

LET'S DO IT WORLD

ANNUAL REPORT 2024



Contents

● Message from Let's Do It World President	2
● Messages from the Board and Executive Director	3
● Let's Do It World Patrons and Ambassadors	9
● Mission, Vision, Values	14
● LDIW Strategy 2024 - 2030	16
● Our Story	23
● Impact Model	25
● Network and Membership	28
● Awards	30
● UN Calendar Recognition for World Cleanup Day	32
● World Cleanup Day 2024	34
● World Cleanup Day Inspirational Stories	41
● Global Projects and Campaigns	50
● LDIW Advocacy	55
● Strategic Partnerships	57
● Funding	59
● Thank you, Partners!	62
● KPIs	64



Italy, World Cleanup Day

Message from Let's Do It World President



Heidi Solba
President and Head of Global Network

As we look back on the past year, I am overwhelmed with gratitude for each and every one of you. Together, we have demonstrated the immense strength of unity and peaceful action that transcends borders.

In these tumultuous times, our collective dedication to environmental care goes beyond simple cleanup initiatives; it represents a profound commitment to humanity and a steadfast belief in creating a brighter future for all.

This year, World Cleanup Day (WCD) brought together a record-breaking 23 million individuals from 191 countries and, as a great success, also embarked for the first time as a date on the United Nations International Calendar. Governments, communities, organisations, and passionate volunteers united under the visionary leadership of Let's Do It World's (LDIW) extraordinary network. This remarkable achievement not only reflects our capacity to mobilise but also encapsulates the essence of our mission—recognising that cooperation is the cornerstone of enduring change, even amidst uncertainty.

Our work extends far beyond environmental efforts; it emphasises the importance of nurturing healthy relationships, fostering mutual respect, and building solidarity across nations and sectors. In a world confronted with escalating climate challenges, political unrest, and economic instability, fostering calm, encouraging dialogue, and constructing bridges is more vital than ever. Let us remember that every action, no matter how small, contributes to the greater whole.

The role of civil society and organisations like ours is crucial in these times. We are here to swiftly tackle problems, inspire innovation, and guide society towards sustainable solutions. Yet, our mission cannot flourish in isolation. The future hinges on stronger collaboration among governments, sectors, and communities. Sustainability is not a singular responsibility; it is a collective goal for everyone.

For 2025, I hope for even greater unity and heightened awareness of the urgent need for cooperation. Let us continue to believe in the power of small actions when carried out collectively, remain committed to universal values, and embrace care for one another as our guiding principle. Together, we will learn from our past, express gratitude, and act with intention—for peace, for our planet, and for each other.

With heartfelt appreciation and steadfast optimism—let's do it!

Messages from the Board and Executive Director



Stephan Senghor
Regional Director
for Africa

As Let's Do It World's Regional Director for Africa, I want to pay tribute to the extraordinary work of our local teams, who demonstrate remarkable commitment in often challenging contexts. Their unwavering dedication to environmental protection and community mobilisation is truly inspiring. As we enter 2025, it is crucial to reflect on the challenges and opportunities ahead. How can we collectively amplify our impact? What innovative pathways can we explore to foster community engagement and promote sustainable practices?

How can we empower local communities to become catalysts for sustainable change beyond cleanup activities?

By focusing on local contexts and leveraging the unique knowledge of our grassroots organisations, we can develop tailored solutions that truly resonate with community needs.

Together, let us continue to dream of a future in which every action matters and every voice is heard.



Jose Roberto Garcia
Regional Director
for Latin America

We are the ones who say "Let's do it!" when a problem needs solving, the ones who care for the world when it needs saving, and the ones who raise their hands to clean the planet, trying time and again until we succeed. In 2024, we have taken action across Latin America on World Cleanup Day, raising awareness and promoting better practices for caring for our planet. We are the voice of thousands of young people, children, mothers, fathers, and individuals who want to change the world and create a better place for all living beings.

We clean streets, rivers, jungles, cities, and mountains, reaching from shore to shore to pick up the waste humanity discards day after day—over 8 billion kilos daily. With the support of schools, universities, and public and private institutions, we come together on World Cleanup Day

to represent resilient, unstoppable humanity, filled with faith and hope for a better future. We raise awareness that underscores the need for sustainability in our actions, in our lives, and in our daily carbon footprints.

We are a family that, upon hearing "Let's do it!," knows that we will achieve our goals and that no objective is too big or mountain too high to deter us from trying. We believe that all it takes is a desire for change and to step out and make it happen. We are World Cleanup Day, and this year we have made a significant environmental impact worldwide. As humans we are some of the most conscious beings on Earth, but we are also the only ones generating waste. This is why this fight is just beginning. **We must change the world, plant seeds for future generations, and make the 2025 World Cleanup Day the best one yet. Let's do it!**



Agustina Iskandar

Regional Director for Asia

The year 2024 has been productive for the Asian Region. For the first time, we not only held the annual Leaders Academy Asia but also hosted a significant conference, marking two major events in different countries within the same year.

This has provided valuable momentum, bringing us closer as a region and allowing us to establish new initiatives. We are in the process of building an Asian team to prepare for the upcoming Asian Office in Tokyo, Japan.

I would like to highlight our World Cleanup Day Impact and Sustainability Conference, which took place in Penang, Malaysia, in April 2024. We successfully gathered country leaders from Asia and beyond, thanks to the Malaysian team's dedicated efforts in organising the event.

In July 2024, we held our Leaders Academy in Osaka, Japan. This event was engaging and informative, with the Japan team putting significant effort into ensuring its success. During our time in Osaka, we focused on our commitment to support the growth of the Asian region and discussed how to establish our Asian office, as well as gathering resources to assist the countries within the region.

The experiences I have had within our network have reinforced my sense of belonging. Observing the dedication of leaders, teams, and volunteers in making World Cleanup Day 2024 successful continually inspires me. Ultimately, what is essential is our collective responsibility to protect one another and our planet.

Thank you to all the leaders, team members, and volunteers. Your contributions are vital to the strength of this network.



Nima Zare

Regional Director for West Asia

West Asia, consisting of 22 countries with rich histories and vibrant cultures, celebrated World Cleanup Day 2024 despite the difficulties and conflicts that this part of the world endures. As the Regional Director for the West Asia region, I am truly inspired by the dedication and passion demonstrated by each member of the Let's Do It World family throughout 2024, particularly during WCD 2024.

The remarkable commitment shown by individuals and teams has driven our movement and motivated countless others to join the Let's Do It World initiative. I believe there are numerous lessons to learn from our brave West Asian leaders as they face many challenges in their efforts to pursue a sustainable future amidst both peace and conflict.

On World Cleanup Day, people from diverse backgrounds joined forces to show how much they care about the environment. From organised cleanup campaigns to

innovative educational events, our initiatives have not only cleaned our surroundings but also ignited a sense of pride and responsibility within our societies.

In 2024, we also welcomed new leaders from Kuwait and Uzbekistan to the LDIW family, further broadening our network in the region.

Looking ahead to 2025, we plan to amplify these achievements by reaching out to even more individuals and organisations. By expanding our networks and empowering leaders within the region, we will elevate the impact of our initiatives. We also seek opportunities to create spaces for knowledge-sharing and collaborative projects, ensuring that everyone can contribute their unique strengths to our mission.

Let us embrace the upcoming year with the same energy and determination that have characterised our journey so far. Together, we can inspire change, foster innovation, and create a cleaner, healthier world for future generations.

Remember, as part of this global movement, every small action contributes to a larger impact. Together, we can achieve the extraordinary—let's do it!



Luan Hasanaj Regional Director for Europe

One of the greatest challenges of our time is bringing people together in a world that often seems divided. Yet, in 2024, Let's Do It World has proven that uniting people for a common cause is not only possible but also incredibly powerful.

This year has been an extraordinary journey of connection and collaboration, where we have witnessed how the strength of our movement lies in its ability to bring everyone to the same level. Let's Do It World has created a unique platform that unites people from all walks of life—young and old, men and women, artists and business leaders, civil society and institutions, and, most inspiringly, nations both big and small.

Through World Cleanup Day and countless other initiatives, we have shown that when we stand together, the barriers that divide us disappear, and we become one global family, committed to a cleaner and healthier planet. The power of this unity is unmatched, and it has been a privilege to see

how this inclusivity fosters respect, equality, and shared purpose across communities in Europe and beyond.

In a year where the world faces increasing environmental and social challenges, our ability to bring people together in such a meaningful way is nothing short of remarkable. We are building bridges between cultures, creating dialogue between generations, and inspiring a movement that transcends borders.

As we celebrate another year of incredible achievements, I want to express my deepest gratitude to everyone who has been part of this journey. To our volunteers, leaders, partners, and supporters: thank you for believing in the power of unity and for being the driving force behind our success. Let's Do It World is proof that when people come together, no challenge is insurmountable.

Moving forward, we have a unique opportunity to continue building this global unity and creating lasting change. **Together, we will rise to meet the challenges ahead, ensuring that every action we take brings us closer to a sustainable future.**





Bill Willoughby
Regional Director
for North America

In the LDIW North America region, we have been actively developing new, enhanced technologies involving maps and websites. Alongside new marketing methods and goals to increase awareness of waste-related issues and social responsibility within municipalities, businesses, institutions, and organisations in North America, we have been working and sharing resources with other larger NGOs in the region.

As a result, we have seen a rise in awareness about waste and plastic pollution.

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 across our region.

Our core belief is that people want to do the right thing; all they need is a little encouragement or incentive.

Just think what could happen if the Let's Do It World movement were able to further energise millions more people to engage in cleanups within their local communities.



Pål Mårtensson
Regional Director
for Oceania

There is a second side to the coin which you never see in the travel agencies' magazines about "Paradise." These locations know, see, and receive large quantities of garbage and plastic waste from all over the world. The ocean currents and the Pacific ocean itself are home to plastic pollution from around the world, but there is also a more domestic problem caused by increasing consumption and mass tourism—everything goes hand in hand.

Oceania is home to the world's largest coral reef system, the Great Barrier Reef. Climate change, through increased ocean temperatures and ocean acidification, severely threatens coral reefs. Marine creatures, from the smallest of plankton to the majestic whales, suffer death or severe harm through entanglement and ingestion of plastic debris, which disrupts entire ecosystems, reducing the quality of life and reproductive capabilities of wildlife populations.

Some examples of waste management efforts in Oceania show promising progress. Vanuatu banned single-use plastic bags, straws, and Styrofoam food containers in 2018. Kiribati has introduced a container deposit scheme, and Samoa operates a water treatment plant to treat wastewater from commercial organisations. Several organisations, including Let's Do It World, The Ocean Conservancy, the Surfrider Foundation, the American Littoral Society, and the Ocean Blue Project, regularly organise beach cleanups for volunteers.

We are present in many countries in Oceania, and we see large numbers of participants joining us on World Cleanup Day, making progress in different ways with increasing engagement and action in this fragile area. We endorse all communities that act and help within the confines of what is possible locally, and we know that you are all doing a great job. **Good examples are many, such as the Solid Waste Management Strategy for the Pacific Region or the Pacific Ocean Litter Project. For those who are curious, there is also a [current pollution index for cities available online.](#)**



Anett Linno CEO, Let's Do It World NGO

The year 2024 goes into LDIW history as the year of the most successful World Cleanup Day—over 23 million people from more than 191 countries joined the cleanup events worldwide. The Call and Media Centre in Tallinn was busy for two days—on 20 and 21 September—calling our wonderful leaders and gathering great stories from across the network. The 11-hour broadcast brought emotions directly from the cleanup locations to its viewers through live interviews. Our partners, ambassadors, scientists, and government representatives shared inspiring stories about efforts being made in different areas to mitigate the global waste issue. This year's programme focused on marine litter and Arctic pollution, with the inaugural event for the inclusion of World Cleanup Day in the United Nations International Calendar being hosted in Tromsø, Norway.

