



LET'S DO IT WORLD  
**ANNUAL REPORT**

**2023**



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# Message from Let's Do It World President



**Heidi Solba,**  
President and Head of Global Network

Another incredibly exciting, challenging, and blessed year has passed! In 2023, Let's Do It World achieved several important milestones in its journey. So much has been accomplished, and there is still much more to do!

Looking around and following global news, it cannot be claimed that we, as a global community, have done enough. This brings to mind that time is a luxury to be treated well and meaningfully. Therefore, we cannot afford to waste it, as every moment wasted makes life in the world more environmentally challenging.

Let's Do It World, with its global teams, plays an essential role as one of the leading global environmental organizations on the planet. The more people who engage in environmental awareness, the more positive change we can create – and the urgency is greater than ever.

As well as these external challenges, we also faced internal ones; changes within the HQ leadership team, as well as kickstarting the process of the organization's new strategic direction for the upcoming years, along with associated tensions like the constantly evolving funding environment and internal change processes, all took longer than expected.

But we overcame all these challenges and seized the opportunity to grow as an organization and as a people. For this, I express my enormous gratitude to all who have supported and worked for our success and who continue to do so.

Over the years, our organizational growth, starting with World Cleanup Day and extending to many other green projects that aim for sustained change, has followed a strong approach within the Let's Do It World model. It is obvious that we boost systemic change through our holistic approach, for example by tackling plastic pollution through World Cleanup Day, and also focusing on prevention and solutions at the local level.

The world needs us and, with only six World Cleanup Days under our belts, this year, in 2023, we achieved the goal of being listed on the UN Calendar, which was announced at COP28 in Dubai – that is simply phenomenal and it caps off an incredible year of success, which also saw us presented with the UN SDG Mobilization Award in the summer.

I express my massive gratitude to all our leaders, teams, partners, ambassadors, patrons, everyone involved, for all your support! I am also grateful to the Estonian Government, which has secured the entire process over two years to become officially listed on the UN Calendar.

But there's deeper meaning to these successes – it's less about the central organization, it's more about the wider network, because the most important question is, and will be, how we can capitalize on the calendar inclusion, how we can create a true and massive engagement, thus boosting the chances of sustainable behavioral change in society as a whole. Our addition to the UN framework should facilitate greater inclusiveness, more meaningful collaborations, and therefore a deeper, more widely felt impact.

The foundation of any positive global transformation is one of straightforward and mutual understanding and collaboration. I see us remaining committed to our values and aims, and I deeply appreciate the continued and increasing dedication from our global network.

**Enormous thank you to all for sticking with us during this challenging, yet rewarding, year.**

# Messages from the Board and Executive Director



**Christine Sayo,**  
Regional Director  
for Africa

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2023 has been a remarkable year for Africa and the world. We have witnessed tremendous milestones and opportunities for the Let's Do It movement in Africa, many of which are thanks to the dedication of our leaders spread across Africa who dedicate their time to ensure the movement continues to grow and flourish as we work towards a clean Africa for all.

Let's Do It Mozambique, under the able leadership of Carlos Serra, recorded the highest number of participants for World Cleanup Day 2023, rallying 3.25 million citizens.

Kenya hosted a successful World Environment Day event, attended by stakeholders from government, civil society, academic institutions, and UN representatives, that was geared towards adding World Cleanup Day to the UN calendar.

In Ghana, Let's Do it Leader Kate Opoku received an award for being the most impactful waste management advocate in the country.

In Tanzania, Ana and Nipe Fagio team (a Let's Do It World Implementing partner) organized a Zero Waste academy for over 50 participants from various countries with the goal of increasing zero waste implementation in Africa and beyond.

These examples show how Africans are taking steps to care for their environment and ultimately improve quality of life across the continent. The onus is on everybody to continue providing an enabling environment in which these initiatives thrive. One way to do that is by spotlighting these initiatives and the African leaders behind them. Their efforts need to be celebrated!

Going into 2024, let us continue celebrating and highlighting the great work done by Africans for Africans to mitigate the effects of climate change. **Let us acknowledge the work and positive impact made by the great leaders of the Let's Do It movement in Africa. It can be done, so Let's Do It!**



**Bill Willoughby,**  
Regional Director  
for North America

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We have actively developed new, enhanced technologies and marketing methods to increase awareness of waste-related issues and social responsibility within municipalities, businesses, institutions, and organizations in North America.

By using our multifaceted technology and marketing platforms to educate people about the importance of World Cleanup Day, we are tackling the issue of mismanaged

waste, especially plastic. This has sparked important policy discussions and actions throughout our region.

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 energize millions more people to engage in cleanups within their local communities.**



**Leo Lin,**  
Regional Director  
for Asia

Despite the challenges posed by the fear of economic depression and high interest rates in 2023, the enthusiasm of the Asian World Cleanup Day (WCD) community remained strong. The resilience of the WCD Asia family was evident in the impressive achievements of our teams in Indonesia, Laos, and Taiwan, who collected tons of trash and delivered innovative environmental education to motivate young WCD volunteers.

By way of achievements in WCD 2023, our Indonesia team increased its total volunteers to 2.6 million with over 3,000 tons of collected trash in cleanups. Our Laos team achieved the highest trash collected per person, and our Taiwan team innovated environmental education to motivate young WCD volunteers. These impressive achievements can be attributed to the dedication of the Asia WCD family, which was stirred up in the 2022 virtual leader academy and our ReLeaf series of speeches.

Our success in 2023 can be attributed to several key factors. First, we planned ahead to avoid unnecessary challenges.

I closely worked with Agustina Iskandar, our Asia coordinator, to organize our first physical leader academy in Asia, which was the most important event for boosting engagement among country leaders and stakeholders. We listened to everyone's feedback and needs in the first quarter of 2023 and sourced resources from National Taiwan University (NTU) and Christian Gospel Mission (CGM) to organize the Leader Academy with Indonesian and Singaporean LDI teams.

Furthermore, we invited non-WCD leaders from governments, enterprises, and NGOs to mingle with our WCD leaders. For example, the meeting between the deputy minister in Indonesia and the New Taipei City mayor bridged the relationship between WCD Taiwan team and the New Taipei City to organize the impressive WCD 2023.

Lastly, our successful 2023 APAC WCD conference inspired us to establish the WCD Asia Office. Agustina proposed the idea, and we sourced support from stakeholders who had given positive feedback at our conference, e.g. the APAC Environmental Social & Governance Head at KPMG and CGM.

**In conclusion, we are proud of our achievements during 2023 and are excited to continue our efforts to protect Mother Earth through WCD Asia.**



**Alejandra Rivera Santos,**  
Regional Director  
for Latin America

2023 has been a year to resume the rhythm that had been lost due to the context of COVID 19. Without a doubt it has also meant changes in the Latin American region and in the world in general.

It is important to welcome this and to know how to adapt as an organization – recognizing the importance of both individual and societal environments, yet always integrating environmental responsibility and the community cooperation effort that will allow the protection of our environment to which we all belong – from the moment we are born.

I thank Let's Do It World for the courage to share and create

an ideal of a community that is coordinated and organized by a common objective which has allowed us to advance in different countries towards environmental responsibility in multiple facets, starting with awareness and resulting in action.

The road is still long because, from political, economic, and technological aspects, there are many challenges that we as humanity need to discuss and overcome. **However, I can say that from the actions of, and the connection to, Let's Do It World, there is a good space from which to learn and initiate a wave of impact – from the individual to the society that inhabits and surrounds them.**



## Holger Holland, Regional Director for Europe

2023 has been a pivotal year for collective environmental action in Europe, marked by significant progress and collaboration. The European Union's commitment to the EU Green Deal and the Climate Pact has galvanized efforts across the continent, particularly within the Let's Do It movement. This movement has been instrumental in uniting various sectors to address not only the pressing issue of plastic waste but also broader environmental challenges.

Key initiatives have played a crucial role in driving positive change. World Cleanup Day and Digital Cleanup Day, for example, have mobilized widespread participation and awareness. The Waste Primer pilot, initially launched in Germany and set to expand across Europe, exemplifies the kind of educational programs necessary to close knowledge gaps and foster a more environmentally conscious society. These efforts are underpinned by the crucial role of high-quality data, ensuring informed decision-making and effective strategies.

The 'Planet and Pixels' pilot project, a collaboration between civil society and corporations like Fujitsu Europe, highlights the importance of adult education in environmental stewardship, particularly concerning data waste. The engagement of European political leaders, such as Roberta Metsola, President of the European Parliament, has been vital in enhancing the

visibility and impact of these environmental campaigns. Her participation in the World Cleanup Day campaign kick-off in Brussels symbolizes the crucial alliance between civil society and political entities in addressing environmental issues.

The Let's Do It World movement has presented comprehensive political positions to the EU Parliament, advocating for stricter environmental laws, enhanced global sustainability education, support for a circular economy, significant reduction in plastic consumption, corporate accountability for plastic waste, and the establishment of a global legal framework to address the plastic crisis. These positions reflect a holistic approach to environmental challenges, aiming to create a sustainable future, starting in Europe and extending globally.

The belief that collaboration across civil society, cultural sectors, politicians, and businesses can address the significant environmental challenges of our time is more than just hopeful; it's a call to action. By working together, there is a real opportunity to transform Europe and the world into a cleaner, healthier, and waste-free environment, redefining humanity's role as a regenerative force for the planet. **This collective effort embodies the spirit of the phrase "Let's do it - together!"**



## Nima Zare, Regional Director for West Asia

Conducting voluntary projects and organizing huge social events on a global level, like those which we are doing in Let's Do It World, has always been challenging due to the political, economic, and social complexities we see across the world these days.

However, it can be inspiring and joyful when you have a strong international network of self-motivated volunteers who humbly are always ready to contribute their share to

tackling growing environmental problems. We, at Let's Do It World NGO, feel blessed to have this precious network. Our lovely global family is the organization's unique driving force that leads us toward our goal of making sustainable changes in societies, intending to reduce the human footprint on the environment.

Having outstanding teams of passionate leaders and volunteers in the West Asian countries as well, we witnessed

significant efforts throughout the year, especially during WCD 2023, to encourage people to take action and join the movement to address environmental concerns in this part of the globe. All team members, volunteers, and responsible citizens of the countries in this area certainly deserve many thanks for sharing their positive energies, abilities, and knowledge with others, as well as for their commitment to making their communities a better and safer place to live.

At the end of 2023, the West Asia region hosted an important international event in Dubai – COP28 – which ended with exciting news for the LDIW community. After tremendous efforts, WCD was recognized as an International Day and officially added to the UN calendar. On behalf of the team leaders in the West Asia region, I would like to extend my congratulations to the entire LDIW family across the world for this great achievement.

Regarding our plans for 2024, the primary focus will be on bringing together as many environmental activists as possible, as well as expanding our network in the region by

identifying new leaders in countries where we do not have teams.

As a next step, we aim to empower existing teams by exchanging ideas and exploring possibilities to implement joint projects, which will remain our main goal for the upcoming years as well.

Additionally, we will investigate the potential of organizing the first-ever physical gathering in West Asia. We believe that regional events will provide excellent opportunities for networking, sharing knowledge, and brainstorming, resulting in more efficient collaboration between all countries in the region.

We all know that this is a long journey that may discourage any solo traveler; however, we can go far and create fantastic stories by joining forces and going together.

**Always remember, “Nothing is impossible and no dream is too big to come true unless you give up!”**



**Pål Mårtensson,**  
Regional Director  
for Oceania

Oceania is a vast area which contains both very well-known places but also many that are unknown or forgotten, with tens of thousands of islands, including Australia, New Zealand, and many, many more. It is also one of the poorest regions in the world, receiving the highest levels of welfare globally.

The billions of people in surrounding regions, the world’s highest pollution makers, drive all their waste into Oceania, due to strong currents and prevailing winds. From the east, we have the Americas, which contribute most to the Pacific’s pollution – we have all heard about the Great Pacific Garbage Patch, the numerous gyres, the floating islands of trash, etc.

People in this area know how to clean – because they see waste everyday on their shorelines, they can smell it rotting, so they handle it even if it’s not theirs. Marine debris is a

serious issue here, as it can injure or kill marine and coastal wildlife, damage and degrade habitats, cause economic loss to local fishing and maritime industries, degrade the quality of life in coastal communities; and threaten human health and safety.

Let’s Do It World is represented in many countries and territories in this area. We work with all our different programs, support and help as much as we can, but nothing beats the local initiatives from many small islands, with smart solutions that can be very impressive. A notable example of this is the [Kiribati Waste Management and Resource Recovery Strategy](#) (KWMRRS 2020–2030), a crucial policy instrument to govern the management of solid, chemical, and hazardous waste.

Plastic waste in our region is particularly problematic as a pollutant because it is so long-lasting and it floats around the whole of Oceania – but there are many other sorts of waste that also create huge problems for people, animals and nature itself.

There are five key environmental issues affecting the lives of Oceania's peoples:

- Coastal erosion & rising sea levels
- Healthy food and water supplies
- Extreme weather events
- Offshore mining and drilling
- Disproportionate Climate Finance

The issue of waste pollution in our region is both 'cause and effect' within these five issues – some contribute to the problem, others are a direct impact of it. So, by participating in World Cleanup Day every year, you're demonstrating your commitment to take the global mismanaged waste crisis seriously and that you are ready to be part of the solution!

**In Oceania, everybody is ready and willing to play their role.**



**Rein-Eerik Savi,**  
CEO, Let's Do It World NGO

I am glad that I had the opportunity to join this organization and be a part of sustainable activities, to take action that makes a difference, and to meet the wonderful people of this movement.

