

Let's Do It World

Activity Report 2025



Let's  do it!

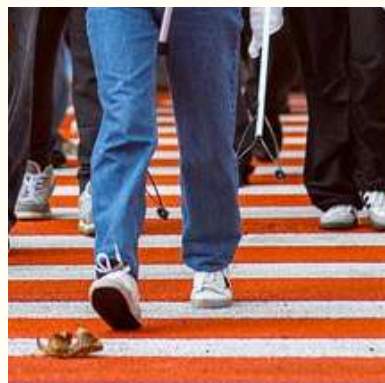




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Message from Let's Do It World President

Greetings from Let's Do It World Headquarters

Dear friends, partners, leaders, and fellow change-makers across the globe,

As we close another year and open our hearts to the possibilities of 2026, we want to take a moment to say a massive thank you to each of us!

We are a movement of millions—139 million people across 211 countries—united not by borders or politics, but by a simple, profound belief: that we have the power to care for our planet, together. We are leaders who coordinate communities and navigate impossible challenges. We are partners who believe in collective action. We are ordinary people doing extraordinary things when we unite with a shared purpose.

We are not an organization that simply organizes events. We are a living network of human beings who have chosen to see ourselves differently—not as isolated individuals, but as interconnected parts of a whole. We are people who understand that the health of our planet and the wellbeing of our communities are inseparable. We are proof that environmental restoration and human flourishing walk hand in hand.

We exist because we refuse to accept that the problems we face are too big, too complex, or too overwhelming to solve and we do know that transformation begins with ourselves—with small steps, repeated consistently, with good hearts and goodwill.



Let's Do It World exists to prove that bridges can be built across any divide—between countries at war and countries at peace, between different cultures and beliefs, between governments, businesses, NGOs, and communities. We exist because we understand a fundamental truth: we do not compete for cleaner earth, cleaner soil, cleaner air. We collaborate with them. Together.

And now, we want to say thank you. Thank you to each single person who is part of this network, who contributes in ways big and small, who has not given up even when the work felt heavy or invisible.

To those who show up consistently—week after week, month after month, year after year—you are the foundation of this movement. Your persistence, your refusal to give up, your quiet dedication when others might have walked away—this is what sustains us. You remind us that transformation is not about dramatic moments, but about the accumulation of small, faithful actions over time.

To those who lead with good hearts—who coordinate with patience, who resolve conflicts with grace, who make space for others even when resources are scarce—you are teaching us what true leadership means. Leadership without ego. Leadership that serves. Leadership that understands we rise together or not at all.

To those who bring goodwill to every collaboration—who approach partnerships with openness, who seek to understand before being understood, who believe the best in others even when it's difficult—you are building the bridges our world desperately needs. Your goodwill is the glue that holds this diverse, complex network together.

To those who work in the most challenging environments—in conflict zones, in areas with limited resources, in communities facing overwhelming challenges—your courage moves us beyond words. You prove that hope is not naive optimism, but a radical choice to act for something better even when circumstances say otherwise.

To those who support from behind the scenes—who manage databases, who answer emails, who handle logistics, who do the unglamorous work that makes everything else possible—you are seen. You are valued. You are essential.

To those who believe in this vision even when results feel slow—who invest resources, time, expertise, and trust when the path forward isn't always clear—you are the reason this movement continues to grow and evolve.

Thank you for not giving up. Thank you for your consistency. Thank you for your good hearts. Thank you for your willingness to collaborate across boundaries, to work together even when it's difficult, and to believe in what we can accomplish collectively.

As we step into 2026, from headquarters, we commit to continuing to serve this network with the same good heart and goodwill that you bring to your work every day. We commit to facilitating collaboration, to holding space for all voices, to working during difficult times, to showing up with consistency and care.

Here's to 2026—to continue this journey together, with open hearts and unwavering commitment to the world we're building.

With immense gratitude, hope, and love,

Heidi Solba

Let's Do It World Headquarters
President & CEO



Messages from the Board

Bill Willoughby Regional Director for North America



This was a very complicated and exciting year for us, with the National Cleanup Day leader traveling to Tallinn, Estonia for the General Assembly Workgroup and another leader to Kyiv, Ukraine for World Clean Up Day Call and Media Center and Broadcast also with many changes in the local environmental movement.

In the US, the current Administration has taken more than 400 actions ranging from sweeping executive orders to obscure-looking regulatory changes that have changed the government's approach to the environmental movement and our partner's involvement in cleanups.

We have had to develop new marketing methods to increase awareness of waste related issues and social responsibility within municipalities, businesses, institutions, and organizations in North America. We have moved our focus to new partnerships and reestablish

stronger connections with existing partnerships, such as Keep America Beautiful, Earthday, Zero Waste and many others.

Using our existing multifaceted technology and marketing platforms to educate people about the importance of World Cleanup Day, we have been tackling the issue of mismanaged waste and plastic. Working with our partners to open new venues for cleanups, like our upcoming collaboration with Verizon and other large corporate partners, we are breaking into new venues.

Our core belief is the notion that people want to do the right thing; all they need is a little encouragement or incentive. Just think what would happen if the Let's Do It World movement could further energize millions more people to engage in cleanups within their local communities.

Stephan Senghor Regional Director for Africa



Despite the challenges our region — and the world — continue to face, 2025 has shown that hope can be organized. In times of environmental pressure and uncertainty, Let's Do It World has remained a steady force of collective action. Across our region, volunteers, national leaders, municipalities, and partners stepped forward, not because conditions were easy, but because responsibility called.

Our work goes beyond cleanup. It restores shared spaces, strengthens civic trust, and demonstrates that coordinated action is still possible at scale. This report reflects more than activities; it reflects commitment. A commitment to resilience, to collaboration, and to building solutions together. Even in challenging times, our movement continues to offer a visible thread of light connected, growing, and driven by people who choose to act. The work continues.

Nima Zare

Regional Director for West Asia



Across West Asia's 22 nations, volunteers, leaders, and organizations joined hands to take responsibility, raise awareness, and inspire hope. These actions were not only about cleaning our surroundings—they were about strengthening bonds, building trust, and demonstrating that positive change is possible when we act together. Their energy and determination remind us that environmental responsibility is not a luxury, but a necessity for our shared future.

Building on this invaluable experience, our focus in 2026 will be on deepening partnerships, amplifying local initiatives, creating more opportunities for knowledge exchange, and implementing joint projects and campaigns.

Together, let us carry forward the momentum of 2025 into the new year. Every action matters, every voice counts, and every step brings us closer to a cleaner, healthier, and more compassionate planet.

As another year approaches, I am reminded of the strength that comes from unity and shared purpose within the LDIW global network. Guided by dignity, inclusion, and meaningful impact, our journey throughout 2025 has shown how collaboration across communities and partners can transform challenges into opportunities, and aspirations into achievements.

Our work is not only about the campaigns we conduct, but also about the hope we nurture and the futures we help shape. Each milestone reflects the dedication of our team and the trust of our partners.

World Cleanup Day 2025 was a shining example of this spirit.

As the Regional Director for West Asia, I am proud to highlight the courage and commitment of our leaders across the region, who continue to promote sustainability even in the face of complex challenges.



Agustina Iskandar

Regional Director for Asia



21 Asian countries for a stronger family in our region. We put a serious effort into maintaining our sense of belonging to this family. Every year, we don't skip our gathering in person, just like we did in 2024, the gathering happened in Malaysia and Japan. In 2025, we again brought together our network to join the Leaders Academy in Singapore.

During our 4-day 3-night event in July in Singapore, we saw commitments from each of our representatives who were coming to Leaders Academy. These commitment including other countries that are willing to host the next Leaders Academy, such as the Maldives, Cambodia, the Philippines, and Thailand. We are happy to see that the network learn from the example.

They understand that we are coming together, learn different best practices from each country, building the network, and sharing the resources is hugely needed.

Welcoming 2026, we are excited to announce that we will have the Asia conference in Kuching, Malaysia, and the Leaders Academy in the Maldives. 2 big moments to create a bigger impact in the region. This opportunity also brings an exchange of resources in our network to make World Cleanup Day a huge success every year.

From the bottom of my heart, thank you to our Asia Office Team who have been working endlessly to support the network, and to our heroes, country leaders, and team, you did a great job. Thank you, thank you, thank you.

José Roberto García Palafox

Regional Director for Latin America



World Cleanup Day in Latin America underwent a fundamental metamorphosis in 2025, evolving from community cleanups into a sophisticated ecosystem of distributed environmental governance. The region strategically pivoted its fundraising from traditional charity to "Systemic Security," unlocking USAID funds by framing cleanups as violence prevention and accessing Japanese infrastructure grants by linking waste management to disease control.

Mexico established the regional blueprint with its record-breaking collection of 14.3 million cigarette butts, shifting the narrative from aesthetics to environmental health and toxicology. Brazil positioned waste management within the high-level climate agenda for COP30 in Belém through its "Less Waste, Better Climate" campaign and integrated WCD into state school curricula.

Guatemala deployed Interceptor 021 technology in Río Las Vacas, combining heavy machinery with community mobilization to address transboundary pollution. Costa Rica pioneered behavioral economics through its ecoins gamification system, providing tangible rewards for sustainable actions. Colombia transformed WCD into a living laboratory through the Erasmus+ funded TechTraPlastiCE project, turning it into a hub for circular economy curriculum development. Chile integrated WCD as a tactical milestone in its "Zero Waste 2040" national strategy, focusing on methane reduction. Ecuador rebranded the movement as a "Minga" – ancestral collective work – combining cleanup with reforestation and deep ecological restoration.

The region successfully positioned itself not just as an event organizer, but as a catalyst for public policy, technological innovation, and climate diplomacy.

Pål Mårtensson

Regional Director for Oceania



Oceania sits at the center of the vast Pacific Ocean, where powerful currents carry plastic pollution from every corner of the planet. Yet the challenges facing the region do not come only from afar. Growing consumption and mass tourism across many island nations also contribute to the waste burden that threatens fragile ecosystems and coastal communities. Some islands are frontrunners when it comes to prevention, examples: "not allowed to use sunscreen because it damages the micro organismen and pollute the water....."

A major obstacle for many Pacific islands is the sheer logistical challenge of establishing sustainable waste-management systems. Long distances, limited transport routes, and high operational costs mean that waste often ends up in open landfills or is burned in open fires—practices that cause severe harm to the environment, biodiversity, public health, and the climate.

Despite these conditions, positive change is emerging. Several islands are improving their systems through better sorting, community education, and small-scale recycling initiatives.

Some are even shipping recyclables to neighboring islands with more advanced facilities, building regional collaboration for a cleaner Pacific.

Across Oceania, dedicated volunteers continue to take action. Australia and New Zealand remain consistent leaders, while Fiji and many other Pacific nations mobilize thousands of people in both urban and remote areas. Their determination is a testament to the strength and resilience of the region.

We also acknowledge the many other organizations working tirelessly to protect beaches, reefs, and local communities. Their efforts complement our shared mission.

Let's Do It World and World Cleanup Day remain the largest and most unifying cleanup movement in Oceania. Every year on September 20, official UN-calendar day, communities across the region stand together to remove waste, raise awareness, and push for long-term solutions. Our collective work strengthens resilience, protects the ocean that connects us all, and continues to inspire the world.



Luan Hasanaj

Regional Director for Europe



The year 2025 has once again demonstrated the strength and resilience of the Let's Do It World movement across Europe. In a time marked by environmental, social, and economic challenges, our network has continued to grow, connect, and take action with determination and optimism.

One of the most encouraging developments this year has been the successful establishment of cooperation agreements with organisations and foundations from across Europe. These partnerships have strengthened our regional collaboration, opened new opportunities for joint initiatives, and reinforced the role of civil society in driving meaningful environmental change. Working together across borders has proven that shared values and collective responsibility remain powerful forces for progress.

What gives me the greatest sense of pride is the vibrant and enthusiastic spirit that continues to define our movement. Across Europe, more and more people are stepping forward to volunteer, contribute their time, and actively engage in our actions.

This growing participation reflects a deepening awareness and a genuine willingness to take responsibility for our shared environment. Our movement is not only expanding in numbers but also in energy, creativity, and commitment. Through World Cleanup Day and our year-round initiatives, we have seen how local actions inspire broader change. Communities, leaders, and volunteers are coming together with a shared belief that even in uncertain times, positive action matters. This collective effort keeps the spirit of Let's Do It World alive and ensures that our work continues to resonate far beyond individual events.

I would like to express my sincere gratitude to all European country leaders, partners, and volunteers who have contributed to this journey. Your dedication, trust, and belief in our shared mission make our achievements possible. As we look ahead, I am confident that by nurturing collaboration, maintaining this strong spirit, and welcoming even more people into our movement, we will continue to build a cleaner, healthier, and more united future together.

Let's do it!



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.

Let's Do It World Patrons

"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."



Ursula von der Leyen
President of the European Commission



"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."

Roberta Metsola
President of the European Parliament

Let's Do It World Ambassadors

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."

Kristjan Järvi
Conductor & Composer

Faatiha Aayat is a 13 year old climate activist, 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 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.



Faatiha Aayat
World Cleanup Day Youth 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 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.

Elina Nechayeva
Opera Singer

Merle Liivand, from Tallinn, Estonia, is an international 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 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 dubbed 17 April, her birthday, as 'Merle Liivand Day'! She holds four Guinness World Records and continues her path as an athlete and Ocean Ambassador.

She won a Hollywood global impact film award for a short movie called "Mermaid Revolution Against Micro Plastic" 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.



Merle Liivand
Competitive Swimmer & Entrepreneur

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.



Naturally, it was a great honor to be named an Ambassador for World Cleanup Day. 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."

Christine Figgner

Marine Conservation Biologist

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. 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."



Johann Urb

Actor & Self-Development Coach



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.

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.

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.

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.

