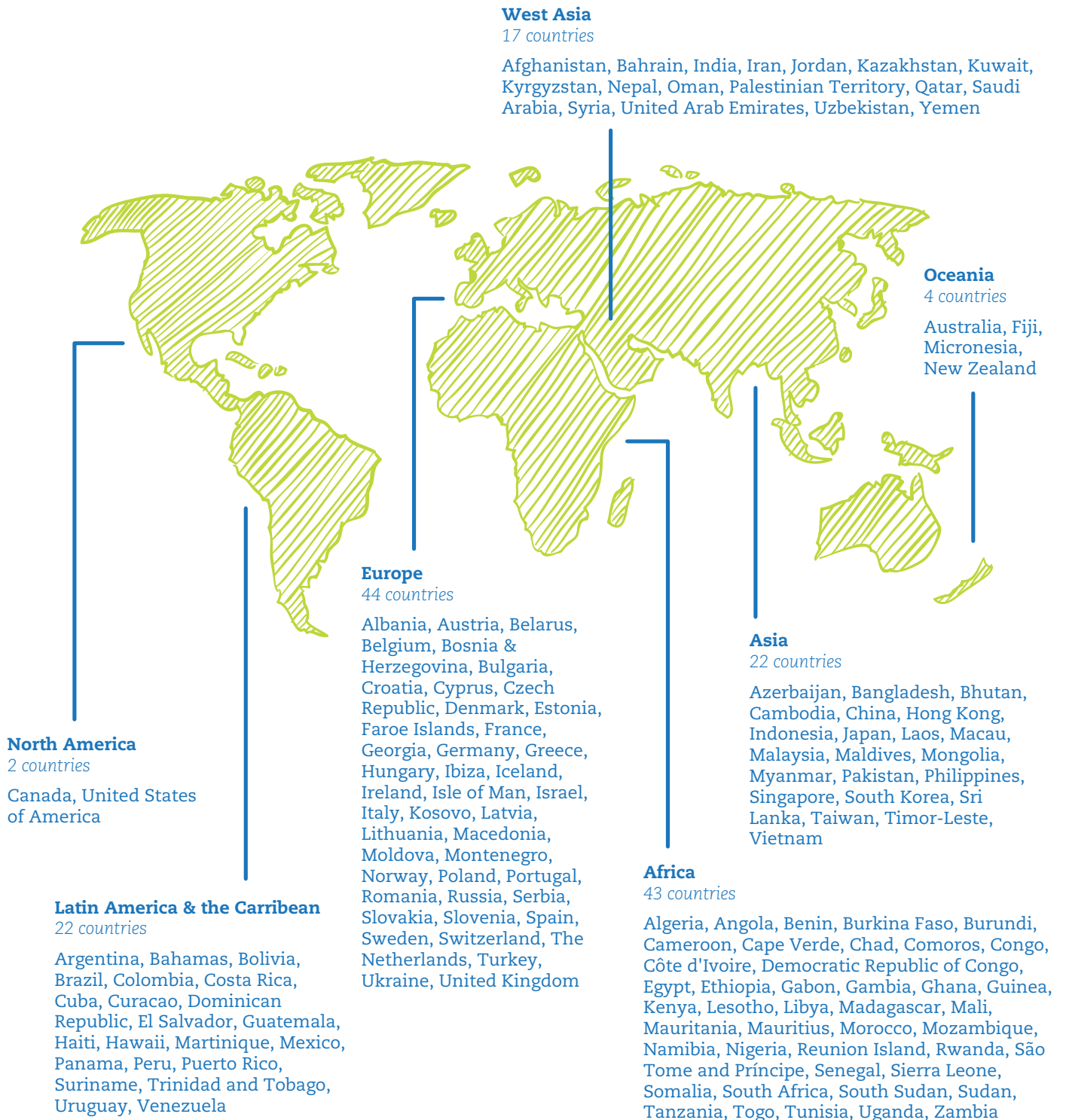
The leaders in Let's Do It Network—along with their national teams—are the engine of the movement. To become a leader, and to remain a leader, is to face difficult decisions daily. How to work with limited or negative resources, and yet still attract more volunteers and supporters? How to work with companies to create positive change together, and not just be used as a tool for greenwash? How to attract the media to cover environmental topics, at a time when urgent news from around the world draws their attention to social upheaval,

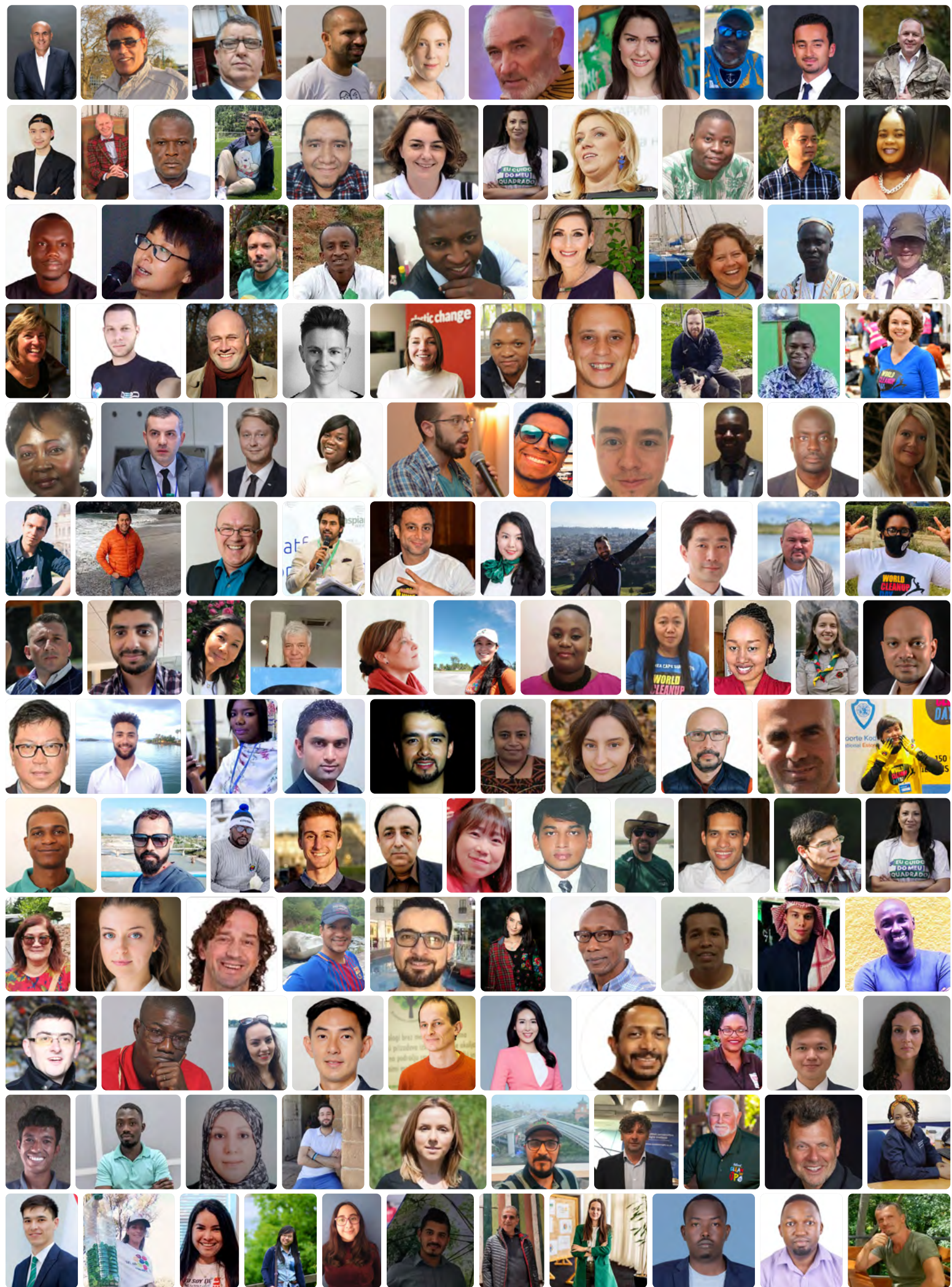
The inspiration to continue working towards World Cleanup Day, and to share best practice with others, is something that is created from within the network. The Let's Do It World HQ cannot express enough its humble gratitude to all our network leaders and teams. We work together, united around a global strategy created with the network and approved by the Let's Do It World General Assembly—the 67 countries which take on a higher level of responsibility for the organisation's development.



LDIW Global Summit, Estonia, July 2022

Let's Do It World Network





LDIW Network country leaders

Awards

The Let's Do It World global movement—with its leaders and teams creating enormous positive change in their societies—have been recognised on both the local and global level. We are so proud to share some of the awards here, and congratulate the teams for their impactful work.