I do not want to write here about what surrounds us – wars, various conflicts, recession, natural disasters, etc. I do not want to write here about the frantic work and breathtaking dedication that the HQ team, and the people of this organization, do to achieve the set goals. I do not want to write here about difficulties, money or other topics that we have to deal with daily to exist.

So, what do I want to write about? Being human!

What are the core values of being human, what makes us human? How can we be better people? I cannot find the answers to these questions here, but I know how to convey some basic values.

This can be done through our organization – to teach, raise awareness, and discuss the various topics that are largely related to the values of being human.

It is time for the organization to become more of a shaper of people's core values, a creator of the world of thought and

an agent of awareness-raising. The more aware that people become, the more correct decisions they can make, and the more hopeful our collective future will be.

It is also good to realize that despite all religious and cultural differences, or political ambitions, there is one day a year when all these are put to one side – and people from all over the world work together for a common goal.

It is possible – and we do it – every year! And, for this, we also must try to involve more and more people to fulfill the set goals.

We keep the goals of why we do it – we do not do things for the sake of doing them, we do them because we believe in them – and there are bigger goals we can yet achieve.

Finally, I would like to congratulate and thank everyone for reaching a big milestone: World Cleanup Day in the UN calendar! To paraphrase a very well-known quote about successes against the odds, as huge a step as this certainly is for one organization, it is surely an even more giant leap for humankind – and yet it feels like we are still only at the beginning of our journey. **I wish us all the very best of success on this journey!**



# Let's Do It World Ambassadors and Patrons

*Let's Do It World proudly honor and thank all our Patrons and Ambassadors.*

Their commitment and dedication have been the driving force behind our organization's resounding mission. These remarkable individuals are spreading the message of positive change across the globe, creating an instrumental role in making our shared dreams a reality.

Throughout the year, our [Ambassadors](#) and [Patrons](#) contributed to the World Cleanup Day 2023 campaign in a variety of ways.

In January, WCD Ambassador Elina Nechayeva lent her support to celebrate our annual conference. In a stunning display of her singing talent, she presented five pieces, themed for each continent, at the conference's awards ceremony in Tallinn, concluding with a [live performance](#) of her recent single, 'Planet B' song. As well as donating 50% of the song's proceeds, Elina also donated her winnings from an Estonian TV show's competition to LDIW.

On 6 June, Let's Do It World was proud to kick off the World Cleanup Day 2023 campaign at the European Parliament in Brussels with our Patron, Roberto Metsola, President of the European Parliament. Additionally, in a recorded message [shown](#) during World Cleanup Day's live broadcast from Estonian House, New York, on 16 September, Metsola stated, "I would like to thank the organizers of this campaign, for making today's debates happen. Your leadership and dedication to address waste-related issues is admirable. Your collective work is exactly what we need; more people to be informed, and to get active to address the environmental problems our societies are facing."

Also appearing on 16 September, on WCD itself, was our Youth Ambassador, 11-year-old Faatiha Aayat from Bangladesh but now living in New York. She joined us in the studio to talk

about how and why she became a passionate advocate for environmental issues. She emphasized, "WCD is important to me because of all the people who come together, in one global movement that makes a huge impact." You can see her full, inspirational interview [here](#).

Merle Liivand, 5-time world-record-breaking swimmer and WCD Ambassador, was in New York and came to the studio to support World Cleanup Day with her stirring messages about the need to address plastic pollution in the ocean. The previous day, she had hosted an awareness-raising swim at Rockaway Beach, which triggered a spontaneous beach cleanup. Watch Merle's complete and motivating interview [here](#). We also met Merle Liivand during COP28, in December, where she gave another live interview, further reinforcing her message about marine pollution. You can see that interview [here](#).

Johann Urb, our newest WCD Ambassador, joined our NYC live broadcast, speaking from his home in Ibiza about the beautiful alignment between World Cleanup Day addressing the outside world and the kind of cleanup work we can do on our inner selves. Johann's own coaching practice tackles the perspective that our surrounding environment is a reflection of how we perceive ourselves inwardly. He brought his inner-cleanup philosophy to the live broadcast, reminding us that our bodies are always in the present, but our minds are often somewhere else, and it only takes a few minutes to get back into alignment. Experience Johann's soothing and enlightening interview [here](#).



## LDIW Patrons



**Ursula von der Leyen:**  
President of the European  
Commission

*"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."*



**Roberta Metsola:**  
President of the European  
Parliament

*"Pollution, waste management, and resource sustainability are all concerns that we at the European Parliament take seriously. And this is why movements such as World Cleanup Day are so important, to continue the pursuit of our environmentally friendly ambitions. Your leadership and dedication to address waste-related issues is admirable."*



## LDIW Ambassadors



**Faatiha Aayat:**  
World Cleanup Day Youth  
Ambassador

Faatiha Aayat is an 12-year-old 7th grader, originally from Bangladesh but presently living in New York, USA. Besides being a World Cleanup Day Youth Ambassador, she is a childrens' 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 Youth Ambassador elementary graduation she obtained the 'President's Award for Outstanding Academic Excellence – Gold Certificate.'

Faatiha runs her own organization named 'CHILandD', where she works on climate, health, information, learning and development issues. She became a champion in 'My Goal – For A Better Future', organized 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.



## Christine Figgener

### World Cleanup Day Ambassador

Christine Figgener is a German marine conservation biologist, author, science communicator, and ocean advocate recognized for her work in sea turtle conservation and the fight against plastic pollution.

*“As a sea turtle biologist, I have seen the pain and suffering that plastic pollution is causing to 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-centered 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 honor to be named an Ambassador for World Cleanup Day, giving my face to the global effort of mobilizing and inspiring people to do their part. It’s also a great honor to go out on World Cleanup Day and repair some of the already existing damage, and be a role model for a plastic-free lifestyle and conscious consumption beyond that single day.”*



## Kristjan Järvi

### World Cleanup Day Ambassador

Kristjan Järvi is a pioneering Estonian/American conductor, producer, composer, and arranger.

*“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.”*





## Merle Liivand

### World Cleanup Day Ambassador

Merle Liivand, from Tallinn, Estonia, is an internationally competitive swimmer, 'aquapreneur', CEO of Swimera, Triathlete, open water swimmer, international spokesperson, and World Cleanup Day Ambassador. She is known mainly as a Modern-day Life Mermaid and Ice Princess who never stops exploring life and passion for the world of water.

Through her extensive campaigning, she has championed changes to Ocean-related laws, resulting in the World Economic Forum naming her the front voice regarding climate change and Oceanic pollution. The Mayor of Miami

Beach even named her birthday, 17 April, after her as 'Merle Liivand Day'!

She holds five Guinness World Records and continues her path as an athlete and Ocean Ambassador. Last year she won Hollywood's 'Short Film' award and was named there as a Global Influencer.

Her biggest dream is to see every single corner of Earth cleaned from 'Plastdemia' – her own term for the plastic pandemic.



## Elina Nechayeva

### World Cleanup Day Ambassador

Estonian soprano Elina Nechayeva is a rising star in the world of opera, performing on concert and theater 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, "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 50% of the proceeds from this song to the World Cleanup Day campaign.



## Johann Urb World Cleanup Day Ambassador

Johann Urb is an Estonian-American actor, producer, renowned self-development coach of energetic mastery, and the creator of the Pyramid Breath method.

Johann empowers people to embrace their authentic selves, leading them on a journey of self-exploration that encompasses all dimensions of their being. His deep insights continue to motivate and uplift those in pursuit of a purposeful and balanced life.

*“Growing community through shared experiences is the most natural thing, bringing people together to achieve greatness and closeness. I work with people to do cleanups from the inside out, and World Cleanup Day encourages us to address our outward environment. It’s a perfect fit – we clean from inside, we clean the outside!”*

*We’re better together. As within, without – as above, so below, representing pure alignment with our joint values.*

*I want us all to open our eyes and see the world in front of us. Empowered action, creative meditation, feeling a true connection to it all – that’s what I want to bring to the World Cleanup Day movement, a real sense of togetherness.”*



# Mission, Vision, Values

At Let's Do It World (LDIW), our firm conviction lies in the power of collective action and positive partnerships as the catalysts for vital transformation.

The path to restoring a waste-free world demands united efforts across society's spectrum.

We infuse optimism and faith into every collaborative endeavor, extending an open invitation to all those driven to contribute to essential solutions, regardless of background.



## MISSION

LDIW is a global organization that tackles the solid waste crisis by mobilizing millions of positive-minded people into coordinated local and global actions.

LDIW's primary purpose is to raise awareness of mismanaged waste's impact on nature, human habitats, and people's health. We work together with key stakeholders and decision makers to identify and implement solutions that support a circular economy to reduce waste.

Our worldwide network connects individuals, communities, corporates, organizations, and governments to tackle the mismanaged waste issues that contribute to the triple planetary-crisis we all face today.

## VISION

**A clean and healthy waste-free world.**

Through its international projects and events, LDIW encourages local-level environmental actions that result in a global sustainable impact. The movement seeks to achieve a waste-free world by engaging the 5% of global population that social science recommends as the tipping point for self-sustained behavioral change.

*"Whilst we recognize the importance and relevance of cleaning actions, we are not only a cleanup organization, we are primarily an awareness-raising and solutions-delivering one that addresses part of the triple planetary crisis. Waste and pollution contribute significantly to that crisis."*

– Heidi Solba, LDIW President  
& Head of Global Network.

## VALUES

The LDIW movement centers around the principles contained in just three core values. The membership and leadership reflect these values in their day-to-day operations.

### COOPERATION

**We can tackle global challenges only together.**

We extend an inclusive invitation to individuals and groups from the public domain, businesses, and non-profit sectors who share the belief that nature should remain free of waste. As the saying goes, "If you want to quickly, go alone – if you want to go far, go together."

### POSITIVITY

**We take action instead of pointing fingers.**

Our approach revolves around seeking resolutions rather than assigning blame. Our emphasis lies in fostering constructive transformation and addressing the issue of 'trash blindness' through innovative solutions.

### PEOPLE

**Change happens in people and through people.**

Transformation occurs within individuals and by means of individuals. Leadership is not confined to a select few; it is a capacity that can be cultivated by anyone.

Our focus centers on enabling a fresh cohort of leaders who are dedicated to fostering a waste-free planet through local initiatives and global collaboration.

# Our Story

Let's Do It World (LDIW) is the world's largest civic action movement, with a mission to raise awareness of, and offer solutions to, the global mismanaged waste crisis.

Our unique network, with teams active in almost every nation on Earth, bonds tens of millions of people together through our joint annual flagship events – World Cleanup Day (WCD) and Digital Cleanup Day (DCD) – two campaigns that have grown from their humble roots into global phenomena.

LDIW started in Estonia, under the name 'Teeme Ära', meaning 'Let's Do It!' On 3 May 2008, over 50,000 people cleaned up Estonia in just 5 hours, amassing a staggering 10,000 tons of illegally dumped waste. Since then, many countries have followed Estonia's example and joined the movement for a waste-free world.

The Let's Do It Foundation was established in 2011, to coordinate an international cleanup project. In 2012, a series of cleanups took place in 96 countries and territories, over several months, under the name 'World Cleanup 2012', with Slovenia setting a societal engagement of 14% of its population, a record that still stands today.

In 2014, a new and bold goal was set – to shift from cleanup actions over several months to a coordinated campaign, targeting 5% of the world's population, with activity condensed into just one single day. This goal fuelled the creation of the largest environmental network ever, consisting of dedicated WCD teams with leaders in over 150 countries.

That first ever coordinated, single-day cleanup – with actions taking place simultaneously around the world – was held on 15 September 2018, a day on which 18 million participants from 157 countries and territories came out to collect waste in a green wave that spanned from Fiji to American Samoa. A 28-hour live telethon, at Tallinn University in Estonia, broadcast events to a global watching audience.

In 2019, the Let's Do It World NGO was established, representing and coordinating leaders and volunteers across the whole of the LDIW network. WCD proceeded to unite a record-setting 21 million participants, from 180 countries and territories.

In 2020, the first global DCD was held on Earth Day, 22 April, emphasizing the growing environmental impact of digital waste. WCD 2020 attracted almost 9 million people from 166 countries and territories, in spite of Covid-19.

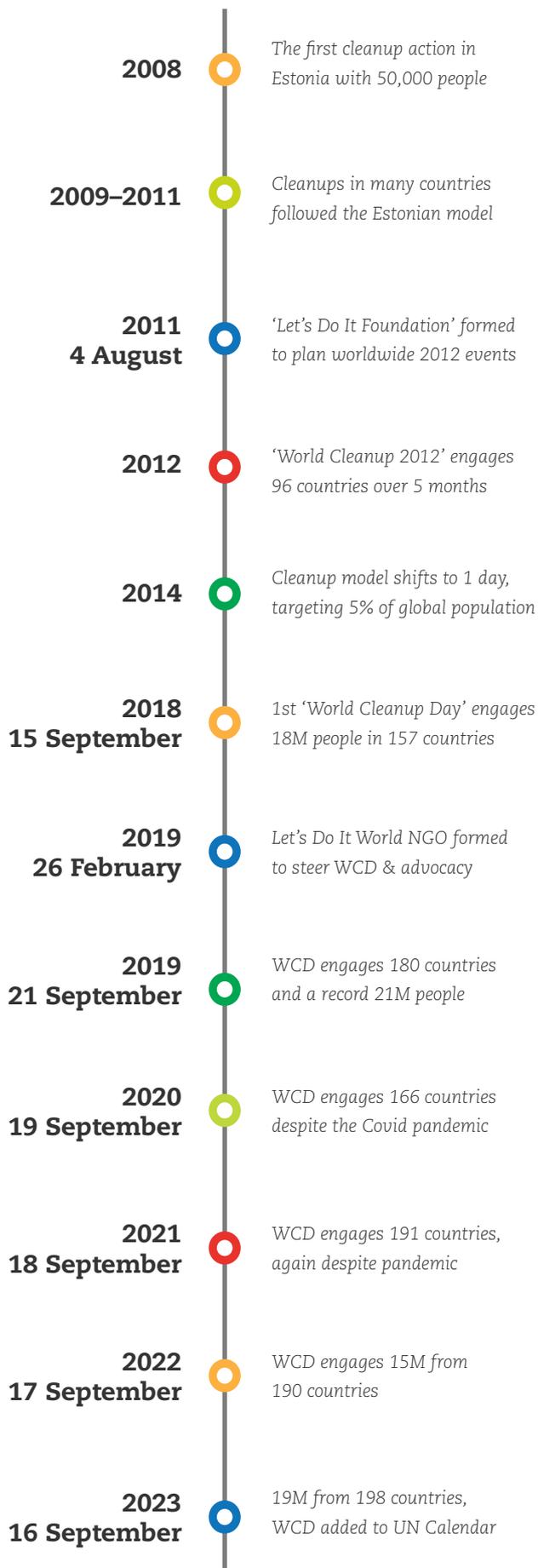
In 2021, LDIW's Annual Conference was held virtually for the first time, attracting over 2,500 delegates worldwide. Even in another Covid-19 year, almost 9 million people participated in WCD, from an incredible 191 countries and territories!