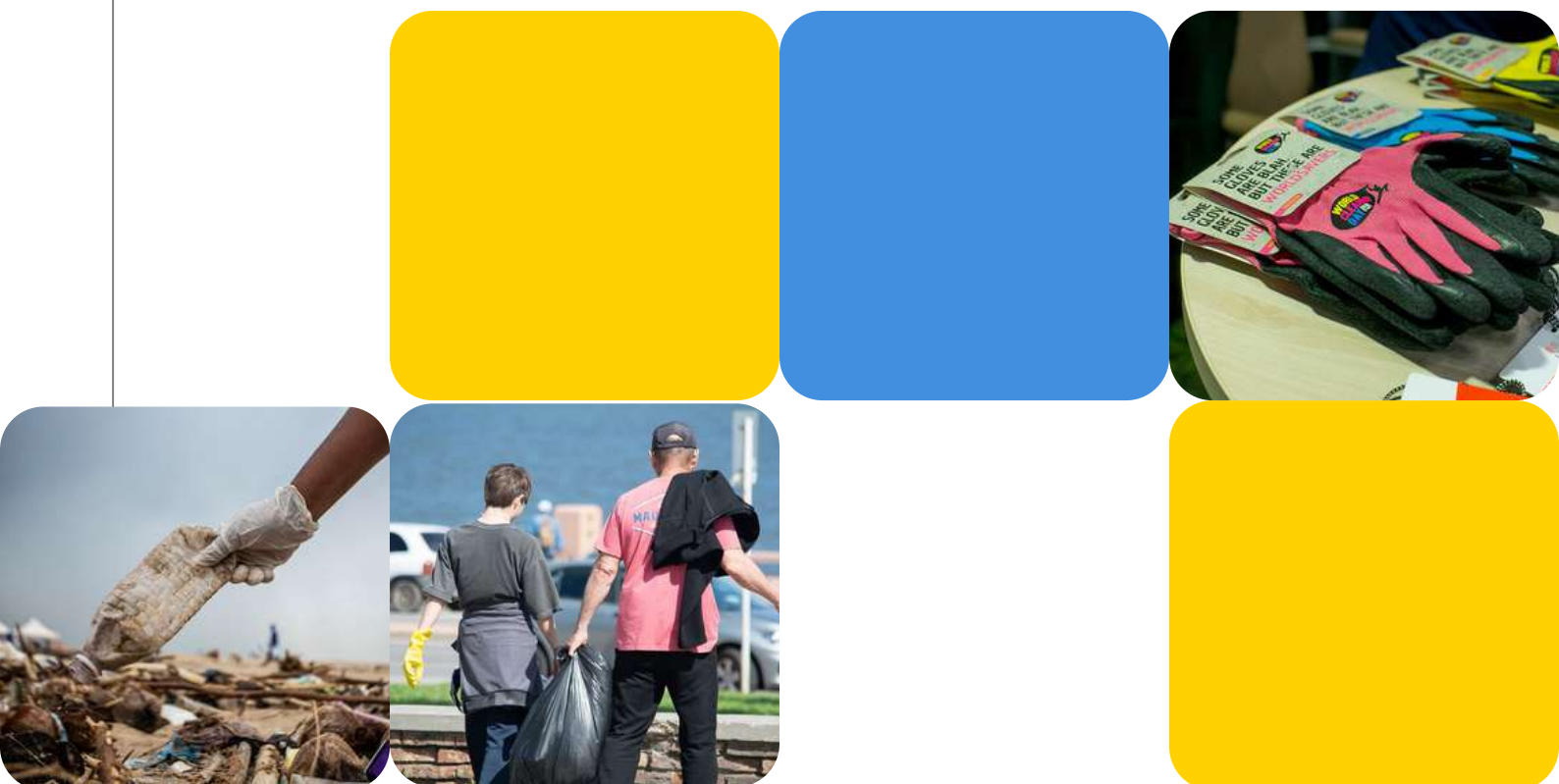
Inclusivity

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.

LDIW Strategy 2025 - 2030

Let's Do It World stands at a pivotal inflection point in organisation evolution: we are embarking on a comprehensive strategic envisioning process to chart the organization's trajectory for the next six years—a period that will determine whether we remain a mobilization movement or successfully transition into a permanent infrastructure for distributed environmental governance.

This strategic framework is organized around six interconnected workstreams, each designed to address a critical dimension of our organizational metamorphosis while ensuring we maintain our grassroots authenticity as we scale our global impact.



1. Sustainable Finance Flows for a Strong 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.

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.

2. Empowering WCD Through The UN Calendar

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.

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.

3. 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.



4. 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.

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.

5. Highly Skilled, LDIW Network-sourced Sustainability Experts

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.

6. 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.

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.

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.



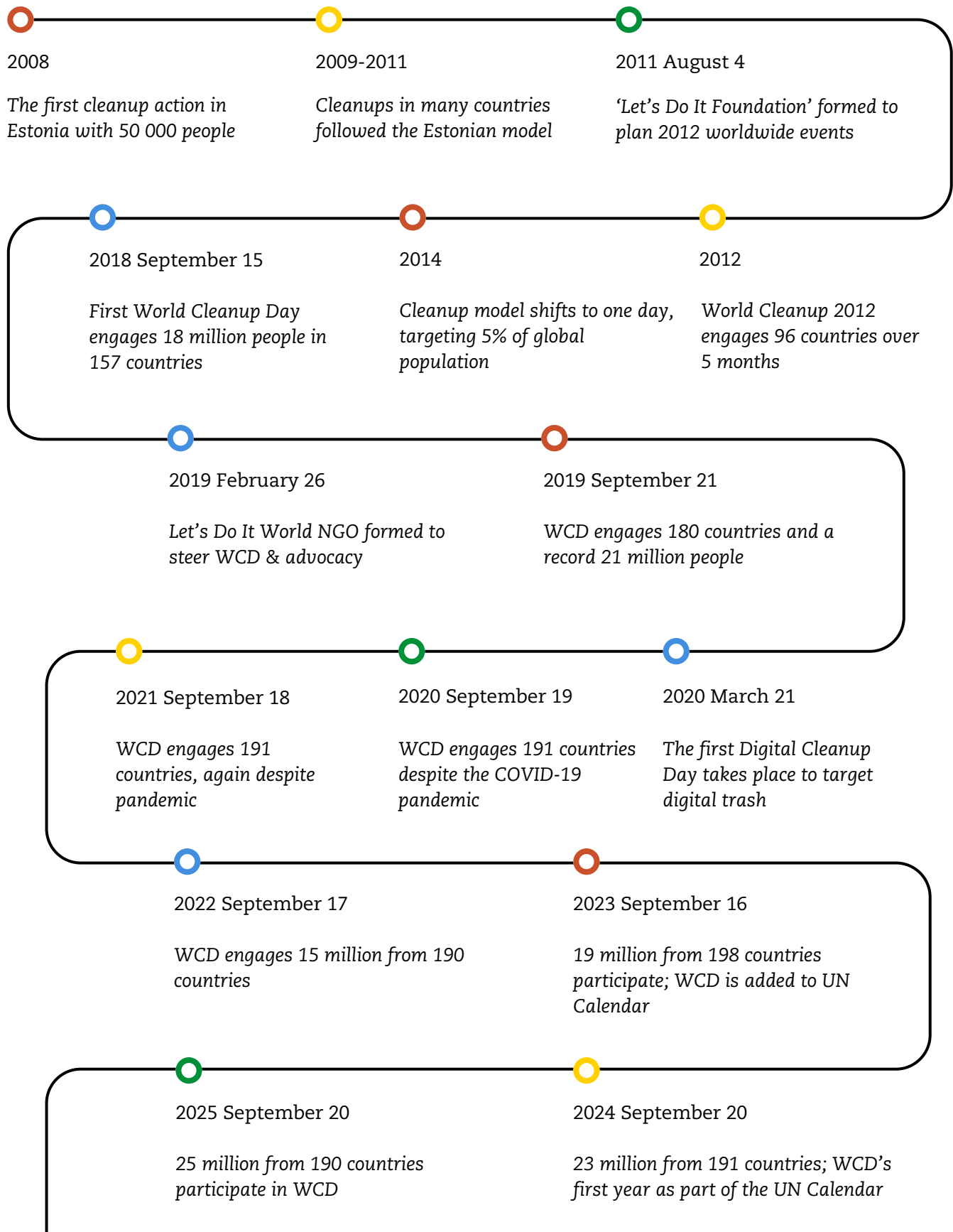
In 2024, World Cleanup Day ran for the first time as an official day on the UN International Calendar, now to be celebrated annually on 20 September. This historic event engaged 23.2 million participants from 191 countries, demonstrating the movement's unparalleled ability to unite people around the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

Our Story: A Timeline

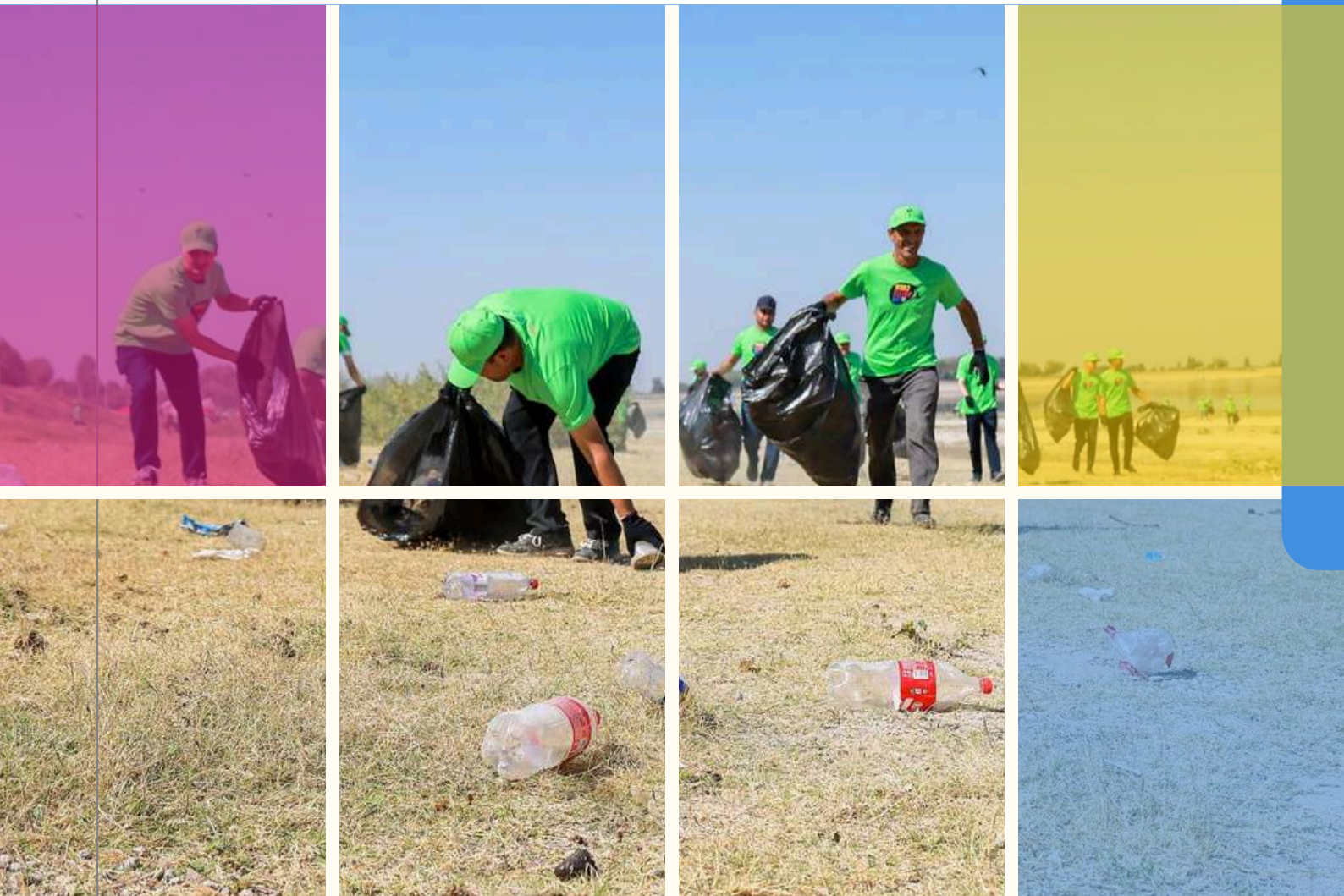




Impact

Let's Do It World's vision extends far beyond cleanups to create a waste-free world. Operating in 164 countries, our network organises the world's largest coordinated environmental gatherings, working simultaneously at local and global scales. 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 remarkable success. Since 2018, multiple countries have achieved or exceeded this crucial threshold, demonstrating that transformative change is possible anywhere with sufficient cross-sector engagement.



Having demonstrated unity and collective action at a global level, our next aim is to sustain the momentum created from these mass mobilisation events.

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.

We now empower each country in our network to implement an Impact Model coherent with their unique local needs and contexts.

Teams worldwide are pioneering waste management solutions tailored to their communities—from environmental education initiatives to circular economy projects. This localised approach ensures that global principles translate into meaningful, sustainable change at the grassroots level.

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, locally-adapted solutions, and sustained action—creates the foundation for lasting systemic change. Each country adapts the global framework to local realities 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.



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 16 years!

What distinguishes Let's Do It World is not just the scale of our network, but the coherency we maintain at a global level—this unity is what creates our greatest impact. Picture this network of leaders coming together, sharing their diverse yet similar experiences with the unified goal of improving environmental conditions worldwide. This unique transformation is only possible by cultivating a collective culture within the organisation that transcends any borders established by humanity.

Operating with global coherency allows us to demonstrate what humanity can achieve when acting as one. Through World Cleanup Day, we prove that millions of people across continents can mobilise simultaneously, sending a powerful message to governments, corporations, and communities that

environmental action is not just possible—it's inevitable. This coordinated global action creates momentum that individual countries acting alone could never achieve.

