



# Let's Do It World/World Cleanup Day, Heidi Solba, President and Head of the Global Network



# WASTE FACTS



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

# OUR PLANET, CHALLENGES IN AFRICA



**Air pollution, 1,1 Mio deaths in Africa**



**Water pollution**



**Environment pollution**



**Climate change**



**Land degradation**



# WASTE FACTS



- WE ALL DO HAVE SAME CHALLENGES
- WE ALL DO HAVE SAME AIM
- WE HAVE TO COOPERATE
  
- BIG THINGS HAPPEN FROM CRAZY IDEAS!
- **ENGAGEMENT OF THE 5 % OF THE POPULATION**
- TO CHANGE WE NEED TO TAKE AN ACTION
- BEING ACTIVE WILL CATALYCE SOCIAL CHANGE





# LET'S DO IT WORLD



**FLAGSHIP CAMPAIGN - WORLD CLEANUP DAY**

**DIGITAL CLEANUP DAY**

**REGULAR CLEANUPS AND CAMPAIGNS**

**CLIMATE AND ENVIRONMENTAL LITERACY PROJECTS**

**PROJECTS WITH COMMUNITIES**

**PROJECTS WITH BUSINESS SECTOR**

**PROJECTS WITH GOVERNMENTAL SECTOR**

**1,1 MILLION FOLLOWERS IN FACEBOOK**

**340 000 IN INSTAGRAM**

**41 000 IN TWITTER**

**GROWTH 15 %**

**2500 ORGANISATIONS ON WEBSITE**

**5000 CLEANUPS ON GLOBAL MAP- GROWING**



**WORKING TOGETHER WITH POSITIVE COLLABORATION**

# LET'S DO IT WORLD



## VALUES:

**Cooperation** - Doing together. If you want to go fast go alone, if you want to go far, go together.

**Positivity** - We take actions, instead of pointing fingers. It is important to keep on going towards the goal. No matter where you start from.

**People** - Changes happen in people and through people. Our biggest asset is people, working together as a global team of leaders from all continents.

## VISION:

**A CLEAN AND HEALTHY  
WASTE-FREE WORLD**

.....

**NATURE IS THE MODEL**

## MISSION:

**LDIW IS A GLOBAL MOVEMENT  
THAT TACKLES SOLID WASTE  
CRISIS BY MOBILISING  
MILLIONS OF POSITIVE MINDED  
PEOPLE INTO COORDINATED  
LOCAL AND GLOBAL ACTIONS.**



# WCD IS MORE THAN 60 MILLION FROM 191 COUNTRIES



**WORLD CLEANUP DAY  
ON 15 SEPTEMBER 2018**



**157 countries  
17,8 mio people**

**WORLD CLEANUP DAY  
ON 21 SEPTEMBER 2019**



**180 countries  
21,2 mio people**

**WORLD CLEANUP DAY  
ON 19 SEPTEMBER 2020**



**165 countries  
11,0 mio people**

**WORLD CLEANUP DAY  
ON 18 SEPTEMBER 2021**



**191 countries  
8,5 mio people**



# The biggest ever civic action **WORLD CLEANUP DAY**



**191** COUNTRIES and  
TERRITORIES



BRAND AUDITS  
COUNTRY REPORTS  
ANNUAL REPORTS

**271 500 T OF WASTE**

**60 MILLION  
PEOPLE**

**198 MILLION  
VOLUNTEER  
HOURS**

# WORLD CLEANUP DAY 2021



## TOP TEN BY %

Kyrgyzstan	7,87
Latvia	6,36
St. Vincent and Grenadines	4,87
Maldives	3,33
Estonia	3,15
Faroe Islands	3,07
Albania	2,81
Cyprus	1,49
Curacao	1,46
Sweden	1,3

## NEW RECORD LEVELS

Germany	189 000
South Africa	60 000
UK	80 000
Latvia	120 000
Estonia	41 748
Italy	450 000
Ukraine	311 705
Switzerland	45 074
Kazakhstan	298 149
Maldives	18 000
Sweden	130 000
Madagascar	50 000
Cameroon	100 000
Chad	16 000
Austria	10 000

## TOP TEN BY NUMBERS

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



# BIGGEST ENGAGERS 2018 – 2021, INVOLVMENT %

- Kyrgyzstan
- Micronesia
- Kosovo
- Latvia
- Bulgaria
- Saint Vincent and the Grenadines
- Cambodia
- Cyprus
- Indonesia
- Maldives
- Estonia
- Montenegro
- Albania
- Hong Kong
- Faroe Islands

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# POWER OF BELIEF AND COMMON ACTION



POWER OF THE HUMANS – TOGETHERNESS  
SHARED VALUES AND BELIEFS  
CHANGE IN BEHAVIOUR  
CATALYZATION OF CHANGES  
EMPOWERMENT OF THE COOPERATION  
SOCIAL INNOVATION



164 COUNTRIES IN LDIW NETWORK, 42 COUNTRIES IN AFRICA

# LDIW TODAY



**Let's Do It World tree at the  
UNEA, Nairobi, Kenya, 2019**



**Let's Do It World  
UNEA member 2021**

**Let's Do It World  
UN Habitat Advisory Board  
member  
2019 -**



**Scroll of Honour AWARD,  
UN Habitat**



**Ursula von der Leyen**

**President of the European Commission  
Patron of World Cleanup Day 2021**



"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."

[www.worldcleanupday.org](http://www.worldcleanupday.org)

**WORLD  
CLEANUP  
DAY**



# WORLD CLEANUP DAY 2022



**WORLD CLEANUP DAY – 17<sup>TH</sup> OF SEPTEMBER 2022**

**REGISTRATION: <https://www.worldcleanupday.org>.**

**GET INVOLVED: <https://www.worldcleanupday.org/get-involved>**



# WORLD



# WITHOUT WASTE

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