In 2022, free from pandemic restrictions, participant numbers approached pre-Covid times, back on track towards creating lasting societal impact through 5% global engagement. WCD that year attracted just under 15 million people from 190 countries and territories.

In 2023, WCD received the [UNSDG Mobilization Award](#) and was [added to the UN Calendar](#). 19.1 million participants delivered our 2nd best year, with a new high of 198 countries and territories, which included 90% of UN member states. A new annual record total of 218,704 tons of mismanaged waste was removed from the environment.



Estonia, 2008



China, World Cleanup Day 2018

# 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 Theory of Change 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, organizations and governments to take action.

World Cleanup Day will generate 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 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 much-needed transformation – which is why we aim to engage at least 5% of each country's population – the tipping point needed to create societal change, speeding up the transformation towards a sustainable future.

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

Let's Do It World is a unique network of passionate leaders and teams in almost every country in the world. In our role of empowering and educating, we are educating the new

**“We see the role of Let's Do It World as engaging, educating and acting as a catalyst for much-needed transformation”**

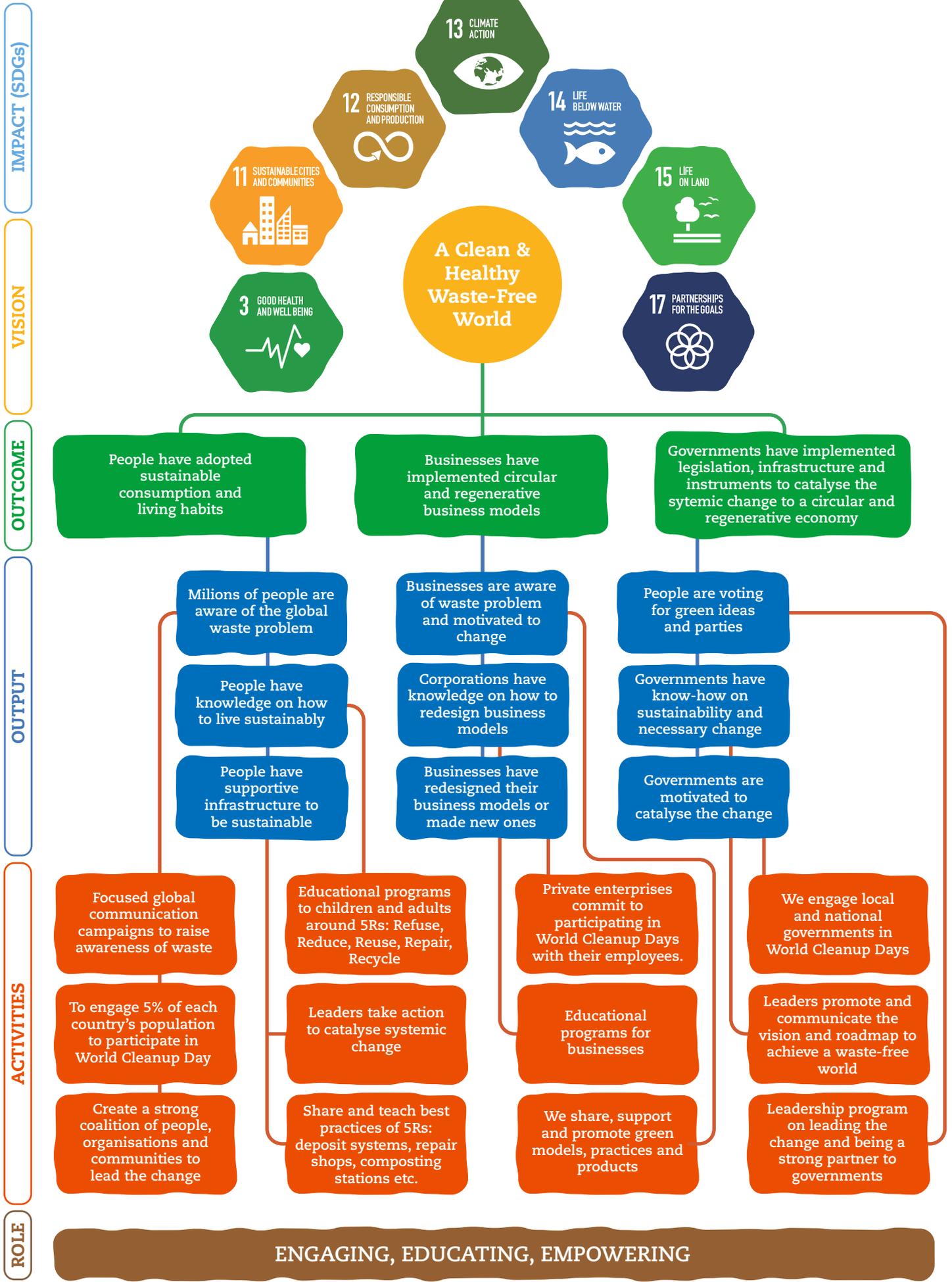
generation of future leaders around the world to lead the societal transformation needed to create a waste-free world. In the earlier days of the Let's Do It movement, Estonia engaged 12% of its population in 2008, Slovenia engaged 14% in 2012, now two of the world's cleanest countries.

Since World Cleanup Day began in 2018, there have been six coordinated events. During these, a total of seven countries have reached or breached the 5% limit – one country has done it four out of six times – Latvia! In terms of the overall, global population, we have engaged 1.13%.

The country with 2023's highest percentage of population cleaning, at 9.6%, was also the country with the highest participation of 3.25 M people – Mozambique. They also featured prominently last year, with 2 M people making 6.1%. Kosovo holds the record WCD percentage of 10.95%, set in 2019. This demonstrates to us that lasting change is possible in any nation, large or small, as long as sufficient people are engaged through cross-sector support.



India, World Cleanup Day





# Network and Membership

Let's Do It World network leaders and team members have grown into advocates capable of driving systemic change. Their journeys serve as inspirational stories, illustrating the transformative power of grassroots activism and the potential for individuals to emerge as influential leaders in the environmental arena.

At its core, the LDIW network is testament to the power of individuals and leadership, coming together for a common cause. Volunteering lies at the heart of this network, with countless individuals dedicating their time and effort to changing their environments.

The ethos of voluntarism is embedded in the organization's DNA, creating a sense of shared responsibility and fostering a profound connection to the Earth. This bottom-up approach is key to the network's success, as it empowers communities to take ownership of their environmental challenges and has been established as a global family of "let's-doers"!

With its roots deeply embedded in the local fabric, LDIW's network has become a catalyst for change that extends far beyond the cleanup campaigns it is known for. It has evolved into a platform for personal growth and development, shaping

individuals into leaders who can navigate the complexities of environmental advocacy.

The network's commitment to nurturing leadership at the local level not only strengthens the organization itself but also contributes to the broader landscape of environmental governance.

**This transfer of leadership from the local to the national level is crucial in establishing a holistic approach to environmental sustainability.**

The network's success is not solely measured by the tonnage of waste collected, but by the communities transformed, the leaders cultivated, and the sustainable practices institutionalized.

Let's Do It World is far more than a collection of cleanup campaigns; it is a movement that nurtures a collective consciousness, fostering a global community committed to preserving the planet for future generations.

Let's Do It World's ability to grow as a global family of environmental leaders at the local level, who then become influential figures in national environmental organizations, underscores the organization's profound impact.

As Let's Do It World continues its journey, it remains proud and grateful for the countless individuals, its leaders, teams, ambassadors, volunteers, and partners, who have contributed to its success, embodying the spirit of positive change and sustainable development.



## Let's Do It World Network

### West Asia

19 countries

Afghanistan, Armenia, Azerbaijan, Bahrain, India, Iran, Israel, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Mongolia, Pakistan, Palestinian Territory, Qatar, Saudi Arabia, United Arab Emirates, Uzbekistan, Yemen.

### Oceania

3 countries

Australia, Fiji, New Zealand.



### North America

2 countries

Canada, United States of America

### Latin America & the Caribbean

21 countries

Argentina, Bahamas, Bolivia, Brazil, Colombia, Costa Rica, Curaçao, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Martinique, Mexico, Panama, Peru, Puerto Rico, Suriname, Trinidad and Tobago, Uruguay, Venezuela.

### Europe

40 countries

Albania, Austria, Belarus, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Faroe Islands, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Isle of Man, Italy, Kosovo, Latvia, Lithuania, Luxembourg, Moldova, Montenegro, Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Türkiye, Ukraine, United Kingdom.

### Asia

19 countries

Bhutan, Cambodia, China, Hong Kong, Indonesia, Japan, Laos, Macau, Malaysia, Maldives, Micronesia, Myanmar, Nepal, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Viet Nam.

### Africa

40 countries

Algeria, Angola, Benin, Burkina Faso, Burundi, Cameroon, Chad, Congo, Côte d'Ivoire, Democratic Republic of Congo, Egypt, Ethiopia, Gabon, Gambia, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome and Principe, Senegal, Sierra Leone, Somalia, South Africa, Sudan, Togo, Tunisia, Uganda, Zambia, Zimbabwe.



# Awards

Let's Do It World, along with its dedicated leaders and teams, has made significant strides in bringing about positive transformations within their respective communities.

Their efforts have garnered recognition on both local and global scales.

We take immense pride in showcasing a selection of the awards received and extend our congratulations to the teams for the meaningful impact they have achieved through their work.

The [UN SDG Action Awards](#) is a signature program of the [UN SDG Action Campaign](#), which recognizes initiatives and individuals that mobilize, inspire, and connect people to drive positive change.

In 2023, over 5,000 applications and nominations were received from 190 countries – and Let's Do It World proudly received the honorable [Mobilization Award](#) for its work with the flagship campaign World Cleanup Day.

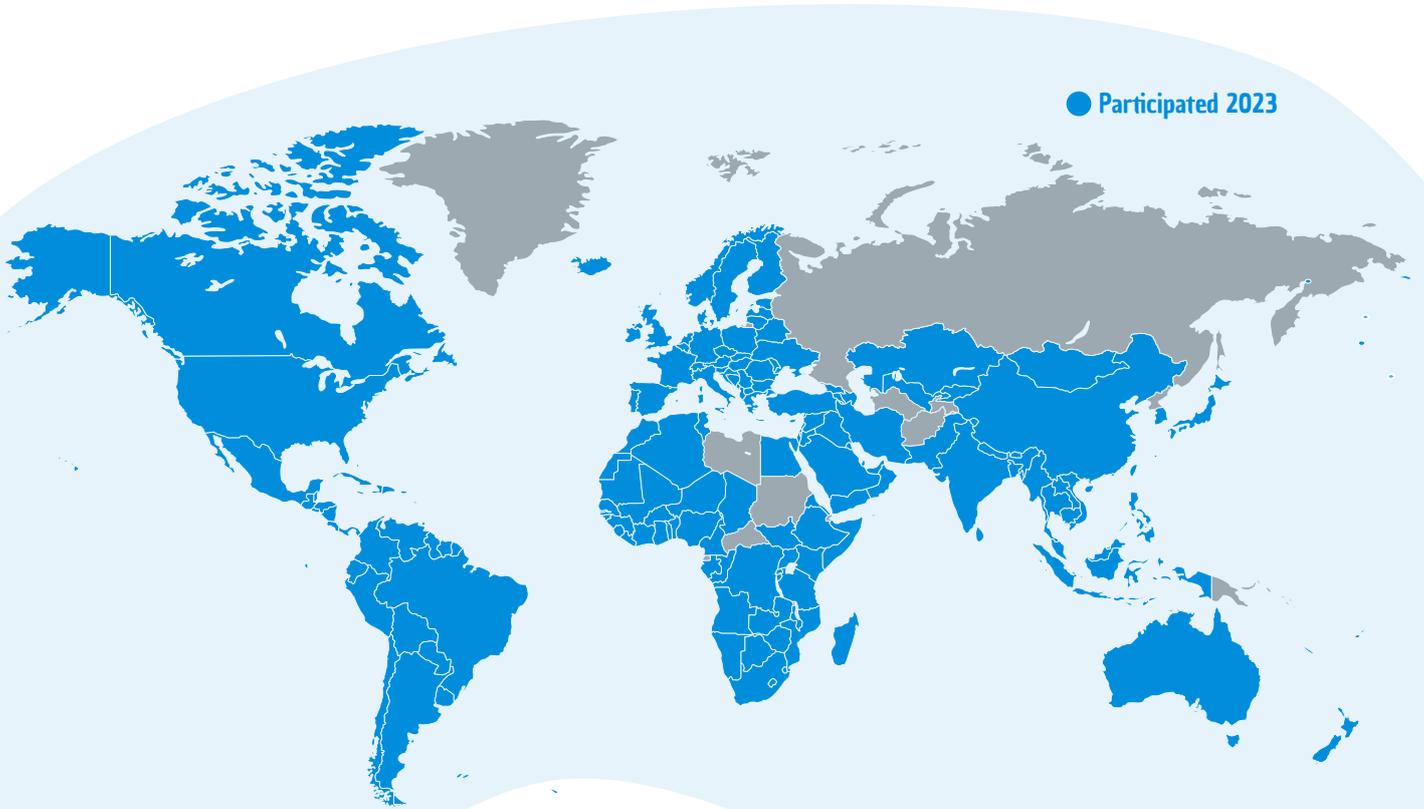
Past awards have also recognized the enormous work of the Let's Do It World global network around the World, for example winning the [UN-Habitat Scroll of Honor Award 2021](#).

