



Let's  do it!

World Cleanup Day

Collective Trigger for a Sustainable Change



LET 'S DO IT WORLD: tackling the solid waste crisis by mobilising millions of positive-minded people into coordinated local and global actions.



- **Let's Do It World** is one of the largest environmental organizations in the world.
- The member organisations in **164 countries**
- The vision is a waste-free world
- The Headquarters in **Estonia**
- **The movement was born in 2008 in Estonia.**

WCD IS MORE THAN 60 MILLION FROM 191 COUNTRIES



**WORLD CLEANUP DAY
ON 15 SEPTEMBER 2018**



**157 countries
17,8 mio people**

**WORLD CLEANUP DAY
ON 21 SEPTEMBER 2019**



**180 countries
21,2 mio people**

**WORLD CLEANUP DAY
ON 19 SEPTEMBER 2020**



**165 countries
11,0 mio people**

**WORLD CLEANUP DAY
ON 18 SEPTEMBER 2021**



**191 countries
8,5 mio people**



GLOBAL WASTE PROBLEM



- **2 billion tons** of residual waste annually (*World Bank*)
- **3,5 billion people** don't have an access to waste management systems
- **12 millions of tons plastic** leak to the oceans. By 2050, there is more plastic in the ocean than fish (*UN*).
- **1.6 billion tons** of CO₂ were generated from solid waste management in 2016
- **4,5 trillion cigarette butts** end up in nature.
- **Up to 100 000 species** distinct every year, 1 from 6 is under threat
- **90% of salt** contains microplastics (*South Korea's Incheon National University and Greenpeace East Asia*)
- **We eat one credit card per week** (*University of Newcastle*)
- **Trashblindness is more spread than COVID-19**

TRASH BLINDNESS

Let's  do it!





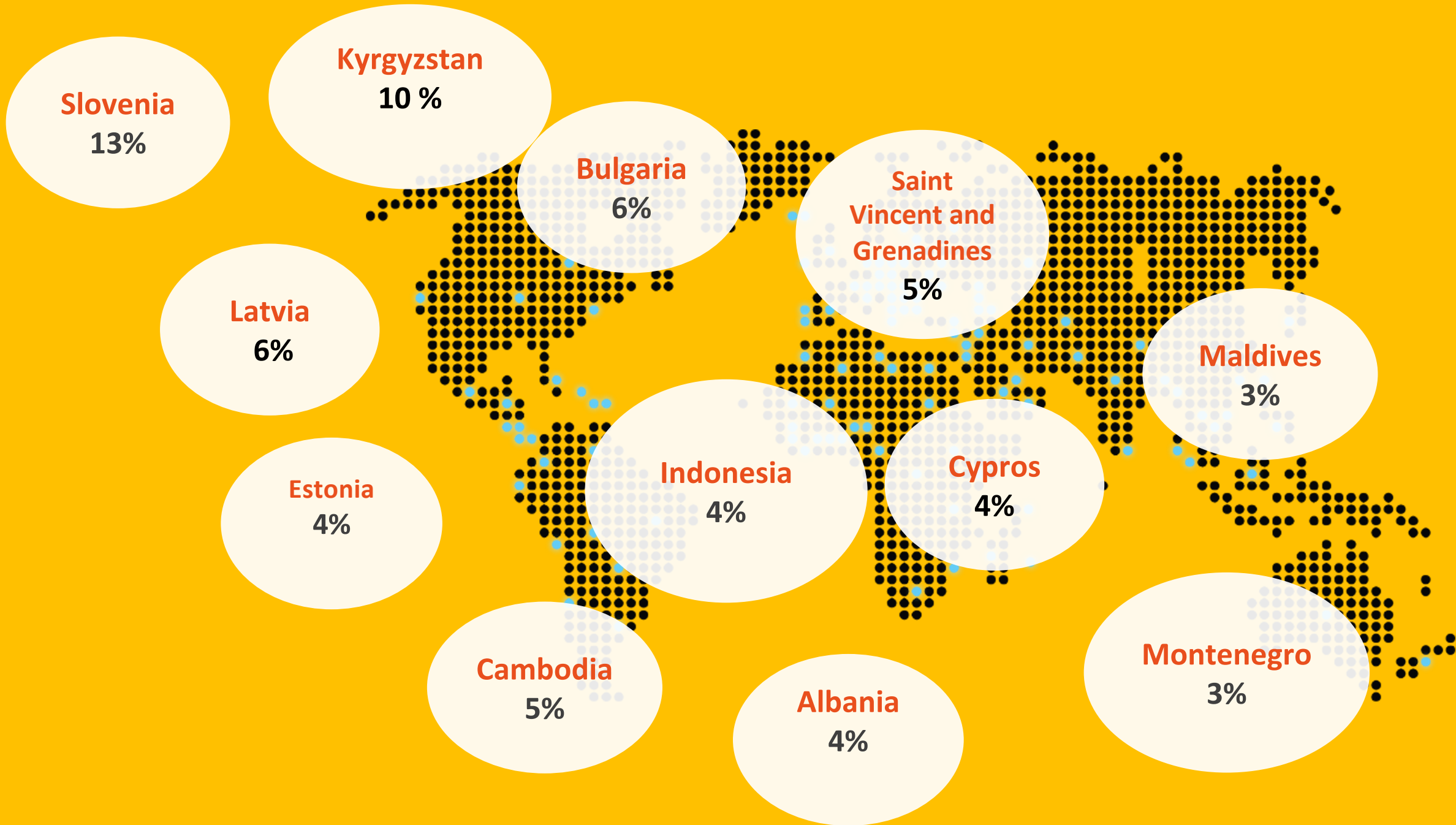
Are cleanups the solution?



