

# WORLD CLEANUP 2012

13 October 2011

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# OUR STORY

## Who are we?

We are a group of individuals and NGOs who are committed to **set the stage for World Cleanup 2012**. We believe the time is right and the tools are available to organize a first truly global civic undertaking - to clean up the entire blue planet!

Our story begins with the **Let's do it! Estonia** project on the **3rd of May 2008**. The entire country was cleaned by **50 000 volunteers (4% of the population) in 5 hours**. **Men, women and children removed 10 000 tons of illegally dumped waste from the nature**.

There are seeds of initiatives inspired by this concept in **Finland, Montenegro, Macedonia, Spain, Hungary, Turkey, Croatia, Russia, France, Poland, Hawaii, Iceland, Sri Lanka, USA** and in many other countries around the world. We have been contacted by international waste cleanup actions, paradise islands, project groups and people that deal with waste every day.

13/09 2008 – 50 000 people came to the country clean up in Latvia

1804/ 2009 – 110 000 volunteers in Latvia and 50 000 in Lithuania

1508/ 2009 – thousands of volunteers participated in cleaning Bangalore city, India

2003/ 2010 – 100 000 people came to clean Portugal

1704/ 2010 – 200 000 volunteers were cleaning Lithuania

1704/ 2010 – 270 000 people engaged in the clean up of Slovenia

24/04 2010 – 150 000 people cleaned Latvia

5/06 2010 – 1 000 people cleaned Kiev, Ukraine

6/06 2010 – 200 000 people cleaned Serbia

25/09 2010 – 150 000 people participated in cleaning Romania

16/04 2011 – 400 000 volunteers cleaned Ukraine, Moldova, Lithuania

**Limpa Brazil!** Takes place in the 4 largest cities of Brazil starting with Rio de Janeiro on 06/4

1.5 M people have participated in actions with this concept over the past 3 years



# NEXT STEP: WORLD CLEANUP 2012

Starts March 24 and ends Sept 25, 2012

More than **300 000 000** people  
from around **100** countries  
picking up **100 000 000** tons of waste

The result will be: a healthy and clean planet, cared for by all, kept clean by all.



# A CLEAN PLANET – IN ONE DAY

## PREVIOUSLY

- On the 3<sup>rd</sup> of May 2008 4% of Estonia's population **acted together** and cleaned their country of illegal waste
- **1,5 M** volunteers from 11 countries have **used the concept** successfully during the past 3 years and preparations with others are ongoing

## TODAY

- **Marketing** and media channels preparations
- **Globalization** of the concept
- 19 low-key **seminars** are being prepared about the big clean up day
- Building the World Waste Map **software**
- Making agreements with **partners**
- Cooperating with the European Parliament for their support
- Engaging well-known spokespersons

## ACTION PLAN

### We map it → we clean it

- The 19 seminars in key regions will be held during 2011 to **prepare local initiators** and **media**
- The **Global Waste Map** is **launched** on September 1<sup>st</sup>, the software will be set up by June 15<sup>th</sup>
- **Heavy marketing** starting autumn 2011
- The **World Cleanup starts** on **March 24<sup>th</sup> 2012** and lasts for 6 months (due to different climate zones) with the concept "**One day – clean country**"



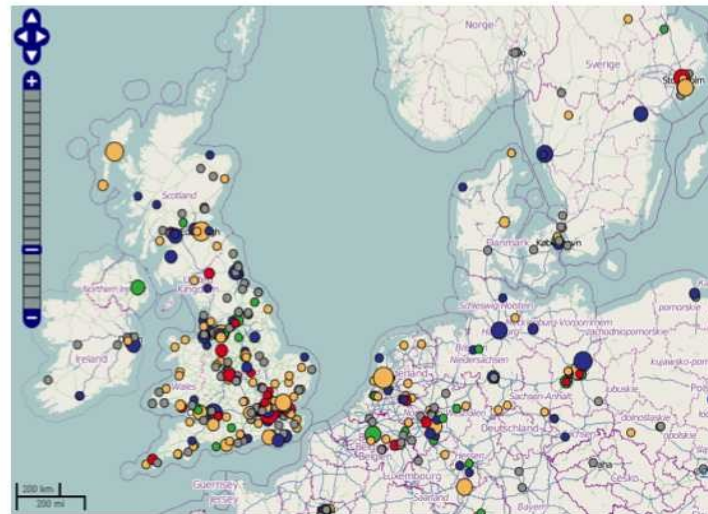
Let's map the waste and bring 300 M people together to clean it!