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 network's collaborative innovation.

World Cleanup Day, now recognised globally and included in the UN calendar to be celebrated annually on 20 September, is a testament to the power of global coherency. It demonstrates that when we act together across borders with shared principles and timing, we amplify our collective voice and create undeniable impact. This unified global approach gives legitimacy and weight to local actions, enabling our country leaders to leverage the strength of the worldwide movement in their negotiations with governments and businesses.



Beyond merely organising cleanup campaigns, Let's Do It World embodies a movement where global coherency and local action reinforce each other. We foster collective awareness while building a global community dedicated to safeguarding the planet for future generations. The strength of our unified global framework empowers local environmental leaders to evolve into influential figures in their national contexts, knowing they are part of something far greater than themselves.

Grounded in local communities yet connected through global coherency, the LDIW network serves as a catalyst for change that goes well beyond cleanup endeavours. Our ability to act simultaneously across 164 countries creates a ripple effect—inspiring governments, engaging media, and proving that transformative change at scale is achievable. Through the experiences and solutions we share across borders, we catalyse and empower various initiatives, which is one of the most distinctive aspects of the LDIW network.

The network 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 amplified by global unity, and the ability of individuals to become powerful leaders in environmental initiatives within a coherent worldwide movement. The network's focus on developing leadership at the local level, while maintaining global coherency in vision and action, not only fortifies the organisation but also enhances the overall framework for environmental governance.

This balance—local adaptation within a globally coherent framework—is our competitive advantage and the source of our greatest impact. The success of the network is evident not only in the quantity of waste removed but also in the communities transformed, the leaders nurtured, the sustainable practices implemented, and the undeniable proof that unified global environmental action can mobilise millions.



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, global solidarity, and sustainable development.

Let's Do It World Network

North America 2 countries

Canada,
United States
of America

Latin America & the Caribbean 21 countries

Argentina,
Bahamas,
Bolivia, Brazil,
Colombia, Costa
Rica,
Curacao,
Dominican
Republic,
Ecuador, El
Salvador,
Guatemala,
Haiti,
Martinique,
Mexico, Panama,
Peru, Puerto
Rico, Suriname,
Trinidad and
Tobago,
Uruguay,
Venezuela.

Europe 41 countries

Aland, Albania, Austria,
Belgium, Bosnia &
Herzegovina, Bulgaria,
Croatia, Cyprus, Czech
Republic, Denmark, Estonia,
Faroe Islands, Finland,
France, Georgia, Germany,
Greece, Hungary, Iceland,
Ireland, Isle of Man, Israel,
Italy, Kosovo, Latvia,
Lithuania, Luxembourg,
Moldova, Montenegro,
Poland, Portugal, Romania,
Slovakia, Slovenia, Spain,
Sweden, Switzerland, The
Netherlands, Turkey,
Ukraine, United Kingdom.

West Asia 17 countries

Afghanistan, Armenia, Azerbaijan, Bahrain, Bangladesh,
India, Iran, Kazakhstan, Kuwait, Kyrgyzstan, Pakistan,
Palestinian Territory, Qatar, Saudi Arabia, United Arab
Emirates, Uzbekistan, Yemen.

Oceania 3 countries

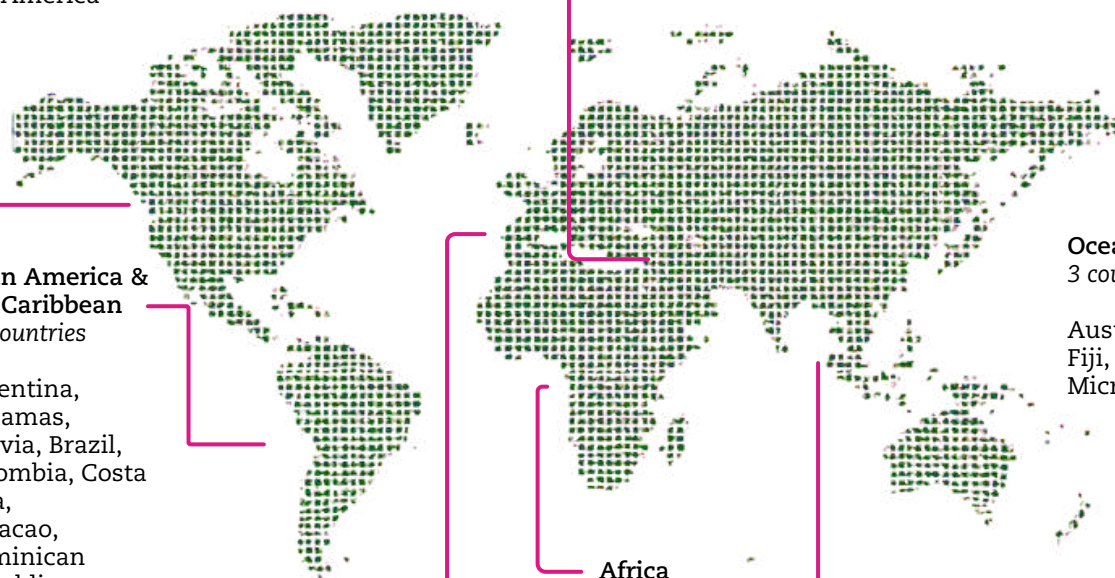
Australia,
Fiji,
Micronesia.

Africa 40 countries

Algeria, Angola, Benin,
Burkina Faso, Burundi,
Cameroon, Chad, Congo,
Côte d'Ivoire, Democratic
Republic of Congo, Egypt,
Ethiopia, Gabon, Gambia,
Ghana, Guinea, Kenya,
Lesotho, Liberia,
Madagascar, Malawi,
Mali, Mauritius, Morocco,
Mozambique, Namibia,
Niger, Nigeria, Rwanda,
São Tome and Príncipe,
Senegal, Sierra Leone,
Somalia, Sudan,
Tanzania, Togo, Tunisia,
Uganda, Zambia,
Zimbabwe.

Asia 21 countries

Bangladesh, Bhutan,
Cambodia, China,
Hong Kong,
Indonesia, Japan,
Laos, Macau,
Malaysia, Maldives,
Mongolia, Myanmar,
Nepal, Philippines,
Singapore, South
Korea, Sri Lanka,
Taiwan, Thailand,
Vietnam.



Awards

The Let's Do It World network, together with its passionate leaders and teams, continues to drive meaningful change in communities across the globe. This dedication to environmental transformation has earned widespread acknowledgment from local organisations to international institutions.

We celebrate with pride the numerous accolades our network has received and honour the LDIW country teams whose tireless efforts have created lasting impact in their communities.

In 2023, Let's Do It World achieved a remarkable milestone by winning the prestigious [Mobilization Award](#) at the [UN SDG Action Awards](#)—a flagship initiative of the [UN SDG Action Campaign](#). This programme celebrates actions and changemakers who unite, inspire, and mobilise communities toward transformative change. Competing among over 5,000 submissions from 190 countries worldwide, our flagship World Cleanup Day campaign stood out for its proven ability to mobilise millions in collective environmental action.

In 2021, LDIW was presented with the [UN-Habitat Scroll of Honor Award](#), acknowledging the network's extraordinary contribution to sustainable urban development and environmental stewardship.

Earlier, in 2019, World Cleanup Day earned finalist status at the Energy Globe Award, further validating our innovative approach to environmental mobilisation. Beyond these international accolades, we deeply value the countless regional and local awards received by our country teams across all continents.

These recognitions—whether from municipal governments, environmental organisations, or community groups—reflect the tangible difference being made at the grassroots level. Each award represents the countless hours of dedication from our network's leaders and volunteers who remain committed to creating a cleaner, healthier world for all life on Earth.



To every leader, volunteer, and partner who has contributed to these achievements: your work matters, your impact is recognised, and your commitment inspires change far beyond what any award can measure.

UN Calendar Recognition for World Cleanup Day

The inclusion of World Cleanup Day—organised by Let's Do It World—in the United Nations official calendar represents a transformative milestone for our movement. Now in its second year as a recognised UN observance, this distinction continues to amplify our impact and validate the critical importance of our work.

This UN designation elevates environmental challenges to the forefront of global discourse, positioning waste management and sustainability alongside humanity's most pressing concerns—from climate action to protecting biodiversity. The legitimacy this brings to our initiative has mobilised unprecedented collective action, inspiring individuals, communities, organisations, and governments worldwide to commit to meaningful change.

The implications extend well beyond symbolic recognition. Governments increasingly prioritise environmental policies that align with World Cleanup Day's mission, developing impactful legislation on waste management, recycling, and pollution prevention. Enhanced visibility attracts greater investment in cleanup initiatives and environmental education, while raising public consciousness about the urgency of these challenges.



Perhaps most importantly, this UN acknowledgment catalyses partnerships across sectors—uniting governments, civil society organisations, and businesses in collaborative efforts that generate innovative solutions to waste pollution and advance sustainable practices. World Cleanup Day strengthens grassroots movements, empowering local communities to become environmental stewards and inspiring citizens to protect their surroundings.

The growing prominence and reach of World Cleanup Day reflects more than successful events—it demonstrates a deepening global commitment to environmental responsibility. The insights gained from our collective experience inform our approach to awareness-raising and drive innovation in our strategies moving forward. Together, we champion sustainable practices that serve both local communities and our shared planet, affirming that environmental stewardship is essential to addressing our most critical global challenges.

We extend profound appreciation to everyone within the Let's Do It World network, especially the country leaders and headquarters team whose dedication over the past seven years has been instrumental. Despite resource constraints, our collective determination has consistently proven that persistence creates transformative change. Our journey validates that this work is essential, and reinforces our commitment to expanding and strengthening our initiatives.

Special recognition goes to the Estonian government for their instrumental partnership in securing World Cleanup Day's place within the UN calendar, and to UN-Habitat for their steadfast support of this vital initiative.

As a Knowledge Partner for UN-Habitat, Let's Do It World ensures truly global participation in World Cleanup Day activities, connecting its 164 country network to generate powerful collective impact. The World Cleanup Day framework, featuring a Call and Media Centre, enables real-time tracking of worldwide progress while providing countries a platform to showcase their environmental innovations and sustainability achievements.

World Cleanup Day has evolved into a dynamic broadcast experience that spotlights global sustainability action, celebrating environmental leadership from participating nations around the world. This compelling presentation both informs and motivates, demonstrating the transformative power of community-driven initiatives while encouraging countries to exhibit their dedication to environmental objectives and join this movement for a cleaner, healthier planet.

When governments participate in World Cleanup Day, they're not merely tackling local waste challenges—they're integrating into a worldwide movement that magnifies their efforts and demonstrates their commitment to sustainable development on the international stage.

World Cleanup Day 2025 Results

With a record-breaking 25 million participants from 190 countries and territories, World Cleanup Day witnessed its highest-ever turnout. This year's World Cleanup Day achieved remarkable success, having broken this record two years consecutively and highlighting significant trends that have contributed to this achievement.

Behind this massive figure are stories of courage and community from individual countries. Amid the ongoing conflict, Ukraine mobilized 255 000 people in an act of unity and hope during dark times. Brazil and Germany both saw huge turnouts in their countries, with 920 000 and 672 000 participants, respectively. Estonia, where the first ever national clean up day was held, mobilized 52,304 participants, showing that the 'Let's Do It!' spirit is still thriving. And Mexico had the highest number of volunteers, with 5.5 million people.

World Cleanup Day aims to mobilize 5% of the global population to clean in order to create systemic change. We would like to highlight those countries which achieved this number at the individual level.

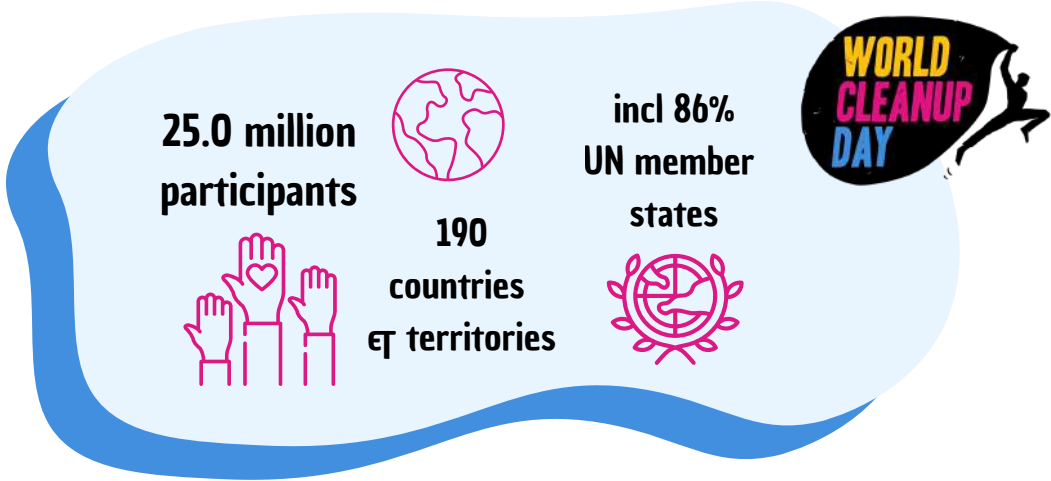
Included among those countries this year are Cambodia, who engaged 6.81% of their population, Mozambique, with 13.65%, Latvia, a consistent 'five-percenter' with 8.09%, and Kyrgyzstan, where an impressive 13.71% of the population turned out to clean.

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. According to international media monitoring by Meltwater, the World Cleanup Day received nearly 2.4 billion potential views across various media outlets and 429 million mentions in a single day on World Cleanup Day. Social media mentions surged 100% compared to previous years, showing that people are engaged not just in cleaning, but in storytelling and inspiring others.