Last year, the all-Ukrainian youth movement Let's Do It Ukraine received an 'Honourable Mention' UN SDG Action Award for the implementation of their international humanitarian project, "Let's do it Ukraine SOS". The finalists were chosen from among 3,000 nominees from 150 countries. Congratulations!

Let's Do It Turkey received the Zero Waste NGO Award 2022 for the World Cleanup Day in Türkiye. Congratulations!

Past awards have also recognised the enormous work of the Let's Do It World global network around the World. For example, being the winner of the UN-Habitat Scroll of Honor Award 2021.

In 2019, World Cleanup Day was the Finalist of the Energy Globe Award 2019.

And before that, an award for the World Cleanup Day action in 2018 was given by the UNESCO and Japan—the UNESCO-Japan Education of Sustainable Development prize.

We are very grateful for all the regional and local prizes and recognition. It means a lot for the network's tireless leaders and volunteers, who are working for a cleaner world for every living being on Earth!



World Cleanup Day 2022

World Cleanup Day took place on 17 September 2022 in 190 countries—engaging 15 million people, despite wars, conflicts and natural disasters.

Natural disasters, conflicts, wars and politics

The events on World Cleanup Day 2022 have proven that the world has not calmed down since the Covid-19 pandemic hit. Every year, we're witnessing more natural disasters and extreme weather conditions as a result of climate change.

Unprecedented monsoon rains in **Pakistan** have caused widespread flooding and landslides across the country, affecting half the country and millions of people. Despite this, the Pakistan team—who usually engage 2-3 million people for World Cleanup Day—still managed to hold smaller clean-ups in the south with 15,000 people. There were also heavy rains in **Croatia, Romania, Kosovo, Slovenia, Macedonia, Belgium, Costa Rica and Cameroon**, who had to either cancel their events or run small-scale cleanups with brave volunteers. Some countries, such as **Bulgaria** and some parts of **China**, had storms in the week before World Cleanup Day.

But there were not only storms. Cleanups were stopped due to hot weather in **Suriname** and **Tunisia**. People in **Palestine** cleaned up at historical sites in very early hours, when the weather wasn't yet too hot.

The world has also become restless—we're witnessing more conflicts and wars. **Afghanistan** carried out cleanups despite the Taliban not believing in civic actions. **Kyrgyzstan**, the country who last year engaged around 10% of its population, postponed the cleanup just a day before World Cleanup Day, due to an attack from Tajikistan. **Ukraine** has suffered a lot as a result of the war with Russia. However, they still gathered nearly 120,000 people to clean up in secret cleanup spots in

war zones, along with an online briefing on “The basics of mines and how to ensure the security of civilians”. Many Ukrainians also cleaned in the countries to which they have escaped from the war. For example, in one area of **Poland**, up to one third of the participating families were Ukrainian.

Iran struggled with WCD 2022 almost being postponed due to one of Iran's most important religious mourning rituals. Some countries, such as **Gabon** and **Denmark**, were disturbed by elections.



Social impact

There was also a lot of incredible cooperation, positive impact and new records set on World Cleanup Day 2022—giving hope that by coming together we can change course towards a sustainable future. World Cleanup Day marked a new beginning for the whole of **Cyprus** to unite and take collective responsibility for looking after their beautiful island. For the first time in its history, both the Greek and Turkish sides of the island came together to clean their shared home.

The Netherlands recognised the need to take action on their waste exports, since they are the biggest plastic exporter in Europe—and one of the largest in the world, according to Plastic Soup Foundation. Last year, 70 million kilos of plastic waste from The Netherlands ended up in **Indonesia**. This year's Dutch clean-up team, together with 40,000 participants and 30 corporate sponsors, worked closely with Indonesia to resolve this issue. The team focuses on advocacy to make sure the waste doesn't end up in other countries—with the eventual aim of banning the export of plastic waste outside the EU. On a positive note, the European Union is already working on upgrading its waste shipment regulations. The message to all countries—let's clean up our own countries, and make sure the trash doesn't end up in someone else's.



Taiwan

Waste doesn't recognise borders, and not only when it comes to exports. While **Taiwan** has a good recycling system, currents bring waste from the sea onto the beaches. Over 15,000 people contributed to building a waste-free world by cleaning up the beaches of Taiwan.

Children and youth



Mozambique

Mozambique proved that by working hard, it is possible to engage a critical mass of society—and activate them to work together towards a clean and healthy planet. Last year about 250,000 Mozambicans volunteered in cleaning up local areas, but in 2022 it was eight times as many! Two million people joined in—more than half of which were school children. The leader of the country Carlos Serra sees education as an important tool to plant seeds for the future.

Mozambique is not the only country who saw the importance of engaging children and youth to build a sustainable society. In **Estonia**, 93% of participants were children and youth—a strategic decision to prevent littering and raise awareness of the need to protect the environment and live in harmony with it. There was also a special focus on children and youth in **Germany, Chad, Poland, Spain, Côte d'Ivoire, India, Sweden, Tanzania, Morocco, Democratic Republic of Congo** and many other countries. In many cases, children picked

up trash such as cigarette butts—or empty alcohol bottles by the lake, as was the case in **Myanmar**. Young people in Brazil became inspired on World Cleanup Day—understanding that it is essential to break free from trash and change the world. Kids in **Spain** proclaimed that they were proud to be picking up plastic—and they do not want to see fish dying because of them.

Beaches, seas and oceans

Canada focused on marine waste as well. They came together with fishermen to clean up the sea of fishing pollution, such as old nets. Iceland, too, put all their focus on the ocean. Tomas Knutsson, the founder of LDIW in **Iceland** is passionate about cleaning the planet thanks to his years of experience as a diver—seeing the glory of the underwater world as well as all the pollution. He has been on this mission for 27 years.

The **United Kingdom** involved young people from prisons to clean up the environment, with a very positive impact. The idea is set to be replicated in the USA. **Venezuela** organised a specific cleanup day prior to World Cleanup Day for kids and disabled people, and one on another day with indigenous people. The main day itself was dedicated to cleaning up the ocean.



Iceland

Different types of cleanups



Cambodia

Cambodians celebrated World Cleanup Day 2022 by bringing together music and river cleanups. Since February 2022, they have collected about 120 tonnes of trash (!) from the rivers.

People in **Denmark** collected trash while hiking and kayaking. Denmark is the country that produces the biggest amount of waste per capita in Europe, but all of society is engaged in cleaning up and reducing the waste.

Greece wants to clean up all the waste from one mountain, to create the first ever zero plastic mountain. They plan to create a museum of all the odd plastic things they find on the mountain—for example, a coke bottle from the 1980s.

World Cleanup Day is already a well-established part of **Latvian** society and engages the public well. Everyone takes part in this movement—the government, big companies and people of all ages and abilities. People are not only participating in World Cleanup Day, they are also planting “trees of happiness” to make the country even more beautiful :)

Clean countries and tourism

Keeping countries clean and beautiful helps to increase tourism and national income. People in the Bahamas came to the conclusion that preserving nature in a popular tourist destination such as theirs is important—so that others can admire **Bahamas** in the future. In the **Maldives**, cleanups were focused on the smaller local islands, as the tourist areas are relatively clean, while the smaller islands are not. In November, Sharm el Sheikh in **Egypt** hosted COP27, and Egyptians cleaned their country before the guests arrived. The Nile is a symbol of Egyptian heritage—but according to the World Economic Forum, it is also one of the 10 rivers that contribute 90% of the garbage in the world's oceans. Cleaning up the Nile was a focus of these efforts.



Maldives

We are getting cleaner!

A very positive problem—in countries such as **Estonia** and **Curacao**, teams reported that the countries are becoming so clean that volunteers struggled to find littered places to clean. Hopefully that “problem” will increase year-by-year, globally!

In summary, 36 countries—19% of all participating countries—did their best cleanup ever compared with cleanups from 2018 to 2021. And 86 countries—45% of all participating countries—had higher participation numbers compared with 2021.

14 867 374 people participated in World Cleanup Day 2022. All in all, around **60 000** tons of garbage were removed from

nature. Volunteers gave around **30 million hours** to protect the environment in just one day.

Between 2018 and 2022, a total of 197 countries have participated in World Cleanup Days, with a total of 71,375,919 people participating.

According to our records, the only countries that have not participated in any of the World Cleanup Days are **Belize**, **Liechtenstein**, **Solomon Islands**, **Eswatini**, **Turkmenistan** and **Tuvalu**. We are looking forward to welcoming these countries to our big family.



World Cleanup Day, Poland

Thank you, World

On 17 September—World Cleanup Day 2022—Let's Do It World launched the first programme of limited edition “Thank You” tokens, in celebration of the 5th World Cleanup Day. We're also celebrating the growing global movement uniting people from all parts of the Earth with the mission to create a waste-free world. We want you to remember that your contribution

has made a big difference in the world, and we can't thank you enough!