**Cleanups
are triggers
for a
sustainable
world.**

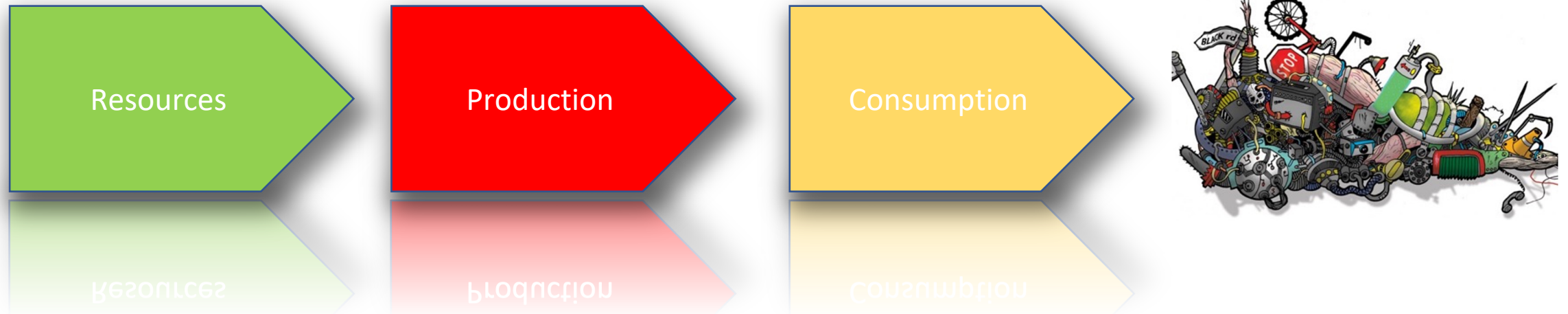
**Waste is a
symptom.**

**Our aim is to engage
5% of population**



WHY WE HAVE A WASTE PROBLEM

Linear economy as systemic failure



Low prices for virgin materials

Increasing population

Invention of plastic

RECYCLING IS NOT A SOLUTION

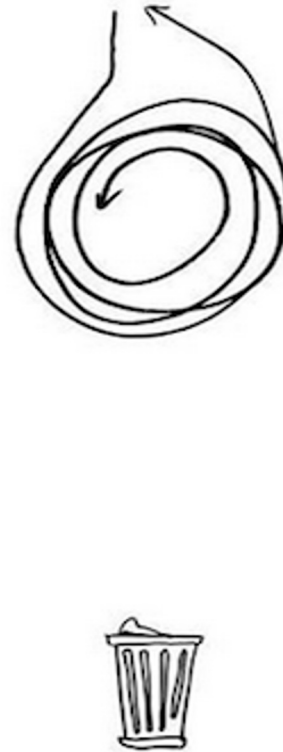
LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



**We influence directly
7 UN SDG-s:**



SEEP – the sustainable environmental education program in Africa

The project aims to develop environmental awareness through educational programs and activities targeted at **schools and communities in LDIW Africa Region**.

LDIW Africa Network is well known as the best engager to the World Cleanup Day, so the education project to create and implement green programs is best suited for the communities, local schools, and municipalities already engaged to the World Cleanup Day.

15 countries are involved in the program. A digital platform will be created to engage schools and highlight thousands of green projects in African schools.



AWARDS

UN-Habitat Scroll of Honor Award 2021

UNESCO-Japan Education of Sustainable
Development prize in 2018

Energy Globe Award 2019

World Summit Award 2018

Melissa Wells CRS Award 2018

European Citizens' Prize 2017



Our global partners in public sector

Our global partners in civil society sector

GOVERNMENTS



**WORLD
WITHOUT
WASTE**



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