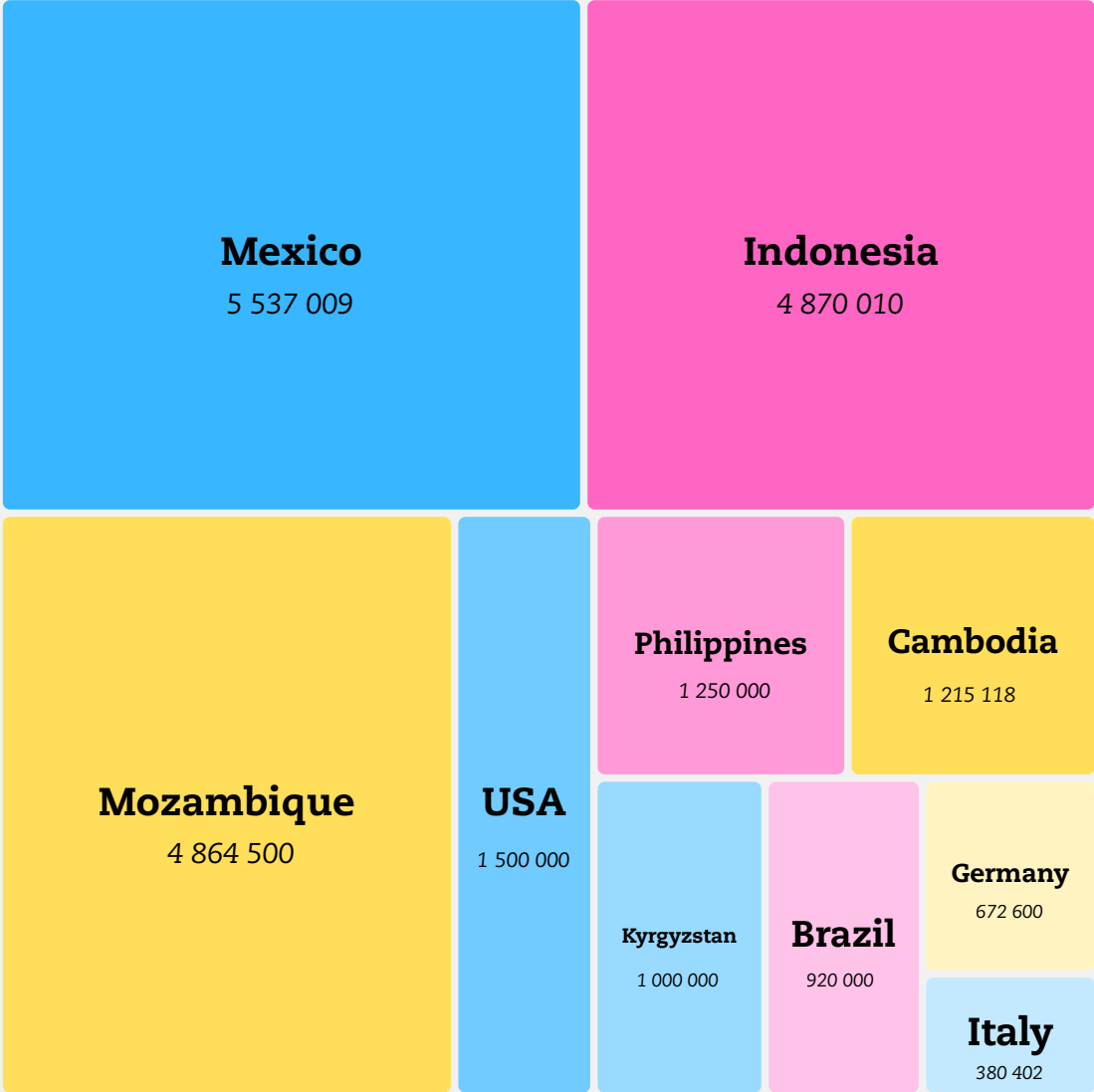
Together, we are having a substantial influence as advocates for a cleaner, healthier, and waste-free planet. Let's take a moment to explore these trends and celebrate some of the key successes from World Cleanup Day 2025.



Results Summary



Where the World Showed Up:
Top 10 Countries by Number of Participants in 2025



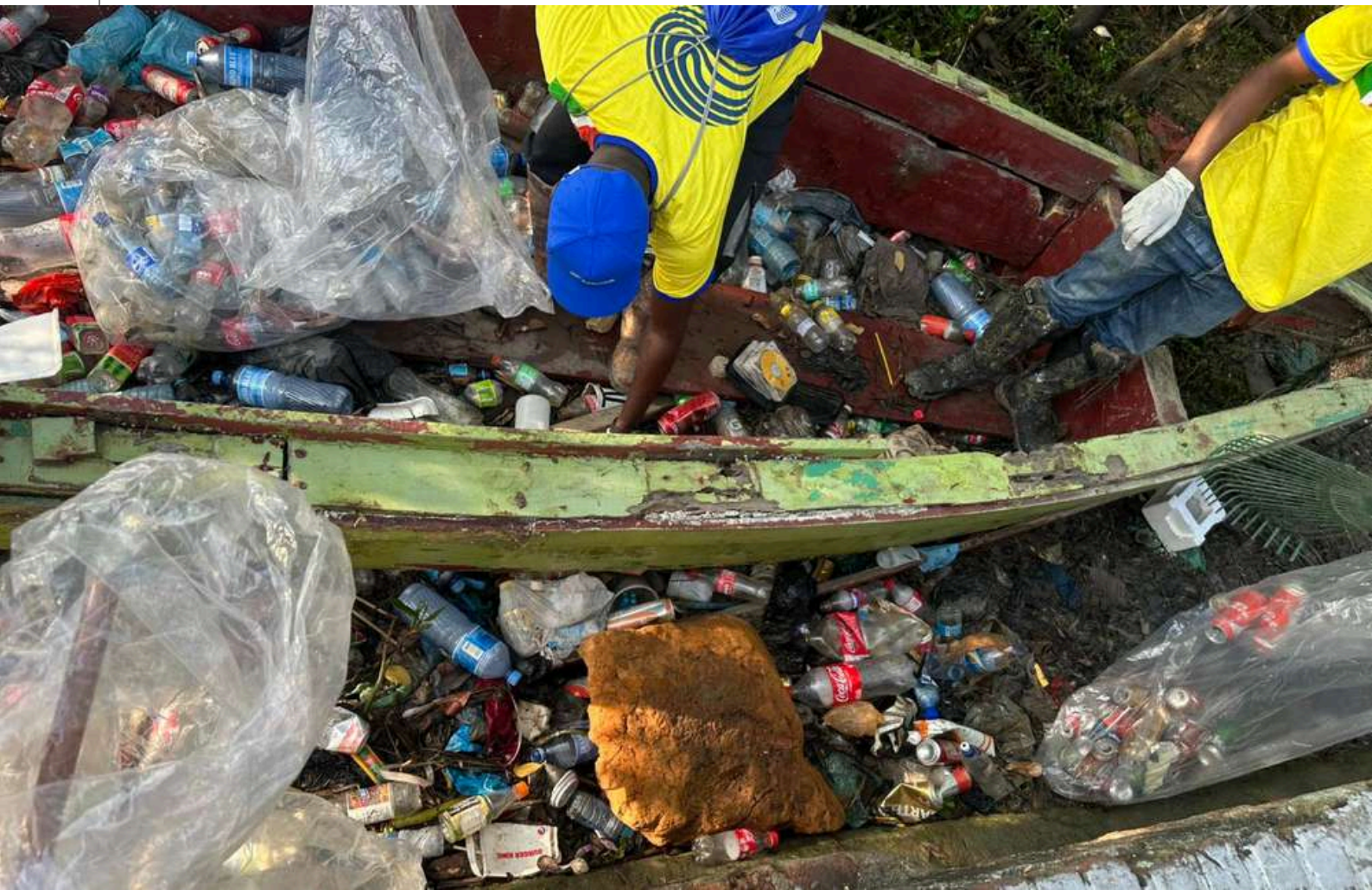
Youth power

There is tremendous engagement among youth globally, and we are witnessing more schools and young people participating in World Cleanup Day. 71% of participating countries hold cleanups partnering with schools, kindergartens, and other youth organizations. One standout country is Mozambique, where 4.8 million people joined the movement, including youth from 5 300 schools, collecting a total of 7 610 tonnes of waste.

Governments stepping up

Another significant trend has been the growing involvement of local governments in World Cleanup Day activities across various countries. Each year, more government officials, ranging from local municipal leaders to environmental ministers and even national presidents, are becoming more engaged with our mission and messages.

This increased engagement demonstrates our visibility not only at the community level but also within influential decision-making circles. Policymakers must not only be aware of the problem but involved in its solution, and many of our country network leaders are urging governments to implement legislation to address the escalating crisis of mismanaged waste.



Waste—a weight off the planet's shoulders

The total amount of waste reported as collected worldwide during WCD 2025 is 164 499 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 103 645 registered events across 10 523 cities globally for World Cleanup Day. Many additional valuable events took place, such as beach cleanups, cigarette butt campaigns, and plastic campaigns!



Welcoming new nations to the LDIW family

As our movement continues to expand in size, energy, and impact, World Cleanup Day 2025 marked a milestone with the first-time participation by Solomon Islands.

Our global impact is growing considerably. Since embarking on our journey with World Cleanup Day in 2018, we have achieved significant progress. Over the eight World Cleanup Days held between 2018 and 2024, our network of volunteers has successfully cleared over 872 000 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 139 million participants, representing 1.68% of the global population.

Impact of World Cleanup Day 2025

This year's LDIW Leaders' Survey received responses from 101 country leaders, which yielded key findings about their country's World Cleanup Day results.

After World Cleanup Day 2025, leaders continue to express high satisfaction with their achievements - their motivation to organise a national cleanup for 2026 remains high, averaging 8.59 on a 10-point scale, similar to the previous year's result of 8.92. Regarding the perceived impact of World Cleanup Day on increasing awareness of waste pollution, the rating took a slight dip down to 7.23 from 7.77 the previous two years. Notably, 88% of LDIW leaders express strong motivation to organise the next World Cleanup Day on 20 September 2026.

Support from LDIW HQ during the preparations for World Cleanup Day 2025 was rated at 7.32, slightly lower than the previous year. Advice and strategies on local partners have risen to the top of the support needs ranking, compared to securing funding sources, which was the top priority after 2024.

This valuable feedback from the country leaders will help LDIW HQ to efficiently allocate energy and resources to expand our impact and further our mission.

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

Our leaders consistently organise projects outside of World Cleanup Day, including educational programmes in schools and kindergartens (71% of countries), community initiatives (52%), corporate engagement (50%), waste sorting or composting efforts (52%), and other activities (18%).

The continuing motivation to drive systemic change and focus on local impact is crucial for achieving effective sustainable solutions. 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 thankful to our network of leaders and dedicated to facilitating such collaborative efforts.



Eight Years of Impact from Eight Cleanup Campaigns

Since 2018, a total of 211 countries and territories, including 95% of UN member states, have engaged 139 million participants—equal to 1.68% of the global population—removing 872 787 tonnes of mismanaged waste from our environment.

The ‘Five Percenters’

Since 2018, eight countries have exceeded the target of 5% of their population—the tipping point needed for sustainable change.

Cambodia engaged 6.81% of their population this year. Latvia, a consistent ‘five-percenter’ mobilised 8.09%, and in Mozambique, an impressive 13.65% of the population turned out to clean. Special mention to Kyrgyzstan who this year mobilised the highest percentage of any country to date, with 13.7%.

2018-2025

139 million participants

That’s 1.68% of the global population!

211 countries and territories including 95% of UN member states

over 870 000 tonnes of waste collected

YEAR	PARTICIPANTS	COUNTRIES & TERRITORIES	% OF UN MEMBER STATES INCL.
2025	25.0M	190	86%
2024	23.2M	191	87%
2023	19.1M	198	90%
2022	14.8M	190	86%
2021	8.6M	191	85%
2020	8.9M	166	77%
2019	21.2M	180	83%
2018	18.0M	157	76%



Featured Stories from WCD Network Countries

The following stories offer just a glimpse into a global collaborative action. Each region is represented here, showing 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.



Mongolia



In Mongolia, World Cleanup Day is more than an annual action. it represents a shared sense of purpose and hope. In 2025, this commitment resulted in a truly remarkable moment, as more than 10 000 young people gathered early in the morning. Witnessing this collective action filled the team with hope for future generations and left a lasting emotional impact.



Bangladesh



Let's Do It World movement in Bangladesh has emerged to address environmental challenges, focusing on slum communities. This initiative not only engages slum children through storytelling and art but also teaches them about responsibility and collective action. Their involvement fosters confidence and a sense of belonging, demonstrating the importance of their contributions. Bangladesh's leader shared how meaningful it's been to mobilise youth and communities for World Cleanup Day. Leading cleanup drives, youth collaborations, and awareness campaigns has shown them just how impactful this work truly is.

Cambodia



Cambodia came through with 1 215 118 volunteers, staying true to their spirit. Collaborating with eight ministries for World Cleanup Day, their leader said it best: "Cambodia is always the one among active participants, witnessing the change we're creating together!" Cambodia makes use of new technology to clean their rivers, lakes and the sea.

Thailand



Let's Do It Thailand engages volunteers with the belief that small actions, made with big hearts, can create lasting change. Volunteers support youth engagement, community coordination, and local awareness projects, fostering a culture of environmental stewardship.

São Tomé and Príncipe



Despite ongoing challenges, the team from São Tomé and Príncipe remain deeply motivated because WCD continues to create meaningful impact both locally and globally. Each campaign brings new experience, shared knowledge, and, most importantly, work with children that helps spark long-term behavioural change. Looking ahead, the organisation aims to strengthen collaborations and expand local education initiatives, particularly for young people.