Paradoxically, the biggest World Cleanup Day ever was held in a year with very limited headquarters financial resources. This clearly demonstrates the strength of our network—all the dedicated people in teams around the world who have been part of our network for years are highly professional, independent, and proactive.

I personally admire every single person in our network who organises World Cleanup Day while also finding the time and energy to contribute to our global network's activities and organisational efforts. These individuals participate in General Assemblies and Board meetings, actively engage in work groups, webinars, and other regional and global events. My heartfelt gratitude goes to the people and teams who have stepped forward to organise the Annual Conference

in their country and those who have hosted Regional Conferences and Leaders Academies. This is how I see our global network heading in the future: collaborating even more to bring together—and keep together—our network. We are all working towards one goal, and meeting each other at least once a year is crucial. This allows us to create beautiful memories, share our stories, and support one another. Thank you to everyone who has brought us together this year!

Let's Do It World as an organisation reached an important milestone in early June this year with the completion of our 2024-2030 strategy. The strategy working group included many dedicated leaders from the network as well as people from headquarters, all of whom contributed to shaping the future of our organisation. Six workstreams were identified as key focuses for the next five years.

I would summarise the strategy into two primary directions: LDIW will move further towards becoming a learning organisation and measuring the impact of our activities more scientifically. These two directions will enable us to shape waste management policies and practices even more effectively at the local level. We all know that global change starts with local actions—and this is why we must empower our people to become experts and professionals in our field.

I am incredibly grateful for the opportunity to rejoin the love of my life—the Let's Do It World network. I want to thank every person in the network who continues to uphold the vision and dream of a clean and healthy environment. Together, we can tell future generations that we took action when it mattered the most. I am also deeply appreciative of all those who show unwavering dedication to the organisation and the network. **You are seen and valued! Thank you for co-creating the year 2024 together.**



World Cleanup Day, Kosovo

Let's Do It World Patrons and Ambassadors

Let's Do It World proudly honours and thanks all our Patrons and Ambassadors.

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

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 11-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 Figgner World Cleanup Day Ambassador

Christine Figgner 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."





Merle Liivand ambassador beach clean, New York

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 all sectors of society.

We bring optimism, hope, and transparency to every collaborative endeavour, extending an open invitation to everyone motivated to contribute to essential solutions, regardless of their background.



MISSION

To empower individuals, communities, organisations, and governments in driving sustainable change in waste management practices and cross-sector cooperation through collective action.

VISION

A healthy, waste-free world.

VALUES

POSITIVITY

We advocate for a sense of optimism and proactivity, believing in the power of positive thinking and the impact it has on our collective mindset.

INCLUSIVITY

We invite everyone to become a custodian of our ecosystem. We strive to create an environment where everyone feels valued and we encourage all nations to overcome existing barriers to cooperation through cross-border unity.

RESPONSIBILITY

We encourage everyone to take individual responsibility for positive actions that contribute to a culture of sustainability and the environmental well-being of our world.

TRANSPARENCY

We practise open communication, actively support an environment where information flows freely, and maintain openness in matters such as organisational, operational, and financial decision-making.

LDIW Strategy 2024 - 2030

In November 2023, we formed the Strategy Workgroup with the aim of co-creating and envisioning LDIW's future for the next six years. The Strategy Workgroup was led by Ado Löhmus, with many people from the network contributing. Huge gratitude to everyone who participated in the LDIW strategy creation process! Here are our six strategic workstreams:

Sustainable Finance Flows for a Stronger LDIW

Sustainable funding is the cornerstone of our ability to implement impactful projects worldwide. LDIW actively seeks partnerships with governmental bodies, international organisations, corporations, and foundations to secure grants and funding for its campaigns and projects.

We engage with individuals and corporations who are passionate about environmental custodianship, encouraging them to contribute to our cause through donations, sponsorships, and corporate social responsibility initiatives.

Transparency in our financial reporting ensures accountability and trust in how donations are utilised. LDIW organises fundraising events around the world, which not only generate revenue but also drive community engagement and advocacy.



Transparency in our financial reporting ensures accountability and trust in how donations are utilised



Goals for 2030:

- Establish permanent funding for LDIW HQ, with at least five diverse, stable, and permanent funding sources.
- Establish a reserve fund for emergency situations.
- Mobilise at least €10 million in additional financing for cleanup actions, programmes, and developments.

Empowering WCD Through The UN Calendar

Together, we work towards influencing and inspiring the adoption and implementation of effective waste management policies



WCD is included on the United Nations' Calendar of International Days and Weeks and serves as a global, multi-stakeholder cooperation platform. LDIW maintains an active partnership with UN-Habitat and seeks country hosts for WCD events (Call & Media Centre, live WCD broadcast, LDIW Conference, etc.) from 2024 onwards.

As the world's leading 'waste-wise network', LDIW is elevating global awareness around critical environmental issues and actively collaborates with like-minded organisations, governments, and businesses to create a united front against the global mismanaged waste crisis.

Together, we work towards influencing and inspiring the adoption and implementation of effective waste management policies by sharing best practices and supporting sustainable initiatives. LDIW is a member of UN-Habitat's Waste-Wise Cities Platform Advisory Board. At the end of 2024, LDIW also became a UN-Habitat Knowledge Partner.

Goals for 2030:

- Establish a permanent partnership with UN-Habitat.
- Engage a world-famous brand ambassador for WCD.
- Host countries for UN Day from three different regions.
- Through effective partnerships with UN agencies, actively promote WCD across all member states, engaging 5% of the global population (400–410 million people) in total.



Education Programmes & Advocacy



We are dedicated to raising cross-sector awareness about the environmental impact of waste and promoting sustainable practices through educational programmes, workshops, and advocacy campaigns in academic and private organisational environments.

We aim to inspire individuals and communities to make informed choices, creating a world where waste reduction and responsible resource management are integral components of everyday life.

By driving greater awareness through practical and hands-on programmes that embrace a wide range of sustainability concepts, we encourage all participants to contribute more positively and consistently towards a healthy, waste-free world.

We seek partnerships with businesses to continue developing awareness-raising training programmes that help them achieve their CSR and ESG goals. Additionally, we

aim to inspire schools, universities, and other educational institutions to integrate environmental frameworks into their academic programmes.

LDIW will issue certificates of participation to those who complete each programme.

Goals for 2030:

- Establish a LDIW Knowledge Hub.
- Develop training programmes that support private sector organisations' environmental awareness objectives.
- Certify 25% of LDIW Network's Country Leaders, or a nominated team member, to deliver LDIW Knowledge Hub's education programmes and/or Zero Waste topics.

Creating a world where waste reduction and responsible resource management are integral components of everyday life



Measurable Impact (LDIW Impact Model)

LDIW's wider aim is to engage, educate, and act as a catalyst for much-needed societal transformation in relation to waste management.

We are committed to measuring and evaluating the impact of our initiatives at LDIW by developing the LDIW Impact Model.

Through a comprehensive impact model assessment process and transparent reporting, we strive to demonstrate the

tangible results of our collective efforts in waste reduction, environmental conservation, and community well-being.

Our initial Impact Model, based on measurable outcomes from flagship projects such as—but not limited to—World Cleanup Day, will be created in collaboration with an Advisory Council comprising scientists and other relevant Subject Matter Experts (SMEs). This model will engage with local and central governments and exchange best practices for improving waste management.

We strive to demonstrate the tangible results of our collective efforts in waste reduction, environmental conservation, and community well-being



Goals for 2030:

- Establish an Advisory Council of Subject Matter Experts (SMEs, scientists, researchers, academics, activists, etc.).
- Define clear pathways for identifying future goals (e.g. post-2030) for the wider application of the Impact Model.
- Develop, pilot, and evaluate LDIW's Impact Model in real-world contexts.



Highly Skilled, LDIW Network-Sourced Sustainability Experts

A connected global network of sustainability experts working collaboratively to address environmental challenges



LDIW HQ envisions a connected global network of sustainability experts working collaboratively to address environmental challenges and building capacity from within the wider LDIW framework to promote sustainable practices across the globe.

This global network aims to establish a robust platform, or 'Knowledge Hub,' for knowledge exchange and capacity building, which will be supported and nurtured by the HQ Learning & Development team.

This platform will facilitate the sharing of best practices, research findings, and innovative approaches to sustainability. Through upskilling workshops, webinars, cascade/peer-to-peer learning systems, and cooperative projects, the network will enhance its understanding of emerging issues and develop effective strategies for environmental conservation.

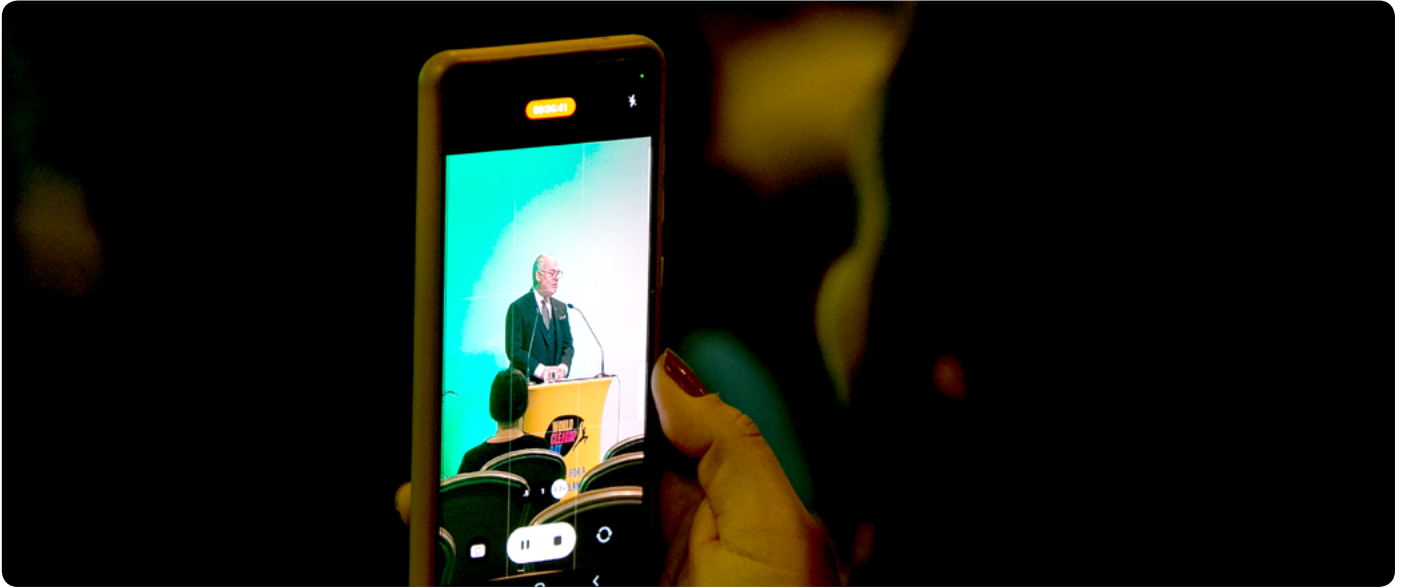
The HQ-based Learning & Development Centre will identify green and sustainable project ideas to develop into relevant and informative programmes, which can be rolled out via the Knowledge Hub.



