



ADDRESSING THE 5 TOP QUESTIONS!



A short summary of ideas regarding the feasibility of World Cleanup Day



**When people hear about
World Cleanup Day
for the first time,
5 TOP QUESTIONS
almost universally
come to mind.**

Please take a few minutes to share your thoughts and knowledge about FIVE TOP QUESTIONS regarding the feasibility of World Cleanup Day.

FIVE KEY QUESTIONS

1. Why plan a global cleanup day?
2. What will be done with all the litter the next day?
3. Is it possible to mobilize 5% of the world's population for one day of action?
4. How can we connect and motivate people of all ages and all countries?
5. What is the long-term Social impact of national cleanup actions?

Your attention to these questions, and possible input or guidance toward world-class answers, will be the urgent step needed toward making World Cleanup Day 2018 a massive success for all of us. Our initial responses to these questions are on the following pages. Our goal is to ask you to add your thoughts and ideas.



WHY ADDRESS THE BIG QUESTIONS?!

This whole project is about the positive change of 5% of the world cleaning together.

We are inviting you to join this conversation in any way: No wrong ideas.

Everyone who is willing to **THINK BIG** about cleaning up the world of litter and illegal waste is welcome in this project. Partners will become thought leaders and ambassadors for the movement.

We very much need your perspective. And input...and friends.

This document is a short summary of a larger academic effort about positive behavior change. It is very important that we include a wide range of perspectives because we aim to motivate such an enormous amount of participants. Including a wide range of ideas is vital for this inclusive effort: tell everyone and listen to their needs.

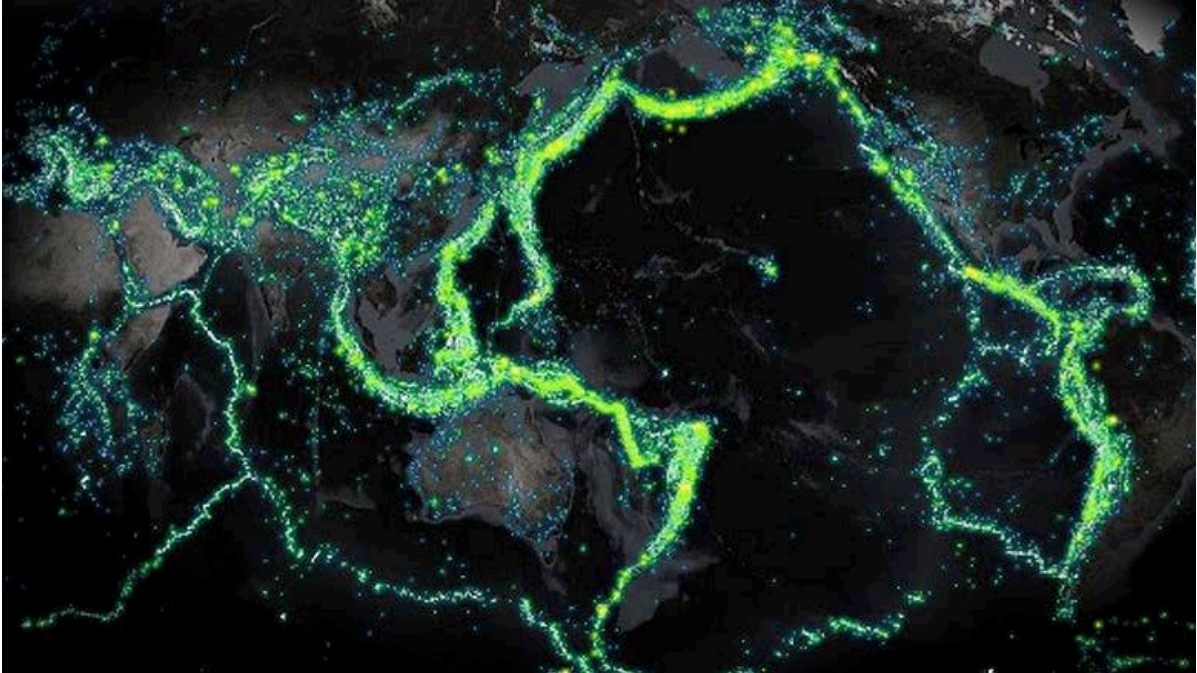
The insights in regards to these five questions will be the foundation for success.