World Cleanup Day was also a Finalist at the Energy Globe Award in 2019.

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



# World Cleanup Day 2023



**HUGE  
THANKS**



**19.1 MILLION  
PARTICIPANTS**

**FROM  
198 COUNTRIES  
& TERRITORIES**



incl. **90%** of UN  
member states



**219k  
TONS**  
of waste collected



## Results summary

**This year's results have said, loudly and clearly, that World Cleanup Day 2023 has been a monumental success, with many records broken and significant trends identified as key influential factors to that success – all this in a year that also saw us receive the UN SDGs Award for Mobilization and inclusion in the official UN Calendar of International Days & Weeks.**



With 19,068,786 participants from a new high of 198 countries and territories – which includes a new high of 90% of UN member states – WCD marked a return to pre-Covid engagement levels, with the movement's second-highest annual turnout.

Records tumbled this year, with 36 nations improving on their own national participation levels. Mozambique's 3.25 M participation topped the leaderboard, increasing their previous level by over 60%.

Cambodia and Brazil managed to almost double their past personal bests, with almost 1.6 M and 600,000 respectively. Germany also smashed their record, with almost 50% more than the previous year, topping out at 438,000.

Estonia also reached a new high, with 56,000 people joining in this year, beating their turnout in the very first cleanup day all the way back in 2008.

Additionally, the Democratic Republic of Congo and Barbados went from relatively small previous bests, of 440 and 20 respectively, to over 16 times greater with 7,229 in the DRC, and over 60 times greater with 1,250 in Barbados.

But what about that all-important statistic of a country's population mobilized? Given we are pursuing 5% of the global population, it is always good to see how we are doing on the individual country level. Topping that chart this year is Mozambique with 9.6%, closely followed by Cambodia's 9.3%. Latvia, consistent breakers of the 5% mark, brought out 7.7%.

Congratulations to these three countries, who are well on the way to generating lasting societal behavioral change and shifting attitudes towards waste management overall, and waste generation in particular.

Diving deeper into the data, we see positive trends that show our message about the need for lasting societal change is being embraced by both the general population and, crucially, policy makers.

Together, we're making a huge impact as catalysts for a clean, healthy, and waste-free world. Let us take a look at these trends and celebrate some of WCD 2023's biggest success stories.

## Youth power

The single most significant standout trend from WCD 2023 is the remarkable surge in youth engagement. In Mozambique, a partnership with the Ministry of Education empowered over 1,200 schools to incorporate waste and pollution awareness into their curriculum.

The result? Approximately two million children boosted participant numbers to a new national record, and a 2023 global participation record of 3.25 M volunteers – equal to 9.6% of Mozambique’s population – the highest levels of any country since WCD 2019!

In Namibia, twice as many volunteers as expected turned out and 80% of them were children. France reported that a third of their 150,000 volunteers were children. The youngsters of Vanuatu got involved too, as the islands’ Olympic Committee organized cleanups, with children showing unmatched enthusiasm to participate.

Sri Lanka also prioritized engaging thousands of schools, successfully spreading awareness among the younger generation. It is a pattern we have seen the world over, especially this year.



Namibia

## Governments stepping up



Cambodia

Another noteworthy trend has been the increased participation of governments in WCD activities in many countries. It is clear that government officials – from local authorities, to United Nations representatives, to national presidents – are taking a more active interest in our mission, and getting a deeper understanding of the messages we are putting out.

As a result, we are making strides not just at the grassroots level, but also within the corridors of power. It is clear that policy-makers need to be involved, as many of our country leaders call more upon governments to introduce binding legislation to help tackle the increasing mismanaged waste crisis we all face.

## Increased private sector visibility

It is not just youth and governments who are taking greater notice – there has been a definite surge in corporate visibility and engagement this year. Social media platforms, especially LinkedIn, were buzzing with posts celebrating cleanup actions organized by companies and groups.

This corporate involvement completes a vital trilogy of participation and highlights the growing awareness and commitment to addressing the global mismanaged waste crisis from all sectors of society.



## Succeeding against the odds



Huge respect is deservedly extended to the countries who managed to carry out cleanups despite being in the middle of war, conflict, or other challenges. In Ukraine, under the slogan, “Let the sky be peaceful, and Ukraine be clean!”, over 282,000 people – their second highest total yet – still turned out to clean up waste pollution in 24 regions.

Brave volunteers in Congo, Haiti, Iran, Lebanon, Somalia, Syria, and Yemen also came out to clean, in the face of potentially lethal risks from social upheaval in their countries.

## Waste – a weight off the planet’s shoulders

The total reported waste collected globally on WCD 2023 was an eye-watering 218,704 tons, eclipsing previous years’ reports and in a year that also saw the 2nd highest total of participants. It is worth emphasizing that 98% of this figure came directly from WCD Country Leader reports, meaning only 2% from ‘external’ sources, i.e. countries without a designated WCD team.

We have moved way beyond the principle of picking up plastic bottles on a beach, or candy wrappers in a park – in many

countries we are seeing increasing evidence of huge piles of waste being cleared by machinery loaned to collecting teams for WCD events.

Such waste, often rotting and sodden, contaminates large areas of land and the only way to ‘clean’ is to scoop everything up. This concept contributes significantly towards explaining the tens of thousands of tons collected in many countries where waste has accumulated for many years.

## Mexico – 22 tons of cigarette butts

At one end of the ‘participants vs. waste figure’ scale, 1.98 M participants engaged in cleanup actions across Mexico, with focus specifically on recovering cigarette butts. One cigarette butt weighs, on average, between 0.2–0.4 grams, yet they reported cleaning a staggering 22 tons. That’s equivalent to 72,600,000 million cigarette butts – in just one day!

Mexico’s magnificent efforts equate though to just 0.0013% of the [5.6 trillion cigarette butts produced annually](#), 75% of

which usually end up disposed of in nature, including in our waterways. Cigarette butts are made of plastic, contain around 150 different toxins, and are deadly to living beings – just one can contaminate up to 1,000 liters of water. Scale that up and consider the harm done to our world’s rivers, lakes, seas, and oceans.

Muchas gracias, Mexico, for placing such a significant spotlight on this critical pollution issue.



## Yemen – doing the ‘heavy lifting’

At the other end of the ‘participants vs. waste figure’ scale, Yemen gathered a team of just 94 people who cleared an impressive 108 tons of waste from their environment. Simultaneously, hundreds of homes were engaged in a door-to-door information campaign, with waste disposal systems installed, collection bags distributed, and three collection trucks and a bulldozer were deployed.

**According to UN-Habitat**, as many as 2 billion people lack access to any waste collection service – and an estimated 3 billion people dump their waste wherever they like. This means that, every day, more than 1 million tonnes of waste impact our health and environment – including our oceans.

When waste penetrates the landscape on such a scale, inevitably it requires much more than human hand power to clean it, especially in areas that lack proper (or any) efficient waste management infrastructure.

**“2 billion people lack access to any waste collection service – and an estimated 3 billion people dump their waste wherever they like”**



## Welcoming new nations to the LDIW family



As our movement continues to grow in its size, energy and impact, WCD 2023 marked the inclusion of six nations from the UN list participating for the first time. Among the newcomers were the Pacific countries of Samoa, Tuvalu, Palau, and Kiribati, who have all been vocal at the UN level about the devastating impact of climate change on their coastal regions.

They are taking action to tackle the huge amounts of waste flushed into the ocean from mainland nations’ rivers which are then washed up on their beaches. Their involvement sees a new horizon crossed in both global reach and the relevance of our movement.

## 2023's outstanding performers

We celebrate the successes of each and every country that takes part in WCD, with all engagement, big or small, being part of the transition to a cleaner future. However, like every year, we happily acknowledge and highlight the efforts of some stand-out successes, who have topped the leaderboards for 2023.

At the forefront were Mozambique, who hit the top of three charts; firstly, they engaged an awe-inspiring 3.25 million dedicated volunteers, equivalent to a chart-topping 9.6% of their

population, and they also capped the 'new turnout record' table – a unique treble!

Their participation level was followed by Indonesia, India, USA, and Mexico – with 2.61, 2.46, 2.35, and 1.98 M respectively. These inspiring results showcase the immense power of individuals coming together for a common cause, pooling their energy to do something incredible for our environment.

### Highest Participant Numbers

1	Mozambique	3.25 M	6	Cambodia	1.57 M
2	Indonesia	2.61 M	7	Brazil	600 K
3	India	2.46 M	8	Germany	438 K
4	United States	2.35 M	9	Italy	400 K
5	Mexico	1.98 M	10	Philippines	383 K

### New Turnout Records

1	Mozambique	3.25 M	6	Germany	438 K
2	India	2.46 M	7	Philippines	383 K
3	United States	2.35 M	8	Sri Lanka	100 K
4	Cambodia	1.57 M	9	United Kingdom	82 K
5	Brazil	600 K	10	Estonia	56 K

### Top % of Population

1	Mozambique	9.6%	6	Kyrgyzstan	2.4%
2	Cambodia	9.3%	7	Kosovo	2.2%
3	Latvia	7.7%	8	Andorra	1.9%
4	Bulgaria	4.5%	9	Faroe Islands	1.7%
5	Estonia	4.2%	10	Mexico	1.5%

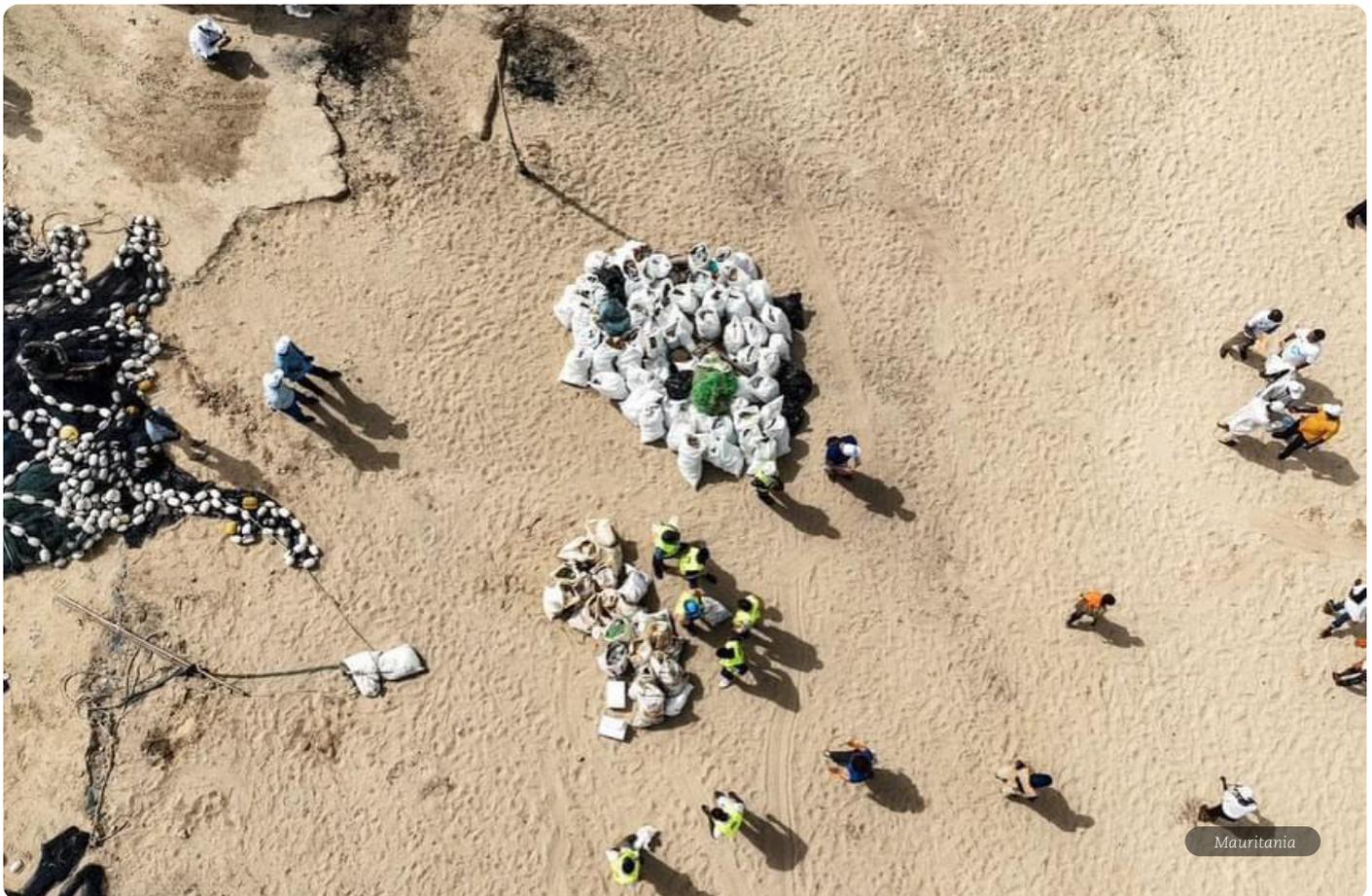
## Our growing global impact

Since we started our journey with World Cleanup Day in 2018, we're making ever-greater progress. During the six World Cleanup Days between 2018 and 2023, our incredible network of volunteers has cleaned up 543,704 tons of mismanaged waste in 211 countries and territories, which includes 95% of UN member states. Consequently, we have engaged a new overall total of just under 91 million participants – which takes us beyond 1.1% of the global population.

