



FREQUENTLY ASKED QUESTIONS (FAQ)

Let's Do It! World & World Cleanup Day 2018

1. What is the Let's Do It! movement and the World Cleanup Day 2018?

Let's Do It! World is a civic-led mass movement that began in Estonia in 2008 when 50,000 people united together to clean up the entire country in just five hours. Since then, Let's Do It! has spread this model—one country in one day—around the world. To date, 113 countries and close to 17 million people have joined us to clean up illegal waste. We're an accredited member of the United Nations Environmental Programme.

Let's Do It! Is non-political and horizontal international network that values cooperation, including with policy makers, but our approach is grass-root civic action and we value our independence.

[See a 5-minute video about the first ever Let's Do It! cleanup.](#)

On September 15, 2018, World Cleanup Day, people in 150 countries will stand up against the global trash problem and clean up waste, making it the **biggest positive civic action the world has ever seen**. Imagine a powerful “green wave” starting in Japan and ending in Hawaii, with hundred of millions of people taking positive action together on the same day.

- First, we are actively **recruiting for ambitious leaders** willing to run the massive nationwide cleanups.
- Then, using technology, the best professionals, and our worldwide volunteer base, **we will map the world's waste**.
- Our third step will be to clean up the entire world in one **massive cleanup day in September, 2018**.
- And finally, we will bring together organisations, experts, and visionaries from around the world to **create a plan to stop the waste problem once and for all**. We can keep our planet clean, but only if we do it together.

2. What are the values of the Let's Do It! movement?

The core to Let's Do It! success lies in its values:

Cooperation. We are open to everybody: dreamers and doers; all individuals, organisations and institutions willing to find global solutions to a global problem. We see cooperation as both an instrument and a goal in itself. Thinking and acting together can create great deeds and solutions.

Positivity. We focus on creating a positive change; on tackling problems and finding solutions; on looking for opportunities to move on together; to enjoy the process, make it fun and celebrate success.

Ambition to Action. We believe the change we want is inevitable. We believe in our plan to clean the world. Doing gets it done. We are driven to find new solutions and have the courage to bring great ideas to life!

3. Who is a Let's Do It! action leader?

The aim of our project is to organise a massive **World Cleanup Day on September 15th, 2018**. We intend to bring together 150 countries to hold nationwide cleanup actions on the same day. This will be the biggest cleanup the world has ever seen.

To make this a reality, we give the Let's Do It! leader position to a person or an organisation who is **motivated and committed to organise a massive cleanup action on September 15th, 2018**. The Let's Do It! leader accepts the challenge to strive for a massive cleanup that involves 5% of the population to pick up trash. The main challenge is **to clean up the entire country in just one day** – that's the most important goal for each country. An action like this requires extraordinary cooperation between private and public organisations, including volunteers from different ages and social groups.

- [See here, what are the skills and qualities](#) we expect from a person who wants to make history together with us. Remember, cooperation is the key. Something like this can't be done alone. It requires the will and skills to build a national cooperation. You'd have to be able to find common ground and goals while working with NGOs, municipalities, waste management companies, schools, scientists, logistics, IT experts, advertising companies, media, etc.

Are such people even real? Sure they are! Take a look at these four inspiring people who have completely transformed their countries.

- [Rainer Nölvak, a man who earned millions with start-ups and cleaned up his country in just one day.](#)
- [Lilya Tkachenko, a young woman who kept on organizing a cleanup action despite the war in her country.](#)

- [Ervin Shehaj, cleaning the public space – changing an embarrassing activity into an issue of national pride.](#)
- [Urša Zgojnik, a math teacher who resigned and laid the foundation for the birth of a waste-free country.](#)

4. How can I become a Let's Do It! leader?

If you want to accept the challenge, send your CV, motivation letter and a short description of your vision for how you would organise a nationwide mass cleanup to: info@letsdoitworld.org.