Malaysia



The WCD country leader in Malaysia emphasizes the importance of staying focused and maintaining a positive mindset. They note that leading the movement requires courage, as not everyone immediately understands or shares the long-term vision of World Cleanup Day. Despite this, the leader remains motivated and continues exploring more meaningful and effective ways to carry out cleanup activities nationwide. Looking ahead, their key goal is to strengthen waste audits, deepening understanding of pollution sources and improving future action.

Chad



Despite growing challenges and the need for global funding, WCD team from Chad remains steadfast: "We never abandon a vision along the way." Motivated by a strong belief in the movement, their goal is to raise public awareness of World Cleanup Day and empower communities to take ownership of the initiative.

Colombia



Vamos a Hacerlo Colombia, led by Toto Serrath, promotes the belief that waste is simply a resource waiting to be reused and that the best waste is the one never produced. Since 2018, the team has organised cleanup actions in more than 350 locations, mobilising over 120 000 volunteers and collecting more than 5 000 tonnes of waste, with over 3 000 tonnes successfully recycled. In a sector where 20 000 formal and around 60 000 informal waste workers keep Colombia's recycling system alive, their efforts amplify a culture of responsibility and resource recovery.



Slovakia



The WCD team from Slovakia remains committed to the importance of cleanups and the positive impact they bring to communities. The organisation aims to inspire growing participation each year and to secure enough funding to support all registered volunteers and teams in cleaning their surroundings.

Bhutan



The mountainous kingdom faces waste management challenges due to difficult terrain, limited infrastructure, and increasing tourism. World Cleanup Day activities in Bhutan are led by the SHE-Cycle Solution organisation. The initiative aligns naturally with the country's Buddhist values of environmental stewardship. Local monasteries, schools, and community organisations transform clean-up efforts into cultural celebrations of environmental responsibility, focusing on pilgrimage routes, tourist sites, and water sources that highlight the sacred relationship between people and nature.

For nearly 19 years, they have worked to shift mindsets across the country, proving how purpose-driven leadership, especially by women, can inspire real transformation. Their vision remains focused and ambitious: moving Bhutan steadily toward a zero-waste 2030.

Argentina



The Argentina team has been part of the WCD network for more than nine years, with the national leader heading the organisation for 14 years entirely on a voluntary basis. They expressed a strong desire to dedicate even more time to the movement in order to amplify its impact. Their vision is to expand WCD activities across all provinces and to engage over 20 000 participants nationwide.



United Arab Emirates



In the United Arab Emirates, World Cleanup Day is led by youth group Pristine, who has cleaned more than 14 beaches! It's about more than picking up litter - it's about creating a mindset of care and generosity, from small gestures of kindness to inspiring others through action. Building habits of cleanliness and proper waste management is key. For 2026, the focus is on nurturing a lasting culture where responsible waste practices and environmental awareness become part of everyday life.

Gabon



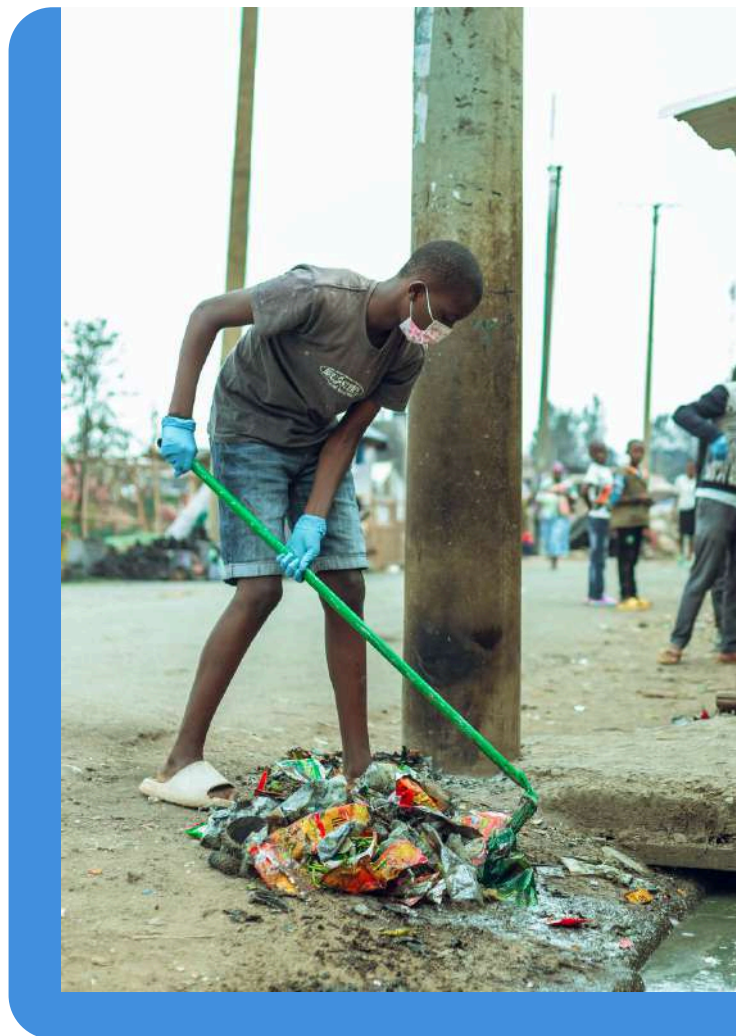
Gabon approaches World Cleanup Day as a movement of service, commitment, and positive change. Motivated to organise for 2026, the country leader brings a legacy of volunteerism and community leadership, showing that dedication and passion can transform societies. Recognised nationally for contributions to civil society, their leadership ignites participation, proving that one person's commitment can mobilise an entire community toward a cleaner, brighter future.

Kenya



Let's Do It Kenya, led by Christine Sayo, champions the message "Mazingira Yetu ni Jukumu Letu": caring for the environment is everyone's responsibility.

Since 2018, the team has mobilised more than 100 000 citizens to collect 300 000 kg of waste across the country. Their efforts have drawn international attention, including a cleanup with the President of Estonia at Michuki Park and a follow-up exchange visit for Kenyan environmental leaders to Estonia. As urbanisation intensifies and waste systems remain strained, the organisation's community-driven model offers practical and scalable solutions.



Spain



With continued dedication and strengthened resources, Let's Do It Spain seeks to unlock the full potential of World Cleanup Day and cultivate lasting change across the country. By expanding media visibility, engaging more volunteers and groups, and partnering with institutions and businesses, the organisation aims to bring cleanups to major cities across all provinces and regions. Recognising the urgent need for environmental education, they inspire thousands of people to understand the impact of waste and embrace solutions for a healthier planet.

Australia



Clean Up Australia and No More Butts are proud to continue supporting the work of Let's Do It World by mobilising volunteers and strengthening cleanup efforts across the country. While World Cleanup Day participation grows each year, the organisation remains primarily focused on its flagship national events, especially the highly successful Clean Up Australia Day in March. The organisation is also open to exploring opportunities for speaking engagements and knowledge sharing to further expand local environmental action.

Ecuador



Ecuador's team believes deeply in the power of global environmental movements, seeing them as essential spaces where their work can be showcased to the world. Their motivation comes from years of consistent beach cleanups carried out throughout the entire year, and they are proud to contribute valuable data and insights to this important international effort. Their overarching goal is to educate communities about plastic pollution and highlight its impacts through citizen science, turning awareness into meaningful action across the country.

Uganda



Uganda's WCD country leader expresses deep pride in being part of the global World Cleanup Day movement and envisions a stronger, more impactful future for environmental action across Africa. Their ultimate goal is to address the challenges of improper waste disposal and single-use plastics, building a cleaner, healthier, and more sustainable Uganda for generations to come.

Luxembourg



Clean Something for Nothing is committed to the vision of a litter-free planet and aims to unite society through cleanups that beautify the environment and make it more livable. The organisation emphasises sustainable funding to ensure the movement's continuity while remaining mindful of costs. Clean Something for Nothing encourages local communes to run their own cleanups and motivate citizens to participate, building on events like the yearly "Grouss Botz" spring cleanup.



Bulgaria



bTV Media Group stands as one of Bulgaria's most trusted and influential media platforms. Through its social brand The Good Example, the company has become a national leader in environmental advocacy, mobilising more than 3.4 million people in cleanup and sustainability initiatives since many years. The group actively shapes public attitudes through storytelling, investigative reporting, and community-driven campaigns. Its work demonstrates how media can bridge awareness and action, positioning environmental responsibility as a core pillar of modern media leadership.



Mozambique



Mozambique ranked Top 3 in volunteer numbers this year, with an incredible 13.65% of the population turning out to clean! Their goals focus on youth activation and community engagement, with thousands of schools participating in cleanups not only on the World Cleanup Day, but throughout the year.

Despite their challenges, grassroots environmental movements have gained remarkable momentum. Since 2018, Let's Do It Mozambique, led by Repensar, has mobilised millions across the country. Even during the pandemic, over 200 000 volunteers participated in 2021. In 2022 and 2023, this number grew to 2 500 000 and 3 250 000, respectively—involving all schools, communities, and institutions. In 2023, Mozambique ranked first globally in volunteer participation and engagement. WCD became a catalyst for environmental action and civic awareness and today plays an important role in informal environmental education.

Puerto Rico



Puerto Rico steps into the future of World Cleanup Day with renewed energy and ambition. This year, the WCD team achieved a powerful milestone by uniting teams from a global company around a shared environmental purpose. At its core, the vision is timeless and heartfelt: to protect Puerto Rico's natural beauty for generations to come and to awaken a lasting sense of care, pride, and environmental responsibility in everyone who calls the island home.



Kyrgyzstan



Kyrgyzstan gathered 1 million volunteers, and their progress is inspiring. The WCD country leader shared: "We are happy to share our experience of implementing separate waste collection in schools. We have implemented the 'Zher Ene' (Mother Earth) project." Real systems, real education, real impact.

Morocco



Morocco's WCD team is driven by a bold mission: to turn every local action into nationwide awareness. Their on-the-ground efforts have already made waste more visible, sparked important conversations, and earned recognition for meaningful results in schools, neighborhoods, and municipalities. Looking ahead to 2026, the team is eager to expand their impact with the support of partners such as UN-Habitat, UNDP, the World Bank, the EU, and private organizations. Their vision is to inspire a shift in behavior across the country by encouraging waste sorting at source, promoting local circular-economy initiatives, engaging schools and companies, and fostering strong collaborations.

Italy



Let's Do It Italy promotes active citizenship and environmental sustainability across the country, engaging volunteers, schools, public institutions, and businesses in a participatory and replicable model. Through the Sustainability Hub, a social innovation laboratory, it fosters active communities, exchanges good practices, and builds a national network for sustainability. Italy was among the Top 10 countries by participants this year, mobilising over 380 000.



Guatemala



Guatemala has been an active participant in World Cleanup Day for seven consecutive years, building strong recognition and trust among volunteers. The country team continues to promote participation with persistence and optimism, guided by the belief that waste is a shared responsibility. Their message is clear: never give up, as environmental action requires reflection, collaboration, and commitment from all countries.

Ukraine



World Cleanup Day in Ukraine has never ceased. It has emerged as a powerful symbol of national resilience and environmental commitment. In 2024, amid full-scale war, 404 121 people participated in World Cleanup Day—making it the country's largest social eco-initiative and a global example of perseverance. Between 2021 and 2024, over 1.1 million participants collected more than 120 000 tonnes of waste. Cleanup activities have become tools for healing, eco-volunteering, and education—even near the frontlines. Ukraine consistently ranks among Europe's top countries for World Cleanup Day participation, demonstrating extraordinary civic engagement even during wartime. The initiative has evolved from simple waste collection into a multifaceted movement that includes education, psychological support, and community rebuilding. Local leaders organise cleanups in relatively safe areas, often combining environmental action with humanitarian assistance.

Switzerland



Switzerland's country leader is driven by a passion to inspire communities and provide practical resources for anyone committed to environmental action, improving accessibility and clarity through tools such as enhanced website content.



Egypt



Egypt is proud to be part of the global World Cleanup Day movement, transforming cleanup activities into impactful environmental initiatives. The focus is on expanding campaigns nationwide, turning individual efforts into visible change across communities from neighborhoods to the Nile River and coastal areas. Motivated by the knowledge that cleanups unite people of all ages and backgrounds under a shared purpose, Egypt sees every action as a step toward a more sustainable future.

Uruguay



Uruguay embraces World Cleanup Day with a vision of fostering safety, kindness, and personal responsibility, inspiring people to care for their environment and find joy in helping others. Motivated by the belief in human goodness, Uruguay continues to unite volunteers around the shared purpose of protecting the environment, spreading awareness, and building a culture of care, respect, and collective action.

Myanmar



Myanmar's focus is on transforming simple individual actions into broader public awareness. The momentum built during WCD 2025 through workshops, outreach, and on-the-ground cleanups sparked curiosity and visibility of the movement across the country. That rising interest fuels their motivation for 2026, as they anticipate even more young people getting involved.

Working closely with UN-Habitat, their aim moving forward is to expand environmental awareness, connect deeper with local communities, and ensure each action contributes to long-term improvement. With warmth and solidarity, they offer a final message that reflects their commitment to the global family: gratitude to LDIW, and a promise to stay united in the work ahead.



France



World Cleanup Day France carries the belief that protecting the planet is a shared responsibility and that joy and collective energy can turn environmental action into a powerful force. Since 2018, the WCD France team has transformed cleanups into vibrant community events, engaging individuals, schools, associations, municipalities, and companies nationwide. Their efforts have mobilised an impressive 1.2 million participants, reflecting a rising environmental consciousness across the country.

Qatar



Qatar's leading grassroots initiative combats plastic pollution and educates the public year-round. Thousands of students and volunteers participate annually, promoting environmental responsibility and awareness. The goal is to empower the community to take action and develop sustainable practices.



United Kingdom



The Skill Mill focuses on environmental education, engaging young people involved in the justice system through outdoor work and training that also benefits local communities. The organisation is highly motivated to involve more people, organisations, and government partners to achieve greater impact in the coming years. Their long-term goal, "Strive for Five," is to mobilise 5% of the UK population by 2030 in environmental action.