Goals for 2030:

- Establish and roll out, via the Knowledge Hub, a series of validated programmes for upskilling network members.
- Establish LDIW as a recognised partner for consultancy services at local, regional, and international levels for environmental studies, projects, and more.

Digital Cleanup Day & Green ICT



The vision of this workstream is for LDIW to be positioned as a leader in the field of Digital Sustainability. The long-term aim is to become the central hub for sustainability labels awarded to organisations, adding accountability and credibility, and becoming a strategic influencer.

Aims of Digital Cleanup Day (DCD):

- Raise awareness of how technology adversely impacts our environment.
- Inspire people to take affirmative action to mitigate the environmental impact of their digital footprint.
- Actively promote the sustainable use of technology through, for example, the principles used in a Green ICT approach.
- Enable participation in Digital Cleanup Day for everyone with a digital device by encouraging actions such as identifying and deleting unnecessary data, including duplicate photos or videos and large files no longer needed.

Through digital cleanups, we highlight the consequences of digital waste—primarily excessive energy consumption and the unnecessary production of thousands of tonnes of greenhouse gases each year.

LDIW recognises the importance of cooperation in advancing Green Information & Communication Technology (ICT) goals. We aim to forge partnerships with industry leaders, policymakers, academia, and civil society organisations to drive collective action towards developing a more sustainable ICT ecosystem.

We aim to forge partnerships with industry leaders, policymakers, academia, and civil society organisations to drive collective action



Goals for 2030:

- Establish 20 Digital Waste experts within our ranks.
- Influence media to connect digitalisation with digital cleanups.
- Reach 50% of LDIW Country Teams organising DCDs.
- Become the central hub for digital waste solutions, with sustainability labels being awarded to organisations.



Caribbean Islands, World Cleanup Day

Our Story

Let's Do It World (LDIW) is recognised as the largest environmental organisation globally, with a family-based network now extending to 164 countries, all committed to addressing the worldwide waste crisis.

Officially established as an NGO in 2019, LDIW brings together millions of individuals through its flagship events: **World Cleanup Day (WCD) and Digital Cleanup Day (DCD)**.

Our remarkable story began in Estonia in 2008 with the initiative 'Teeme Ära'—'Let's Do It!' in English—where 50,000 dedicated volunteers collected 10,000 tonnes of waste in just five hours. This extraordinary achievement ignited a global movement. In 2011, the Let's Do It Foundation was created to take this vision to the international stage.

The founding of Let's Do It World NGO in 2019 marked a significant turning point, providing a cohesive framework for our expansive global network. This strategic development introduced standardised approaches, stronger collaborations, and increased support for local leaders around the world. That same year saw record-breaking success, as 21 million participants from 180 countries took part in WCD.

Over the years, **the growth of the movement has reflected its rising global influence**. In 2014, LDIW set an ambitious target to engage 5% of the global population in single-day cleanup events, a milestone that has shaped its initiatives ever since. **The first synchronised World Cleanup Day in 2018 brought together 18 million participants** in a 24-hour wave of green action, creating a new benchmark for environmental collaboration. Following this, the 2019 World Cleanup Day surpassed all expectations, with over 21 million participants taking part across the globe.

Recognising the evolving challenges of modern waste management and cleaning up a world in 'lockdown', **LDIW launched Digital Cleanup Day in 2020**, a pioneering effort to address the environmental impact of digital waste. That same

year, the organisation adapted to the pandemic by hosting its first virtual conference, connecting over 2,500 delegates worldwide to share strategies and build resilience.

The momentum continued with a post-pandemic resurgence in 2022, engaging 15 million participants in impactful cleanup efforts. In 2023, LDIW achieved a major milestone with UN recognition, as World Cleanup Day mobilised 19.1 million participants who removed 218,704 tonnes of waste across 198 countries.

In 2024, **World Cleanup Day ran for the first time as an official day on the UN International Calendar**, now to be celebrated annually on 20 September. This historic event engaged 23.2 million participants from 191 countries, demonstrating the movement's unparalleled ability to unite people around the world for environmental action.

Today, LDIW's global network continues to expand its scope and impact through coordinated environmental efforts, innovative approaches to waste management, and active community engagement. With a presence in nearly every



country, we demonstrate the transformative power of collective action in confronting environmental challenges. Through education, raising awareness, and hands-on initiatives, LDIW empowers communities to take responsibility for their local surroundings while contributing to global progress.

Our movement illustrates how grassroots action can inspire worldwide change, proving that when people unite for a shared cause, extraordinary results can be achieved.



Kenya, World Cleanup Day

Impact Model

Let's Do It World's vision extends far beyond cleanups to create a waste-free world. Operating in 164 countries, our network's sheer scale and diversity create significant impact through unified environmental action. Our journey recognises that global transformation addressing climate change, biodiversity decline, and the waste crisis requires deep systemic change. World Cleanup Day serves as our catalyst, awakening society to take decisive action.

Our Theory of Change demonstrates how World Cleanup Day ignites lasting transformation. By targeting engagement of 5% of the population—the critical tipping point for societal change—we've seen great success. Since 2018, multiple countries have achieved or exceeded this crucial threshold, demonstrating that transformative change is possible anywhere with sufficient cross-sector engagement.

The power of Let's Do It World lies in its inclusive approach, building bridges between communities and local municipalities while fostering practical solutions. Our vast network has evolved beyond single-day and multi-day cleanups into a movement driving year-round impact. Teams worldwide are pioneering waste management solutions, from environmental education initiatives to circular economy projects.

Historical successes in our early years showed how cleanup momentum can transform nations into environmental leaders.

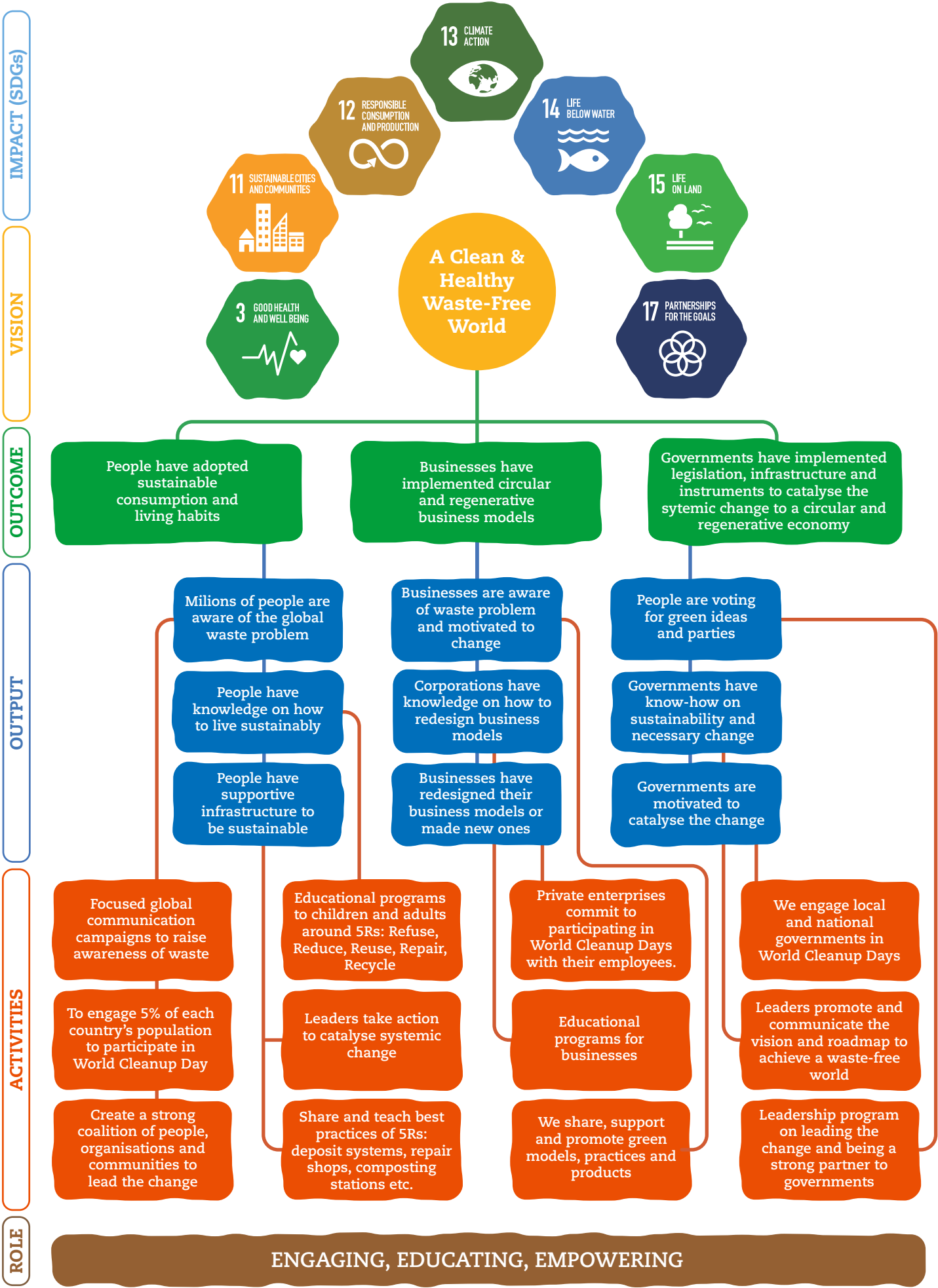
Today, our extensive global network continues this legacy, working at grassroots levels to implement hands-on solutions while building trusted partnerships across sectors. Having such a large number of organisations united across so many countries amplifies our collective impact and accelerates positive environmental change.

This comprehensive approach—combining mass engagement, community leadership, and practical action—creates the foundation for lasting systemic change. Each country adapts the global principles to local contexts while maintaining our shared vision of a waste-free world. Through education, empowerment, and collaborative action, we're not just cleaning the planet—we're transforming how society approaches waste management for generations to come.



Macau, World Cleanup Day

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





Network and Membership

Let's Do It World represents a global network of engaged local leaders and teams actively working in 164 countries, with many leaders and teams having been involved for over 15 years!

Picture this network of leaders coming together, sharing their diverse yet similar experiences with the goal of improving environmental conditions worldwide. This unique transformation is only possible by cultivating a collective culture within the organisation, transcending any borders established by humanity. Through the experiences we share, we can catalyse and empower various initiatives, which is one of the most distinctive aspects of the LDIW network.

The organisation operates on a collective governance model, promoting democracy and active participation in decision-making and strategic planning. Both World Cleanup Day and Digital Cleanup Day originated from Let's Do It World.

World Cleanup Day, now recognised globally and included in the UN calendar to be celebrated annually on 20 September, is a testament to the Let's Do It World network's achievements. It demonstrates the strength of unity, even when faced with challenges that span borders.

Beyond merely organising cleanup campaigns, Let's Do It World embodies a movement that fosters collective awareness, building a global community dedicated to safeguarding the planet for future generations. Its capacity to cultivate local environmental leaders, who evolve into influential figures in national organisations, reflects its significant impact. Grounded in local communities, the LDIW network serves as a catalyst for change that goes well beyond its cleanup endeavours.