World Cleanup Day is a movement. It includes friends and families, community leaders, faith based groups, scientists, sports teams, key opinion leaders, emergency responders, businesses, non profit champions, academics, national presidents and more!

We want this event to be inclusive, empowering and sustainable.

In this way, collecting information and including many perspectives is a huge aspect to understanding how to best motivate everyone towards positive action.

It is **VITAL** that the “why do a global clean up” be spread widely so people around the world feel inspired to get involved.



It's been said: "One person's trash is another person's treasure" — managed properly it is an economic resource.

Environment cleanup is something we can all agree on (in these political times)

Today the topics for the world are increasingly interrelated and urgent. The action of doing a clean up can create an immediate sense of accomplishment, and contribution to long term change:

- 1) Makes leadership and community;
- 2) sets the aesthetic standard for what the majority of people believe is acceptable in our public spaces

and much more!

Social media is helping the sustainability message

Mobile technology has helped not only to make these efforts fun and interesting, but also helps easily provide information on the importance of preserving our way of life.

Global programs offer global economic opportunities (and a fresh mindset)

While waste is a very complex issue, it includes progress and incredible value. Plus, ONE DAY actions are a proven tool for communal action that can show potential.

In Estonia, for instance, the 2008 national cleanup was audited and valued at 20 million Euro worth of action.

Also, incredible stories have surfaced from clean up activities. One Partner, Trash Hero, helped turn a mountain of flip-flop waste into profits and product for an international partner creating recycled-flip-flop-flip-flops!

With the aim of overcoming challenges, and exploring opportunities, organizations around the world are transitioning toward circular economic wins, that they otherwise wouldn't in isolation.



Each place will have a range of solutions with one goal: Share the best ideas!

A simple point. People first change their behaviour and then their opinions. And starting small is a great way getting people involved. Cleanups are not just about picking up litter but about **awareness and education**.

Then based on each nations level of capabilities, the waste will be managed on the local level with a variety of solutions including recycle, reuse, repurpose.

Participants in cleanup will help find sensible solutions:

Civic technology is connecting brilliant minds in new and exciting ways everyday. New examples of innovation are the subject of experimentation and the main fuel for this work is connection.

Expect innovative stories, and accept simple progress, working together in new ways!

The amazing thing about today's communication landscape is it's making a huge network of diverse ideas. This absolutely applies to waste issues. Imagine people from completely different backgrounds talking together about new solutions .

With innovations spanning across industries, including fashion with Adidas' trainers constructed from ocean plastic and automotive brand Volvo pledging to only produce electric cars from 2019, businesses are going beyond the superficial and transactional and are helping consumers.

How we manage waste is one of the most compelling subjects of our time. Cleanup can offer a "Big Bang" of awareness and help to celebrate new solutions surfacing every day.

Is it possible to mobilize 5% of the world's population for one day of action?



Some say “Everything is impossible until it’s done once”
Peer-to-peer connections are more powerful than ever.

There are already teams with unique expertise building national cleanup days

The initiator of World Cleanup Day – Let’s Do It Foundation is a global civic movement with a mission to connect and empower people and organizations around the world for a clean planet.

Already 17M caring people have joined the movement, cleaning up more than 500 000 tonnes of garbage in over 100 countries, saving lives, improving health, & reducing costs.

Real-life tactics organizers already use amplified with Social Media and Mobile:

- 1) Message to Specific Motivations
- 2) Mobilize Around Triggers
- 3) Provide Supportive Resources
- 4) Use Technology to Link People Together

Huge economic possibilities are evolving for communities, individuals and governments.

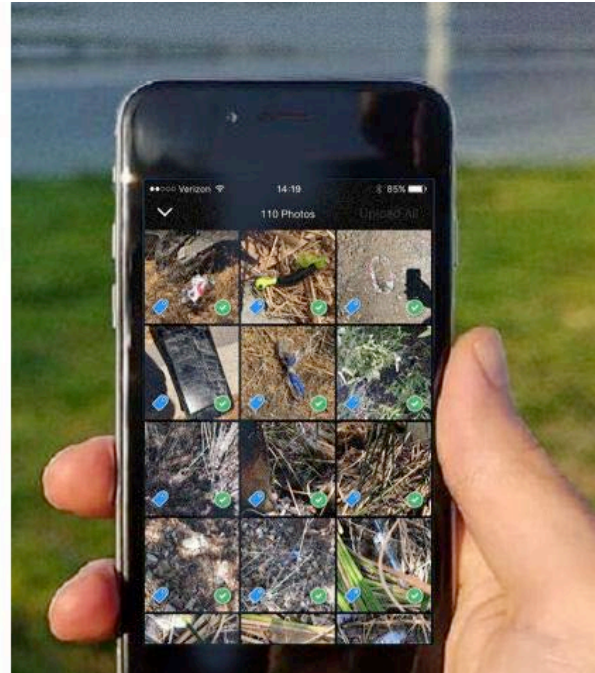
Communications today is a 360° set of opportunities. World Cleanup Day has always made **value** part of the important message.