Zambia



Zambia is proud to be part of the global World Cleanup Day movement. The impact is profound: stakeholders across communities and organizations are reaching out to collaborate, recognizing the importance of this work. Volunteers and leaders are fueled by encouragement and feedback from NGOs, driving a shared commitment to environmental change. Looking ahead, the vision is transformative to shift mindsets and ignite a culture where every citizen takes pride in protecting Zambia's land and resources.

Iceland



The Blue Army has become a well-known force in Iceland, inspiring communities across the country to take action in their own municipalities. Founded 30 years ago, the movement remains driven by deep personal dedication and an unshakeable commitment to protecting Iceland's natural environment. Being part of the Let's Do It World network is described as both an honour and a source of lasting inspiration for the team.



Cyprus



Let's Do It! Cyprus, led by Together Cyprus and Ileana Nicholson, continues to embody the spirit of its slogan #stoxerisou (#inyourhand), the belief that creating a better world is everyone's responsibility. In Nicosia, the initiative has become a powerful example of how environmental action can unite communities across political divides.

World Cleanup Day brings Greek Cypriot and Turkish Cypriot volunteers together to clean shared spaces, proving that environmental care transcends borders. Through activities such as cleanups, shared gardens and educational workshops, the programme fosters sustainability while opening space for cross-community dialogue. It stands as a model for how local environmental action can support both ecological restoration and long-term peace building.

Faroe Islands



Faroe Islands take pride in being part of World Cleanup Day and aims to engage as many people as possible in national cleanups. Public interest is growing, and local radio actively supports their efforts.



Romania



Romania looks ahead with the aim of bringing more public authorities and young people into the heart of the World Cleanup Day movement. The momentum is strong: volunteers return year after year, energized and ready to contribute again. Their enthusiasm fuels Romania's motivation for 2026, building a community where collaboration, responsibility, and youth engagement drive lasting environmental impact.

Cameroon



LDI Cameroon has made significant impacts over more than eight years of environmental action. Guided by the goal of "Turning Waste into Wealth," LDI Cameroon continues to inspire cleaner communities and sustainable practices nationwide.

Indonesia



Indonesia came in strong with 4.8 million volunteers, showing again that real change starts when the youth step up. Their success stems from strong government partnerships, particularly with the Ministry of Environment, enabling nationwide reach across Indonesia's diverse archipelago—from urban Java to remote coastal communities. What distinguishes their approach is the comprehensive educational focus beyond clean-ups. They have integrated environmental curriculum into schools nationwide, implementing innovative programmes including eco-enzyme production, systematic waste segregation, and their signature "waste-for-seeds" exchange, which links waste reduction with reforestation.

Türkiye

Let's Do It! Türkiye, led by Cengiz Kasak, believes that a cleaner and more liveable world can only be achieved through collective action. Since 2012, the movement has mobilised tens of thousands of volunteers, collecting not only litter but also building public awareness and a shared sense of responsibility. Through World Cleanup Day alone, more than 260 000 volunteers have taken part, helping to inspire better waste collection systems and environmental education programmes across the country.



Czech Republic

World Cleanup Day Czech Republic aims to mobilise as many people and partners as possible, turning the event into a nationwide civic action with meaningful impact. The organisation leverages collected data and public attention to advocate for long-term solutions to waste and litter challenges. In 2025, the focus was on cleaning riverbanks and waterways, with the most active groups rewarded with practical eco-items to support sustainable living.

Philippines

Philippines had a turnout of 1 250 000 volunteers just in 2025, and their national goal hits straight to the point: to have clean air and a waste-free environment. They were able to mobilize this impressive number through consistent partnership with their government.

Vietnam



“I’m so inspired by what we’ve achieved together! Every volunteer giving their time and energy for World Cleanup Day is truly a hero. Let’s keep this momentum going, even when the road gets challenging!” - Tu Nguyen, WCD leader from Vietnam



Uzbekistan



Uzbekistan demonstrated strong nationwide engagement in World Cleanup Day, with participation across the entire country. Special attention was given to the western regions of Uzbekistan, where communities face additional challenges, including limited access to electricity. World Cleanup Day in Uzbekistan is led by a governmental institution. Their commitment shown during WCD highlights the importance of inclusive cleanup efforts that leave no region behind.

Hong Kong



Despite a year marked by five typhoons that forced several cleanup days to be postponed, the movement still grew, with many new volunteers and community groups stepping forward. Hong Kong looks ahead with the ambition to engage 5% of the population, strengthen data tracking, and build deeper awareness around reducing waste at the source.

Bahamas



Progress in the Bahamas has been challenging, as local dynamics and political complexities can make coordination difficult. Still, the country leader's dedication remains unwavering, consistently giving their full effort and pushing the movement forward year after year. Despite obstacles, the spirit of perseverance continues, driven by the belief that with stronger collaboration and shared responsibility, the Bahamas can rise above these challenges and build a cleaner, more united future.

Estonia



World Cleanup Day activities in Estonia are predominantly youth-driven, with approximately 90% of participants being children from schools and kindergartens, guided by their teachers. Public engagement in the event remains consistently high, with around 4–5% of the population taking part each year. Each annual cleanup focuses on a specific environmental challenge arising from overconsumption, convenience culture, and improper waste management—from microplastics and cigarette butts to disposable grave candle pollution and the health of the Baltic Sea.

Japan



In Japan, World Cleanup Day was driven by the belief that even small actions, when united, can create a powerful wave of change beyond borders. Strong engagement was achieved through wide collaboration with private companies and local communities. Notably, institutional support grew in 2025, with the Japanese Ministry beginning to support World Okinawa Day, marking an important step toward deeper national recognition and long-term impact.



Liberia



LDI Liberia is working to expand environmental awareness and action across the country. Volunteers often face logistical challenges and limited government support, but local communities and partners, including the French Business Club and the European Union, have contributed to successful initiatives. The organisation is building structures to empower young conservation activists to continue work independently, ensuring continuity.



Tanzania



Nipe Fagio drives lasting environmental change through collaboration, innovation, and youth engagement. Across Tanzania, communities from municipalities to local groups actively participate in cleanups, not just on a single day, but as part of ongoing efforts. The organisation tackles litter pollution at its source, advocates for stronger environmental policies, and promotes systematic waste management to reduce daily waste. By empowering citizens and tracking environmental impact, Nipe Fagio creates a movement that combines action with education, building a cleaner and healthier Tanzania.

Benin



In Benin, World Cleanup Day activities were carried out at the community level, with three local teams organizing cleanup actions in a village setting. Despite limited government investment and low institutional attention to environmental issues, local volunteers showed strong commitment, driven by the belief that our planet deserves to be clean.

Sri Lanka



Sri Lanka's team remains strongly committed to the mission of World Cleanup Day, with the long-term vision of making Sri Lanka the cleanest country in Asia. Participation in WCD 2025 delivered meaningful on-the-ground impact and reinforced the importance of collective action, even as the team operated with limited resources. Despite these challenges, the team's motivation remains high, driven by visible local results and community engagement.



Curaçao



Curaçao continues to shine within the global World Cleanup Day movement, transforming community efforts into meaningful change for the environment. The island's past achievements from collecting the most litter per inhabitant to hosting the world's largest underwater cleanup remain a powerful source of pride and motivation, and cleanup activities are still essential across the island. What never wavers is the dedication of volunteers who transform every cleanup into awareness, unity, and community resilience, fueling a bold and inspiring vision for 2026: a Curaçao so engaged in sustainable habits that cleanups become unnecessary.

Latvia



In Latvia, a shining example of volunteer dedication, over 150 000 people joined forces this year, marking more than 9 years of continuous, passionate participation in the LDIW network. The campaign builds on Latvia's cleanup legacy, which began in 2008 when the Baltic States organised their first nationwide events. Today, Latvia holds two national clean-up events each year: Lielā Talka in spring and World Cleanup Day in autumn. Encouragingly, the volume of collected waste has decreased by half, signalling positive behavioural and cultural change. In this small nation, more than 713 000 people have participated in clean-ups over the years.



Bolivia



Bolivia's goal is to inspire people to understand through action why it matters not to throw waste onto the streets. While this year's results show that stronger participation is still needed, social challenges in the country often disrupt plans even when they are prepared well in advance. Work is driven by the desire to create lasting awareness, strengthen community responsibility, and build a cleaner, more conscious Bolivia.

Rwanda



Let's Do It Rwanda has successfully mobilised a diverse range of participants, from students and youth to shop owners and mothers with children, demonstrating inclusive community engagement. Activities are designed to be fun while fostering environmental awareness, creating a positive response from schools and local communities. The organisation aims to build strong district teams, connect with partners like UN Rwanda and the Ministry of Environment, and nurture future environmental leaders.

"I feel that the work I am doing as an LDIW Country Leader is extremely impactful and meaningful. Being able to mobilize volunteers, raise awareness about environmental issues, and engage communities gives me a sense of purpose," says the WCD Country Leader from Rwanda.



Iran



The WCD country leader from Iran shares that after more than nine years in the network, the movement continues to be a powerful force for meaningful social change. One of the achievements they are most proud of is how the campaign has encouraged local environmental groups and NGOs to run their own year-round initiatives, strengthening the country's environmental movement from within.

This year, municipalities collaborated more directly, transporting collected waste straight to landfills. Looking ahead, their main goal is to reach a participation rate of 5% of the national population.

Taiwan



World Cleanup Day in Taiwan exemplifies effective community mobilisation and environmental stewardship. Since 2018, Let's Do It Taiwan has combined action with advocacy through beach cleanups, school initiatives, community sanitation, and digital waste reduction. Their annual themes—biodiversity, sustainable oceans, zero-waste living, and net-zero transformation—align local efforts with global environmental goals. Over the years, they've engaged more than 70 000 participants who removed over 250 tonnes of waste.

United States of America



United States pulled in 1.5 million volunteers this year. They've already started seeing litter decrease in many areas, showing real, measurable progress. A perfect example of little steps stacking up into big change.

Kosovo



Kosovo's leader said it clearly: WCD is a powerful tool to mobilise volunteers and push institutions to take environmental protection seriously. Their focus is on transforming waste management and moving toward a real circular economy. A shift built on action, not theory.



Panama



Panama turns environmental action into an expression of care, unity, and love for both people and the planet. In 2025, more than 10 350 volunteers joined nationwide, demonstrating the power of collective action and leaving a lasting, visible impact on local environments. Building on this momentum, Let's Do It Panama aims to expand participation and reach new communities, especially in coastal and rural areas, nurturing a movement that fosters environmental stewardship, civic pride, and hope for future generations.

Haiti



Haiti's leadership stands proudly within the global LDIW community, carrying an unshakeable belief that meaningful change is possible even in difficult times. Even as the country faces severe environmental and security challenges, their motivation for 2026 remains strong. Their long-term goal is to help communities build lasting habits of responsible waste management, restoring dignity to public spaces and bringing tangible improvements for Haiti.

Georgia

WCD Georgia empowers locals to reclaim polluted areas, directly reducing infection risks and improving living conditions in affected communities. Their initiatives have transformed countless illegal dumpsites into safe spaces whilst simultaneously addressing urgent public health concerns.

Yet the movement extends far beyond environmental remediation. It represents a profound mindset shift, fostering collective responsibility for Georgia's natural heritage. Through consistent action and community engagement, Let's Do It Georgia cultivates environmental stewardship as a core societal value.

Kuwait

In Kuwait, the collaboration between municipalities, volunteers, and local communities has sparked remarkable enthusiasm and a deep commitment to a cleaner, healthier environment.

Beyond on-the-ground action, Kuwait is contributing creatively to the global movement. The WCD Country Leader emphasizes the team's unique strengths in design and branding: "Our team has developed WCD merchandise designs that we are proud to share with other countries, enabling them to print and sell locally to fund cleanup materials and support World Cleanup Day activities. We are also eager to lend our expertise in visual communication and awareness campaign design to empower the global WCD network."



Suriname



The WCD movement in Suriname keeps gaining momentum year after year. Their main goal moving forward is to secure stronger involvement from government institutions and social organisations. With broader support, Suriname is poised to scale its reach and bring every district into the nationwide cleanup effort.



Mexico



World Cleanup Day Mexico has emerged as a powerful response to these challenges. For over seven years, the movement has gained support from across the country, engaging millions of people annually. Through seven consecutive World Cleanup Days, schools, businesses, universities, and government institutions have come together in the collective task of cleaning up and raising awareness about environmental protection.

The initiative has also launched innovative recycling campaigns—most notably collecting more than 13 million cigarette butts, preventing an estimated 650 million litres of water from contamination. This stands as one of the largest recycling campaigns in Mexico's history, all under the World Cleanup Day banner. The movement's success reflects Mexico's growing environmental awareness, particularly among younger generations, who are increasingly demanding sustainable solutions to the country's waste crisis.

And this year, Mexico pulled off something massive: more than 5 million volunteers stepping up for World Cleanup Day, marking the largest mobilisation in the world this year!



Global Projects and Campaigns

Across continents, innovative initiatives are demonstrating how environmental action can take many forms — from transforming classroom learning to tackling invisible digital waste. These projects show that meaningful environmental impact can happen both locally and globally and showcase how education, technology, and collective action are shaping a more sustainable future.



LDIW's World Cleanup Day Impact Photo Exhibition

The World Cleanup Day Impact Photo Exhibition, conceived and led by LDIW President & CEO Heidi Solba and supported by Tallinn Urban Environment and Public Works Department, launched at Estonia's Ministry of Foreign Affairs on 12 June with a reach of nearly 400,000 across four major national events in Estonia, the birthplace of the World Cleanup Day movement.