The tokens were created as a personal certificate and a big THANK YOU for everyone's contribution. They are a way for us to welcome all participants into our big Let's Do It World family.



World Cleanup Day, Hong Kong

World Cleanup Day Results

THANK
YOU



15 MILLION
VOLUNTEERS

FROM
190
COUNTRIES*

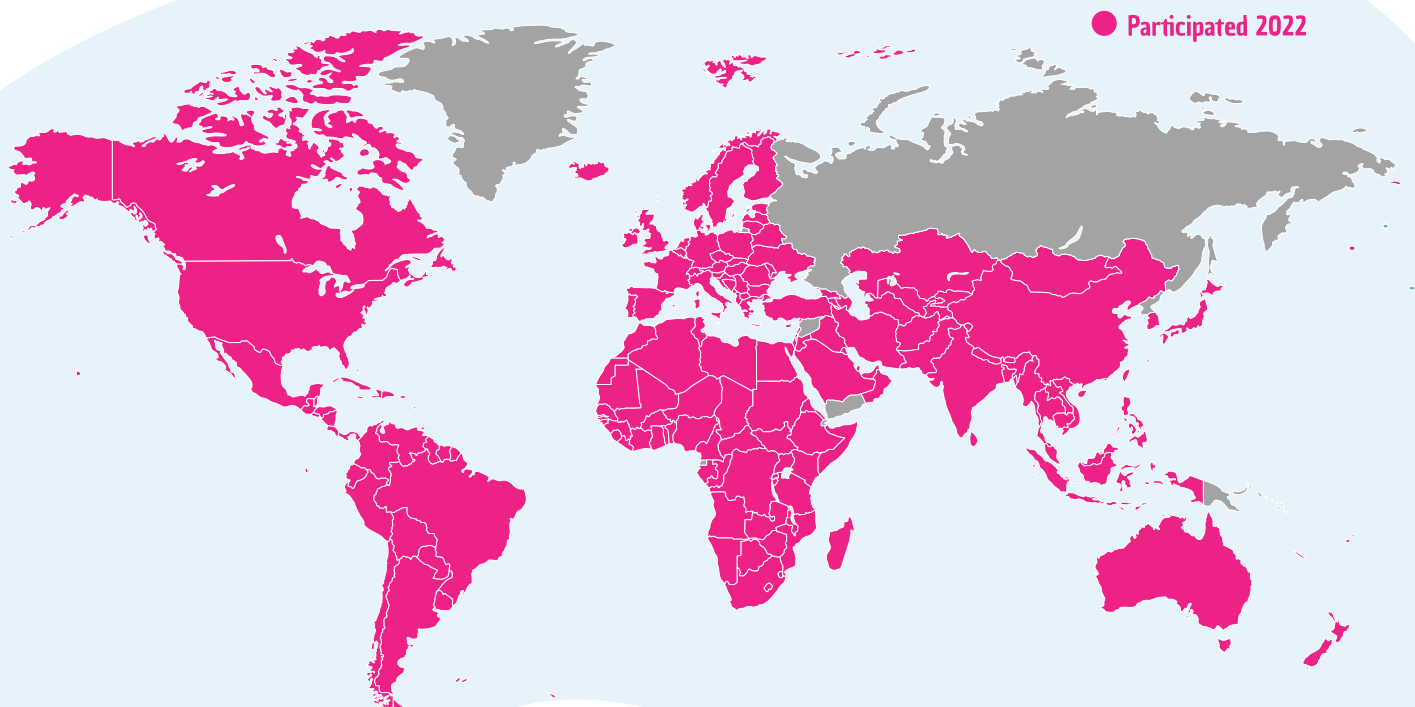
30 million
volunteer hours



60 000
tons



of waste picked up



TOP TEN of 2022 by participant numbers

Mexico	2 385 720
India	2 100 000
Mozambique	2 000 000
Indonesia	1 896 301
United States	1 250 000
Ethiopia	524 211
Italy	370 793
Philippines	359 110
Kazakhstan	338 554
China	320 000



TOP COUNTRIES 2022 by % of population

Latvia	8.65%
Mozambique	6.07%
Curacao	4.39%
Bulgaria	4.12%
Estonia	3.76%
Kyrgyzstan	3.52%



5 World Cleanup Days FROM 2018 - 2022

36 countries

19% of participating countries

had their best World Cleanup Day ever this year

86 countries

45% of all participating countries

had higher participation this year than last year



71 MILLION
VOLUNTEERS



participated
in 2018-22

FROM
197
COUNTRIES*

*Out of the world's 203 countries and territories

Impact of World Cleanup Day 2022

World Cleanup Day is more than just a cleanup. It's about creating an impact and catalysing a shift in society.

According to the LDIW Leaders Survey 2022*, 69% of LDIW country leaders were satisfied with the results of World Cleanup Day in their country. The highest levels of satisfaction were in Europe (78% of leaders) and the lowest in Africa (48% of leaders).

69%
of leaders satisfied with
WCD 2022 results

62% of leaders found World Cleanup Day's impact to be strong in raising awareness of waste pollution in their country. Compared with European leaders, African leaders were less satisfied with the awareness raising impact of World Cleanup Day. In general, African leaders have an unmet desire to build stronger relationships with authorities—in order to sustain lasting change, and to work for effective waste management solutions and supportive legislations.

Leaders who were already organising cleanups prior to World Cleanup Day—and have been doing so for 8-10 years now—can today witness the impact of World Cleanup Day in their countries. Leaders in the Americas and Europe, who generally have the longest experience with cleanups in the global network, have reported a stronger impact of World Cleanup Day compared to leaders in Africa and Asia.

Leaders have reported that year-on-year they have seen higher levels of participation, more press coverage, more independent cleanups, and more government involvement on World Cleanup Day.

The engagement of the public sector is critical to create sustainable change. We are proud that municipalities were

involved in 80% of countries, with increasing involvement in the national public sector as well. Representatives from the national public sector participated in 69% of countries, environmental ministers participated in 38% of countries, and other ministers joined in 27% of countries. However, we are looking forward to more Presidents joining in future—only 2% of countries reported that their President had participated.

In general, leaders feel satisfied that World Cleanup Day is rooted in their society and becoming an official day in many communities.

Our leaders do organise follow-up projects after World Cleanup Day—such as educational programmes in schools (62% of countries), in communities (61% of countries), in corporations (55% of countries), as well as running waste sorting or composting programmes (39%) and other activities (26%).

21% of countries spend between \$50K and \$1 Million (USD) on the World Cleanup Day campaign, while 40% of countries spend less than \$5K. Raising funds and creating systemic change remain the biggest challenges for the majority of countries.

89%
of leaders very motivated to
organise WCD 2023

89% of LDIW leaders feel very motivated (7 or more out of 10) to organise the next World Cleanup Day on 16 September 2023, and motivation has risen compared to the same period in 2021. Only 5% of leaders don't feel very motivated—most of these being leaders who have organised World Cleanup Day for more than 5 years in a row.

The most important impact of World Cleanup Day is to bring people together—raising awareness about the waste problem and catalysing cooperation between different sectors to work towards a sustainable and waste-free world.

World Cleanup Day Inspirational stories

AFGHANISTAN



On World Cleanup Day, 17 September, the Let's Do It Afghanistan team organised a clean-up in Kabul and the Nigarhar provinces of Afghanistan. We mobilised 800 volunteers, who engaged either individually or in groups, to clean their cities and villages. Altogether, they collected approximately 10 tons of trash.

The purpose of this cleanup campaign was not only to clean up the waste but to promote a culture of civic action and volunteerism in Afghan society. The Bureau for Rights-Based Development (BRD) actively strives to raise awareness among citizens, communities and stakeholders around their everyday responsibilities with regards to the environment, and to provide opportunities to work together to tackle the serious problem of environmental degradation.

Afghanistan is currently suffering from dire humanitarian crises. We have continued to use these cleanup campaigns to promote and create a civic space, in which the community and civil society can engage—working together with the community to tackle these problems.

The Let's Do It Afghanistan cleanup campaign is planned and managed by the Bureau for Rights-Based Development (BRD), a rights-based development organisation operating in Afghanistan since 2002.



INDONESIA

Taking first position as the country with the most volunteers in total over the five World Cleanup Days—when adding up the sum of participant numbers from 2018 to 2022—is certainly an accomplishment! However, World Cleanup Day Indonesia's team efforts don't stop there—in 2022 we have been actively moving to a hybrid format (with both online and offline initiatives) in the middle of the Covid-19 pandemic that is still hitting Indonesia.

In addition to cleanups in 34 provinces across Indonesia, numerous provincial teams are also organising educational activities for the general public and schools. Waste sorting, waste management, the impact of waste on our wellbeing and environment, waste banks and other waste-related topics are covered in the various educational activities conducted.