A blend of traditional and new media platforms combined with grassroots volunteer sharing can create engagement of never-seen-before levels.

Also, clean up actions can represent incredible value. The “Litter” management in the USA is estimated at 9.2 billion dollars a year. One goal is to show how national cleanup is linked to this value and use this information to motivate leaders and decision makers.

There seem to be many creative ways to incorporate financial incentives into the goal of keeping a clean world. This project respects this aspect of society and celebrates it.

How can we connect and motivate people of all ages and all countries?



“What if mobile technology can be put-to-work for helping with civic engagement and conservation?”

**Mobile technology.
Mobile technology.
Mobile technology.**

Let’s use Civic Technology to inform and mobilize people, to facilitate solutions to the world’s major challenges – ending poverty and hunger, ensuring universal access to basic services, and making the transition to a low-carbon economy.

Mobile and telecom play a pivotal role AND when these tools are combined with community there may be exciting new breakthroughs.

“Isn’t there an APP for that?!” ...Well YES, there is.

Today, we can count around 10 more widely used applications that allow users to map waste and/or report the cleaning of it. These solutions alone today unite a community users around the world. Can it be spread to their peers as well?

Some will “get paid” socially, some will “get paid” with incentives or in other ways.

Imagine a world in which those 75 million 'Pokémon GO' players fanning out across the planet could double as the world’s greatest mapping platform, crowdsourcing a real-time catalog of everything from potholes to trash dumps and feeding those back to cities and NGOs to fix. They could be saving the planet while catching a Pokémon.

Social Media and games also offer Social Currency, where individuals can get points and emotional rewards for their achievements.

Also, there are programs that include financial payment for recycling and civic engagement.

Together some of these programs can play a big role in mobilizing communities.

What is the long-term Social impact of national cleanup actions?



CAN CIVIC MINDED PROGRAMS DRIVE PROFITS AND PROGRESS

Can cities and communities have 'Resilience' and 'Management' indexes that inspire long term progress?

"TRASH BLINDNESS" can be transformed... if we SEE litter, we pick it up

Defining "Trash Blindness" by asking people from any societal, cultural, economical background, narrows down to the common agreement that people do not SEE litter and / or do not understand the problems related to it.

Visual technology and cleanup actions have powerful impact on this subject.

Generally it is our expectation that people that participate at cleanups, also adjust their litter behaviour. Experience from Let's Do It! World movement also prove that, exceptions exists and participation in clean up events doesn't necessarily mean that people are less likely to litter.

Social science, big data and community leaders can help us manage this topic in new ways.

World Cleanup Day can evolve from clean up efforts to a communications channel:

Cleanups give us documented evidence of what kind of waste there is in the community and invest the community into taking steps for sustainable solutions.

World Cleanup Day aims to prove that social evolution is possible now.

From 2019 forward the connected community can engage in other positive transformation.

For a generation that is Global Civic Technology minded

Change is happening. One reaction: the trend HUMAN BRANDS, showing that personality, purpose, and profit are compatible and that businesses can successfully eliminate some of the negative impacts they have.

YES! Introducing World Cleanup Day: invitation to join us!

WILL YOU JOIN US?

The team making World Cleanup Day is rapidly expanding. Support and leadership provided by our Partners will be essential for this important project to evolve. By adding your ideas to this document you will play a VITAL role in the progress.

Please contact us anytime to learn more:

Here's four more ways you can JOIN US today.

Share this information:

Forward the email about World Cleanup Day, share the video and tell others about these 5 TOP QUESTIONS. Together we can explore big ideas for positive transformation.

Let's meet or call:

Contact World Cleanup Day or Let's Do It! — we are excited to connect.

Endorsement:

There is a Memorandum Of Understanding available for our global supporters.

Consider partnership:

World Cleanup Day has a tremendous range of sectors that you can help with.