The exhibition showcases the impact of World Cleanup Day—how a single day of action sparked year-round sustainable projects across 22 countries in LDIW's network of 164 nations, with carefully curated displays documenting eight consecutive years of environmental transformation: community gardens, recycling programs, educational campaigns, and policy changes that continue long after cleanup ends. These images tell the story of how World Cleanup Day participation became the catalyst for ongoing environmental stewardship,

documenting a movement that has mobilized 139 million participants since 2018, removing over 872 000 tonnes of waste, and achieving United Nations International Calendar recognition in 2024. The exhibition embarked on its international tour in 2026, opening on 7 April at the European Parliament with Members of European Parliament and LDIW Europe region leaders, followed by appearances at other prominent international venues over the next two years. Through visual documentation of the ripple effect of collective action, the exhibition demonstrates LDIW's strategy to engage 5% of the global population—the critical tipping point needed to drive the societal change our world urgently needs, proving that when communities unite for a common purpose, transformative change becomes possible.

Read here more: [LDIW's World Cleanup Day Impact Photo Exhibition Embarks on World Tour](#)



2025 Zero Waste Forum

The Zero Waste Forum took place in Hollywood, Florida, from 30 March to 3 April 2025, built upon the UN-declared International Day of Zero Waste, with Let's Do It World represented by Yulia Markhel (Ukraine leader) and Pål Martensson (Regional Director of Oceania).

LDIW leaders participated in a beach cleanup working alongside microplastic researcher Dr. Sami Romanick and delivered two prominent sessions at the main conference at Anne Kolb Nature Center: Yulia Markhel presented on environmental action during wartime, detailing Ukraine's challenges including security risks and war-related waste while affirming that "nothing can stop civic spirit and environmental responsibility," and Pål Martensson's well-attended digital waste session educated participants on how digital activities create emissions, with most attendees expressing they "had NO idea" about their digital pollution.

LDIW's presence alongside Earth Day representatives and other partners demonstrated the network's role in connecting zero waste initiatives across physical and digital pollution, from grassroots cleanups to policy advocacy and educational campaigns.

Read here more: [The 2025 Zero Waste Forum: A Week of Learning, Action, and Inspiration](#)



SEEP in Tanzania

The Sustainable Environmental Education Program (SEEP) is improving environmental education in Tanzania by using digital tools in schools. It is led by Nipe Fagio and Let's Do It World. The programme helps students and teachers learn about sustainability, use digital resources, and become future environmental leaders while reducing the digital divide. After more than 1.5 years, the project comes to an end.

Digital environmental education is improving learning in Tanzania by making lessons more engaging and practical. Through activities such as environmental clubs and community clean-ups, students can apply what they have learned and develop a stronger sense of responsibility for the environment. Programmes such as SEEP also help close the digital divide by providing schools with digital tools and training. As a result, students are more engaged, environmentally aware, and better prepared to become future leaders.

On 27 February 2025, the University of Dar es Salaam (UDSM) Library hosted the Sustainable Environmental Education Program (SEEP) Tanzania Awards 2025. In the 2024/2025 award ceremony for Best School Project, Zanaki Secondary School earned first place, the second place went to Yusuph Makamba Secondary School, and Makoka Secondary School came in third.

Ultimately, combining technology with environmental education plays an important role in Tanzania's journey towards sustainable development. Nipe Fagio sets a great example for the education ministry and other stakeholders working to improve environmental education and sustainability (Tajaali Masaki).

The programme has received support from the Centre for Environmental Investments SA as well as from the Environmental Investment Centre.

Read more here: [WCD SEEP Transforms Environmental Education in Tanzania](#)



Digital Cleanup Day 2025

2025 marks Digital Cleanup Day's fifth anniversary. Created by Let's Do It World, Digital Cleanup Day (DCD) aims to spread awareness of our digital carbon footprint. It encourages participants to purge unnecessary digital data by deleting photos and emails, unsubscribe from unwanted newsletters, etc.

As explained by Jaka Kranjc, leader of Let's Do It World Slovenia, and Digital Cleanup Day 2025 campaign, around 80% of data is accessed only once, meaning that most of the stored data has actually no value. Awareness is starting to grow, with even the European Union becoming more aware of the need for ICT to become greener. Jaka Kranjc states that the main issue among this is over-digitalisation. He emphasises that in order to decarbonise ICT sections, action needs to come from everyone.

This year's results show that 2.3 million gigabytes of unnecessary data were deleted, saving 575 tonnes of CO₂ emissions annually, and more than 541 800 participants took part across 61 countries and territories. The biggest contribution was from France, with nearly 990 000kg deleted. Although there were fewer participants compared to last year, the results are still incredible and have succeeded in spreading worldwide awareness of digital sustainability.

In the five years since Digital Cleanup Day began, over 1.7 million people have participated, collectively erasing millions of gigabytes of digital waste. The top countries participating were Ukraine, Belgium, India, Brazil, and Japan. The main data deletion leaders included India, Nepal, Canada, Brazil, and Pakistan. In 2025, 32% of UN member states participated, demonstrating the movement's expanding global reach. As our lives become more digital, reducing invisible waste is just as important as cleaning up physical litter.

Read more here: [Digital Waste - The Hidden Pollution We're All Creating](#)



D-Green Project: Digital Sustainability for SMEs

Let's Do It World, the establisher of Digital Cleanup Day and the organization running digital cleanup initiatives in hundreds of countries worldwide, partnered with ASSINDUSTRIA CONSULTING SRL as part of the Erasmus+ KA220-VET collaborative partnership project "D-Green - Digital sustainability for SMEs."

Running from October 2025 through September 2027, the project addresses digital sustainability for small and medium enterprises through vocational education and training. LDIW contributes its unique expertise in digital waste reduction and environmental education, building on the organization's proven Digital

Cleanup Day methodology to integrate digital sustainability principles into SME training frameworks.

Key deliverables include the D-GREEN Handbook and D-GREEN MOOC training programme, which will equip vocational education professionals and SMEs with tools to reduce their digital footprint and implement sustainable digital practices.

The partnership connects LDIW's established global digital cleanup leadership with European vocational education networks, demonstrating how environmental movements can influence business practices through formal education channels.



Co-funded by
the European Union

Asia Leaders Academy 2025

The Let's Do It World Asia Region Leaders Academy 2025 brought together 44 environmental leaders from 21 countries in Singapore, supported by the National Foundation of Civil Society Estonia, with leadership from LDIW Singapore Leader Chun Hui, Asia Regional Director Agustina Iskandar Crombach, and President & CEO Heidi Solba.

Professor Siva from the National University of Singapore shared insights on Singapore's systematic transformation into one of the world's cleanest cities since 1968, while Dr. Christina Liew explored the connection between hygiene and waste management as fundamental public health infrastructure. The academy dedicated a full day to sharing best practices and inspirational stories from leaders

across the region, followed by interactive workshops on the "Strive for Five" campaign aiming to engage 5% of the global population and textiles waste initiatives. The gathering concluded with a mangrove cleanup along Singapore's riverbank at sunrise, demonstrating that environmental leadership combines strategic knowledge with hands-on action.

Yameen Adam and the Let's Do It Maldives team will host the next Asia Leaders Academy in 2026, continuing the network expansion that transforms individual country efforts into coordinated regional environmental action.

Here to read more: [Asia Leaders Academy 2025 in Singapore: Action, Connection, and Inspiration](#)



WCD Celebration in Kyiv, Ukraine

Let's Do It World made a strategic and moral decision to host World Cleanup Day 2025's global Call and Media Centre and live broadcast in Kyiv, Ukraine—a defiant statement that even in the darkest hours of war, collective environmental action can spark change and rebuild communities.

The decision recognized that over 60 conflicts rage globally today, leaving devastating environmental destruction: Ukraine alone has suffered over \$56 billion in environmental damage since February 2022, with wildfires burning more than 965 000 hectares in 2024, 40% of soil contaminated, and emissions exceeding the equivalent of 230 million metric tonnes of CO₂.

LDIW stands in solidarity with all war-torn communities, understanding that while wars are temporary, environmental damage lasts generations, and when conflicts end, communities face the urgent task of rebuilding their land, environment, and social fabric through collective action.

Beyond environmental restoration, World Cleanup Day provides psychological healing for trauma-affected populations—when people unite to restore land and clean rivers, they rebuild trust, find resilience, and create a new pattern of togetherness, proving that peace begins with action.

Last year, over 400 000 Ukrainians participated in World Cleanup Day despite ongoing fighting, demonstrating incredible resilience that inspired the strategic choice of Kyiv as the global broadcast center.



On World Cleanup Day 2025, volunteers from over 190 countries—including conflict zones and peaceful nations—worked side-by-side, proving that environmental restoration and peacebuilding are interconnected, and that human resilience cannot be extinguished by violence.

Read full articles here: [Why LDIW Leadership Chose Kyiv as the Global Hub](#) and [World Cleanup Day 2025 Becomes a Symbol of Solidarity and Resilience](#)

Call and Media Centre for WCD in Kyiv, Ukraine

On 20 September 2025, Ukraine became the global center of World Cleanup Day for the first time, with Let's Do It World and Let's Do It Ukraine establishing a Call and Media Centre with live broadcast studio in Kyiv to coordinate events across 190 countries despite the ongoing war.

More than 100 volunteers from different Ukrainian cities worked across media, press, and call center teams—conducting interviews in English, Spanish, and French with the youngest interviewer only nine years old—while monitoring social networks and tracking global cleanup stories for international audiences.

The broadcast featured addresses from European Parliament President Roberta Metsola and Estonian Minister of Foreign Affairs Margus Tsahkna, followed by interviews with coordinators from over 30 countries and video stories from China, Australia, Indonesia, Bangladesh, Latvia, France, Tanzania, Brazil, and other nations, demonstrating global environmental solidarity.

The main challenge was coordinating a full-scale international broadcast during wartime with daily dangers and curfews making night-time preparations impossible—the coordination center operated underground at iHub with volunteers traveling over twenty hours to reach Kyiv, working in shelters, and even sleeping in metro stations while maintaining strict safety protocols.





The broadcast was led by Estonian TV technology team Martin Grand, partnered with Kyiv TV channel for live street reports, with hosts Denys Cholovskyi and Heidi Solba in Ukraine and Colm Flynn in Vatican coordinating connections across all continents, supported by iHub's safe workspace and Halushka Restaurant's meals for the international team.

Ukraine's resilience in hosting this unprecedented global broadcast transformed the country into a symbol of international solidarity, proving that collective environmental action can unite nations even in the darkest circumstances and inspire global change.

Here you can read more: [WCD 2025 Broadcasting from Ukraine: Uniting the World](#)

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

One World, One Breath

Let's Do It World delivered the 'One World, One Breath' session at the Estonian Hub in Singapore, bringing together business leaders, philanthropists, and conscious corporations to explore the connection between inner transformation and environmental action as part of the Strive for Five campaign aiming to unite 5% of the world's population.

The session opened with welcome remarks from Priit Turk, Ambassador of Estonia to Singapore, Indonesia and ASEAN, alongside Heidi Solba, LDIW President & CEO, followed by a 30-minute immersive breathwork workshop led by Pei Chan, CFA, founder & CEO of Inmispace, demonstrating conscious breathing as a leadership tool for environmental impact.

The approach recognizes that when leaders operate from a regulated nervous system, they make better decisions and create sustainable solutions rather than reactive fixes, moving beyond surface-level cleanup to address root causes of planetary challenges. The session facilitated networking among business leaders, investors, sustainability ambassadors, and partners, creating space for collaborations needed to drive systemic change.

The event was made possible through collaborative support from the Estonian Embassy in Singapore, the Estonian Business Hub Singapore, Inmispace Private Limited, Siim Säinas, LDIW's Merilyn Kesküla, and the National Foundation of Civil Society Estonia.

Read more here: [One World, One Breath Session, where Inner Transformation Met Planetary Purpose](#)



LDIW and Zero Waste Foundation

The International Zero Waste Forum, held in Istanbul from 17–19 October 2025, brought together participants from 108 countries, where the Zero Waste Foundation signed a Memorandum of Understanding with Let's Do It World—the movement that has mobilized 139 million volunteers across 211 countries—represented by Regional Director for Europe Luan Hasanaj and board member Pål Martensson.

The partnership establishes joint campaigns, shared training modules, coordinated global events, and mutual resource mobilization and policy advocacy. ZWF will launch a joint pilot programme in selected European countries by mid-2026, establish a shared online knowledge hub for exchanging best practices and toolkits, organize an annual Zero Waste Leadership Summit rotating between partner countries beginning in 2027, and coordinate global campaigns linked to World Cleanup Day.

This partnership combines ZWF's zero-waste infrastructure and policy frameworks with LDIW's grassroots mobilization capacity across 211 countries. Together, the Zero Waste Foundation and Let's Do It World will connect governments, businesses, civil society, and citizens to advance the transition toward a waste-free world.

Here is the full article: [LDIW and Zero Waste Foundation Join Forces for a Waste-Free Future](#)



Limpa Brasil at COP30

From 10-21 November, Instituto Limpa Brasil represented Let's Do It World at COP30 in Belém, Brazil, delivering a comprehensive programme including the 'Less Waste, Better Climate' campaign, youth engagement through 'My Future, My Voice', and coordinating the COP30 Cleanup Effort on 15 November that mobilized communities across Brazil.

During the conference, Brazil launched its National Strategy for Plastic-Free Oceans (ENOP), which officially recognizes World Cleanup Day as one of Brazil's core strategies for combating marine pollution by 2030—a historic acknowledgment of collective action's power in environmental policy. Limpa Brasil coordinated lectures, workshops, cultural events, and the 'Clean Brazil 2025' photography exhibition across COP30's Free Zone, Green Zone, and Blue Zone, linking the campaign to Brazil's SDGs, ESG principles, and Nationally Determined Contributions.