And we are not stopping there! Looking ahead to next year, we are already set to increase this number. The Marshall Islands

have responded enthusiastically to our invitation to join next year, promising to bring the Solomon Islands along with them. Turkmenistan is also signaling its interest.

When these nations join in, that would leave only six remaining to complete the full UN member states list – Equatorial Guinea, Eritrea, Nauru, North Korea, Saint Kitts and Nevis, and San Marino. Do let us know if you have any friends, family, or contacts in any of these places who might be interested in organizing a clean up in 2024.



## Impact of World Cleanup Day 2023

**This year's LDIW Leaders' Survey received responses from leaders in 86 countries, with a global average of 47% reporting a positive evaluation of their country's WCD result.**

The region most satisfied with their WCD 2023 performance was North America (100%), the lowest was Africa (32%), with just over half (52%) of Europe's leaders expressing satisfaction.

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

**92%**  
of leaders are highly motivated for WCD on 20 September 2024

The survey showed that 92% of countries carried out large-group cleanups, with a total of 77% receiving direct engagement from their local municipalities, and 56% comprising involvement from other representatives within the local public sector.

Increasing engagement at national government levels revealed direct ministerial and presidential participation in 98% of responding countries. The most significant increase this year was seen at several countries' top levels, including six Prime Ministers and three Presidents. Overall, ministerial and municipality engagement averaged out at 72% and 76% respectively. The Environment Minister was involved in 30% of responding countries, a figure we very much encourage next year's participating nations to help increase.

**81%**

of respondents engage in educational programs for schools

Participation from all sectors in environmental actions are crucial, as they create collective understanding and raise awareness of the need for identifying and implementing solutions for mismanaged waste and the further need to create sustainable change. The survey's outcome is that, in general, LDIW leaders feel satisfied that World Cleanup Day is more rooted in their society and becoming an official day in many communities.

Our leaders habitually organize follow-up projects after WCD, such as educational programmes in schools (81% of countries), in communities (60% of countries), in corporations (63% of countries), as well as running waste sorting or composting programmes (40%) and other activities (26%).

An amazing 92% of LDIW leaders feel highly motivated to organize the next WCD on 20 September 2024, and motivation has risen compared to the same period in 2022.

Only 3% of leaders do not feel highly motivated, these being primarily leaders who have organized events for more than six years in a row.

It is clear that the continued motivation to drive the systemic change in the country, and to work on the local impact models, is key to the solutions, overall a well-addressed topic, according to the survey.

Also highly recognised is the continued need for changing awareness levels regarding the impact of waste in society, as well as the need for strong, cross-sector cooperation in dealing with it. LDIW is excited to drive such change through these collective efforts.

## Five Years of Impact from Six Cleanup Campaigns

Since 2018, a total of 211 countries and territories, which includes 95% of UN member states, have engaged 91M participants, equal to 1.13% of the global population, removing 543,704 tons of mismanaged waste from our environment.

### 2018–2023



**91M**  
participants



**211**  
countries  
& territories



incl. **95%**  
UN member  
states



**1.13%**  
global  
population



**543,704**  
tons of waste  
collected



participants



countries  
& territories



% UN member  
states incl.

**2018**

**18.0M**

**157**

**76%**

**2019**

**21.2M**

**180**

**83%**

**2020**

**8.9M**

**166**

**77%**

**2021**

**8.6M**

**191**

**85%**

**2022**

**14.8M**

**190**

**86%**

**2023**

**19.1M**

**198**

**90%**

## The 'Five Percenters' (2018-2023)



Latvia

5.2%  
2018

6.4%  
2021

8.7%  
2022

7.7%  
2023



Kyrgyzstan

7.2%  
2018

9.5%  
2019

7.9%  
2021



Mozambique

6.1%  
2022

9.6%  
2023



Bulgaria

5.8%  
2018

6.2%  
2020



Kosovo

11%  
2019



Cambodia

9.3%  
2023



Micronesia

9.1%  
2021

Since 2018, there are seven countries who have exceeded the target of 5% population, the tipping point needed for sustainable change. Latvia tops the table, appearing in four out of six WCDs, including the last successive three.

# World Cleanup Day Inspirational Stories

## ANGOLA



“In 2018, I started World Cleanup Day Angola with a small group of volunteers. Together, we cleaned more than 20 tons of waste from a local beach. It was a modest start, but it was a start. Years later, World Cleanup Day Angola has grown into a mass movement. In 2023, 7,318 volunteers took part in clean-up events across the country, collecting 1,890 tons of waste.

This growth is a testament to the power of collective action. When people come together to make a difference, they can achieve great things. World Cleanup Day Angola not only cleans up the country, but also raises awareness

about the importance of waste management. We teach people about the dangers of pollution and how they can make a difference in their own lives.

Having cleaner cities is important for everyone’s health and well-being. Waste can cause illness, respiratory problems and other health problems. It can also pollute our rivers and oceans. World Cleanup Day Angola is helping to make Angola a cleaner and healthier place. We are building a better future for everyone. The future of World Cleanup Day Angola is growing every year. I am confident that with continued public support, we can continue to make a difference in the country.

Our goal is to make Angola a waste-free place. We know this is an ambitious goal, but we are committed to achieving it. Thank you to all the volunteers, partners and supporters who helped make World Cleanup Day Angola a success. Together, we are building a better future for everyone.” – Renato Borborema, WCD Angola Country Leader.



## BRAZIL

“Brazil’s WCD 2023 saw us set a new national record of volunteers, with over 600,000 volunteers engaged, equivalent to 0.28% of the population, and 1,220 tons of waste collected. Even with all the challenges of carrying out a large-scale mobilization in such a large country of over 200 million inhabitants, we developed strategies to promote the largest number of cleaning events nationwide.

To reach the 5% engagement target, it would be necessary to mobilize about 10 million people, so we continue working to reach greater levels each year.

Our main strategy was the mobilization of leaders to organize actions at state, regional, and local levels, who joined forces, contacts, and knowledge to hold major events in their cities. We had 1,841 organizing leaders promoting actions in all states of Brazil this year, with events broadcast live online, and, for the second consecutive year, a program recorded in the studio for uploading to YouTube later.

With the partnership of large networks of universities, companies, and city halls, we were able to mobilize students and employees to participate in the actions, which boosted our impact across the country. The power of media enabled us to reach over 47 million people through TV, internet, radio, newspapers, and other media organically. The news spread via at least 246 press releases totaling an incredible R\$ 2,734,348 million in value.

In addition to the cleaning efforts, we promoted the planting of 2,034 trees and carried out food and clothing

donation campaigns, in addition to implementing 80 recycling bins spread across Brazil to receive donations of general waste. Additionally, the #ITakeCareOfMySpace activities engaged volunteers to practice nature care and conservation activities without leaving home, a campaign created during the Covid pandemic and carried out every year since:

- Environmental Cleaning: Separation and adequate disposal of domestic waste, cooking oil, and electronic waste, mapping of bad waste points, cleaning to eliminate dengue outbreaks.
- Digital Cleaning: deletion of emails and unnecessary files from data devices, to reduce CO2 emissions.
- Solidarity Cleaning: Separate what is no longer useful to you and donate it to someone who needs it.
- Mental Cleansing: Meditation, sports, music, dance, yoga, reading, and plogging, with support from the ‘World Wellness Weekend’ movement.
- Online programming of lectures, workshops and events.

We ended 2023 proud of advancing another level towards 1 M volunteers and, in 2024, we hope to double our dimension of positive impact through climate education.”  
– Edianne Pereira, WCD Brazil (‘Limpa Brasil’) Country Leader.





### Cleaning for Peace in Europe's Last Divided Capital:

Let's Do It! Nicosia takes place on World Cleanup Day and aims at bringing together both communities of the island across the divided city of Nicosia in order to join forces for one common purpose – clean all areas and neighborhoods that are located within the 11 bastions of the walled city.



The beauty of Let's Do It! Nicosia lies in cooperation and collaboration: building bridges between the Greek Cypriot and Turkish Cypriot communities while at the same time promoting and educating Cyprus' citizens on environmental matters of sustainability and biodiversity.

What started with only 12 people in 2021 has blossomed into 125 volunteers in 2023, with the active cooperation of the U.S Embassy Cyprus and Yesil Bans Hareketi (Cyprus Green Action Group) in the North and the warm participation of a plethora of foreign embassies, diplomats as well as the UNDP.

*“We hope that Let's Do It! Nicosia can become a precedent for our generation and an inspiration for future generations one slow green step at a time”. – Ileana Nicholson, MD, Let's Do It! Cyprus.*

Let's Do it! Cyprus totals more than 30,000 volunteers throughout 2023, most of them being from primary and secondary schools. All are welcome to participate, with the campaign offering free cleanup supplies to all, without any prejudice or discrimination.

## CYPRUS

## JAPAN

“We sometimes hear that Japan is a clean country where litter is rarely found. Indeed, in Japanese schools, students are educated to make the schools clean by themselves and not to litter the places they have been to or used. Local governments and communities have been regularly conducting cleanups, and the rules for separating garbage have been long established.

However, many citizens tend not to recognize waste problems as a personal issue or something they need to tackle, since local governments established waste management systems well and communities have made cities clean. In fact, the participation rates of volunteers in cleanups conducted by non-profits or communities are not so high.

World Cleanup Day has become a great opportunity to make breakthroughs and influence citizens to see the waste problem as a personal concern. Many individuals started to participate in World Cleanup Day (and to create new connections with the world), and both nonprofits and companies have been leveraging World Cleanup Day to reactivate their cleanup activities. All participants, ranging from individuals to NGOs and companies, also enjoy moments of solidarity through the global cleanup movement.

For World Cleanup Day 2023, we had a regional network of partners comprising over 100 NGOs and companies, who cleaned over 500 sites including beaches, cities, parks, and rivers banks. Kazuo Nagami (Mayor of Kunitachi-city in Western Tokyo) and Mait Martinson (Estonian Ambassador to Japan) were some of the dignitaries offering their time and support to a total of nearly 20,000 participants.

Towards the first World Cleanup Day as a UN official International Day from 2024, we are so thrilled to do more work to mobilize more citizens and to influence them to take plastic waste and other garbage issues as “their own” matters.” – Takao Asai, Let’s Do It Japan Country Leader.



## NEW ZEALAND

On World Cleanup Day 2023, Keep New Zealand Beautiful mobilized 3,606 volunteers to take part in 75 cleanup events across the country, collecting a total of 35 tons of litter.

This is the third year that Keep New Zealand Beautiful has taken part in World Cleanup Day, using the globally recognised day to kick off its annual 'Clean Up Week', New Zealand's largest cleanup event which encourages Kiwis to get out into their local communities and make a difference, whilst at the same time contributing to a global effort against litter.

This annual event runs for seven days each spring and is centered around encouraging individuals, schools, businesses, and community groups to get out into nature and collect litter.

Not only does Clean Up Week facilitate the removal of volumes of litter from the environment, it also acts as an environmental education initiative, showcasing to participants (and the country at large) the scale of the problem and just how important it is to dispose of our waste appropriately.

Keep New Zealand Beautiful CEO Heather Saunderson says, "We're proud to be New Zealand's primary partner for World Cleanup Day and it's great for Clean Up Week to contribute on an international scale to a movement that brings so many people together across the world fighting for the same cause."

Keep New Zealand Beautiful began in 1967 as a government-led litter reduction agency. In 1979, the

organization became an incorporated Society with a new constitution and structure. In the same year New Zealand's Litter Act 1979 introduced stronger anti-litter laws and gave official recognition to the Society as the body primarily responsible for the promotion of litter abatement in New Zealand – a mandated position still held today.

Keep New Zealand Beautiful is one of the country's leading and longest-standing environmental nonprofit organizations, dedicated to creating intergenerational, sustainable, and climate-literate communities through the ongoing delivery of environmental education, community led initiatives, behavior change campaigns, and evidence-based research on litter and waste.

Keep New Zealand Beautiful will once again launch its annual Clean Up Week in 2024 on World Cleanup Day.





“Nigeria, with a population of about 200 million people, generates about **2.5 million tons of plastic waste every year**, of which less than 10% is recycled.”

“The problem of pollution in the country is exacerbated by inadequate waste management infrastructure, poor behavioral attitude, unskilled waste collection workforce, indiscriminate dumping and burning of plastic waste, poor awareness, inadequate funding, and so on.

Let's Do It Nigeria began by following a direct invitation to act by seeing the waste problem around, and they immediately coordinated to take action, forming teams in every state to come up with solutions.

In 2023, World Cleanup Day saw so many teams rallying together, despite heavy downpours, and defying all odds to ensure that the day was well honored. In fact, we set a new national WCD record, with 26,905 individuals participating in the exercise to keep the message clear through their actions, that of keeping the environment clean and promoting a cleaner society.