We will take a look at your interests and background. If your qualifications and motivation reflects the Let's Do It! goals and values, we will contact you and start working together with you for our common aim.

Then, we will take some steps together to help you in the process.

The steps are:

1) Getting to know each other. Skype meeting to get to know each other and introduce you to our plan more specifically. Depending on the Skype call, we will either decide (together with you) to welcome you to our action as a local contact who will join the national team when it's being formed, or give you the challenge and responsibility to form a national team. Assuming we both want to work together forming a national team in your country, we proceed to the second step.

2) Becoming informed & up to date. We will add you to our information channels, which makes it easier for you to learn from other successful campaigns' experiences, ask guidance, get to know more about the waste problem and alternative solutions. You'll be involved in the international project planning and will be informed about which steps the international Core Team is taking in preparing for the Big Day.

3) Starting to build a team. You will start building a Core Team for your country and work with your strategy and activity plan. That's a great chance to test if your vision will spark the will to act in people. You will start mapping potential partners, interest groups, and the waste situation, etc. Meanwhile, you're also in communication with us and we will provide you with some tips and pointers, and give you the opportunity to learn from our international network, etc.

4) Attending the Leaders Academy. You'll receive an invitation to attend our Leaders Academy, where we introduce the ABC of how to organise a mass clean-up, share best practice and work with you in person to map your country's challenges and brainstorm solutions. You will present your pre-prepared action plan and strategy in the Leaders Academy, and have the chance to improve it there together with the Let's Do It! leaders, and other participants. The Core Team and consultants of the Let's Do It! International office will also be there to help you make the plan sharper and more efficient.

5) Joining the Mentorship Programme. During the Leaders Academy, we will get to know more about your needs, and assign a supporting expert to you who will help you with mentorship. The mentors in our programme have a good understanding of what Let's Do It! is

and can help you to reach solutions. They will not tell you what is right or wrong, but guide you through the process, so that you'd have the best possible campaign for your country, following the values of Let's Do It!

6) Keeping up the good work. We'll continue working together, and your mentor will also be helping you. You'll have the chance to attend our international Clean World Conference and other events, which will help you network and gain more knowledge.

7) Organising the Big Day. On September 15th, 2018, your country will witness a massive action, aiming to include 5% of the population to come out and clean up waste. On that day, you're in the focus of your national media, your team has grown very big and covers the whole country. You have a wide range of partners and you should have the biggest adrenaline and energy rush you could imagine. You use the momentum and the day to address the waste problem and sustainability questions, using the action day to prepare a strong discussion about how to really keep your country clean.

5. What if I'd like to do something in my town/village/region, and not lead the national campaign?

Local actions are essential for our campaign. We welcome your interest to help! The Core Team of Let's Do It! World focuses mostly on organisations, groups and people who want to organise a nationwide cleanup and show capability in doing that. **BUT we're happy to add your contact to our list** and put you in contact with a national campaign team. The nation-wide team consists of smaller teams and assuming you're happy to work under a bigger umbrella, you have the chance.

In case we don't have a team set up yet, we'll keep your contact and give it to the team when it's active and ready to work with you.

6. Does organising a cleanup action require a formal organisation or can it be done with a non-formal group?

Let's Do It! started as a movement as well and in non-formal cultures it might not stop you from growing big and powerful. If you have a wide network of contacts and it doesn't stop you in fundraising and forming partnerships, it's a possibility.

However, it is usually easier to receive support and funding, work with other organisations and networks, when you have a legal body. It doesn't mean you have to register an NGO – you can also organise the event under a suitable existing and trustworthy NGO. Just keep in mind – Let's Do It! is non-political grass-root action serving the public interest.