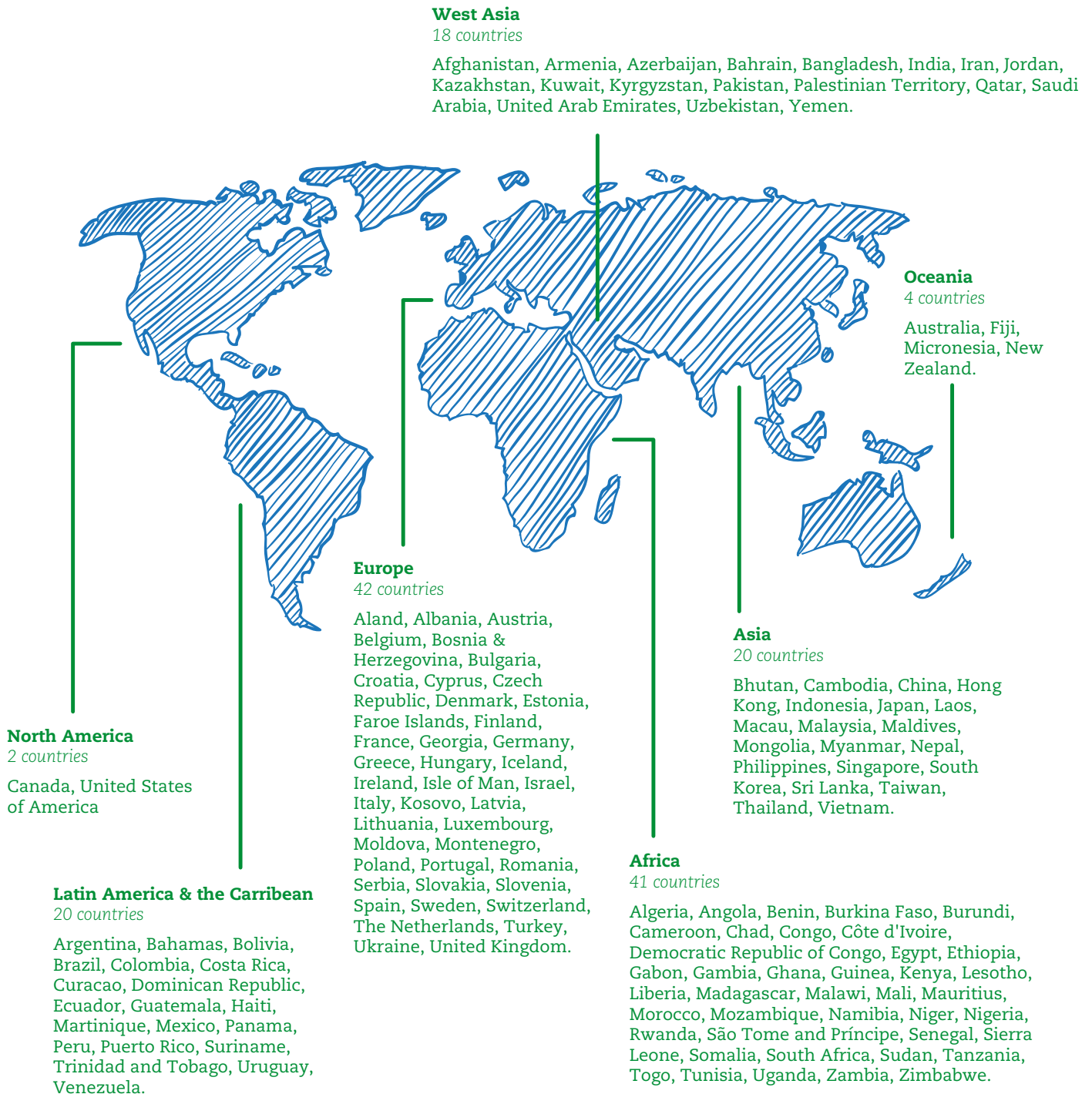
It has evolved into a platform for personal development, enabling leaders and team members to become advocates for systemic change. Their experiences inspire others, illustrating the transformative impact of grassroots activism and the ability of individuals to become powerful leaders in environmental initiatives.

The network's focus on developing leadership at the local level not only fortifies the organisation but also enhances the overall framework for environmental governance. Transitioning leadership from local to national contexts is essential for adopting a comprehensive approach to environmental sustainability. The success of the network is evident not only in the quantity of waste removed but also in the communities transformed, the leaders nurtured, and the sustainable practices implemented.

As Let's Do It World continues its journey, we express deep gratitude to all the individuals—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



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 at both the local and global scale.

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

The **UN SDG Action Awards** is a signature programme of the UN **SDG Action Campaign**, which recognises initiatives and individuals that mobilise, 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 honourable **Mobilization Award** for its work through its flagship campaign, World Cleanup Day.

Past awards have also recognised the enormous work of the Let's Do It World global network around the world, for example through the **UN-Habitat Scroll of Honor Award** won by LDIW in 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!





UN Calendar Recognition for World Cleanup Day

The recognition of World Cleanup Day, organised by Let's Do It World, as part of the United Nations calendar is a significant achievement with far-reaching implications.

This acknowledgment raises awareness of environmental challenges, placing waste management and sustainability in a global context alongside critical issues like climate change and biodiversity loss. By legitimising our initiative, it inspires collective action—motivating individuals, communities, and organisations worldwide to make a difference.

This vital milestone encourages governments to prioritise environmental policies aligned with our mission for World Cleanup Day. With UN support, impactful legislation focusing on waste management, recycling, and pollution control can emerge, promoting sustainable resource use. The visibility that stems from this recognition is also likely to bring increased investment from governments to support cleanup efforts and heighten awareness of pressing environmental issues.

Moreover, this acknowledgment fosters collaboration among governments, NGOs, and private sector entities, promoting joint initiatives that deliver innovative solutions to waste pollution and advance sustainable practices. World Cleanup Day empowers local communities, encouraging grassroots participation and motivating citizens to take action to protect their environments.

The expanded visibility and impact of WCD reflect both the events themselves and a deeper commitment to environmental stewardship. Lessons learned from our collective efforts will guide us in raising awareness and developing innovative strategies as we move forward. Together, we will champion sustainable practices that benefit local communities and the planet, reinforcing the vital role of stewardship in addressing global challenges.

We extend our deepest gratitude to everyone within the Let's Do It World network, particularly the leaders and headquarters whose contributions have been crucial over the past seven years. Despite funding challenges, we have consistently demonstrated collective efforts, showing that persistence is essential for creating meaningful change. Our journey proves that our work is vital, and it is imperative to continue growing and strengthening our initiatives.



Uzbekistan, World Cleanup Day



Tanzania, World Cleanup Day

We also recognise the Estonian government for its partnership in elevating World Cleanup Day to this esteemed status within the UN calendar, as well as UN-Habitat for their ongoing support of this important initiative.

As a Knowledge Partner for UN-Habitat, Let's Do It World facilitates global inclusiveness in WCD activities, uniting its 164 network countries to create a powerful collective impact. The WCD format, enhanced by a Call and Media Centre, enables effective tracking of global progress while allowing countries to showcase their environmental innovations and sustainability efforts.

World Cleanup Day also provides an opportunity for a dynamic broadcast event that highlights global sustainability

activities, showcasing achievements in environmental stewardship from various host countries. This vibrant production informs and inspires, illustrating the collective impact of community-led actions while encouraging nations to display their commitment to environmental goals and join the movement for a cleaner, healthier planet.

Participation in World Cleanup Day means governments are addressing local waste issues, but also integrates them into a worldwide movement that amplifies their efforts and demonstrates their commitment to sustainable development on an international scale.

Results summary

This year's World Cleanup Day 2024 achieved remarkable success, breaking numerous records and highlighting significant trends that have contributed to this achievement. In the previous year, 2023, LDIW was honoured with a UN SDGs Award for its mobilisation efforts and the inclusion of World Cleanup Day on the official UN Calendar of International Days and Weeks, which designated 20 September as the official annual date for this important event.

With over **23 million participants** from **191 countries and territories**, World Cleanup Day witnessed its highest-ever mobilisation and engagement levels upon its return. Records abounded this year, with 40 nations improving their

national participation levels. Mexico, Japan, Kyrgyzstan, Germany, Brazil, and many other countries managed to almost double their past personal bests!

A particularly unexpected success took place thanks to our teams in Ukraine. Led by Let's Do It Ukraine, this year marked the biggest involvement for World Cleanup Day in Ukraine, even compared to peaceful times. More than 400,000 people across the country came out to take action and send a powerful message to the world: "If we can do it, everyone can do it!"

Estonia also reached a new high, with 63,000 people joining this year, surpassing their turnout in the world's first Let's Do It national cleanup day back in 2008.

But what about that all-important statistic of the percentage of a country's population mobilised? Given that we are pursuing 5% of the global population, it is always insightful to understand the turnout at the individual country level. Topping that chart this year is Kyrgyzstan, with 12% of their population involved, followed by Cambodia with 7.2% and the Cook Islands with 6.6%. Latvia, a consistent breaker of the 5% mark, brought out 7.7%.

Delving into the data reveals encouraging trends indicating that our call for sustainable societal change is being welcomed by both the wider public and, importantly, by policymakers.

Together, we are having a substantial influence as advocates for a cleaner, healthier, and waste-free planet. Let's take a moment to explore these trends and celebrate some of the key successes from World Cleanup Day 2024.



Bahamas, World Cleanup Day

Youth power

There is tremendous engagement among youth globally, and we are witnessing more schools and young people participating in World Cleanup Day. The most significant standout trend from WCD 2024 comes from Mozambique, where a partnership with the Ministry of Education empowered hundreds of schools. Similarly, in Estonia, more than 63,000 participants were involved, with 91% of schools taking part.



Governments stepping up



Another significant trend has been the growing involvement of governments in World Cleanup Day activities across various countries. It is evident that officials, ranging from local leaders to United Nations representatives and national presidents, are becoming more engaged with our mission and gaining a better understanding of the messages we are promoting.

This increased engagement is helping us make progress not only at the community level but also within influential decision-making circles. It is increasingly clear that policymakers must be involved, and many of our country network leaders are urging governments to implement binding legislation to address the escalating crisis of mismanaged waste.

Increased private sector visibility

In addition to the heightened awareness among youth and governments, there has been a notable rise in corporate visibility and engagement this year. Social media platforms, especially LinkedIn, were filled with posts celebrating the cleanup efforts organised by numerous companies and groups.

This involvement from the corporate sector forms an essential part of a broader movement and underscores the growing acknowledgment and commitment from all sectors of society to confront the global crisis of mismanaged waste.



Welcoming new nations to the LDIW family



As our movement continues to expand in size, energy, and impact, World Cleanup Day 2024 marked a milestone with the first-time participation of four nations: Eritrea, Cook Islands, Tajikistan, and Aland. These countries are actively addressing the significant amounts of waste that rivers from mainland nations flush into the ocean, which then washes

ashore on their beaches. Their involvement represents a new development in both the global reach and relevance of our initiative.

Our global impact is growing considerably. Since embarking on our journey with World Cleanup Day in 2018, we have achieved significant progress.

Over the seven World Cleanup Days held between 2018 and 2024, our remarkable network of volunteers has successfully cleared 708,289 tonnes of mismanaged waste in 211 countries and territories, covering 95% of UN member states.