World Cleanup Day Indonesia has collaborated with various stakeholders—such as the government, companies, communities, schools and others. Our movement is supported by government officials from multiple levels, such as the national/state level (Ministry of Environment and Forestry; Coordinating Ministry for Maritime Affairs and Investment; Coordinating Ministry for Human Development and Culture), provincial level, city/regional level, and even village level. The Indonesian Ministry of Environment and Forestry includes World Cleanup Day on its annual calendar and actively mobilises Environmental Service workers at the provincial and regional (city/district) levels to support the yearly cleanup action in September.



This year, World Cleanup Day received great enthusiasm from the public. As a result, cleanup activities lasted almost a month—from 10-25 September—all across Indonesia. As the grand event, World Cleanup Day Indonesia's team collaborated with the European Union to organise a plogging initiative as part of the EU Climate Diplomacy Week. Besides the annual cleanup event, the National Team also runs monthly activities. For example, a webinar, a school roadshow, an educational event/workshop, an Instagram Live and building a network with other environmental communities.

The spirit of cleanups does not appear only during the annual event. After the main event, the National Team also conducted a digital cleanup and a free decluttering service—to repurpose unused resources from citizens' houses. Some regions even have regular weekly and monthly cleanups. This demonstrates how the World Cleanup Day movement is gradually becoming a sustainable initiative for the preservation of the environment. We hope to maintain this spirit for many years to come.



Mexico is a very diverse country in terms of flora and fauna—each state within the country has much biodiversity. As a movement, we seek to preserve and take care of the ecosystems, with cleaning brigades and activities working to protect the environment. Our activities are committed to the continuous improvement of habitats, working in collaboration with NGOs, companies, government, local communities and a lot of goodwill.



All activities are carried out by teams nationwide, which we call “Operative Cells”, and which work in the interior of the country. In 2022, Let’s Do It Mexico engaged 379 teams with 2,385,720 volunteers from schools, universities, communities and other NGOs. Following the cleanups, we managed to reforest more than 4,000,000 trees across each participating state, further contributing to the impact of WCD 2022!

This year, we managed to work with staff in more than 65 companies to carry out environmental awareness activities, in addition to participating in environmental events recognised by the country and the Mexican government. There are already 18 out of the 32 Mexican Republic states participating in World Cleanup Day.

To raise awareness, we appeared on national media with a reach of more than 1 million people!

For the first time in the world, we created a cigarette recycling plant, to convert cigarette butts into cellulose. We collected more than 8 million cigarette butts, and worked with the government to generate law initiatives in favour of recycling them.

To celebrate WCD 2022, we created a great race in Mexico City and a festival. Throughout the year, we have carried out more than 200 Digital Cleanups, participated in conferences for companies, raised awareness in schools and universities and held exhibitions at events. Thanks to our initiatives, we managed to save 1,904,000 lights from being left on.

MEXICO

UKRAINE

On September 17, 2022, Ukrainians joined in on World Cleanup Day—together with 191 countries around the world. Despite the full-scale war, 119,926 participants in 24 regions of Ukraine and abroad joined the largest eco-event of the year in Ukraine.

Schoolchildren, students, representatives of state authorities, socially responsible businesses, media, star ambassadors, eco-activists and concerned citizens cleaned 5,133 locations together. By combining efforts, 2,368,228 kilograms of waste were collected, and 70,547 kilograms of secondary raw materials were handed over for processing. The volunteers donated the funds received for the secondary raw materials to support the Ukrainian army.

Citizens participated in traditional cleanups, collective cleanups on the grounds of institutions and organisations; individual cleanups (in particular, cleaning at home and collecting warm things for charity/humanitarian hubs); demolition of debris; plogging (collecting trash while jogging), and forming a national map at www.recyclingpoints.org with “Find, sort, return” recycling points (sorting recyclables and sending them for recycling).

Connected to the war situation, the All-Ukrainian youth movement “Let’s do it Ukraine” also added a new format for participation via the internet—a digital cleanup. During the event, 1,507,164 GB of digital garbage was cleaned. Together, participants saved the environment from emitting 376,379 tons of CO₂ into the atmosphere, and avoiding the use of 753,582 kWh of energy per year.



ESTONIA

Over time, World Cleanup Day has changed and developed significantly in Estonia. In 2018, when we invited individuals to participate, the participation level was rather low—10,000 volunteers.

The main Let's Do It action in Estonia takes place in May, as was originally the case in 2008. The idea to organise a World Cleanup Day in September in addition was a new one—and people were sceptical whether Estonia needed two days of action. In the following years, we developed a cleanup format for schools and kindergartens. We also came up with environmental talking points, inviting all Estonian educational institutions to participate. Today, the majority of cleanup volunteers in Estonia are young

people; in 2022 the number grew to 45,000 students. For one school, the cleanup ended with a big concert, which was raffled off among the participating schools.

Starting in 2021, we started inviting companies to participate in cleanups. In 2022, the focus was on communities and community-organised clean-ups. The development of these directions is also our highest priority for 2023.

Today, the number of World Cleanup Day participants has grown to 50,000—making it the largest and most influential environmental event in Estonia.





In Colombia, we had more than 350 cleanup locations. More than 22,000 people participated. We collected more than 720 tons of waste and 15,000 cigarette butts. More than 2,000 gigabytes were eliminated through digital cleanups.

This all thanks to the support of the team of national leaders and all the volunteers—with help from non-profit organisations and the communities within each territory.

We appreciate all the effort, time and dedication that all these people contributed to Día Mundial de Limpieza (WCD) 2022. For us, it is a pleasure and an honour to have your support, volunteering and leadership. This year we broke our records thanks to the efforts of the entire team of national leaders and volunteers.

We continue with our environmental education, through our conscious consumption and circular economy campaigns.

We did it, Colombia!!



COLOMBIA



IRAN

Voluntary activities are always challenging and bring amazing stories—especially in obtuse and complex situations

Our story began when we received a call from the authorities just one day before World Cleanup Day 2022, saying that we must halt all of our plans for the event, despite the permissions we had previously received from them.

WCD 2022 coincided with one of Iran's most important religious mourning rituals, which was going to bring hundreds of thousands of people out all over the country. The authorities had concerns about traffic issues and people's safety. Moreover, the happy nature of WCD was not considered a good match for the mourning ritual's atmosphere.

We had been working hard all year to prepare for the big day, and now this message was going to ruin everything. A real predicament!

After a short amount of time, we pulled ourselves together and figured out the situation.

Although we had only a few hours left, we decided not to give up—we would find a solution. We tried our best to reach out to the organisers of the big religious ceremony to discuss any possibility of cooperation. Even though we were short on time, we finally managed to make agreements with some of them at the last moment—convincing them to join us, with their members, to take part in cleanup activities that we had organised in populated spots.

In the end, the outcome was fantastic. We made the most out of an unexpected, complicated situation. Not only was the number of participants beyond our expectations, but the organisers also expressed their desire to continue this cooperation in the following year.

Therefore, I would say that WCD 2022 was the biggest and most impactful event we have ever had. Here is my advice to all friends: whenever you encounter a difficulty, just remember this quote which says, "Either I will find a way, or I will make one!"



INDIA

Let's Do It India gathered more than 2 million people on World Cleanup Day 2022—in all 29 states, including 642 cities and 7842 schools, with the support of 64 ministries and municipal corporations, 55 companies, and 60 universities and institutions.

Let's Do It India, since its inception in 2018, has grown to now be working with more than 5,500 active volunteers all across the country. We work to bring positive social change to create a better future through environmental protection campaigns and initiatives. These cover areas such as education, governance, health and wellness, cleanup activities and promoting sustainable tourism and cultural activities—in all sectors of society that fit closely with the Let's Do It India spirit.

Throughout the year, we mobilise the masses by organising webinars, workshops and leaders academies quarterly—for which the Ministry of the Environment is the supporting partner.

Let's Do It India has been working as a mobilising engine, driving the youngest country in the world to become the cleanest country in the world.





World Cleanup Day is celebrated all over the world as a way of drawing attention to the problem of the production and disposal of waste—and its impact on the environment and health. In Mozambique, the event aims to mobilise the whole of society to ensure a healthy environment and better quality of life for the population.

In the particular case of Mozambique, World Cleanup Day 2022 took place across 16-17 September. The 16th was dedicated to cleanup actions, awareness raising, lectures and other activities at primary schools throughout the country—with a record participation of 1,500,000 volunteers. The date was strategically chosen with the top management of the Ministry of Education and Human Development, as a way to ensure the maximum participation of children and adolescents—through lectures, followed by cleaning actions, in schools. Across the country, volunteers from Let's Do It Mozambique joined with teachers to ensure the success of World Cleanup Day in schools.

On the 17th, we had the highest participation rate ever in Mozambique—with the participation of around 500,000 volunteers cleaning up beaches, neighbourhoods and communities. The amount of solid waste collected reached an incredible 7,000 tons. To achieve this, coordination with the Ministry of Land and Environment—as well as the relevant provincial, district and municipal entities—was decisive.