As recorded across the 28 states of the nation covered, 2,829 tons of waste were collected in a total of 141,435 waste bags.

It is clear that the teams in every region that participated find the cleanups to be an initial way to



pass the message across to governments, companies, communities, markets, and individuals. Through their proactive measures of cleanup, it opened up ways on how improving waste management can transform reality and generate opportunities for a better quality of life.

Appreciation to all our state coordinators, community waste free society campaigners, organizations, for walking this journey and sharing so much along the way in which they shared the energy, enthusiasm and determination to continue in this initiative.

We know that there is still a long way to go, but we also should not rest on achieving our vision which is a clean and healthy waste free world.

Let's Do It Nigeria says thank you to all.” – Olumide Coker, 'Let's Do It Nigeria' Country Leader.

## NIGERIA

## TUVALU

Tuvalu islanders have a solid reputation for awareness-raising when it comes to climate change, their own nation being directly impacted.

The local government's Waste Management Service and the local Red Cross combined to mobilize over 100 people in the capital to clean up beaches, joined on 8 other islands by many schoolchildren.

Reporting to us for the first time, we welcome Tuvalu's community to the LDIW family and salute their incredible collection of over 14,000 kgs of mismanaged waste. Talofa and fakafetai!





The UK faces unique environmental challenges since Brexit, yet World Cleanup Day 2023 conveyed an emphatic message of unity and resilience, showcasing communities' dedication to environmental stewardship independently. Volunteers cleaned parks, streets, and beaches, illustrating that environmental responsibility transcends political boundaries in the spirit of fostering a global community.

The post-Covid legacy played its role too, reflecting a renewed commitment to protecting both people and the planet – WCDs demonstrate how individual actions can yield a profound, collective impact.

WCD 2023 also carried the poignancy of remembrance, as WCD 2022 had coincided with the nation mourning the loss of Queen Elizabeth II. This year, participants brought this sense of shared purpose to their environmental efforts, with many seeing their actions as a tribute to the late Queen's legacy of duty to the community.

Across the UK, diverse communities participated in cleanups. Local councils, schools, businesses, and other NGOs played crucial roles in supporting events, nurturing a deeper understanding of environmental issues.

Social media buzzed with activity, as people shared images and stories of their cleanup efforts, and #worldcleanupday trended, symbolizing the day's collective spirit.

WCD's impact extends beyond immediate environmental benefits, sparking conversations about broader issues, e.g. plastic pollution, climate change, and biodiversity loss. It highlights individual responsibility and the power of collectivity in delivering global change.

Corporate participation marked a significant shift towards greater environmental consciousness in business. Companies launched or promoted sustainability initiatives, contributing to cleanup efforts and engaging employees in environmental stewardship.

WCD ended with a sense of palpable accomplishment; over 82,000 participants collected 1,450 tons of mismanaged waste, and previously littered areas were restored, leaving communities feeling more connected to each other and their environment.

The news that WCD has been added to the UN Calendar from 2024 provides the incentive to make next year even more connected!

In summary, the UK's WCD 2023 was more than an environmental initiative; it was a reflection of our journey through a period of significant change, celebrating the themes of connectedness, resilience, and community, offering a hopeful vision for the future, thus reinforcing the idea that, even in times of division or uncertainty, collective action for the good of the planet can bring people together in powerful and enduring ways. – David Parks, WCD UK Country Leader.



## UNITED KINGDOM



Yemen faces one of the most complicated humanitarian crises in the world; the 9-year devastating conflict and economic crisis has placed millions in need of humanitarian aid.

There is a very clear link between the ineffective waste management services and health, with conflict, climate change, population displacement, the collapse of sanitation and environmental services, and weak governance combining to create a 'perfect storm' for infectious diseases. UNICEF reports more than 17.8 million people, including 9.2 million children, lack clean water and sanitation systems, due to extensive damage to water and sanitation infrastructure.

Poverty is another reason that leads to the lack of basic domestic hygiene in both urban and rural homes, the latter suffering particularly, due to a lack of awareness around the importance of personal hygiene. Entire communities lack access to clean water and sanitation, with everyday household waste contributing significantly to an already disastrous situation.

This is why the WCD team in Yemen is going beyond cleanups, aiming to improve the overall environmental and health situation through implementing comprehensive and sustainable awareness-raising campaigns. A pilot scheme in one region was implemented, targeting 2,500 residents of one region, including 430 children and 800 women. The scheme was self-funded by WCD Yemen's national partner, ['Bright Foundation'](#).

Hundreds of homes were engaged in a door-to-door information campaign, with waste disposal systems installed, collection bags distributed, and three collection trucks plus a small bulldozer deployed. Community leaders were trained on organization, management and implementation of effective cleanup activities. Five neighborhoods rallied 94 people to clear 108 tons of waste, all disposed of in a healthy manner, leaving behind a safer environment for residents, along with the knowledge needed to help sustain better sanitary levels for the community.

Challenges remain; accumulated waste and septic tanks are often inaccessible to the trucks and bulldozer, PPE is scarce, and skepticism amongst some people makes it harder to engage. Despite this, the feedback from the community overwhelmingly supported the pilot scheme, with 90% of beneficiaries expressing their satisfaction with the quality and usefulness of activities in which they participated. This is hugely encouraging for future schemes and future WCDs, especially with involvement this year from a UNOPS team. WCD Yemen looks forward to seeing how inclusion in the UN Calendar can bolster support for such schemes in 2024.



## YEMEN



Tuvalu, World Cleanup Day

# Global Projects and Campaigns

## SEEP Tanzania and Namibia

The Sustainable Environmental Educational Programme (SEEP) has been run by Let's Do It World and Let's Do It Namibia in past years with the aim of escalating to other African countries.

The next country to work with is via a representative leader organization in Tanzania – [Nipe Fagio](#) – with the noble cause of transferring environmental education knowledge and activities to Tanzanian schools.

In line with the UN Sustainable Development Goals, the program aims to raise awareness of environmental behavior best practices, with a special focus on solid waste, climate change, and laying the foundations for the circular economy transition. In 2023 we took the opportunity to facelift all the Educational Landing pages and toolkits of the project to become fully digitalized.



The project engages 50 schools from Dar es Salaam, providing Nipe Fagio the opportunity of leading SEEP education and empowerment, thus inspiring the creation of green projects within the schools, supported by environmental education mentors. The best projects will be selected to highlight the success of the project in the media, with support from the local authorities.

We are looking forward to expanding the SEEP project model to other countries within the Let's Do It World network.

The program is supported by the [Center for Environmental Investments SA](#).



## LDIW Annual Conference 2023

### Let's Do It World Conference 2023: Wisdom, Joy & Unity!

From 26-29th January, over 800 participants, from LDIW members and the wider network around the world, gathered in Tallinn, and online, to envision and create a waste-free future for all. During the [four-day conference](#), country leaders, teams and organizers gathered around the theme “Embodying Unity” to learn, plan, and inspire one another.

The conference was opened by the President of Estonia, [H.E. Alar Karis](#). He noted that World Cleanup Day has managed to engage nearly all countries on the planet, in itself a remarkable accomplishment. “Let’s Do It World is one of the platforms that offers to bring about change in the mindset of people through education, climate education,” noted the President.

In her greetings, the Executive Director of the United Nations Human Settlements Programme (UN-Habitat), [Ms. Maimunah Mohd Sharif](#), pointed out the importance of the joint effort to create a waste-free, healthy world for all.

Together, the conference celebrated the past World Cleanup

Day and heard about the success stories of clean-ups in various countries, such as Mozambique, Iran, India, Mexico, Estonia and Ukraine. In the latter, nearly 120,000 came to clean up the country despite the war, reported the leader of Let’s Do It Ukraine, [Iuliia Markhel](#).

During the first three days of the conference, learning took place under modules ranging from environmental education and circular economy case studies to environmental leadership. Inspiration and motivation poured in from powerful speeches by [Gunter Pauli](#), entrepreneur, economist, and author of the book ‘The Blue Economy’, and also from Vishen Lakhiani, the CEO of [Mindvalley](#).

The circular economy case study presentations included examples of cooperation, innovation, and solutions coming from scientific understanding of the possible solutions to the waste problem, for example, the Finnish practice of nudging people to live more sustainably from [SITRA](#), how waste can be turned into valuable resource from [Ragn Sells](#), and environmental education for a waste-free world by [NoteAffect](#). The aim was to make participants feel empowered by workshops on impact, social media, and cleaning up our inner world. After all, you have to take care of yourself as well as cleaning up the world!



After intensive learning, the participants of the conference gathered for the annual Awards Ceremony, in which past year's outstanding activities of the network members were celebrated. Nearly 20 awards were presented in the ceremony, which took place in the medieval Old Town of Tallinn, at the 'House of the Brotherhood of the Blackheads'.

The 'Team of the Year' award was presented to the Let's Do It Ukraine team for their effort to mobilize nearly 120,000 people during the war. Mobilization awards were also given to the team of Let's Do It Brazil, the biggest engager of people in Latin America, and to the teams of Pakistan, Kyrgyzstan, and Afghanistan for their contribution amid conflict, war and environmental obstacles.

Let's Do It Mozambique got the award for being the biggest mobilizer in Africa, and the biggest year-in-year jump in the number of participants at the World Cleanup Day 2022. Their team managed to engage 2 M people from the country, a remarkable impact! Let's Do It Mexico was the biggest overall



engager of people in World Cleanup Day 2022 and for that, they also received a mobilization award. Congratulations to the LDIW network; you are truly amazing!

The awards were then followed by a fabulous entertainment program, featuring local musicians. We are very grateful to our Ambassador, Elina Nechayeva, for her wonderful repertoire of regional classical and contemporary pieces. She also [performed her latest single](#), "Planet B", dedicated to, and in support of, the Let's Do It World network.

The Let's Do It World Conference 2023 was supported by the European Regional Development Fund, [Enterprise Estonia](#) and the [Estonian National Foundation for Civil Society](#).



## Digital Cleanup Day 2023

In 2023, the fourth annual Digital Cleanup Day took place on 18 March.

Throughout this yearly campaign we encourage individuals, organizations, and communities to audit their digital lifestyle and take simple steps towards deleting unnecessary data from their electronic device, such as unused apps, unnecessary emails, unneeded imagery or other files, or unsubscribing from newsletters, etc.

Such positive actions contribute to the reduction of CO2 emissions, therefore helping to slow down climate change. In fact, around 1 billion tons of CO2 are produced by the internet and its supporting systems every year.

In 2023, **387,283** people from **105 countries and territories** took part in Digital Cleanup Day. Altogether they deleted

**6,968,869 GB** of data, which will prevent the production of over **1,742 tons of CO2** each year.

2023's data deletion total, and CO2 prevention figure, represented new annual records since Digital Cleanup Day began!



### Top 3 participating countries

**368,440**

France

**7,841**

United Kingdom

**1,722**

Spain

### Most data deleted

**France**

**Indonesia**

**US**

**7 MILLION GB data deleted**  
preventing production of 1.7k TONS of CO2 per year

## Asia Leaders' Conference

The Let's Do It World Asian Conference, led by Let's Do It Taiwan, was jointly hosted also by Let's Do It Indonesia and Let's Do It Singapore. With these three countries' leadership, the Conference took place 13–16 July in Taiwan, after a three-year hiatus due to the pandemic.

The conference kicked off in Taipei, with representatives from 12 countries, including Indonesia, USA, Germany, Singapore, Japan, Malaysia, India, Myanmar, Viet Nam, and Macau gathering.

As the host country, Taiwan promoted sustainable environmental protection, including a visitation activity and academic seminar taking place on the conference's second day.

Representatives from Let's Do It World, along with invited guests from Indonesia, Dr. Soeparto, M.Pd, Deputy Minister of Personnel at the Indonesian Coordination Ministry, and Michael Karapetian from the Earth Day headquarters, visited the New Taipei City Government to share and discuss environmental plastic reduction policies.

As Southeast Asian cuisines and lifestyles are relatively similar, New Taipei City Mayor Hou You-yi led the municipal team to the meeting, sharing the city's policies on reducing the use of plastic bags in households and single-use utensils at night markets.

The attendees from various countries were profoundly impressed, and engaged in discussions about the possible implementation methods in their respective nations. Let's Do It World President and Head of Global Network, Heidi Solba, stated, "When we start a dialogue and build collaborative relationships, more people can participate in environmental actions to bring about change in the world."

The College of Social Sciences at National Taiwan University organized an academic seminar on environmental resilience. Six professors elaborated on various aspects such as population, environment, and media, discussing the adaptability to climate change. During the opening speech, Dean Su Hongda expressed, "NGOs are units in the world with the most sincere voices and perspectives. By supporting this Asian Environmental Summit, we can contribute to creating a better future for the world."





Leo (Jian-Liang) Lin, a director of Let's Do It Asia, said, "Everything starts with listening. Through sharing experiences and learning from each other, we can open up various possibilities for change." LDI Taiwan representative, Juanita Ho, added, "Citizen action is the final piece of the puzzle in environmental issues, having the power to supervise and promote positive changes. Just like WCD, the more unified our voices are, the stronger our impact becomes."

Representatives gathered once again, led by the adorable and dynamic LDI Asia coordinator, Agustina Iskandar Crombach, sharing stories and challenges faced by various countries during this period. The exchange was precious and touching, enabling us to further unite in preparation for the 2023 WCD.

The youth forum also brought corporate perspectives and concerns, featuring special speeches from Dr. Huang Zhengzhong, Managing Director of KPMG ESG Consulting, and Deputy General Manager Ye Yujun of Taiwan Cement Corporation, both of whom have long been dedicated to ESG sustainability.