This has resulted in an overall engagement of more than 114 million participants, representing 1.43% of the global population.

Waste – a weight off the planet’s shoulders

The total amount of waste reported as collected worldwide during WCD 2024 reached 164,585 tonnes. It is important to highlight that most of this figure was derived directly from reports submitted by WCD Country Leaders.

Additionally, we tracked the locations of events, resulting in 115,926 registered events globally for World Cleanup Day. We also recognise that many additional valuable actions took place without officially registering!



Impact of World Cleanup Day 2024

This year's LDIW Leaders' Survey received responses from an impressive 98 countries, with participants offering positive evaluations of their country's World Cleanup Day results.

In 2024, leaders show consistently high satisfaction with their achievements - the motivation to organise a national cleanup for World Cleanup Day 2025 remains high, averaging 8.92 on a 10-point scale, similar to last year's result of 8.93. Motivation levels have been consistently high across all survey rounds. Regarding the perceived impact of World Cleanup Day on increasing awareness of waste pollution, the rating remains unchanged from last year at 7.77.

96%

of leaders are highly motivated for WCD on 20 September 2025.

Support from LDIW HQ during the preparations for World Cleanup Day 2024 was rated slightly higher than the previous year, with an average score of 7.74. Expectations for advice and strategies on securing local funding have risen to the top of the support needs ranking, compared to third place last year. This reflects an increased focus on the impact and systemic changes driven by World Cleanup Day within society.

A significant amount of waste was collected—164,585 tonnes—of which 65% was sorted into different categories for local recycling. The remaining 35% consisted of waste that had been in nature for too long or was difficult to separate, leading to its disposal in local landfills.

Leaders reported ongoing increases in participation levels, media coverage, independent cleanup efforts, corporate engagement, and government involvement in World Cleanup Day activities.

The survey indicated that 90% of countries conducted large-group cleanups, with 63% receiving direct support from their

65%

of the collected waste, amounting to 164.5 tonnes, has been segregated.

local municipalities, while 55% saw involvement from other public sector representatives.

Participation from all sectors in environmental initiatives is vital, as it fosters a collective understanding and raises awareness of the need to identify and implement solutions for mismanaged waste. The overall outcome of the survey indicates that LDIW leaders increasingly feel that World Cleanup Day is becoming more established within their societies, with many communities recognising it as an official event.

Our leaders consistently organise follow-up projects after World Cleanup Day, including educational programmes in schools (71% of countries), community initiatives (56%), corporate engagement (52%), waste sorting or composting efforts (41%), and other activities (17%).

Remarkably, 96% of LDIW leaders express strong motivation to organise the next World Cleanup Day on 20 September 2025.

The persistent motivation to drive systemic change and focus on local impact models is crucial for achieving effective solutions, as highlighted by the survey findings. Additionally, there is a recognised need to enhance awareness of the impact of waste in society, as well as the necessity for robust cross-sector collaboration to address these challenges. LDIW is eager to facilitate such change through these collaborative efforts.

71%

of respondents engage in educational programmes for schools and other activities.

Seven Years of Impact from Seven Cleanup Campaigns

World Cleanup Days 2018–2024



114M
participants



211
countries
& territories



incl. **95%**
UN member
states



1.39%
global
population



708,289
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%

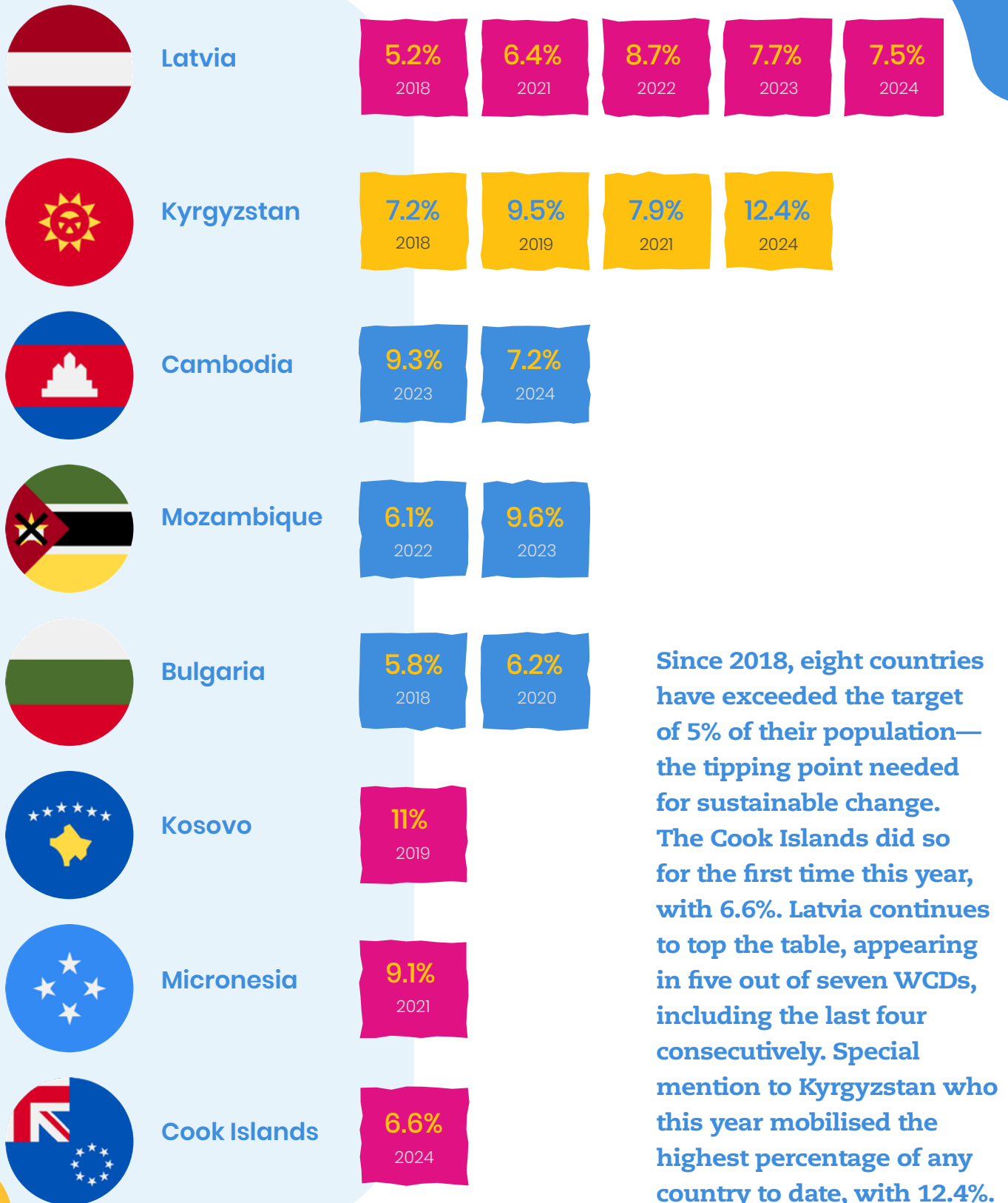
2024

23M

191

87%

The 'Five Percenters' (2018-2024)



Since 2018, eight countries have exceeded the target of 5% of their population—the tipping point needed for sustainable change. The Cook Islands did so for the first time this year, with 6.6%. Latvia continues to top the table, appearing in five out of seven WCDs, including the last four consecutively. Special mention to Kyrgyzstan who this year mobilised the highest percentage of any country to date, with 12.4%.

World Cleanup Day Inspirational Stories

GUINEA



World Cleanup Day 2024, celebrated on 20 September, marked a pivotal global initiative aimed at tackling waste pollution, with Let's Do It Guinea making notable contributions.

The main cleanup event in Guinea took place on 22 September at Takonko Beach in Ratoma, organised by country leader Moussa Moïse Sylla, alongside JCI Conakry Leaders, local NGOs, and with the support of Mayor Traoré and the municipal government.

Mobilising 20 local youth groups, the event harnessed the energy and enthusiasm of Guinea's young people, which was crucial to its success. Participants not only collected waste but also collaborated with local businesses to ensure that the collected materials were recycled or repurposed.

This cleanup coincided with the announcement of a national law banning the manufacture, import, sale, and use of single-use plastics, positioning Guinea alongside other African nations in the fight against plastic pollution. The initiative also sparked a commitment to hold cleanup events every two weeks until the year's end and the establishment of a community association dedicated to environmental protection.

The efforts of Let's Do It Guinea received widespread attention through coverage by Radio Télévision Guinéenne, inspiring greater participation across the country. The movement's call to action reached mayors in other cities

and even the President of the Republic of Guinea, General Mamady Doumbouya, emphasising the need for concrete actions nationwide.

Moussa Moïse Sylla reflected on the remarkable transformation of Takonko Beach, which had previously been overrun with plastic waste. What began as a cleanup blossomed into a celebration of community engagement. The laughter of children and passionate discussions about environmental stewardship filled the air. This collective effort has revived the beach and ignited a commitment to sustainability among local residents.

In response to the mobilisation, the community founded a local association focused on preserving Takonko's environment, developing educational programmes in schools to raise awareness, and initiating a sand dune reforestation project. Takonko Beach has now become a vibrant hub for sustainable practices, exemplifying what can be achieved when communities unite for a common cause.

World Cleanup Day has shown that collaborative actions can lead to significant and lasting change, cultivating a deeper environmental consciousness and ensuring a healthier future for both the local ecosystem and the planet.



ESTONIA

The 2024 World Cleanup Day, the seventh held in Estonia, marked its most successful edition yet. Originating in Estonia, World Cleanup Day grew out of the first national 'Let's do it!' cleanup of Estonia in 2008.

It has continued to be deeply rooted in the country, reflecting its strong commitment to environmental stewardship.

This year, people of all ages, nationalities, and worldviews came together to clean various locations across Estonia, participating as large groups, classrooms, teams, and families. Over 90% of the participants were students from kindergartens and general education schools.

This year, a total of 62,991 participants registered, representing 416 educational institutions and 49 companies, contributing to 516 cleanup events. Additionally, there were 48 public cleanups organised for residents and two underwater cleanups conducted by divers.

Each year, Estonia's World Cleanup Day dedicates significant attention to various themes, including small and plastic waste, electronic waste, cigarette butts, cemetery candles, artificial flowers, and the pollution of the Baltic Sea and inland waters. In 2024, the focus was on the environmental damage caused by single-use electronic cigarettes. The main concern was the disposal of vapes in general waste or nature, along with the highly polluting and resource-intensive production and waste management processes associated with them.

In September, a comprehensive awareness campaign was launched across various media channels and social media

platforms to address the issues related to electronic cigarettes. This campaign highlighted options for proper disposal of vapes and established a network for recycling these products. During cleanup efforts, a total of 1,192 electronic cigarettes were removed from nature.

As a result of raising awareness on this issue, discussions were initiated in collaboration with the Ministry of Climate and relevant agencies to amend legislation concerning electronic cigarettes, ensuring that laws align with changing market conditions.

The efforts made during World Cleanup Day 2024 demonstrate the commitment of Estonians to address pressing environmental issues and showcase the collective power of communities coming together for a common cause. **By continuing to lead this global movement that started in 2008, Estonia embodies the values of environmental responsibility and inspires others to take action for a cleaner planet.**





In Bulgaria, World Cleanup Day 2024 was marked by a significant and impactful initiative led by bTV Media Group. For the twelfth consecutive year, this private television network has taken the helm of the “Let’s Clean Bulgaria Together” campaign, showcasing the potential of the media to drive environmental action.