In terms of volunteer participation at the national level, the location that attracted the largest number between 16-17 September was the city of Maputo, engaging 353,347

participants. In second place was the Maputo Province, with 317,655 participants. In third place, the Nampula Province, in the north of the country, with 283,876 participants.

Well in advance of World Cleanup Day, a series of capacity building sessions were held between 17 August and 14 September. The sessions aimed to promote World Cleanup Day to activists, volunteers, partners, provincial focal points and any citizens interested in the training. The main themes of the capacity building sessions were:

- i. Impact of Waste Pollution;
- ii. Initiation to World Cleanup Day;
- iii. Educating for Cleanliness;
- iv. Zero Waste from Home;
- v. Circular Economy.

The choice of themes aimed to ensure that, after World Cleanup Day, efforts could be carried out at the local level to keep public spaces clean. In total, 1408 participants benefited from the capacity building actions for World Cleanup Day. They covered the southern, central and northern regions of the country, which played a key role in the success of the event in terms of coordination, logistics and data sharing.

TOGETHER FOR A CLEAN PLANET!!!



MOZAMBIQUE



World Cleanup Day, Togo

Global Projects and campaigns

LDIW Annual Conference 2022 27-30 January

More than 1000 people registered for the Let's Do It World Conference, held virtually from 27-30 January 2022. The conference was organised by the Let's Do It Indonesia team, in collaboration with Let's Do It Germany and Let's Do It World HQ.

Across four days, 20+ sessions took place—with 63 extraordinary speakers from around the world sharing best practice examples, inspirational personal stories, new experiences, and discoveries on how to move forwards towards a waste-free world. It was not just a conference—it was a gathering of the big Let's Do It World family!



Expo 2020 Dubai, 1 October 2021 - 31 March 2022



Expo 2020 was hosted by Dubai, in the United Arab Emirates, from 1 October 2021 to 31 March 2022. Originally scheduled for 20 October 2020 to 10 April 2021, it was postponed due to the COVID-19 pandemic. Let's Do It World participated at Expo 2020 Dubai as part of the official Estonian National Booth.

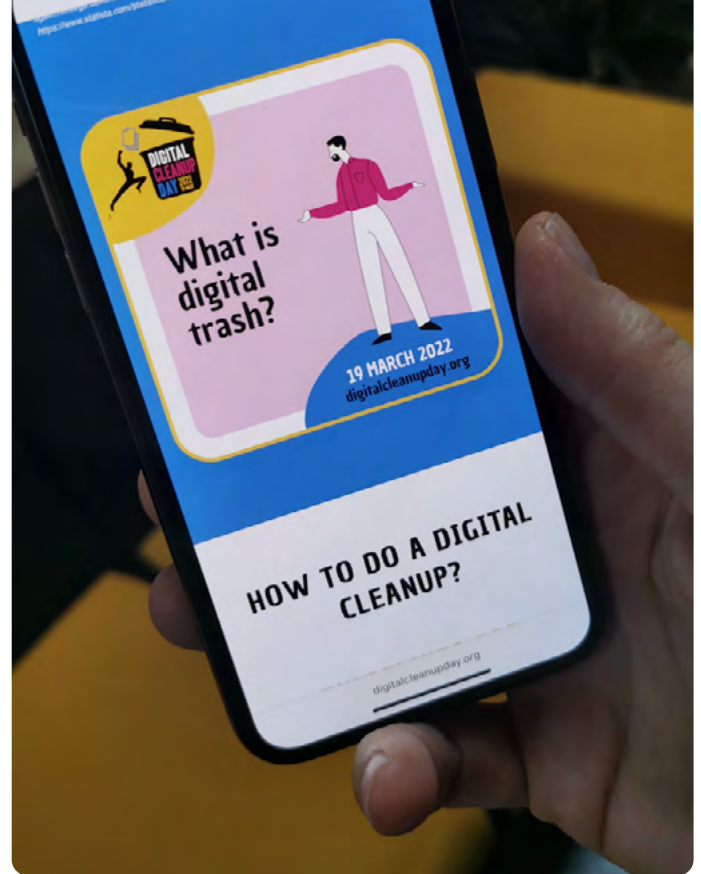
At the booth, World Cleanup Day and Digital Cleanup Day were introduced to visitors of the event. Additionally, LDIW initiated a Digital Cleanup Challenge between Expo 2020 Dubai pavilions and their guests—encouraging them to delete surplus pictures and videos, especially those taken during the event.

Altogether, 51 country pavilions took part in the Expo 2020 Dubai Digital Cleanup Challenge—deleting more than 78,000 GB of data. Heidi Solba, President of Let's Do It World, and Anneli Ohvril, Executive Director of Let's Do It World, acknowledged the highest performing pavilions and publicly celebrated the results of the initiative.

Digital Cleanup Day 2022, 19 March

Digital Cleanup Day 2022 took place on 19 March 2022 for the third time—engaging people in 124 countries to tackle climate change. Individuals and communities all over the world deleted unnecessary files from their devices. The highest number of participants were from **Taiwan**, followed by the **United States** and **Spain**. The largest campaign was held in **France**.

530,884 GB of data was deleted as a result of the event. Around 1 billion tons of CO₂ are produced by the internet and its supporting systems each year. Digital Cleanup Day's results will lead to a reduction of approximately 133 tons of CO₂ being emitted, helping to slow down climate change.



124
countries

530,884
gigabytes deleted

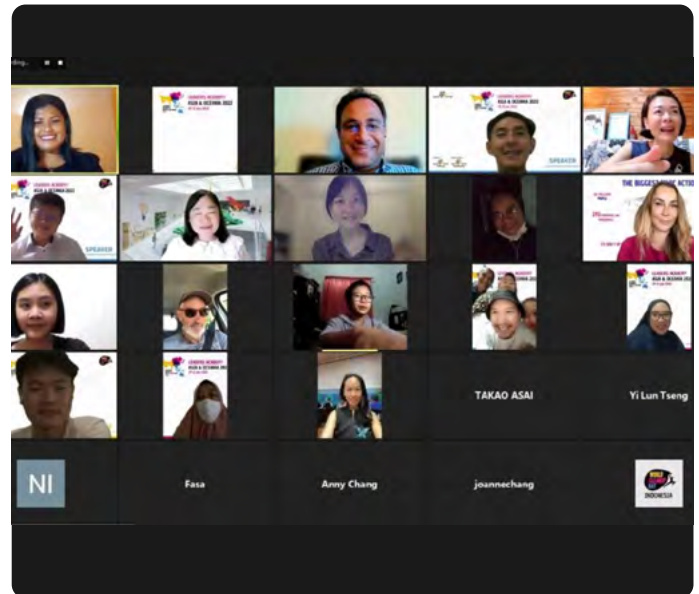
133 tons
of CO₂ saved



Asia Leaders Academy 29-31 July

Asia and Oceania Leaders Academy 2022 was held online from 29-31 July, with more than 70 attendees from 20 countries participating. Leaders at the Academy had the pleasure of learning from seven guest speakers. They came from a variety of backgrounds—both industry and government—to share their professional perspectives on how to scale up our sustainability plans and efforts. For example, through circular innovation for agriculture, or engaging youth in long-term environmental protection projects.

It was a very inspiring three days! Enormous gratitude to all the speakers, and—of course—to the preparations teams, Let's Do It Taiwan and Let's Do It Indonesia. Huge thanks also to Leo Lin, Regional Director for Asia, and Agustina Iskandar, Regional Coordinator for Asia. Once again, leaders had the chance to bond. As Chun Hui from Singapore said: "Unity is strength! Thank you all!"



Let's Do It Taiwan will host the Asia Leaders Academy 2023 in Taiwan as a physical gathering. The in-person and virtual events will be facilitated by Heart Valley ESG Education Park, an influential social enterprise in Taiwan.

Official UN Day Proposal

In September 2021, UN-Habitat CEO Maimunah Mohd Sharif made a proposal to President Kersti Kaljulaid during her visit to Kenya—that she consider presenting the World Cleanup Day to the UN General Assembly, in order for it to be declared one of the UN's official days. World Cleanup Day is a proven model for involving people in solving environmental problems. Let's Do It World has begun the process with the Government of Estonia, to make this proposal to the UN.

Having World Cleanup Day as an official UN Day is essential for increasing visibility, and therefore creating a bigger impact in society. It would help to deepen the cooperation between LDIW and its member organisations with the public and civil society organisations. The resolution—with the proposal to declare World Cleanup Day as an official UN Day—will be first voted upon in June at the UN-Habitat General Assembly. The final vote will take place in September 2023, at the UN General Assembly in New York.



