



# Let's Do It!

## World Cleanup 2012

Brainstorming:  
How to start?



## Start building a team



What kind of skills and experience do you need?

Where will you find these people? Do you already know them?

Who will be responsible for what?

How will you make big decisions?

How to keep the team open for new people and new ideas?

Is everybody in the right place and happy?



# Set yourself some goals!



- When will be the cleanup day?
- What will be the territory of the cleanup?
- How many people you plan to engage?
- How many tons of garbage will you clean up?
- How many people you need to engage on your facebook page?
- Who will be you partners?
- **WHEN?**



# The plan!



What are the most important steps you need to make to get to these goals? When?

What are the smaller steps? When?

What resources, skills, conditions do you need to complete these steps?

Who can help you?

When it's not working, what then?



# Find some good friends!



What organizations are working towards similar goals now? How can you both benefit from cooperation?

What are the most critical resources you need?

Who can help you with these?

How can you present and appreciate this help?

What can you do together next?



# Engage people



- How can you divide tasks between more people efficiently?
- Where can you find new people?
- Are you all having fun? How could you have more fun?
- Does everyone have a chance to contribute?



# Get on with mapping



What is the best mapping method for your country?

Do you need to make a pilot mapping to have first estimates?

Where you find the people who have the skills, equipment and interest to map garbage?

Do you need to organize events?

When can you do the main mapping?



# The budget



- What kind of specific resources you need to complete the plan?
- How much of it is money?
- Who are responsible for finding, planning and managing the resources?
- How will you communicate your spending?
- Where will you get the resources?





# Send the message out!



- What are you doing? Why are you doing this? Who are you?
- Who do you want to reach with your message? When? For what?
- Which are the most influential and helpful channels for your action?
- Can you join the voices with someone else?
- Be creative!



# Plan the Day!



- What will start to happen on the cleanup day?
- What kind of support can your team offer?
- What can be the unexpected?
- Where are the potential risks? How to prepare for them?
- How will you get the results of the day?
- How will you celebrate?