This year’s event witnessed remarkable participation, with over 282,000 individuals rallying to clean more than 6,800 polluted sites throughout the country. The cleanup efforts resulted in the collection of an impressive 4,300 tonnes of waste, reflecting the deep commitment of the Bulgarian people to environmental stewardship.

The enthusiasm of the younger generation was particularly evident, as nearly 700 educational institutions participated in the campaign—a remarkable increase of 100 compared to last year. Students, teachers, and families joined forces to make a tangible difference in their communities, demonstrating how education and awareness can effectively mobilise collective action.

What sets this initiative apart is bTV’s dedication to going beyond mere reporting on pollution; they actively engage in building a cleaner future. The “Let’s Clean Bulgaria Together” campaign is part of bTV’s social brand, “The Good Example,” which aims to create a positive impact by promoting environmental responsibility and community cohesion. The theme for this year, “Let’s Turn the Game Around,” centred on addressing the pollution of water bodies, aligning with the global World Cleanup Day focus

on Arctic pollution and marine litter. By spotlighting the contamination of rivers, lakes, and coastal areas, bTV is drawing attention to the profound consequences of human activity on vital water resources.

The cleanup initiatives are especially crucial in light of increasing incidents of flash floods in Bulgaria, which have been exacerbated by polluted water bodies. Cleaning these areas is not only about collecting trash; it is vital for preventing future environmental disasters and safeguarding community health.

As part of this endeavour, bTV has shown that leadership in the media can inspire other sectors to take meaningful action. The collaboration between local communities, educational institutions, and media organisations underscores the collective potential to effect change. The success of this year’s World Cleanup Day is a testament to how grassroots involvement can lead to significant environmental advancements.

In conclusion, the initiatives led by bTV Media Group highlight the importance of collaborative efforts in the fight against pollution. **Their impactful approach serves as a model for how media can unite communities and foster a cleaner, healthier planet.**



BULGARIA

GHANA

Plastic pollution presents a significant environmental challenge in Ghana, negatively impacting human health, the environment, and marine life. It is estimated that Ghana generates approximately 840,000 tonnes of plastic waste each year.

Of this amount, only about 9.5% is recycled, while the rest is disposed of indiscriminately, leading to plastics clogging stormwater drains, rivers, and streams, and ultimately ending up in the oceans.

To address this issue, Ghana, in partnership with Let's Do It Ghana, has participated in World Cleanup Day since 2018. This globally recognised day raises awareness about plastic pollution and its effects on the environment while mobilising and engaging thousands of volunteers across the country in community and beach cleanups to collect plastic waste.

In 2024, Ghana commemorated World Cleanup Day on 20 and 21 September across six regions: Greater Accra,

Western, Central, Eastern, Ashanti, and Bono East Regions. Over 8,561 volunteers participated, collecting 74 tonnes of waste. The cleanup activities took place in schools, communities, and on beaches.

To encourage participation, sports were incorporated into the event, allowing individuals, corporate organisations, and sports enthusiasts to clean the beaches while enjoying a sports festival on the newly cleaned shores. The Let's Do It Ghana team successfully coordinated this effort in collaboration with the Rugby League Federation of Ghana and Beach Soccer Ghana.

Let's Do It Ghana, the organisers of World Cleanup Day in Ghana, not only mobilises volunteers for cleanups but also raises awareness about plastic pollution in schools and communities to promote positive behavioural change. The team conducts brand audits and advocates for reusable alternatives to single-use plastics.

The efforts of Let's Do It Ghana to reduce plastic pollution were recognised when the organisation received the 2023 Impactful Cleanup Mobilising Organisation Award from the Ghana Environmental and Sanitation Awards. **Let's Do It Ghana is immensely grateful to its partners and volunteers for their tremendous support and participation in a successful World Cleanup Day 2024.**



LATVIA

Latvia, a country of 2 million inhabitants in Northern Europe, is located by the Baltic Sea. For WCD 2024, Latvia placed emphasis on the health of the Baltic Sea, planting Trees of Happiness, organising cleanups, and holding discussions on ecology and sustainability. In addition to locals, businesses, foreign and Latvian diplomats, and the diaspora participated both within the country and abroad.

The Baltic Sea is one of the most polluted in the world, partly due to the lasting effects of pollution from World War II. The photos show a glimpse of a WCD cleanup event, which ended with a blessing ritual for the health of the sea. Media discussions on the quality of inland waters and the behavioural changes needed in society to keep them clean were also organised.

Since the first WCD, Latvia has had its unique 'Trees of Happiness' campaign, inviting people to sow and plant trees. Through this initiative, Latvia aims to demonstrate what comes next after the soil is cleared of waste. The campaign has expanded its scope, and in 2024, they opened the 7th Park of the Trees of Happiness—this time in the city of Kr slava. Municipalities and residents share responsibility for creating and caring for the park.

The network of Latvian schools is also involved in the campaign, with students planting their own Trees of Happiness at their schools or undertaking projects focused on nurturing plants and ecosystems.

As this year's WCD partnered with World Wellness Weekend, the Latvian team signed a cooperation agreement with the Latvian kind of wellness—the Latvian Song and Dance Celebration movement. Choirs, dance groups, folk groups, amateur theatres, and orchestras were invited to participate in the WCD campaign and create informal community events featuring singing, fostering a spirit of unity, nature appreciation, and well-being.

WCD in Latvia is organised by the largest volunteer movement in the country, called 'Liel Talka' (The Big Cleanup in English). Since 2008, this movement has gathered more than 500,000 participants in Latvia and among the Latvian diaspora worldwide for cleanups. **In 2024, the total numbers were 140,000 participants, 300,000 free bags distributed across the whole country, and 1,500 cleanup locations.**





Romania has been a part of World Cleanup Day since 2010, and is proud to contribute to a cleaner, more responsible, and sustainable planet.

Let's Do It Romania embarked on this journey with the firm belief that it is within their power to make a change and to develop such a movement in a country where environmental issues were once neglected.

Since 2010, more than 2.6 million volunteers have joined the cause in Romania, transforming Let's Do It Romania into the biggest social movement in the country. In 2024, more than 250,000 volunteers across all 41 counties of Romania gathered 230,000 bags of waste, amounting to 2,400 tonnes. An important achievement for Romania in 2024 was the adoption of the National Cleanup Day as Law No. 266/2024 by Parliament and the President.

This moment marks a significant step towards a cleaner and healthier environment for our country. The objectives of this law include:

- Mobilising communities to actively participate in national cleanups,
- Promoting ecological education in schools,
- Combating pollution by encouraging selective waste collection and limiting illegal landfills,
- Fostering partnerships between authorities and non-governmental organisations.



Romania's National Cleanup Day will be celebrated annually on the third Saturday of September! This provides a perfect opportunity for communities, authorities, and NGOs to join forces in organising activities that bring us closer to a cleaner environment. The team have also developed the Let's Do It Romania app to mark areas in the country with trash, enabling authorities and volunteers to take action.

Every small action counts, and together we can transform our communities into cleaner, greener places! Next year, Romania will celebrate 15 years since our first cleanup action in Romania, and plans to organise a major campaign to promote the importance of working together as doers for a clean and sustainable Romania.

Let's take a step forward together towards a more sustainable future. Let's do it!

ROMANIA

MYANMAR

This year, Let's Do It Myanmar launched the World Cleanup Day 2024 campaigns during Myanmar Climate Action Week (MCAW), hosted by UN-Habitat Myanmar from 24 to 29 June 2024.

World Cleanup Day 2024 in Myanmar showcased remarkable collective efforts built upon the previous six years of WCD. Despite various challenges, LDI Myanmar celebrated WCD with over 1,000 volunteers and 17 partnering organisations committed to tackling waste pollution in Myanmar. This impactful initiative successfully collected more than 10,000 kilograms of waste and raised awareness about environmental issues and climate change, highlighting the community's dedication to a cleaner environment alongside UN-Habitat Myanmar.

The WCD 2024 event marked the seventh anniversary of World Cleanup Day in Myanmar and included a collaboration with the GLOCAL CCC organisation to launch a celebratory song for this milestone. In 2024, Let's Do It Myanmar engaged in successful partnerships with UN-Habitat Myanmar, YOMA Strategic Holdings, JCI Myanmar, CMA CGM Myanmar, and CEVA Logistics. Their active participation and collaboration were crucial to the event's success.

In addition to on-the-ground cleanup efforts and digital campaigns amid various challenges in the country, Let's Do It Myanmar expanded its outreach by participating in environmental events beyond its borders. During Earth Day 2024, the LDI Myanmar team collaborated with LDI Malaysia and the Malaysian Humanitarian Foundation

(MHF) to organise the very first "Sustainable and Upcycled Fashion Show" at Penang Town Hall. Country Leader Zin and her LDI Myanmar team also hosted a recycled Handmade Soda Tab Bracelet Workshop on the fourth day of the Earth Day event in Penang, showcasing recycled materials and products afterward. These activities promoted sustainable living through creativity and raised awareness about the 5Rs using practical and engaging methods.

Overall, the initiative emphasised the importance of collective action in fostering environmental sustainability. It also highlighted the roles of partnerships, creativity, and education in developing long-term solutions to environmental challenges. By combining large-scale cleanups with innovative workshops and artistic expressions, the Let's Do It Myanmar team addressed immediate waste issues while inspiring a broader commitment to sustainability. **The event underscored the power of global cooperation in driving meaningful environmental change, leaving a lasting impact on both local communities and international participants.**





A Celebration of Unity and Hope

This year, Panama celebrated its 7th World Cleanup Day with remarkable success.

More than 15,000 volunteers from over 80 communities across five provinces rolled up their sleeves to clean streets, parks, rivers, and beaches, removing an estimated 150 metric tonnes of waste. Leading the charge was the province of Veraguas, with champion regional coordinator Karen Gonzalez, where 7,000 participants turned out in Santiago City and its surrounding districts for one of the most inspiring environmental efforts in recent memory.

However, the highlight of 2024 wasn't just the cleanup—it was the Ecological Parade in Santiago, held as a pre-celebration to World Cleanup Day. For the second year in a row, the streets of Santiago came alive with colour, creativity, and a powerful sense of purpose. Families, students, and delegations from schools and local organisations marched proudly with banners proclaiming messages like "Together for a Cleaner Panama" and "Our Planet, Our Responsibility."

Children dressed as trees and animals stole the show, while stunning art created by local students—eco-artifacts made entirely from recycled materials—drew cheers from the crowd. The parade wasn't just a celebration; it was a reminder of what's possible when communities come together to protect their environment.

One participant said it best: "Seeing so many people out here, from kids to grandparents, all working towards the same goal, makes me believe we really can create a better future."

About Let's Do It Panama

Let's Do It Panama is a proud member of Let's Do It World, representing the global movement in Panama since 2017. Over the past seven years, led by Francisco Pizarro (founder and current national leader), the organisation has mobilised more than 150,000 people, recovering an estimated 750 metric tonnes of waste through World Cleanup Day initiatives. **This unwavering commitment reflects Panama's dedication to creating cleaner, healthier, and more sustainable communities.**



PANAMA

CHINA

As part of World Cleanup Day 2024, we in China embarked on an inspiring journey under the theme #MakeRoomForLife, focusing on the environmental impacts of plastic pollution. To raise awareness, we created a series of beautifully designed posters that drew inspiration from traditional Chinese art.