# LET'S DO IT! MODEL

1. When a country is suffering from illegal dumping...



2. ...concerned people take the initiative, start **mapping the waste** and begin a public discussion.



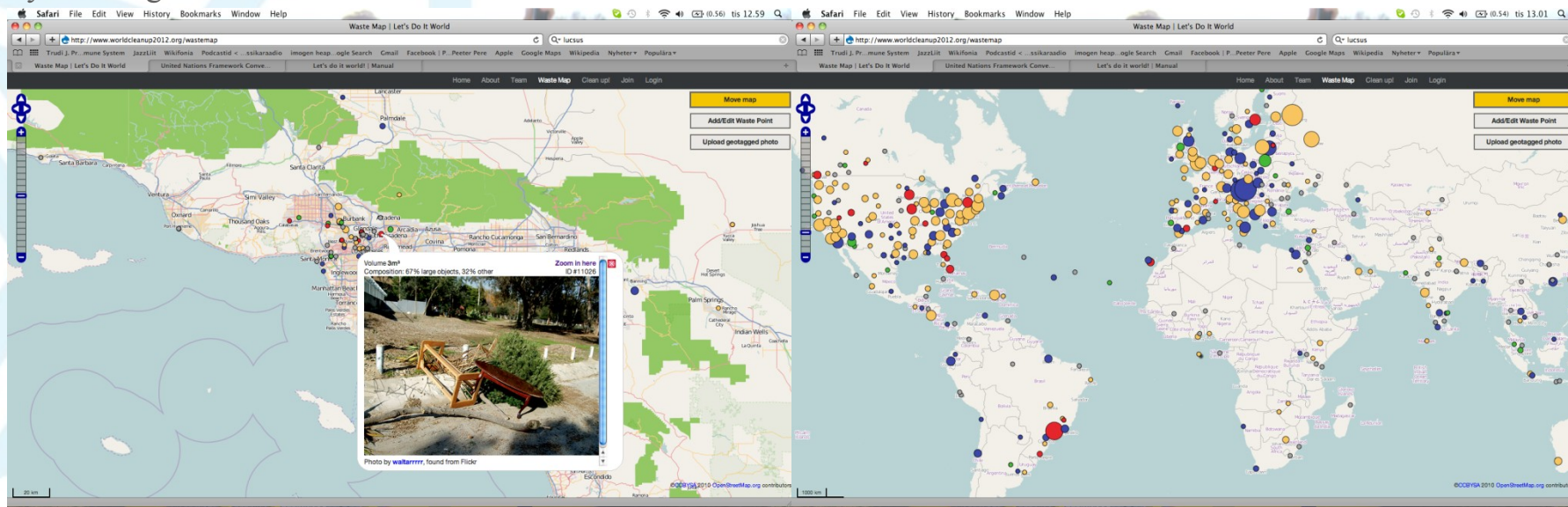
3. Local communities, neighborhoods, enterprises, public organizations, NGOs, media and local authorities will pitch in and **act together to clean their country in one day!**



# THE VOLUNTEERS ARE COORDINATED WITH OUR MAIN TOOL - A DIGITAL WASTE MAP

- The World Waste Map serves as a main tool for coordinating and inspiring people. It becomes **personal** by showing the situation near one's **home**

- And at the same time creating a sense of togetherness when realizing the worldwide scope and the major changes cooperation can create



There are thousands of volunteer and environmental organizations worldwide, whether they are local, national or international groups, we can **coordinate** the work of those with tools that the digital age provides, for the biggest civic initiative that ever has been seen



