

Photo: ORCAA Peru



Humankind created 2.12 billion tons of waste in 2020. The majority of our waste ends up in landfill or in the natural environment. Let's Do It World works to overcome these problems with an ultimate vision of "a clean and healthy waste-free world".

Theory of Change

Let's Do It World's Theory of Change defines the vision of our organisation and maps out the necessary path and preconditions to achieve it.

We can achieve this by acting as a catalyst for systemic change, engaging all three sectors of society—civic, public and private. All three sectors must take a role in creating the necessary shift in society. People have to adopt a sustainable lifestyle, businesses have to implement circular and regenerative business models and governments need to adopt supportive and nudging legislation for a circular and regenerative economy.

We see the role of Let's Do It World as:

- 1. Creating awareness and grassroots involvement** around the issue of waste by: engaging 5% of each country's population in World Cleanup Day, running awareness campaigns and bringing sectors together.
- 2. Educating children, adults and businesses** about the environment and the need for change.
- 3. Empowering and educating the new generation of future leaders** around the world to lead the transformation process in society required to reach our ultimate goal—a waste-free world.

All our work is embedded within our "three Es": **Engaging, Educating** and **Empowering**.