Students involved in Let's Do It Taiwan's sustainable education program, ENODE Earth Citizen Ambassadors, also actively participated. Through exchange and succession, the aim is to equip the new generation with an international vision while considering how to exert local influence.

# LDIW Advocacy

## UN-Habitat General Assembly and Side Events, Nairobi, Kenya

Once every four years, UN-Habitat holds its General Assembly (GA) in its Nairobi-based headquarters in Kenya. Let's Do It World (LDIW) and the Government of Estonia, which has supported the global initiative for World Cleanup Day (WCD) to become recognized as an International Day on the UN Calendar, took part in the voting session at UN-Habitat's GA.

The government of Estonia invited all relevant stakeholders to take action to accelerate WCD's involvement through better visibility, and by acknowledgment via its proposed addition to the UN Calendar. The GA itself was then followed by two side events.

LDIW hosted one such event on **4 June** to raise awareness of WCD among participating diplomats. Under the leadership of LDIW and LDI Kenya, plus support from the Nairobi City County Government, there was a cleanup of Uhuru Park, as well as post-cleanup speeches, a pop-up garbage recycling center, a craft picnic, and other celebrations.

The UN delegates joined over 300 volunteers who organized awareness campaigns, tree planting, and cleanup activities. A mobile sorting station was prepared and ordered for the entire event, which today has found a new site at Nairobi's UNEP headquarters. LDIW expresses its sincere gratitude to LDI Kenya who helped to organize this event.



## WCD Kick-Off in Brussels



The 'World Cleanup Day 2023 Kick-Off Event' took place on **6 June**, at the European Parliament in Brussels. The event promoted responsible resource use and emphasized the importance of individual actions in creating a cleaner and more sustainable planet.

The focus of the event was on the circular economy as a solution to environmental challenges, as well as the significance and role of civil society movements in driving positive change.

Notable speakers included Roberta Metsola (President of the European Parliament), Marion Walsmann (Member of the European Parliament), Heidi Solba (President & Head of Global Network, Let's Do It World), and Holger Holland (EU Climate Pact Ambassador and Regional Director (Europe), Let's Do It World).

Additionally, leaders from 27 countries involved in the World Cleanup Day movement attended, joining the European Parliament's President in encouraging participation in World Cleanup Day on 16 September 2023.

The meeting continued with a panel discussion featuring potential collaboration between World Cleanup Day, the European Union, and other regions and movements worldwide.



## Side Event with Cleanup action, Nairobi, Kenya

On **8 June**, the Ministry of Environment of Estonia, with Let's Do It World NGO, led a panel discussion about World Cleanup Day, highlighting how collective efforts are catalyzing strong, cross-sectoral cooperation to find the sustainable solutions needed to effect lasting societal change.

The panel comprised Mr Kaupo Heinma (Vice-Minister, Ministry of the Environment of Estonia), Mr Andre Dzikus (Urban Basic Services Section Chief, UN-Habitat), Ms Heidi Solba (President & Head of Global Network, Let's Do It World NGO), Ms Catherine Mbaisi (Deputy Director, National Environment Management Authority of Kenya) and was moderated by Mr Ahmed Fathy (Founder, Youth Loves Egypt Foundation, Egypt.)



## High-level Political Forum in New York City

On 15 July, as a side event for the United Nations General Assembly in 2023, the High-Level Political Forum in New York addressed World Cleanup Day as a great tool to promote the importance of waste management and behavioral change that will prevent littering. The event also delved into how World Cleanup Day could scale up the data to action.

A round table was opened by H.E. Ambassador Rein Tammsaar (Permanent Representative of Estonia to the UN) and H.E. Ambassador Sedat Önal (Permanent Representative of Türkiye to the UN). The keynote speech, “From data to action model”, was made by Ms Maimunah Mohd Sharif (UN-Habitat Executive Director).

During the event, case studies were also presented by H.E. Ambassador Anna Karin Eneström (Permanent

Representative of Sweden to the UN), H.E. Ambassador Jeanne Mrad (Charge d’Affaires a.i. of Lebanon to the UN), H.E. Ambassador R. Ravindra (Deputy Permanent Representative of India to the UN), Ms Ntotang Taolo (Director, Department of Local Governance and Development Planning at the Ministry of Local Government of Botswana), Mr Andrea Innamorati (Senior Policy Advisor for the Italian Ministry for the Environment, Land and Sea) and Mr Steve Jewett (National Cleanup Day).

The event was followed by a fabulous cleanup action along the Hudson River in New York, under the leadership of Steve Jewett from National Cleanup Day, who are World Cleanup Day’s representatives and leaders in the USA.



## Call and Media Center for World Cleanup Day, New York, USA

On 20 September, the 2023 World Cleanup Day Call and Media Center was set up in New York City, with a live broadcast from Estonian House. This served as a significant side event to coincide with the UN General Assembly (UNGA) held literally around the corner.

To implement such an ambitious plan, an 8-hour broadcast studio program was created and the studio built on-site by our expert audio-visual production team. The day featured live studio performances, interviews, videos, discussions with guests, and content production by the Call and Media Center.

The Call and Media Center team was completed by five Let's Do It World HQ core team members and several on-site volunteers. As well as managing the live broadcast, the whole NY team conducted live and recorded interviews with over 100 country leaders. Additional support was delivered by 30 more volunteers back in LDIW's Tallinn HQ.

The studio program comprised expert views and opinions on WCD-related topics, with six discussion panels and eight live thought-leadership interviews, and a total of 30 guests,



mainly directly related to UNGA. These included several countries' ambassadors, as well as representative leaders from UN-Habitat and UN SDG, along with representatives from prominent environmental organizations and WCD supporters, including including Kersti Kaljulaid (Estonian President 2016-2021), Faatiha Aayat (WCD Youth Ambassador), Merle Liivand (WCD Ambassador & athlete), and more..

The rest of the program alternated between online interviews with World Cleanup Day leaders, live interviews with UN ambassadors, and several important video recordings about World Cleanup Day. Additionally, we showcased numerous video sequences relating to World Cleanup Day events and principles, as well as showing live and recorded messages from our patrons and ambassadors, plus vox pop-style videos from locals on the streets of New York.

The program was broadcast live over [YouTube](#) and LDIW social media channels, as well as over the [Exponaut](#) platform.

## UNGA Side Event in New York City

On 20 September, as a follow up to this year's World Cleanup Day and coinciding with the UN General Assembly, Let's Do It World introduced World Cleanup Day to a distinguished panel and guests as a tool to accelerate the achievement of UN Sustainable Development Goals.

With the support of the Permanent Mission of Estonia to the UN and UN-Habitat, the event, at Estonian House, consolidated LDIW's position as an accelerator for positive SDG impact.

H.E. Alar Karis, President of the Republic of Estonia, officially opened proceedings, stating, "Our aim at this season of the UN General Assembly is to adopt the resolution that proclaims World Cleanup Day into the UN Calendar. We invite all UN member states to join as co-sponsors. My hope is that this event inspires all to take further action, share best practices and promote a cleaner and more liveable planet."

The event continued with a moderated discussion of critical sustainability issues. The esteemed panel comprised

Maimunah Sharif (Executive Director of UN-Habitat), Jyoti Mathur-Filipp (Executive Secretary of the INC), Marina Ponti (Director of UN SDG Action Campaign), Lanji Ouko-Awori (Global Affairs Director of the Women's Rights Agency), Berris Ekinci (Acting Director General for Energy & Environment at Türkiye's Ministry of Foreign Affairs, and Heidi Solba (LDIW President & Head of Network).

The overall themes emerging from the discussions revealed strong support for coordinated collaboration, mass engagement and synergetic cooperation. LDIW emphasizes it is an awareness-raising movement and the panel recognized that human behavior needs to change if we are to achieve lasting, systemic change. Marina Ponti, Director of UN SDG Action Campaign, summarized succinctly, "Everyone can be an agent for change, and change can only happen when hearts and minds are connected."

Read a [more detailed account of this side event](#) on our blog page.



## World Cities Day

'World Cities Day' is one of the many events on the UN Calendar of International Weeks and Days. Falling on 31 October, and concluding UN-Habitat's 'Urban October' program, everyone interested in sustainable urbanization, from national and local governments to universities, NGOs, and communities, is encouraged to hold or participate in activities, events, and discussions. It is an opportunity to be part of the conversation about challenges created by the fast rate of change in cities.

The event was celebrated in Istanbul, Türkiye, carrying the theme, 'Financing sustainable urban future for all' and exploring how to unlock transformative investment in urban planning.

Let's Do It World had been invited by UN-Habitat to represent the LDIW movement by participating in a high-level panel discussion called, 'From Waste to Wealth', featuring a distinguished list of international experts on topics such as the circular economy.

Building on the global attention on the transition to a circular economy, the panel discussed the strategies national and local governments can adopt to move towards a circular economy through sustainable operational finance and shift towards a circular economy.

During the discussion, Heidi emphasized, "Cleanups are not the solution – and we are not a cleanup organization. LDIW, globally, demonstrates the power to work together beyond borders to clear up waste and pollution. Let's work on awareness, let's work on behavioral change and let's collaborate."

World Cities Day also provided an opportunity to meet with Cengiz Kasak (pictured right), Let's Do It Türkiye's leader. He said, "I had the privilege of attending World Cities Day in Istanbul, where numerous organizations converged with a shared commitment to shaping sustainable and vibrant urban spaces. It was truly inspiring to witness the collective dedication towards building a better future for our cities.. I'm excited to collaborate with these incredible partners as we continue our mission to create cleaner and more livable communities through Let's Do It Türkiye."

Read a [more detailed account of this event](#), including a link to the discussion, on our blog page.



## United Nations Climate Change Conference (COP28), Dubai, UAE

### Let's Do It World and World Cleanup Day make a splash at COP28.

Attendance at COP28 significantly elevated the profile of WCD, and the LDIW movement, providing invaluable networking and promotional opportunities. A packed four-day schedule saw Heidi Solba present on five panel debates, as well as take the chance to meet with all LDIW country leaders also present.

With the support of Estonia's National Foundation of Civil Society (['KÜSK'](#)), the LDIW delegation arrived in Dubai on 9 Dec, kickstarting a long and busy weekend of discussions, debates, and networking.

LDIW was invited to speak on two panel discussions at the International Solid Waste Association (ISWA) ('Zero Waste: From Awareness to Action' and 'Digital Enablers for Sustainable Waste Management'), and three at the Estonian Pavilion ('WCD as a Trigger for a Sustainable Change', 'WCD Impact Model in African Countries: Mozambique Example', and 'Climate Adaptation and Water: Smart Solutions, Smart Stormwater Systems and Available Open Data'.) See the link on the following page for a full overview of each panel.

The [official announcement](#) of the UN General Assembly proclaiming the resolution to add World Cleanup Day to the UN Calendar of International Day and Weeks was made in the Estonian Pavilion ahead of the 'Trigger for Sustainable Change' panel discussion, featuring H.E. Kersti Kaljulaid, Estonia's President 2016–2021 and a long-time advocate of LDIW and WCD.



This exciting news served as a strong platform from which to actively and publicly promote World Cleanup Day at COP28 itself, especially during the other panel discussions.

Additionally, COP28 served as a mechanism for deepening internal LDIW network connection, affording the opportunity for meetings and discussions with those World Cleanup Day Country Leaders who were attending – [Gulsara Gasimova](#) (Azerbaijan), Fataï Aina (Benin), [Edilainne Pereira](#) (Brazil), Mahamat Soukaya (Chad), [Aijan Chynybaeva](#) (Kyrgyzstan), [Abdul Haque Banglani](#) and [Gulfam Abid](#) (Pakistan). Click the links to see their interviews.

At a separate event, we were also joined by Mustaf Ali, from [Project Rise](#) and our WCD Country Leader in the United Arab Emirates itself. The conversations with our leaders focused on how we can maximize WCD societally, not just locally, but globally too. It was a very rich and rewarding experience, and a genuine privilege, to meet all these incredible leaders.



Back at the ISWA pavilion, the panel on ‘Digital Enablers for Sustainable Waste Management’, featured experts in smart waste systems for recycling e.g. plastic waste. Up for discussion was the role of open data in promoting climate resilience within the waste context, building bridges between citizens and existing data, tapping into the power of digital outreach, and increasing social engagement when taking the voice of the sector forward.

To summarize COP28, our delegation reflects on how fortunate we were to represent LDIW and WCD, making new contacts in all sectors, serving as ambassadors for the movement but also, crucially, making new friends who have expressed keen interest in our mission. We even identified some potential WCD leaders in countries currently without one!

Engagement is paramount – nothing tops the experience of being able to speak face-to-face, in real-time, with real people. We are immensely grateful for the opportunity to go to COP28 and create such meaningful relationships, in spite

of the controversies that COP conferences attract, whether based on location, political infighting, or protests.

Let’s Do It World is an apolitical, inclusive movement and World Cleanup Day works precisely because of our values – [cooperation, positivity, and people](#). Without these, we have no movement, therefore we strive to represent all of you within it to the best of our ability, wherever we find ourselves.

As a final thought, the biggest takeaway from these four days is that the power of people can become greater than the people in power, and our mission is to ensure that people everywhere learn to unite and become a powerful force of good in the world.

It all starts with our individual choices.

Read the [complete in-depth account](#) of our presence at COP28 on our blog page.

# Strategic Partnerships



REPUBLIC OF ESTONIA  
GOVERNMENT

## The Government of the Republic of Estonia

The Government of the Republic of Estonia was the primary participant seeking official UN recognition for World Cleanup Day, now officially designated as 20 September from 2024. Since Let's Do It World NGO's inception, the Estonian government has consistently played a significant and supportive role as a partner for Let's Do It World HQ and the broader movement.