# THE BUDGET FOR THE PREPARATIONS IS 1.1 M EUR

## Administration: 720 000 EUR

- Core team (12 persons)
- Back office team (28 persons)
- Phone expenses (supported by **Skype**)
- Offices
- Travelling costs
- **The Estonian Ministry of the Interior** and **Skype** have contributed
- Partnership negotiations with global companies are ongoing

## Travelling and conferences during 2011: 270 000 EUR

- 19 conferences will be held in key regions around the world
- Rooms: partners organizations worldwide will provide conference rooms
- Technical equipment
- Materials
- Accommodation: by **Rezidor Hotel Group** and **Club Carlson** (e.g. Radisson)
- Transport: Partnership negotiations with **global airline companies** are ongoing

## Mapping: 12 000 EUR

- [World Waste Map](#) software development and programming by Founding Engineer of Skype (Mr Ahti Heinla)
- **Global IT and telecom companies** will be engaged
- Everyone around the world can upload photos and info of illegal waste through easily used phone apps or computers

## PR and marketing: 100 000 EUR

- Development of communication packages: materials, visuals, design, media, motivating films for inspiring people and a documentary
- Media and global corporate partners help us communicate the event, thus keeping our direct costs low
- **National Geographics Channel** and **Aegis Media** are our first media partners

Each participating country has its local team who will organize the waste collecting and management after the cleanup day with the help of volunteers, authorities, NGOs and companies



# THE PREPARATIONS WILL BE COORDINATED BY THE CORE TEAM



Rainer Nõlvak  
Visionaire



Tiina Urm PR  
& Communications



Anneli Ohvril Marketing  
& Campaign



Ahti Heinla IT  
& Programming



Nara Petrovic Coordination  
& Awareness



Marie Talts Corporate  
Partnership



Eva Truverk Partner  
Relations



Heikki H. Attila  
Awareness & Motivation



Toomas Trapido  
Dreaming & Mailinlists



Kaia-Kaire Hunt  
Conferences



Julie Clancier Politics  
& Partners



Auli Kütt Homepage  
& mailinglists



Agni Kaldma Country  
Coordinator



Irmelin Hiie  
Country Coordinator



Viktoria Kuusk  
Finance Manager



Tea Jänes Internal  
Communication



# WE WANT PEOPLE TO KNOW THAT THEY CAN MAKE A DIFFERENCE, EVEN MAKE HISTORY



The **responsibility** for the natural environment on Earth **can not be attributed solely to any group of people, governments or companies** – it is each and everyone's responsibility

The movement offers a practical solution – doing something **together** for a cleaner world, **without fighting against** anything or anyone, without pointing fingers

The project **comes to life through partnerships**, supporting people all over the world in achieving a common goal – ~~making our home planet clean~~

Positive attitude and good-willed cooperation by all parts is of most importance for our common goal



# CLEANING ILLEGAL WASTE BRINGS COMMUNITIES TOGETHER

## Outcome of the project

- Volunteers in most countries of the world will have been brought together to **clean illegally dumped waste in one day** in 2012
- Millions of tons of waste will have been removed from the nature with the aim for the **highest possible recycling rate**
- The first global **World Waste Register** and a **map with illegal dumpsites**, which will later serve as a permanent monitoring tool for volunteers to keep their countries clean
- A public database of good practices and solutions for improving waste handling

## Long term results

- Significant reduction of illegally dumped waste
- Higher level of **public awareness** about waste issues
- A successful **cooperation experience** throughout the society
- A good impact on **public health** - decreased amount of pollution and diseases in problematic regions
- A sense of togetherness within a **community**
- New wave of ambitious civic actions



# HOW ONE CAN CONTRIBUTE

- With personal and professional connections locally and globally, one could contribute tremendously with **communication** of the World Cleanup 2012 and World Waste Map both internally and externally



The road we have taken is not a road to be taken alone – let us share the joy of good-willed action and make a real positive impact on the environment and communities around us!



The European Parliament adopted a written declaration on 05/12/2011 supporting the World Cleanup 2012

“

The World Cleanup 2012 is a simple and effective idea. If we get it right, it will create a sense of togetherness, responsibility and purpose

”

*Mr. Janez Potočnik, EU Environment Commissioner*

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