LDIW Global Summit 2022, 5-8 July

LDIW hosted a Global Summit from 5-8 July in Klaara-Manni Eco-Resort in Estonia. More than 30 Let's Do It leaders from different countries gathered in Estonia, following more than two years of pandemic-related restrictions.

The leaders shared knowledge and wisdom about their various green projects, through which they aim to shape the environment of their countries. They also shared a diverse range of challenges faced and solutions found—showcasing the diversity of the world we live in.



The wildness of the Estonian countryside where the event was located, with the Pärnumaa and Klaara Manni hiking roads, as well as beautiful Soomaa National Park, gave a strong undercurrent of meaning around the purpose of our movement's existence—to protect nature, and to work together for our common home all around the world.

Thank you, National Foundation of Civil Society of Estonia, for supporting this event and making it happen!



Projects from the Network

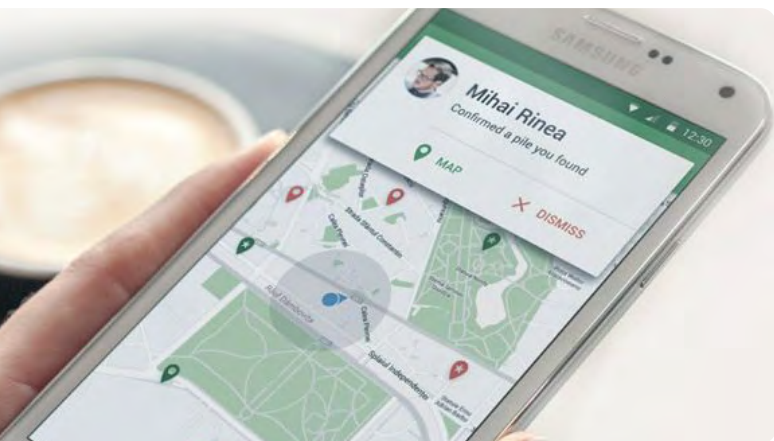
IRRC: Integrated Resource Recovery Center in Sakrand, Pakistan

The Integrated Resource Recovery Center (IRRC) delivers environmental, health, and economic benefits to society. The IRRC, led by Abdul Haq Banglani, from Constant Waste, and Let's Do It Pakistan in Sakrand, is now providing jobs for 40 workers. The Centre's aim is to collect waste and segregate it into eight different waste streams.

The IRRC is able to sell good quality segregated and cleaned materials to be reused—being put into circulation once again. One by-product of the project is quality composting material that can be reused in gardens, parks, schools and farms. The Center also enables studies and research projects for many students from universities and academies, and is a scalable example that other countries can follow.



Let's Do It Romania's app to boost collaboration with local authorities



The Let's Do It Romania app, created by Ionut Iordachescu, collects data about illegal waste dumps in communities and enables their reporting to local authorities. Having the correct information enables the creation of legal petitions, which will ensure that local authorities take care of illegal

waste dumps and report having done so back to the system—therefore making it visible to the whole of society.

The first pilot project provided data on 5,000 tons of waste. It also confirmed that authorities are interested in such a system, as it establishes a communication flow both to and from citizens. This initiative creates an incentive for the authorities to do more themselves, and they do want to do more! Another benefit is communities becoming more confident about pushing the issue to the authorities, and seeing that the problem will be fixed when they do.

The Let's Do It Romania platform can be a model for any other country. Know-how is needed for the legal framework to support the system, and Ionut Iordachescu has created a team to improve the system's scalability to other countries. Additionally, a reward system will be implemented—to gamify the whole process.

Let's Do It Namibia leading the Sustainable Environmental Education Programme

The Sustainable Environmental Educational Programme (SEEP) is run by Let's Do It World and Let's Do It Namibia—with the noble cause of transferring environmental education knowledge and activities in African schools. In line with the UN Sustainable Development Goals, the programme aims to raise awareness of environmental behaviour best practice—with a special focus on solid waste, climate change and laying the foundations for the circular economy transition.

The project engaged 42 schools across Namibia, providing

education and empowerment and inspiring the creation of green projects within the schools—supported by environmental education mentors. Winning projects were selected to highlight the success of the project in the media, with support from the local authorities—including Namibia's Ministry of Education and Ministry of Environment. We are looking forward to expanding the model of the SEEP project to other countries within the Let's Do It World network. The program is supported by the Estonian Development Fund.



Let's do it Ukraine SOS

Since the first days of the war, the team of the All-Ukrainian youth movement, Let's do it Ukraine, with the support of the international movement Let's Do It World, mobilised all its forces and united volunteers, organisations, municipalities, and opinion leaders around the world to create one of the largest international humanitarian projects: Let's do it

Ukraine SOS. The project has been created to save the lives of civilians by providing them with basic necessities, such as water, food, medicine, warm clothes, etc.

Today, 8,961 volunteers are involved in the implementation of the humanitarian mission and another 469 logistics volunteers are participating from various parts of Ukraine.

Since March 2022, “Let's do it Ukraine SOS” volunteers have:

Sourced and distributed
9,814.6 tons of
humanitarian aid

Provided humanitarian aid
to **1,152,548 Ukrainians**

Distributed
599,354 food kits

Organised the logistics
of humanitarian aid in
different parts of Ukraine

**In total, support to Ukrainians was provided
to the equivalent of \$147.2 million.**



Let's do it Ukraine is also actively working to create a network of humanitarian shelters for internally displaced persons, “Let's do it Ukraine Houses”. Volunteers have arranged shelters and coworking centres in old buildings, so that both civilians and activists have a safe place to live, develop and work remotely. These houses were created in Kyiv, Chernivtsi and Dnipropetrovsk regions.

It is still possible to donate online at:
letsdoitukraine.org.

The Circular Economy Community Project, Mozambique

Besides their regular cleanups, Let's Do It Mozambique also focuses on environmental education and circular economy projects. The organisation buys glass, plastic and tin from waste collectors and puts these materials to use in the circular economy, and in the restoration of ecosystems. For example, producing building blocks out of glass powder—made from grinding up used glass. One of the most acclaimed projects, led by Let's Do It Mozambique leader Carlos Serra and the

team, involves the reuse of 170,000 glass bottles as the main material to build an educational centre for the community!

Another fundamental activity is environmental education. Carlos, who has experience of working within the Ministry, had the opportunity to test environmental education methodologies in rural community areas. The team has provided environmental education to children in remote communities, and accompanied teachers to carry out environmental actions in schools.



Carlos Serra, Let's Do It Mozambique leader, in the education centre, Mozambique

Ecoins in Costa Rica

The ecological and innovative ecoins story starts in Costa Rica—one of the countries that bridges between North America and South America. Like all of us in the Let's Do It World global family, we focus on sustainable solutions, seeing what works well and can have a significant impact on the future.

Let's Do It Costa Rica's leader, Karla Chaves, considers ecoins to be an important part of the economy. Ecoins is a company that offers a loyalty program to reward people for recycling.

Active in Costa Rica, Guatemala, Nicaragua, Peru, El Salvador and Argentina, users of ecoins register as recyclers and are assigned a location to which they must deliver recyclable goods. In return for these goods—which must be cleaned, dried, and separated to be accepted—the recyclers receive a financial reward in the form of ecoins. These ecoins can be spent on a range of discounted products, purchased via the ecoins platform.



Advocacy

UN Stockholm+50 2-3 June

Stockholm+50 was a high-level international meeting convened by the United Nations General Assembly. It was held in Stockholm, Sweden, from 2-3 June 2022. The event marked fifty years since the UN Conference on the Human Environment, which took place in 1972 and was the first gathering of global leaders to focus seriously on the world's environmental issues. Even back then, it was recognised that the situation was getting out of hand, and 114 heads of state signed a number of significant environmental resolutions. As a result of that 1972 conference, the United Nations Environment Programme was created.

According to June's conference report, in the past 50 years, we have managed to achieve barely a tenth of the commitments made. The channelling of resources towards environmental protection and the levels of cooperation between organisations to deliver what has been agreed upon have been poor.

Let's Do It World was presented at the event "Youth Perspectives from Paris to Stockholm and Sharm el-Sheikh". This event provided a roadmap for youth leading up to COP 27, and discussed how Stockholm+50 could contribute to COP27—by having a clear work plan and associated activities, focused on the 1.5 degree objective as a goal from the Paris Agreement. The event was organised by Ahmed Mohamed Fathy, the Leader of Let's Do It Egypt and the Founder of Youth Love Egypt Foundation.



World Environment Day

World Cleanup Day 2022 was launched on 15 June in the European House Berlin, with greetings from Roberta Metsola, Ursula von der Leyen and Franziska Giffey, and a big cleanup event in Tiergarten Park. At the European House Berlin, Let's Do It World HQ and Let's Do It Germany called on people around the world to join the fifth World Cleanup Day for a clean, healthy, and waste-free planet.