## UN-Habitat

Since 2020, Let's Do It World has been appointed to the Waste Wise Cities UN-Habitat Advisory Board, providing expertise in global campaigns and community engagement. A partnership between UN-Habitat and Let's Do It World was formalized in 2021 with the signing of a Memorandum of Understanding. This collaborative endeavor is dedicated to cultivating inclusive, safe, and resilient communities and cities. The joint initiatives include sustainable waste management, advocating for a positive perception of waste, transforming attitudes from waste to resources, and active involvement in local, national, regional, and international events in support of Waste Wise Cities and World Cleanup Day. Additionally, UN-Habitat is a collaborator that will host the Secretariat for the upcoming World Cleanup Days.

**UN HABITAT**  
FOR A BETTER URBAN FUTURE

## UN SDGs

The UN SDG Action Campaign, in collaboration with over 1,700 organizations, mobilizes millions of individuals worldwide to actively pursue the Sustainable Development Goals (SDGs) through public engagement, activations, stunts, and organized events. Let's Do It World served as the Convening Partner for the UN Act4SDGs campaign. The global week dedicated to #Act4SDGs took place in September, with Let's Do It World consistently contributing each year through initiatives like World Cleanup Day. These collective efforts have had a positive impact on expediting progress toward the SDGs, creating meaningful change both for people and the planet. The UN SDG Action Campaign and Let's Do It World regularly convene in strategy meetings to pinpoint additional areas where collaborative engagement could be enhanced. Notably, in 2023, World Cleanup Day received the UN SDG Action Award for outstanding mobilization efforts.



## UNEP

Let's Do It World holds official accreditation as a member of both the UN Environment Programme and the UN Environment Assembly. This recognition underscores the organization's commitment to global environmental initiatives. As a certified member, Let's Do It World actively engages in collaborative efforts with other international partners, working towards shared goals of environmental sustainability and awareness.

## ACNOA – ANOCA

Let's Do It World's most significant partner on the African Continent is the National Olympic Committees of Africa (ANOCA). ANOCA has devised a strategy to actively participate in and celebrate World Cleanup Days in both previous and ongoing years. The activities encompass a wide range, including waste collection, cleaning of gutters, and tidying up cities and beaches. These innovative initiatives have been executed by the National Olympic Committees, collaborating with government and civil society partners to ensure the success of this event throughout Africa. ANOCA consistently upholds values that prioritize placing sports at the core of environmentally friendly activities and sustainable development. Additionally, the organization aims to raise awareness among African youth about the significance of maintaining a clean sports environment.



# Funding

## Public Sector

Let's Do It World's HQ office relies predominantly on funding from the public sector, with major support coming from various sources. The primary contributors are the Ministry of Foreign Affairs of Estonia and the Ministry of Climate of Estonia.

Other notable contributors include the Foundation of Civil Society of Estonia, Enterprise Estonia, and the Center for

Environmental Investments SA, to name the biggest. Let's Do It World HQ's financial sustenance is derived mainly from these public sector entities, each playing a crucial role in supporting the organization's activities.

This annual report presents only LDIW HQ funders. The activities of the member organizations of Let's Do It World, who organize cleanup actions in almost every country in the world, are funded separately and vary on a country-to-country basis.

*Thank you so much for all your support!*

## Corporate Partnerships

Let's Do It World has longstanding partnerships with many sustainable companies. We extend our sincere gratitude to the following:

In 2023, the biggest private grants Let's Do It World received in 2022 and 2023 came from [Hydroscand Group](#). We express our massive gratitude for the support they offer to Let's Do It World HQ and to Let's Do It Ukraine.



We also would like to highlight Estonia-based organizations such as [Mapri Ehitus](#) and [Europark](#) for the massive support they provide each year to Let's Do It World NGO's HQ!

[Kyoto Global Design Awards](#) (KGDA) is an international design award established in 2019 and takes place every year in Kyoto, Japan's cultural center dating back over 1,000 years. It recognizes outstanding designers and designs projects from around the world.

Although it is an award recognizing and celebrating excellence in design, KGDA strives to contribute positively to a more equitable and sustainable society by extending its influence beyond the design field.

This is why KGDA is committed to partnering with charities committed to addressing issues such as sustainability, peace, social equality, and poverty alleviation, with the ultimate goal of further promoting World Cleanup Day and its work.

**EuroPark**

**M MAPRI**  
e h i t u s

 **KYOTO**  
GLOBAL DESIGN  
AWARDS

# wavellon™

## Mobilizing Partners

Let's Do It World boasts a network of mobilizing partners worldwide, numbering in the thousands, with a significant presence both locally and globally. Many of these partners operate globally, spanning multiple continents and countries. The Let's Do It World community expresses gratitude to each organization that encourages its employees to participate

“Our uniqueness in the Stand Up Paddleboard market is the theme of our boards and the message they give. We paddle on waterways and witness first-hand lots of mismanaged waste. This is why we believe in World Cleanup Day’s mandate.” Marc-Antoine Benglia, Founder, [Wavellon](#).

in the World Cleanup Day, contributing to the broader understanding of environmental issues and the involvement of individuals and organizations.

We extend our sincere thanks and we are pleased to highlight the insights shared by some of our global partners:

## Earth Day Network

The world’s two largest global environmental organizations – 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 192 countries to build environmental democracy.

More than 1 billion people now participate in Earth Day activities each year, making it the largest civil observance in the world. For the last 4 years, through its flagship projects, Earth Day Network and Let’s Do It World have combined efforts to ensure that awareness of the global mismanaged waste crisis remains high on the agenda.



## PostEurop

As part of a Europe-wide initiative to celebrate [PostEurop Association's](#) 30 years in existence, over 2,000 postal volunteers rolled up their sleeves and took part in cleanup activities organized within the 18 national postal operators in numerous locations on and around 16 September. Together they collected many tons of mismanaged waste from the environment.

“We are proud of every one of the employees who participated in our coordinated World Cleanup Day action. The feedback has been very positive and it has been very inspiring to see this large commitment in the field. We are happy to be able to contribute to a fraction of this global initiative and learn to appreciate a cleaner environment at the same time,” stated Margaux Meidinger, Chair of the PostEurop CSR Activities Circle.



## HAVI Group

“In partnership with World Cleanup Day, an annual social action program initiated by Let’s Do It World, [HAVI](#) sponsored the organization through a series of volunteer cleanup events in 2022 and 2023 that not only helped bring our volunteer service commitment to life but also gave our people around the world a powerful and inspirational way to support our zero waste journey.” – Malavika Rajkumar, Senior Manager, Global Sustainability.

## Fossil

“Having the opportunity as a company to become a part of the global WCD movement, while contributing to its success as well, is a wonderful experience and a gift. In 2023, more than 450 highly engaged employees spent almost 1,700 hours cleaning up 42 locations in 11 countries – what a success – and to see on top of this all the smiling faces of our volunteers is simply priceless.”

– Christine Leiss, Corporate Social Responsibility Manager at Fossil Group

# FOSSIL

## Private Donors

We are delighted to acknowledge those who became part of our expansive Let's Do It World donor community in the current year. Their direct contributions have played a crucial role in advancing our efforts to safeguard the Earth and construct a fresh, sustainable world!

### You are true heroes:

- Alari Aho
- Daniel Orozco
- Denilson Maciel
- Home Exchange
- Ionel Daniel Ionescu

- Mike Cope
- Miryam Adni
- MW L Hoek
- Nathan Beaudry
- Peter Blijenburg
- Renee Ellis
- Tommy Knutsson
- Valerie McMillen
- Yevhen Kuranov

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

*Thank you so much for your support!*



Germany, World Cleanup Day

## Sources of Income



## Donors



## Grants

<b>Grants</b>	<b>€ 309,486.00</b>
<b>Grants and donations not intended for specific intention</b>	<b>€ 157,949.00</b>
<b>TOTAL grants and donations</b>	<b>€ 467,435.00</b>
Provision from state budget	€ 240,406.00
Provision from local government	€ 150,000.00
Foundation of Civil Society of Estonia	€ 12,000.00
Organisations and private persons	€ 7,950.00
EIC - SEEP Tanzania	€ 19,544.00
Ministry of Foreign Affairs - Georgia Project	€ 7,978.00
Ministry of Climate UN DAY	€ 40,500.00
Ministry of Climate WCD	€ 150,000.00
Tallinn City Council - Baltic Sea Campaign	€ 150,000.00
Ministry of Foreign Affairs, UN Day	€ 49,906.00
EIBA - Conference Support	€ 29,557.00
<b>TOTAL:</b>	<b>€ 467,435.00</b>

# Thank you, Partners!

A great big thank you to all of our partners!

## Global Partners:



## Supporting Partners:



REPUBLIC OF ESTONIA  
MINISTRY OF THE ENVIRONMENT



REPUBLIC OF ESTONIA  
MINISTRY OF FOREIGN AFFAIRS



pipedrive



MEEDIUS

●● kroonpress



EuroPark



REPUBLIC OF ESTONIA  
GOVERNMENT



EXPONAUT

## Mobilising Partners:



FOSSIL

wavellon™

# Key Performance Indicators

## The number of people participating in World Cleanup Day

### Description

How many people came out to collect waste on World Cleanup Day in total.

### Method

Call center on World Cleanup Day and country reports and media monitoring

### Target for 2023

5% of population of participating countries

### 2023 results

**19.1 million**

## Number of countries exceeding 5% WCD participants

### Description

How many countries from LDIW network engaged more than 5% of their national population

### Method

LDIW Country Leaders WCD Report

### Target for 2023

30 countries

### 2023 results

**3 countries**

## The number of countries participating in World Cleanup Day

### Description

How many countries had people coming out to clean on World Cleanup Day.

### Method

Countries in the to Let's Do It World network, countries mobilised by the LDIW partners, report on WCD webpage, media monitoring

### Target for 2023

190 countries

### 2023 results

**198 countries**

## The amount of collected waste during the World Cleanup Day

### Description

How many tonnes of waste was collected during World Cleanup Day.

### Method

LDIW Country Leaders WCD Report

### Target for 2023

1,000,000 T

### 2023 results

**218,704 tons**

## The percentage of countries who engaged public sector organisations for the World Cleanup Day

### Description

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.

### Method

Network Survey

### Target for 2023

Municipalities **80%**  
Presidents and Prime Ministers **20%**  
Ministers **60%**

### 2023 results

Municipalities **77%**  
Representatives **56%**  
Presidents **4%**  
Prime Ministers **7%**  
Environment Minister **30%**  
Other Ministers **18%**

## The number of followers on Social Media

### Description

Number of followers in total - including both local network channels and WCD global channels

### Method

Social media data analysis

### Target for 2023

FB main page: **200,000**  
Instagram: **70,000**  
Twitter: **3,000**  
TikTok: **10,000**

### 2023 results

FB global page: **152,000**  
Instagram global page: **52,500**  
LinkedIn: **2,503**  
TikTok: **178**  
Youtube: **11,500**  
Total FB pages: **1,500,000**

## The happiness of leaders in the network (score out of 10)

### Description

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.

### Method

Network survey

### Target for 2023

**8.0**

### 2023 results

**7.53**  
(86 countries)

# Finances

## Financial Report

2023 (€)

2022 (€)

45,291.00

44,926.00

### ASSETS

#### CURRENT ASSETS

##### Cash

Cash

115,742.00

98,024.43

##### Receivables and prepayments

Receivables and prepayments

1,237.00

7,291.00

**TOTAL CURRENT ASSETS total**

116,979.00

**105,315.00**
**ASSETS total**

116,979.00

**105,315.00**

## LIABILITIES AND EQUITY

### OBLIGATIONS

#### Current liabilities

Loan liabilities	25,000.00	25,000.00
Payables and prepayments	17,212.00	25,572.00
Grants with special terms	21,656.00	12,130.00

#### Depts and prepayments total

<b>Total current liabilities</b>	<b>63,868.00</b>	<b>64,702.00</b>
<b>Liabilities TOTAL</b>	<b>63,869.00</b>	<b>64,702.00</b>

#### Net assets

<b>Accumulated surpluses</b>	<b>40,613.00</b>	<b>25,976.00</b>
<b>Surplus for the period</b>	<b>12,498.00</b>	<b>14,637.00</b>

<b>Total net assets</b>	<b>53,111.00</b>	<b>40,613.00</b>
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<b>Total liabilities and net assets</b>	<b>116,979.00</b>	<b>105,315.00</b>
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## Income Statement

	2023 (€)	2022 (€)
Sales revenue	12,769.00	10,885.15
Other income	9,992.00	0.00
<b>Other operating revenue</b>		
Donation	467,435.00	416,401.00
Membership fee	0.00	1,000.00
<b>Other operating revenue total</b>		
<b>TOTAL REVENUE</b>	<b>490,196.00</b>	<b>428,189.00</b>
<b>OTHER OPERATING EXPENSES</b>		
Projects	-447,422.00	-329,028.00
Office, IT and other services	-19,388.00	-57,009.00
Employee expense	-11,633.00	-27,523.00
<b>TOTAL EXPENSES</b>	<b>-478,443.00</b>	<b>-413,560.00</b>
Surplus from operating activities	<b>11,753.00</b>	<b>14,629.00</b>
Other financial income and expense	745.00	8.00
Net surplus for the period	<b>12,498.00</b>	<b>14,637.00</b>

# Signatures

This report is signed by:

**Heidi Solba**

*The President of Let's Do It World*

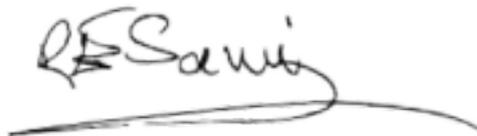
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**Rein-Eerik Savi**

*CEO of Let's Do It World*

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# Thank you!