7. What kind of support can we receive from your international team?

We provide you with:

- **Knowledge & support** (mentorship, Toolkit, access to best practices and our international network, events like conferences and seminars)

- **Web platform** (easy to adapt Wordpress based web-page package that gives you the tools and designs of the Let's Do It! website that you can fill with your native content)
- **Waste mapping tools** (Our waste mapping app helps you to locate trash, plan your logistics, communicate the extent and waste problem to media and volunteers, contact and mobilise people, make trash mapping fun, and so much more!) See more under Chapter 'Waste Mapping' in our Toolkit.
- **Public Relations & Marketing** (your local campaign will become empowered by two big international campaigns focusing on waste mapping and the cleanup day – we also provide you with brand, creative concept and ideas, campaign materials and designs and tips for strategy). We are keen to promote your messages about your local waste problem and the big outstanding activities to make headlines in your country and also to inspire the whole world. **NB!** Coordinating and running a local nation-wide campaign is a challenge and responsibility for the local teams.
- **Credibility** through Official Recognition Letter showing you are a partner of a global action that is an accredited member of the United Nations Environment Programme. This will communicate that massive cleanups as a way to change a country have happened in other countries and it's possible to also do it in your country.
- **Local partnerships support** is offered when there is a possibility and synergy between the Let's Do It! World international team and a global organisation. Many such organisations have offices in other countries, and there is a good chance that if they want to support the World Cleanup Day internationally they are also interested in cooperating on a local level. This might make finding sponsorship and cooperation easier for you. Make sure you consult with the Let's Do It! World Partnerships team before you reach out to any of our global partners' local offices :) If you have questions, write to partners@letsdoitworld.org

8. Where can I see the international partners Let's Do It! has on board, so I could form local partnerships?

Visit our web page to see our partners: <https://www.letsdoitworld.org/about/partners/> but don't forget to first inform the Partnership team of Let's Do It! World to get the proper background information about current agreements. Also, the international team might have suggestions about some other partnerships that are not published on the web page. You can contact the Partnership team at partners@letsdoitworld.org.

9. What do I have to do to join the World Cleanup Day as an official partner?

- Get in touch with us and let us know about your interest. Write to info@letsdoitworld.org

- The next step is to build a team of the best professionals in the field of Public Relations, Logistics, Volunteers management, IT, Marketing, etc. Read more about building a team from the Toolkit, in Chapter 'Building up a team'.
- Apply for our Leaders Academy and become inspired
- Join our Mentorship Programme
- Create a strategy and action plan and share it with us
- Grow a nation-wide network of activists and partners from various fields & act to engage them to the maximum
- Map the waste in 2017 all over the country and get a clear understanding about the waste and littering problem in your country.
- Have a massive nation-wide cleanup action on the 15th of September in 2018 and clean up the whole country! During that year, you should also be campaigning a lot to get the attention of mass media and all interest groups.

10. Is there a salary for the leaders of Let's Do It! actions?

Let's Do It! is a grass-root initiative that values authenticity. This means that all our teams, including the first Let's Do It! team in Estonia has been responsible for their own fundraising. To put it bluntly, we don't pay anyone to clean up their country. However, we encourage you to fundraise to guarantee a budget for your Core Team and its activities to keep the project going strong. We can help you understand the best practices from our teams around the world. Read more about Fundraising from the Toolkit in Chapter 'Finances'.

11. Is there any financial support from the Let's Do It! World team to cover activity costs?

We don't offer monetary support, but provide teams with services and tools that help save the money. Read more about Fundraising from the Toolkit in Chapter 'Finances'.

12. Am I allowed to use the logo of Let's Do It! in my materials?

If we have formed partnership, yes. If not, please ask first by sending an e-mail to info@letsdoitworld.org. Mention your cause and the purpose of using the logo (eg. try to explain where, when and why will the logo be used).

13. What happens to trash after the cleanup day?

This depends greatly on your country and its legislative system. Make sure you involve waste management companies, experts and all parties to consult and advise you in the beginning stage of your project to create the most sustainable plan for your country. We have created a

checklist and overview for you about waste management that might be helpful. Read more from the Toolkit in Chapter 'Logistics'.