These posters emphasised elements such as mountains, rivers, flowers, birds, fish, insects, and people, while incorporating themes of the four seasons, rock paintings, and plastic collages. Displayed at ten major metro stations in Shanghai, our artworks captured the public's attention and served as a powerful reminder of the urgency of addressing plastic pollution.

In addition to our visual art initiatives, we launched a creative campaign on the popular Chinese social media platform Xiaohongshu, titled "Left Hand Trash, Right Hand Poetry." This initiative invited poetry bloggers to reflect on the theme of environmental consciousness.

The response was remarkable, with 96 submissions from more than 40 poets. We selected 46 poems to showcase during the Shanghai World Cleanup Day event, and some of these pieces were transformed into calendars and fridge magnets, which received enthusiastic feedback from both our partners and the public.

On 21 September 2024, our Estonian Embassy in Beijing organised a beach cleanup event, exemplifying our commitment to World Cleanup Day. We invited ambassadors from other EU countries, and the event saw participation from over 30 individuals, who collectively removed more than 150 kilograms of waste from the riverbank. Our Embassy plans to make this event an annual tradition to deepen our commitment to World Cleanup Day and strengthen environmental cooperation.

Through these efforts, we have demonstrated the power of community engagement and creative expression in tackling environmental issues. By combining art, poetry, and direct action, our initiatives not only address waste management but also foster a cultural shift towards greater environmental consciousness. **Together, we inspire a collective commitment to safeguard the planet for future generations, showcasing our unified desire for change and a cleaner, more sustainable world. Overall, we achieved mass mobilisation, with 250,679 participants.**



Global Projects and Campaigns

SEEP Tanzania and Namibia

The Sustainable Environmental Educational Programme (SEEP) was created and run by Let's Do It World and, in recent years, has been implemented in Namibia by Let's Do It Namibia and in Tanzania by Nipe Fagio.

The project is ambitious, with plans to expand to other African countries within the Let's Do It World network. Aligned with the UN Sustainable Development Goals, the programme aims to increase awareness of best practices for environmental behaviour, focusing specifically on solid waste management, climate change, and establishing the groundwork for the transition to a circular economy.

In 2023, SEEP revitalised all educational landing pages and toolkits for the project, making them fully digital. In Tanzania as well as Namibia, the SEEP project has engaged 50 schools, enabling them to spearhead SEEP education and



empowerment. This initiative will inspire the development of green projects within the schools, supported by environmental education mentors.

The most successful projects have been showcased in the media, with backing from local authorities. Let's Do It World is excited about the prospects of expanding the SEEP project model to additional countries within the Let's Do It World network.

The programme has received support from [the Centre for Environmental Investments SA](#) as well as from the [Environmental Investment Centre](#).



Digital Cleanup Day 2024

In 2024, the fifth annual Digital Cleanup Day took place on 16 March.

Through this yearly campaign, we encourage individuals, organisations, and communities to audit their digital lifestyles and take simple steps towards deleting unnecessary data from their electronic devices, such as unused apps, unnecessary emails, unneeded images or other files, or unsubscribing from newsletters.

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

The 2024 results saw **315,097 registrations** from **98 countries and territories**, with a total of **1,829,132 GB of data deleted**, thus preventing the production of **457,283 kg of CO2**.

The results from 2024's campaign have pushed overall registration past the 1 million mark, highlighting a trend of increasing interest in the campaign's activities.

Now having engaged 1,184,717 participants, Digital Cleanup Day's five annual campaigns have resulted in over 14.5 million gigabytes of data deleted from digital devices in 175 countries and territories worldwide.

Top 5 participating countries

290,145

France

5,470

Belgium

2,345

Bulgaria

1,573

Italy

1,404

UK

Most data deleted

France

Brazil

Slovenia

Switzerland

UK

The majority of data deleted came from these five countries.



Cambodia, World Cleanup Day

Asia Leaders' Conference

The World Cleanup Day (WCD) Asia Region Conference took place in Penang, hosted by Let's Do It Malaysia (LDIM).

The four-day event gathered 250 participants from 18 countries to discuss the themes of the Impact Model and Sustainability for WCD campaigns. Numerous expert speakers, including LDIW Network Country Leaders, shared best practices through various workshops, along with educational projects from nations such as Singapore, Japan, and India.

The conference featured presentations from key figures in Malaysia's environmental management sector and dedicated an afternoon to a youth forum, aiming to empower young people through shared initiatives. Coinciding with Earth Month, participants engaged in discussions on ESG and CSR impact, addressing challenges and strategies for effective community engagement.

A highlight of the event was a community tree-planting initiative, where delegates, alongside local residents, planted over 165,000 trees, contributing to a larger goal of one million trees planted in just one day. This effort exemplified the collaborative spirit of the conference, with all participants embracing the principles of collecting, recycling, and reusing.

Knowledge sharing was a central theme, demonstrated through innovative projects, including recycling waste materials into fashion accessories, culminating in a vibrant fashion show featuring upcycled clothing.

The Mayor of Penang Island City Council, Datuk Rajendran P. Anthony, hosted a reception to commend the LDIM team, expressing aspirations for Penang to become a Green City under its strategic plan.

On the final day, closing speeches emphasised the importance of recycling and upcycling, as leaders reiterated their commitment to integrating waste management systems and promoting volunteerism to combat climate change. The Malaysian Humanitarian Foundation is also leading initiatives to establish plastic recycling facilities to produce reusable items.

In summary, the conference strengthened connections within the Let's Do It World family, inspiring participants and highlighting the commitment of Asian leaders towards sustainability and collaborative efforts for a cleaner world. The event concluded with collective enthusiasm for the upcoming World Cleanup Day 2024, reinforcing the motivation and unity within the movement. Let's do it!



Asia Region Leaders Academy

In July 2024, Osaka, Japan, became the meeting point for leaders from Let's Do It World (LDIW) across Asia during the Let's Do It Asia Leaders' Academy, a gathering designed to foster connection, collaboration, and growth.

This impactful event drew passionate participants from 15 different nationalities, united under the mission of enhancing environmental stewardship. Organised by World Cleanup Day Japan and supported by prominent leaders from Indonesia, Taiwan, and Singapore, the academy aimed to promote cooperative efforts among LDIW Asia teams, understand regional challenges, share best practices, and learn from Japan's advanced waste management strategies.

The event commenced with several high-profile pre-meetings, setting a collaborative tone. LDIW President Heidi Solba, from Estonia, visited the Estonian Embassy to meet Ambassador Mait Martinson, accompanied by Takao Asai, the leader of Let's Do It Japan, and Hideko Arai from Let's Do It Japan. They highlighted the importance of international collaboration and received support from Mr. Naoki Nakayama, Director of the Environmental Management Bureau, at a subsequent meeting.

The Academy featured a conference at Osaka Satellite Campus, initiated with remarks from several key figures, including Takao Asai and Agustina Iskandar Crombach. The conference hosted expert speakers who shared valuable insights on environmental challenges and introduced workshops focused on mapping the major issues faced by World Cleanup Day initiatives in Asia. Leaders collaborated to brainstorm sustainable solutions, culminating in discussions about effective zero-waste practices.



A standout moment was the interactive Climate Fresk workshop, which provided participants with a comprehensive understanding of climate change and motivated them to take action. This was complemented by sessions on best practices in social media strategies and discussions surrounding the United Nations Plastic Treaty, encouraging knowledge exchange and collaboration among countries. As participants explored local initiatives, they observed innovative recycling practices and the implementation of reverse vending machines in Osaka.

A hands-on cleanup action along the Yodogawa River emphasised the LDIW ethos of "less talk, more action." Despite the challenging heat, leaders rolled up their sleeves to tackle waste pollution, demonstrating the urgency of addressing environmental issues that often cross national boundaries.

An optional visit to the Kamikatsu Zero Waste Center provided real-world insights into pioneering waste management strategies, showcasing how the town separates its waste into 45 categories to maximise recycling and minimise landfill use, serving as an inspiration for other regions.

The academy energised the LDIW network, enabling leaders from diverse backgrounds to co-create new sustainability models and lay a solid foundation for future collaborations in preparation for the World Cleanup Day 2024 campaign. The gathering underscored the incredible spirit of teamwork and shared purpose among participants, with heartfelt gratitude extended to the organising team from Japan, led by Takao Asai, as well as all partners who contributed to the event's success. Ultimately, the academy was a vital step in nurturing a global movement dedicated to environmental sustainability, reminding all involved that together, they are making a significant difference for the planet.

LDIW Advocacy

Inaugural WCD Celebration in Tromsø, Norway



World Cleanup Day 2024 emerged as a powerful demonstration of global environmental action following its historic recognition by the United Nations General Assembly in December 2023. The hard work of Let's Do It World and its global network has been formally included in the UN calendar. UNGA Resolution A/78/122 established 20 September as the official annual observance of World Cleanup Day, acknowledging the worldwide movement of regular cleanup activities conducted by countries, cities, and diverse stakeholders throughout the year. This recognition strengthens the global commitment to environmental stewardship and circular economy principles, empowering communities worldwide to drive sustainable transformation.

The inaugural UN calendar celebration for World Cleanup Day 2024 took place in Tromsø, Norway—known as the 'Gateway to the Arctic'—bringing together global environmental leaders, scientists, and activists under the crucial theme 'Arctic Cities & Marine Pollution.' This landmark event exemplified how united efforts between international organisations, cities, and communities can catalyse meaningful environmental change.

The celebration in Tromsø was facilitated by UN-Habitat, playing a pivotal role as a key organiser alongside Let's Do It World (LDIW). This collaboration demonstrates the growing recognition of waste management as a critical urban and environmental challenge. The main supporter for the event was the Norwegian Retailers' Environment Fund (NREF), with additional backing from GRID-Arendal, the Ministry of Local

Government and Regional Development, the City of Tromsø, and the Fram Centre. The event highlighted how international cooperation can drive environmental action.

LDIW's President and Head of Global Network, Heidi Solba, represented the movement's 164-country strong network, participating in round-table discussions, delivering keynote speeches, and conducting interviews that underscored the global impact of the cleanup movement.

A significant feature of the day was the innovative live broadcast from the Call and Media Centre in Tallinn, showcasing the entire LDIW network and WCD events around the world as part of LDIW's annual celebration. After a full year of preparation, millions of people were engaged globally in WCD activities led by LDIW. The broadcast connected Tromsø with Tallinn, streamed through UN-Habitat's YouTube channel and the World Cleanup Day platforms.

The conference explored both the scientific aspects of Arctic pollution and practical solutions, bringing together experts to discuss this critical environmental challenge. The Arctic region's role as a global 'pollution sink'—where waste and contaminants from around the world accumulate through ocean currents and atmospheric processes—was a central focus of the discussions.

The event culminated in an exhibition led by GRID-Arendal, showcasing Norway's expertise in addressing marine pollution.

This inaugural UN calendar event not only highlighted the critical state of Arctic pollution but also demonstrated the power of partnerships between UN agencies, international networks like LDIW, and local organisations in mobilising global environmental action. Through a combination of scientific discourse, policy discussions, and practical cleanup activities, the event embodied a comprehensive approach to environmental change—connecting local actions to global impact and fostering the cross-sector collaboration needed for lasting environmental solutions.