The mobilization built on World Cleanup Day 2025 momentum from 20 September, when Belém hosted one of Pará state's largest environmental efforts with over 100 000 participants including students, government bodies, and partner organizations. Through integrated initiatives combining education, art, and practical action, Instituto Limpa Brasil demonstrated that mobilizing people is education, and education catalyzes systemic change toward a waste-free world.

Read more here: [Limpa Brasil Amplifies LDIW's mission at COP30](#)



Strategic Partnerships

The Government of the Republic of Estonia

The Government of the Republic of Estonia has been instrumental in securing official UN recognition for World Cleanup Day, now permanently designated as 20 September beginning in 2024, and has served as a vital strategic partner for Let's Do It World headquarters and the global movement since the NGO's establishment. Estonian government support extends beyond diplomatic advocacy to include backing for the World Cleanup Day Impact Photo Exhibition through the Ministry of Foreign Affairs and promotion through Estonian embassies worldwide, amplifying the movement's global reach and impact storytelling. The engagement of Estonian embassies not only expanded World Cleanup Day's reach but also demonstrated diplomacy's powerful role in catalyzing environmental action, connecting grassroots community mobilization with international policy advocacy. Through this multifaceted support—from UN recognition efforts to exhibition promotion and direct embassy participation—the Estonian government continues to strengthen LDIW's capacity to transform local cleanup actions into global environmental governance infrastructure.



REPUBLIC OF ESTONIA
GOVERNMENT

UN-Habitat

Let's Do It World signed a Memorandum of Understanding with UN-Habitat in 2025, establishing LDIW as a Knowledge Partner within their network. The partnership builds on collaboration since 2019, including the joint organization of the inaugural World Cleanup Day celebration in Tromsø, Norway on 20 September—now recognized on the UN Calendar of International Days. UN-Habitat's focus on sustainable cities and communities connects with LDIW's work in waste management and infrastructure development. LDIW President and Head of Global Network Heidi Solba has served on the UN-Habitat Waste Wise Cities Advisory Board since 2020. The Knowledge Partner framework creates potential for knowledge exchange and stakeholder engagement on waste management approaches, including circular economy principles and community mobilization strategies.

UN HABITAT
FOR A BETTER URBAN FUTURE

UN SDGs

The UN SDG Action Campaign partners with over 1 700 organizations to engage people globally in advancing the Sustainable Development Goals through public outreach, events, and activations, with Let's Do It World serving as Convening Partner for the UN Act4SDGs campaign. LDIW contributes annually during the September #Act4SDGs week through World Cleanup Day, connecting grassroots environmental action to SDG progress. The UN SDG Action Campaign and Let's Do It World hold periodic strategy meetings to explore collaboration opportunities. In 2023, World Cleanup Day received the UN SDG Action Award recognizing its mobilization impact.



UNEP

Let's Do It World holds accredited non-governmental organization status with observer access at the UN Environment Assembly (UNEA). This accreditation enables LDIW to participate in UNEA proceedings and collaborate with international partners on environmental sustainability initiatives.



European Union

Let's Do It World became a partner of the European Climate Pact in 2025, connecting waste management to climate action within the framework of the European Green Deal's goal for climate-neutral Europe by 2050. The partnership positions LDIW to collaborate with policymakers, businesses, and local communities on addressing the interconnected challenges of waste and climate, demonstrating how local cleanup actions create global environmental impact beyond immediate waste removal.

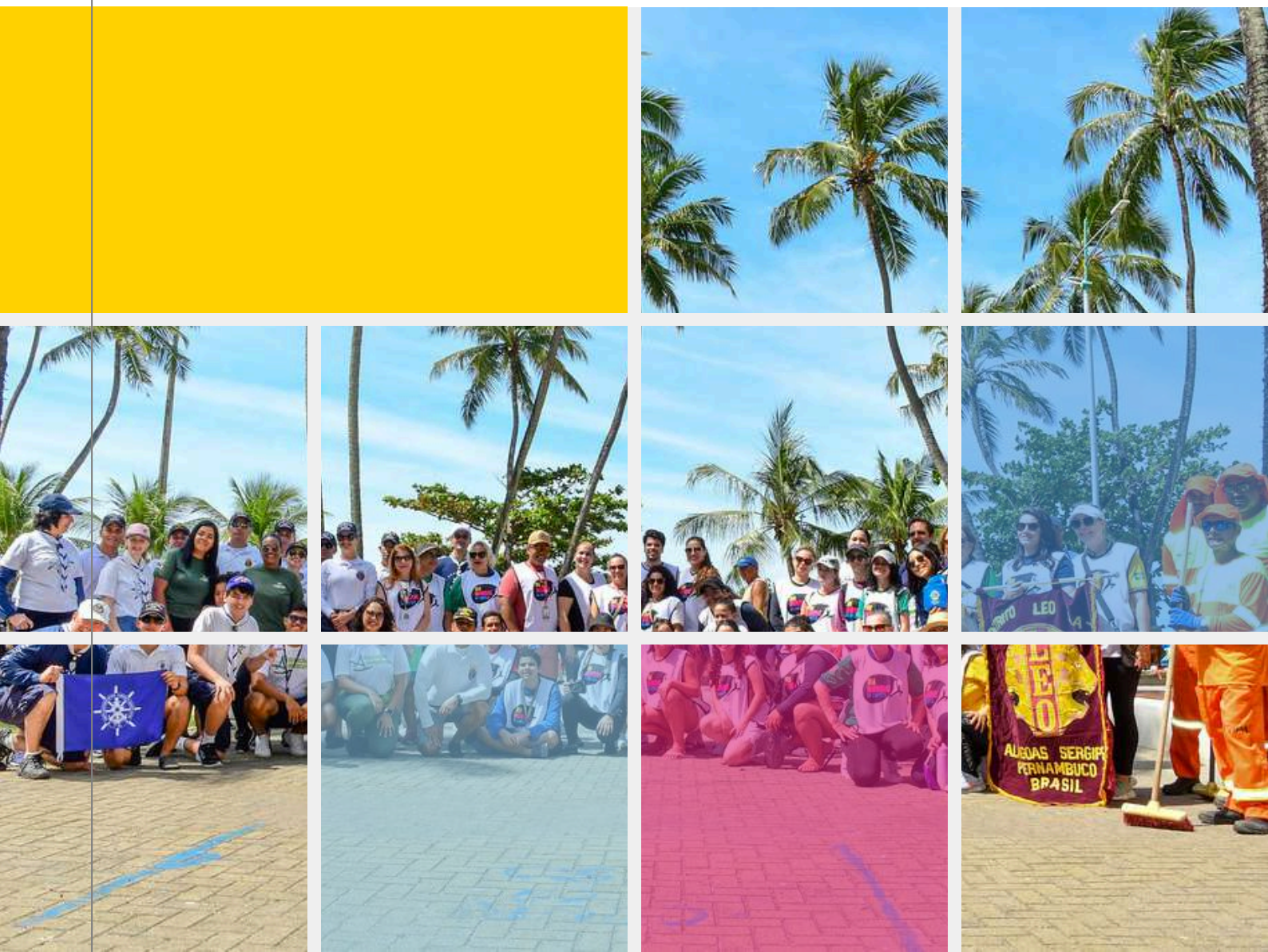
As part of this European engagement, LDIW's World Cleanup Day Impact Photo Exhibition opens at the European Parliament on 7 April 2026, featuring documentation from 22 countries showing how single-day cleanups catalyzed year-round sustainable projects including community gardens, recycling programs, and policy changes. The exhibition, which launched at Estonia's Ministry of Foreign Affairs on 12 June and reached nearly 400 000 people, will tour UNEA-7, the European Commission in Brussels, and other venues, providing visual evidence of how grassroots mobilization connects to systemic climate action. Through the Climate Pact partnership and exhibition tour, LDIW engages European stakeholders in resource efficiency and sustainable waste practices, positioning waste reduction as central to climate strategy rather than a peripheral environmental concern.



Funding

This annual report highlights the funders and supporters 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 in 2025. 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 as well will proceed with the cooperation in 2026. 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 support to [Hydroscand Group](#) for the support they offer to Let's Do It World HQ and Let's Do It Ukraine.



We do express our gratitude for the support to [Digital Logistic Center of Excellence](#) and Creative Union.



Special gratitude goes to [Meltwater](#) - the first online media monitoring company, who is monitoring and analyzing online data and has been a supporter to the LDIW during the World Cleanup Day.



Mobilising Partners

Let's Do It World operates through thousands of mobilizing partners across local and global levels, with many spanning multiple continents and countries. LDIW recognizes organizations that engage their employees in World Cleanup Day and Digital Cleanup Day, expanding environmental awareness around both physical and digital waste while fostering active participation. Below are perspectives from several 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.

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

World Wellness Weekend (WWW)



World Wellness Weekend is active in over 160 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

Let's Do It World extends its deep gratitude to the individuals who joined our donor community in 2025.

Private donors form the foundation that enables LDIW's independence and agility—their direct contributions provide the flexible funding essential for advancing environmental action and building sustainable systems. Unlike institutional partnerships that often come with specific mandates and timelines, individual donors trust LDIW's vision and leadership to allocate resources where they create the greatest impact. These contributions support core operations, enable rapid response to emerging opportunities, and sustain the infrastructure that connects 164 countries in collective action.

To every person who chose to invest in LDIW's mission—whether through one-time gifts or sustained monthly support—your belief in grassroots environmental transformation makes this global movement possible.

You are true heroes:

Alari Aho	Mari-Liis Keerdi	Chingun Munkbold	Merike Sepp
Henri Aunin	Krysten Keymer	Maiki Mõtlep	Natalya Siedova
Claire Fleming	Tommy Knuts	Mari-Liis Mürsepp	Siim Säinas
Delphine Guichard	Olga Kuemin	Hannah Noseworthy	Johanna Uus
Se-Hyeon Jeong	Kaarel Kukk	Maarika Ojakäär	Rainis Vares
Silja Kalda	Raido Lember	Tatjana Scheel	

And organisations:

Mapri Ehitus
Spacevac International
Xcel Bespoke
Haskoning
Griven SRL
SALİH TATLICI VAKFI Foundation

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



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Supporting Partners



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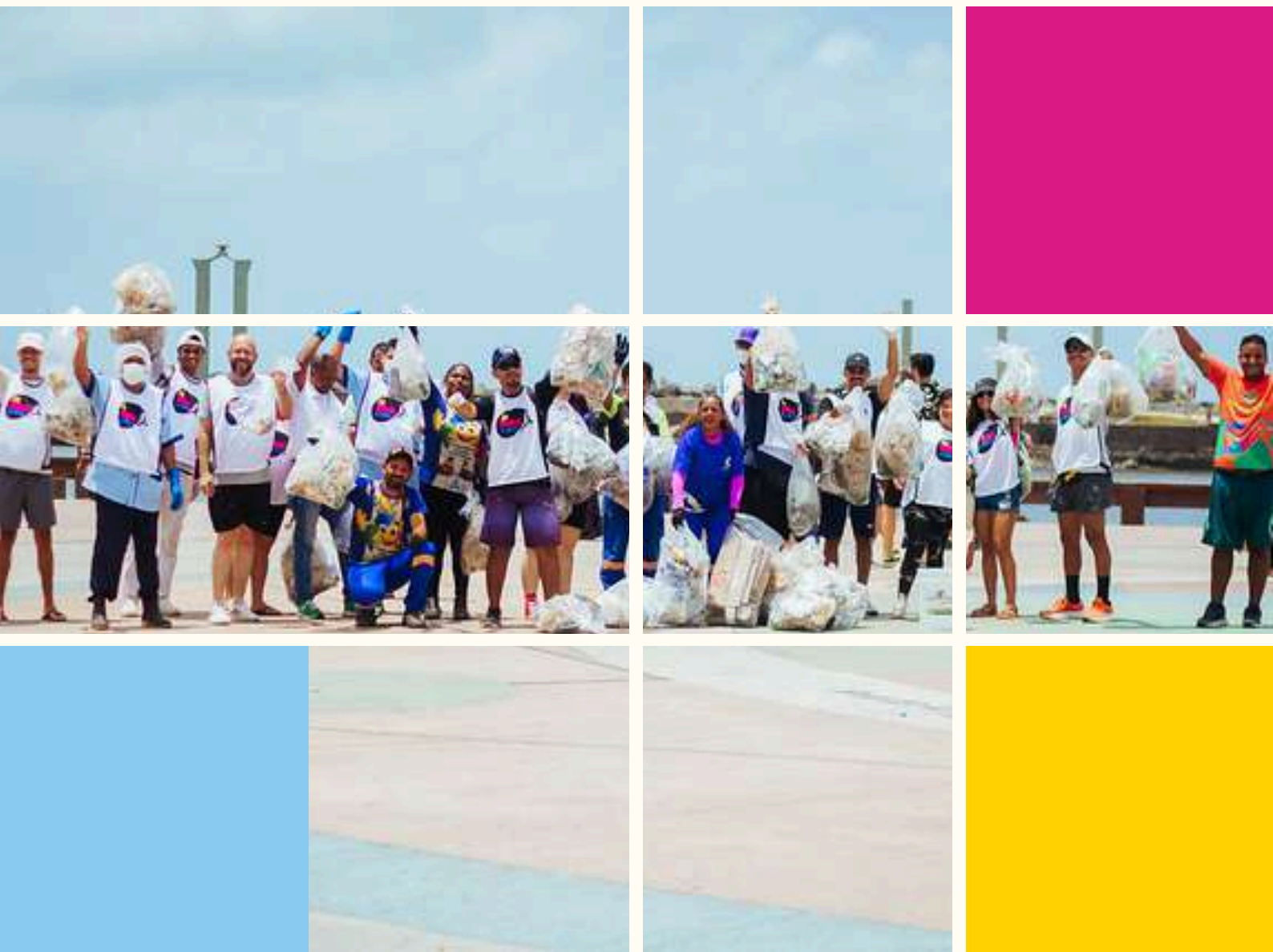
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Thank You!