14. What happens after the World Cleanup Day is over? What's the plan then to avoid more trash ending up on streets and in nature?

Let's Do It! World has partnered up with several international organisations dealing with the waste problem (such as Zero Waste Europe, Plastic Soup Foundation, International Solid Waste Association and many others). We intend to bring all experts and organisations together and create a plan for how to keep our planet clean and stop trashing it. There are solutions available already now and in order to change the system, we will also start communicating and cooperating with decision makers. The aim is to all live in a waste free world. Some inspiration is here at: www.zerowasteurope.eu

15. What are the best channels to keep me informed about the World Cleanup Day?

- **Join our Monthly Newsletter** that features waste, environment and civic activism related stories from our network and beyond. There are interviews, tips and common interest stories that help you understand the problem and solutions to it. Join here: <https://www.letsdoitworld.org/media/newsletter/>
- **Join our information list to freely ask and discuss!** This mailing list is a chance for us to network, call out for help, and debate about waste related topics, etc. Some teams have asked for advice on how to keep the event non-political, some have asked about funding options and some have simply asked to spread some news. All list members can freely post. In order to join the list, please inform our team by sending an e-mail to info@letsdoitworld.org
- **Join our Facebook group.** This is a closed group for Let's Do It! activists who want to share thoughts, interesting articles, interact, gather best ideas or practices, etc. It's great for people who don't like mailing lists but still like to have a global team feel and participate in discussions. [Find the group here!](#)
- **Visit our Media page to find press releases, newsletters, news, videos, information materials and a selection of media coverages.** All the goodies are here: <https://www.letsdoitworld.org/media/media/> You might want to refer to articles about us in Forbes or The Guardian, etc. Also, check out our Media Bank for photos about cleanup actions around the world: mediabank.letsdoitworld.org
- **Find us on social media:**
Twitter: www.twitter.com/letsdoitworld
Youtube: www.youtube.com/letsdoitworld
Instagram: www.instagram.com/letsdoitworld

Facebook: www.facebook.com/letsdoitworld

- **We have other internal information channels** that are a bit more exclusive and only meant for volunteers and team members of Let's Do It! If you want to have a more filtered internal information update, then you might be interested in our **Network News** that features summarised short news about the activities of the Core Team, teams around the world, events, etc. maximum once a week. Write to Meelika Hirmo from Network Development & Support team to start receiving summarised news: meelika@letsdoitworld.org

16. Do you have a draft presentation that we could use?

Yes we do. Please contact our team to receive the latest version (info@letsdoitworld.org).

Also, check out **our promotion videos**: https://www.youtube.com/playlist?list=PLsVwtjMerCDd3_S2z1cpRk4jIYZ9gaV0i

... **and a short 5-minute video** on how the Let's Do It! Action started in Estonia. It gives a good idea what will soon happen in your country. The video has subtitles in many languages: <https://www.youtube.com/watch?v=onhftPho6ZM&list=PL1AB8B303540A4C81>

17. Could we change the date of the cleanup day?

To really create a difference, we must join and do it all together. The World Cleanup Day will take place on the **15th of September of 2018**. This should be your main focus to really get all eyes on the action. You are completely free to organise smaller promotional pilot actions to enter into the main communication phase.

18. Can we share our photos and stories and results with you? How?

Absolutely! We really want to hear from you and help your action to be more visible within our international network, among our partners and also in the media. Tell us if you have interesting information or studies about the waste situation, when you have an important event or when you have good quality photos that you are ready to share with the world. Share emotions, facts and knowledge! Don't be afraid to also talk about problems or things that did not go as planned. We can all learn from it. **Contact Meelika Hirmo from the Network Development & Support team to share**: meelika@letsdoitworld.org

19. My question was not in the list of FAQ. I'd like to ask, what to do?

In case our web page www.letsdoitworld.org does not answer your question, then please write to info@letsdoitworld.org