



Organisation process

Let's Do It! 2008 in Estonia
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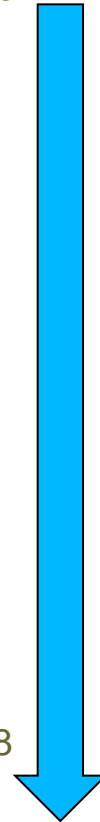
Let's clean the Balkans in one day!

How it started ?

- Dream!
The first idea
- Share!
People who connected to the idea
Person who gave a specific solution
- Engage doers! (for free 😊)
Core team, the responsibility takers
- Build up the team!
Hiring, structure, responsibilities

October 2007

January 2008



The usual leadership model



The “Let’s Do It Model”





The organisation model

- Core team, 11 subteams
- Advisory board

- For communication & making decisions & synchronizing
 - Meetings
 - **Team leaders – once in week**
 - **Teams**
 - **General meetings - everyone welcome!**

Internal communication



- Meeting memos + infoletter of the overview of all the teams once a week to everyone
 - E-mail lists (general list, core team, subteams, a list of every county + one where all the county coordinators where together)
 - Skype chat
 - E-mail address to everyone with the domain name of the campaign.
 - Meeting memos: always share with everyone!
 - Wikipedia: for meeting memos (most accessible)
 - Newsletter at least once a week to everyone!
 - Phones with credit to every volunteer



Resources

Engage everybody!

Partners & people make it happen, not money!

- Engage companies! Non-monetary or monetary contribution
- Engage officials!
- Engage media!
- Engage volunteers!





Volunteers

- Most of the team were volunteers
- Team – 650 members
- How to find?
- Concrete tasks for everybody
- Different ways to participate – 3 days...- ... 4 months
- Motivation



Timeline

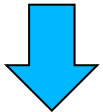


MAPPING PERIOD

- I – idea was born
- II – team was built, hard work period started 😊
- III – registration
- IV – 3rd of May – Clean Up Day
- Logistic challenges

Clean-up day

- 10 000 clean up spots all over Estonia



- 207 flagstation



- 17 waste collecting stations



- 4 final destinations – dumping grounds





Project result

- More than 50 000 volunteers
- 10 000 tons of garbage
- Awareness!

- It's much cleaner now 😊
- People care more
- Other Let's Do It events









Thank you!

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