The success of this event in Tromsø sets a powerful precedent for future World Cleanup Days.

Call and Media Centre for World Cleanup Day, Tallinn

On 20–21 September, the 2024 World Cleanup Day Call and Media Centre was set up in Tallinn, Estonia, featuring an 11-hour broadcast for viewers worldwide.

Hosted by Colm Flynn and broadcast from the Let's Do It World headquarters in Tallinn, the show followed the sun's progress around the globe as environmental heroes carried out their cleanups in a giant wave of collective action. A special bridge connected Tallinn to Tromsø, Norway, for a livestream of the United Nations' inaugural event celebrating World Cleanup Day's inclusion in the UN International Calendar.

To implement such an ambitious plan, an 11-hour broadcast studio programme was created, and the studio was built on-site by our expert audio-visual production team. The day featured live studio interviews, videos, discussions with guests, and content production by the Call and Media Centre team.



The broadcast programme consisted of 15 live interviews with LDIW country leaders from cleanup locations, around 40 pre-recorded videos from the network, and 18 videos from our ambassadors, partners, scientists, and government representatives. We also enjoyed beautiful performances dedicated to World Cleanup Day from our ambassadors and supporters. Throughout the broadcast, we heard from people across the world deeply committed to the Let's Do It World cause.

The Call and Media Centre began operations at 6 AM on 20 September and finished at 5 PM on 21 September. Over those two days, 19 volunteers and HQ team members called more than 60 country leaders to learn about the progress of cleanup events and bring their highlights back to HQ. The HQ team and volunteers also created blog posts and social media coverage, sharing stories from around the world.

Catch all the broadcast recordings on the [World Cleanup Day YouTube channel](#). Grab some snacks, kick up your feet, and enjoy!



Strategic Partnerships

The Government of the Republic of Estonia



REPUBLIC OF ESTONIA
GOVERNMENT

The Government of the Republic of Estonia was the key advocate for obtaining official UN recognition for World Cleanup Day, which is now officially designated as 20 September starting in 2024. Since the establishment of

the Let's Do It World NGO, the Estonian government has continuously served as a vital and supportive partner for the Let's Do It World headquarters and the broader movement.

On 20 September 2024, Estonian embassies in more than 15 countries joined together to participate in World Cleanup Day, underscoring their commitment to tackling the global waste pollution crisis. From Italy to India, and from China to the Czech Republic, Estonian diplomatic missions joined millions of volunteers to clean up communities and raise awareness about the importance of environmental responsibility.

The participation of so many Estonian embassies not only amplified the reach of World Cleanup Day but also showcased the important role diplomacy can play in inspiring positive environmental action.

UN-Habitat

This year, Let's Do It World (LDIW) reached a significant milestone with the signing of a Memorandum of Understanding (MoU) with UN-Habitat, establishing a partnership as a Knowledge Partner. This agreement not only strengthens our long-standing collaboration but also provides a robust framework for advancing our mutual goals of global environmental sustainability and responsible waste management.

The MoU builds on years of successful partnership, with UN-Habitat supporting LDIW in our mission for a clean, waste-free planet since 2019. A highlight of this collaboration was the co-organisation of the inaugural World Cleanup Day event in Tromsø, Norway, on 20 September—a celebration recognised as part of the UN Calendar of International Days. This event underscored the global significance of our joint efforts.

UN-Habitat, dedicated to promoting sustainable cities and communities, aligns seamlessly with LDIW's focus on environmentally conscious waste management and infrastructure development. Together, we aim to amplify the local-to-global impact necessary to create effective waste management solutions.

With our designation as a Knowledge Partner, we are poised to combine our expertise to confront waste challenges on a global scale. By sharing knowledge and enhancing capacity, we will empower communities and waste management leaders to embrace sustainable practices. Our initiatives will focus on advancing circular economy models, encouraging responsible consumption, and fostering innovative waste solutions through large-scale cleanup events.

Heidi Solba, LDIW's President and Head of Global Network, has been a member of the UN-Habitat Waste Wise Cities Advisory Board since 2020, where she actively contributes to discussions on innovative waste management practices.

Looking ahead, our strengthened collaboration with UN-Habitat promises to bring invaluable knowledge and technical expertise to LDIW, enabling us to engage a broader range of stakeholders while driving sustainable solutions to waste challenges worldwide.



UN SDGs

The UN SDG Action Campaign, in partnership with over 1,700 organisations, engages millions of people around the globe to actively work towards the Sustainable Development Goals (SDGs) through public outreach, creative activations, events, and stunts. Let's Do It World acted as the Convening Partner for the UN Act4SDGs campaign.

The global week focused on #Act4SDGs took place in September, with Let's Do It World making consistent contributions each year through initiatives such as World Cleanup Day. These collective efforts have significantly

advanced progress towards the SDGs, driving meaningful change for both people and the planet.

The UN SDG Action Campaign and Let's Do It World regularly hold strategy meetings to identify further opportunities for collaborative action. In 2023, World Cleanup Day was honoured with the UN SDG Action Award for its exemplary mobilisation efforts.



UNEP

Let's Do It World is an accredited non-governmental organisation with observer status at the UN Environment Assembly (UNEA). This recognition highlights the organisation's dedication to global environmental initiatives. As an accredited member, Let's Do It World actively collaborates with other international partners, striving to achieve shared objectives related to environmental sustainability and awareness.

European Union

This year, Let's Do It World (LDIW) has been invited to become a partner of the European Climate Pact. This partnership not only reinforces our vision for a clean and waste-free world but also highlights the critical link between waste and climate issues, bringing much-needed attention to this often-overlooked aspect of environmental sustainability.

The European Climate Pact serves as a core component of the European Green Deal, emphasising the role of individuals and organisations working together to achieve a climate-neutral Europe by 2050. It encourages citizens to participate in meaningful climate actions, share experiences, and support the transition to sustainable living. As a Climate Pact partner, LDIW will amplify its message and collaborate with diverse stakeholders, including policymakers, businesses, and local communities, to promote innovative solutions addressing the interconnected crises of waste and climate change.

LDIW's initiatives, such as large-scale cleanups, aim to raise awareness and engage communities, demonstrating that



action at the local level can have positive global implications, while also going beyond cleanups to contribute to a sustainable future.

Through this partnership with the European Climate Pact, LDIW will empower communities to adopt sustainable waste practices and promote resource efficiency. By bringing together various stakeholders, we aspire to foster a Europe where waste reduction is central to climate action, ultimately creating a sustainable future for both people and the planet.

Funding

This annual report highlights the funders of LDIW HQ only. The activities of the member organisations of Let's Do It World, who organise cleanup actions in almost every country

in the world, are funded separately and vary from country to country.

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:

We extend our heartfelt thanks to Peep Vain from **Vain ja Partnerid OÜ** for their generous financial support and commitment to going the extra mile in championing environmental actions with Let's Do It World. This dedication plays a vital role in driving our mission forward and making a meaningful impact on our efforts for the planet.



Our valued partner, **NORQAIN**, launched a limited-edition watch for World Cleanup Day 2024 and supported LDIW HQ through the proceeds from the sales of these watches. Huge thanks to NORQAIN.



Our legal partner, **Hedman Law Firm**, assists LDIW HQ with legal matters, and we are truly grateful for all their support in this field.



We also would like to highlight Estonia-based organisations such as **Mapri Ehitus** and **EuroPark** for the tremendous support they provide each year to Let's Do It World NGO's HQ.



We express our immense gratitude for the **Hydroscand Group** for the support they offer to Let's Do It World HQ and Let's Do It Ukraine.



Development Support

Let's Do It World is a global network engaging millions of people in action-based projects. Our country leaders – individuals organising World Cleanup Day, Digital Cleanup Day, and other local projects – are experts in various fields such as civic engagement, waste management, the circular economy, and environmental topics. To maximise valuable knowledge sharing globally, our strategic decision is to establish the LDIW Training & Development Centre.

The aim of this project was to prepare a business plan for the development of the LDIW Training & Development Centre. The preparation of the business plan, in collaboration with an external expert, was supported by the Estonian National Foundation of Civil Society (KÜSK) with funding of 4,000 euros.



Mobilising Partners

Let's Do It World boasts a network of mobilising partners worldwide, numbering in the thousands, with a significant presence both locally and globally. Many of these partners operate on a global scale, spanning multiple continents and countries.

participate in World Cleanup Day, fostering a broader understanding of environmental issues and promoting the active involvement of individuals and organisations.

The Let's Do It World community expresses its gratitude to each organisation that encourages its employees to

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

Earth Day Network

The world's two largest global environmental organisations – Let's Do It World and Earth Day – are united in working towards a waste-free world. Earth Day's mission is to diversify, educate, and activate the environmental movement worldwide. Originating from the first Earth Day in 1970, earthday.org is now one of the world's largest recruiters to the environmental movement, collaborating with more than 150,000 partners in 192 countries to build environmental democracy.

in the world. Over the past four years, through their 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.

More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance



World Wellness Weekend (WWW)

World Wellness Weekend is active in over 150 countries, encouraging millions to adopt regular physical routines. WWW offers free activities such as fitness classes, yoga, outdoor adventures, and massage workshops. These activities aim to connect communities and introduce new wellness practices, with active support from government ministers and city mayors around the globe.

World Cleanup Day, while not explicitly a wellbeing campaign, has always placed the wellbeing of both our planet and its inhabitants at the heart of its initiatives, with a 'clean and healthy waste-free world' as its ultimate goal.

The collaboration between these two initiatives highlights an important truth: true wellness encompasses both inner

health, in our bodies and minds, and outer health, in our external environments. One cannot exist without the other.



We are also truly grateful to the thousands of other organisations that have mobilised people to participate in World Cleanup Day.

Private Donors

We are delighted to acknowledge those who became part of our expansive Let's Do It World donor community in 2024. Their direct contributions have played a crucial role in advancing our efforts to safeguard the Earth and build a new, sustainable world.

You are true heroes:

With special thanks to **Tommy Knuts** and **Alari Aho** for long-term and continued dedication!

- Nguyen Chau
- Wika Prayogi
- Adam Smith
- Daniela Ferrario
- Sara Arrhenius
- Martin Pöld
- Toomas Trapido
- Renee Ellis

Thank you all so much for your support!



Thank you, Partners!

Let's Do It World extends a massive thank you to all of our partners – we are so grateful to you!

Global Partners



Supporting Partners



Mobilising Partners



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 2024

5% of population of participating countries

2024 results

23 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 2024

30 countries

2024 results

4 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 2024

190 countries

2024 results

191 countries

The amount of collected waste during the 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 2024

1 000 000 T

2024 results

164,585 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 2024

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

2024 results

Municipalities **63%**
Representatives **55%**
Presidents **1%**
Prime Ministers **2%**
Environment Minister **23%**
Other Ministers **19%**

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 2024

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

2024 results

FB global page: **151,000**
Instagram global page: **52,800**
LinkedIn: **3000**
TikTok: **286**
Youtube: **12,200**
Total FB pages: **1,700,000**

The reach in digital English media (annually)

Description

Reach in World Cleanup Day social media and LDIW network countries in total.

Method

Social media data analysis

Target for 2024

500 billion

2024 results

N/A

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 2024

8.0

2024 results

7.65
(98 countries)



Mozambique, World Cleanup Day

Thank you!