Among others, video messages from the President of the European Parliament, Roberta Metsola, the President of the European Commission, Ursula von der Leyen, and the Governing Mayor of Berlin Franziska Giffey were shown. All three of these politicians are supporters of WCD. Fifty young people were also invited, to take part in a dialogue around littering and environmental protection.



From Let's Do It World, Heidi Solba, President and Head of the Global Network, and Luan Hasanaj, Country leader for Kosovo, plus his team, took part in the event and cleanups. **There is now talk of holding this kind of launch event in Brussels next year, for the whole European Region! Thank you, Let's Do It Germany.**

Kenya Delegation visit to LDIW HQ 16-20 May

Let's Do It World hosted a delegation from Kenya from 16-20 May in Estonia, which was led by Nairobi Governor Her Excellency Anne Kananu, with County Minister of Environment Larry Wambua, high officials from Nairobi County Government, the National Environmental Management Authority, and Christine Sayo and Oscar Wanjala from Let's do it Kenya. The exchange visit was organised by Let's Do It Kenya and the Let's Do It HQ.

The delegation met policymakers and environmental stakeholders and visited a number of environmental initiatives. The team also met former Estonian President Kersti Kaljulaid.

Governor Kananu noted that the Nairobi City County team was here to collaborate and learn, and if possible, to adopt some of the advanced technologies that Estonia has—such as e-Estonia—for conducting environmental education and project implementation. The Estonian people are entrepreneurial and innovative, and the government is supportive of technology and small business.



World Urban Forum, 26-30 June 2022

From 26-30 June 2022, Let's Do It World took part in the 11th World Urban Forum (WUF11). This event is recognised as the foremost global arena for interaction among key high-level policymakers, local government leaders, NGOs and stakeholders, to discuss global urbanisation challenges and solutions.

We had the honour of representing Let's Do It World at two sessions within the World Urban Forum programme, as well as attending many other sustainability-related sessions. In the first session, UN-Habitat and LDIW co-led a discussion on the importance of citizen engagement, showcasing World Cleanup Day as a powerful platform to transform societies and boost cross-sectoral cooperation. We highlighted how crucial it is to engage 5% of the population in collective actions with all stakeholders, in order to drive forward a social shift to the maximum level.



At the second session, we were involved in the panel discussion, led by the Egyptian Government, who was hosting COP27. The main output from the discussion was agreement on the urgent need for stronger collaboration, greater trust among stakeholders, simpler solutions, and greater citizen engagement in the decision-making process. Challenges at all levels still include, among others, the prioritisation of investments and the engagement of displaced communities.

COP 27 6-20 November



The United Nations Climate Change Conference COP27 was held from 6-20 November 2022, in Sharm El Sheikh, Egypt. It closed with a breakthrough agreement to provide “loss and damage” funding for vulnerable countries hit hard by climate disasters.

Let's Do It World attended the Conference and led several meetings and panels about World Cleanup Day—with the key message that big civic movements are powerful tools to achieve seismic social shifts. COP27 also marked an important milestone in Let's Do It World's development. A meeting with UN-Habitat Chief Executive, Ms. Maimunah Mohd Sharif, and with Minister of Environment of the Estonian Republic, Mr. Madis Kallas, focused on accelerating social shifts in society. Interest from the UN to help create a bigger impact by integrating World Cleanup Day into the official UN calendar was discussed. With support from the Estonian government, the UN will vote on including World Cleanup Day as an official day in the UN Calendar, at the next UN General Assembly, in September 2023.



World Cleanup Day, Argentina

Partnerships

Strategic Partners



REPUBLIC OF ESTONIA
GOVERNMENT

The Government of the Republic of Estonia

The Government of the Republic of Estonia is the main partner applying for World Cleanup Day to be a UN official day, to be decided by the UN General Assembly in September in New York. 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

Let's Do It World was elected into the Waste Wise Cities UN-Habitat Advisory Board in 2020, to provide expertise in the fields of global campaigns and community engagement activities. This Board member status was extended for 2021 and 2022.

UN-Habitat and Let's Do It World entered into a partnership in 2021, with the signing of a Memorandum of Understanding. Together, we are working 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.



UN SDGs

The UN SDG Action Campaign—together with over 1,700 organisations—mobilises millions of people around the world to take action on the SDGs, via public engagement, activations, stunts, and organised events. Let's Do It World was the Convening Partner for the UN Act4SDGs campaign. The global week to #Act4SDGs ran from 16-25 September and mobilised more than 145 million actions, from over 190 countries—among them, Let's Do It World's World Cleanup Day. These 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.



Earth Day

Two of the world's largest global environmental organisations—Let's Do It World and Earth Day—are united in working towards a waste-free world. Earth Day's mission is to diversify, educate, and activate the environmental movement worldwide. Growing out of the first Earth Day in 1970, EARTHDAY.ORG is one of the world's largest recruiters to the environmental movement—working with more than 150,000 partners in nearly 192 countries to build environmental democracy. More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance in the world. Its flagship volunteer initiative, The Great Global Cleanup™, engages millions of volunteers in creating clean communities worldwide.

UNEP

Let's Do It World is an accredited member of the UN Environment Programme and UN Environment Assembly.



ACNOA

The National Olympic Committees of Africa are Let's Do It World's biggest partner on the African Continent. This year, the Association of National Olympic Committees of Africa (ACNOA) came up with a strategy to celebrate and participate in World Cleanup Day on 17 September 2022. Activities ranged from waste collection and cleaning of gutters to cleaning of cities and beaches. These ingenious operations were all carried out by the National Olympic Committees, who joined forces with government and civil society partners to ensure the success of this event across Africa. The values remained consistent for ANOCA—putting sport at the centre of environmentally-friendly activities and sustainable development, and raising awareness among African youth of the importance of a clean sports environment.



Funding

Public Sector

The activities of the Let's Do It World Headquarters are primarily funded by the public sector. The biggest funder is the Ministry of Foreign Affairs of Estonia's fund for development cooperation and humanitarian aid, the Environment Fund of Estonia, and the Government Office of Estonia. Other key funders are the Foundation of Civil Society of Estonia, the British Council, Interreg and CAF.

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 Partnerships

Let's Do It World has longstanding partnerships with many sustainable companies. In 2022, the biggest private grant Let's Do It World received was from Hydroscand. Other key supporters are Mapri Ehitus, Koenig and Bauer, Kira and Öselstuff.

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 a new and sustainable world!

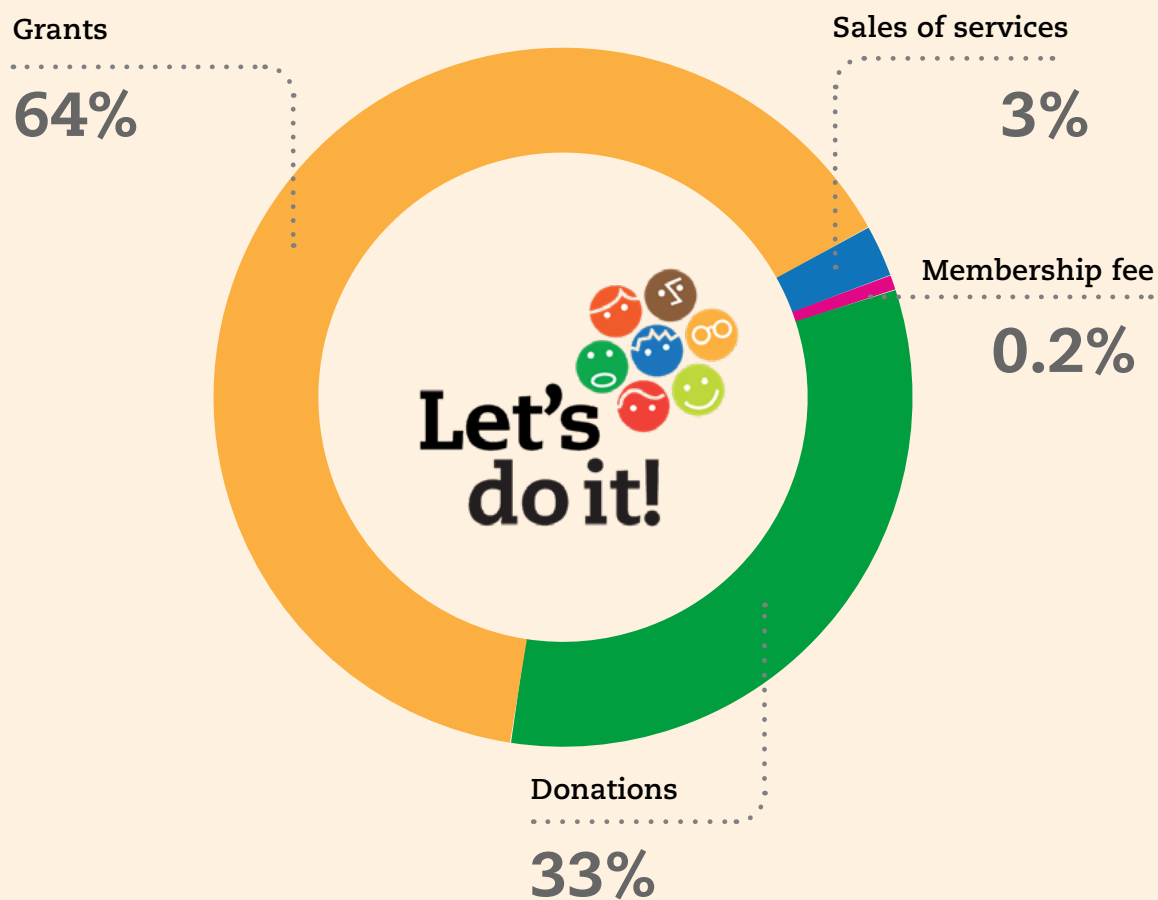
You are true heroes:

- Alari Aho
- Emanuela De Lima Gomes
- Anne Kull
- Janet Zidarova
- Chalet Parc De Vechtoever
- Michaela O'Rourke
- Whee In Jung

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

Thank you so much for your support!

Sources of income



Income

Donations	134 913.43
Grants	264 600.75
Sales of Services	10 885.15
Membership fee	1 000.00
	411 399.33

Donators

Corporations

121 020.61

Individuals

13 892.82

134 913.43

Grants

Foundation of Civil Society of Estonia

15 253.63

Government Office of Estonia

58 570.00

Ministry of Foreign Affairs

105 246.37

Environment Foundation of Estonia

53 682.60

British Council

11 000.00

CAF

4 338.39

Interreg

12 750.00

Estonian Employment Fund

3 759.76

264 600.75

Thank you, Partners!

A great big thank you to all of our partners!

Global partners:



Supporting partners:



REPUBLIC OF ESTONIA
GOVERNMENT

 **KÜSK** National Foundation
of Civil Society



MMAPRI
e h i t u s

EuroPark

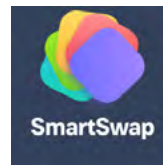
pipedrive



MEEDIUS



Telia



KIRA

●● **kroonpress**

Mobilising partners:

ECOLISE
EUROPEAN NETWORK
FOR COMMUNITY-LED
INITIATIVES ON CLIMATE

ECOLISE
EUROPEAN NETWORK
FOR COMMUNITY-LED
INITIATIVES ON CLIMATE
CHANGE AND SUSTAINABILITY

**RIVER
CLEANUP**



CAMPAIGN NONVIOLENCE
A Project of Pace e Bene Nonviolence Service

Key Performance Indicators

Key Performance Indicator	Description	Method	Target for 2023
The number of people participating in World Cleanup Day	How many people came out to collect waste on World Cleanup Day in total.	Call center on World Cleanup Day and country reports and media monitoring	5% of population of participating countries
Number of countries exceeding 5 % WCD participants	How many countries from LDIW network engaged more than 5 % of their national population	LDIW Country Leaders WCD Report	30 countries
The number of countries participating in World Cleanup Day	How many countries had people coming out to clean on World Cleanup Day.	Countries in the to Let's Do It World network, countries mobilised by the LDIW partners, report on WCD webpage, media monitoring	190 countries
The amount of collected waste during World Cleanup Day	How many tonnes of waste was collected during World Cleanup Day.	LDIW Country Leaders WCD Report	1 000 000 T
The percentage of countries who engaged public sector organisations for World Cleanup Day	The percentage of countries with public/government stakeholders participating in the World Cleanup Day on a national or regional level in terms of funding, cleaning up or communicating.	Network Survey	Municipalities 80% Presidents and Prime Ministers 20% Ministers 60%
The number of followers on Social Media	Number of followers in total - including both local network channels and WCD global channels	Social media data analysis	FB main page: 200 000 Instagram: 70 000 Twitter: 3000 TikTok: 10 000
The reach in digital English media (annually)	Reach in World Cleanup Day social media and LDIW network countries in total.	Social media data analysis	500 billion
The happiness of leaders in the network (score out of 10)	How impactful and meaningful leaders feel the work they are doing is, how strongly leaders feel they belong to the network & how much deserved recognition leaders feel they receive.	Network survey	8.0

Key Performance Indicator	2019 results	2020 results	2021 results	2022 results
The number of people participating in World Cleanup Day	21.2 million	11 million	8.5 million	15 million
Number of countries exceeding 5 % WCD participants	2 countries	0 countries	4 countries	4 countries
The number of countries participating in World Cleanup Day	180 countries	166 countries	191 countries	190 countries
The amount of collected waste during World Cleanup Day	100 000 T	43 000 T	33 150 T	60 000 T
The percentage of countries who engaged public sector organisations for World Cleanup Day	Municipalities 73% Representatives 54% Environment Minister 32% Other Ministers 25%	Municipalities 72% Representatives 56% Presidents 6% Mayor 4% Prime Minister 6% Environment Minister 36% Other Ministers 21%	Municipalities 76% Representatives 57% Presidents 3% Mayor 4% Prime Minister 8% Environment Minister 28% Other Ministers 22%	Municipalities 80% Representatives 69% Presidents 2% Environment Minister 38% Other Ministers 27%
The number of followers on Social Media	FB global page: 136 749 Instagram: 60 000 Total FB pages: 0.5 million	FB global page: 149 810 Total Instagram: 200 000 Total FB pages: 1 100 000	FB global page: 153 300 Instagram global page: 51 000 Total FB pages: 1 500 000	FB global page: 152 000 Instagram global page: 51 400 Twitter: 1509 TikTok: 99 Youtube: 11 000 Total FB pages: 1 100 000
The reach in digital English media (annually)	187 billion	156 billion	156 billion	585 billion
The happiness of leaders in the network (score out of 10)	8.4 (102 countries)	8.2 (98 countries)	8.2 (93 countries)	7.85 (76 countries)

Finances

Financial Report

31.12.22

31.12.21

ASSETS

CURRENT ASSETS

Cash

Cash

98 024.43

144 922.64

Receivables and prepayments

Trade receivables

250.00

0.00

Other short-term receivables

0.00

9 694.62

Prepayments for services

400.00

0.00

Receivables and prepayments

650.00

9 694.62

TOTAL CURRENT ASSETS total

98 674.43

154 617.26

ASSETS total

98 674.43

154 617.26

31.12.22

31.12.21

LIABILITIES AND EQUITY

OBLIGATIONS

Current liabilities

Depts and prepayments

Trade creditors

16 642.80

15 866.39

Employee-related liabilities

1 628.50

0.00

Taxes payable

2 387.14

273.43

Other payable

23 626.12

6 532.07

Prepayments received

13 503.84

105 969.37

Depts and prepayments total

57 788.40

128 641.26

Total current liabilities

57 788.40

128 641.26

Liabilities TOTAL

57 788.40

128 641.26

OWNERS EQUITY

Retained profit/loss

Retained profit/loss

25 976.00

4 100.25

Net profit/loss for financial year

Net profit/loss for financial year

14 910.03

21 875.75

Total owners` equity

40 886.03

25 976.00

Total liabilities and owners` equity

98 674.43

154 617.26

Income Statement

01.01.2022 - 31.12.2022

Sales revenue

advertising

10 885.15

Sales revenue total**10 885.15****Other operating revenue**

Donation

134 621.26

Grants

275 139.25

Membership fee

1 000.00

Other operating revenue total**410 760.51****OTHER OPERATING EXPENSES**

Projects

331 131.58

Office, IT and other services

48 089.69

Other operating revenue total**379 221.27**

01.01.2022 - 31.12.2022

Staff Cost**Wages and salaries**

Wages and salaries

20 570.00

Social security costs

social security costs

6 788.10

pension expenses

unemployment tax

164.56

Staff Cost**27 522.66****Operating profit (loss)****14 901.73**

01.01.2022 - 31.12.2022

Financial income and expenses

profit (losses) on translation of foreign currencies

profit (losses) on translation of
foreign currencies

3.00

Other financial income and expenses

other financial income
and expenses

5.30

**profit (losses) on translation of
foreign currencies**

8.30

Operating profit (loss)

14 910.03

Profit (loss) before income tax

14 910.03

Net profit/loss for financial year

14 910.03

Signatures

This report is signed by:

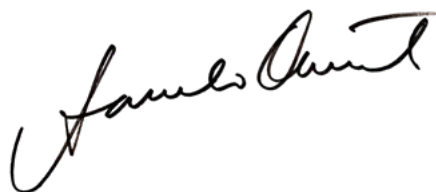
Heidi Solba

The President of Let's Do It World



Anneli Ohvril

CEO of Let's Do It World





World Cleanup Day, Vietnam

Thank you!

